

# DEZAC HAIR INNOVATION

ANGELA SOLA & LAURA GUANDIÁN

DEZAC HAIR INNOVATION

**PRODUCT - HAIRDRYER**

**BRIEF:**

**HOW TO DRY YOUR HAIR  
IN A SIMPLE AND COMFORTABLE WAY**

**PROBLEM - WEIGHT+ DISCOMFORT**

**PLACE- BATHROOM**

**MARKET- DOMESTIC USE**

**USERS - FEMALES**

# ANALYZING THE USER

ÁNGELA SOLA  
LAURA GUANDIÁN

## 15-25 YEARS OLD

## 45-60 YEARS OLD

## 75-85 YEARS OLD

### DESCRIPTION

Young woman with healthy hair so, it takes time to take care of it.

Mature woman with not enough time to wash herself her hair. She goes weekly to the hairdresser.

Old woman who just cares about being healthy, so she makes sure to dry completely her hair, so she ususally asks for help.

### AVAILABILITY

She compares hairdryer prices online and from stores

She checks prices through the web pages of already known stores

She uses an old hairdryer which is small and not very powerful.

### USE

#### WHY

Because the weather is cold and she doesn't like her natural hair.

She doesn't use this product because it is really uncomfortable

She cares about being healthy

#### WHERE

In the bathroom at home

In the bathroom at home

In the bathroom at home

#### WHEN

After having a shower at night because she doesn't have enough time in the morning.

Rarely

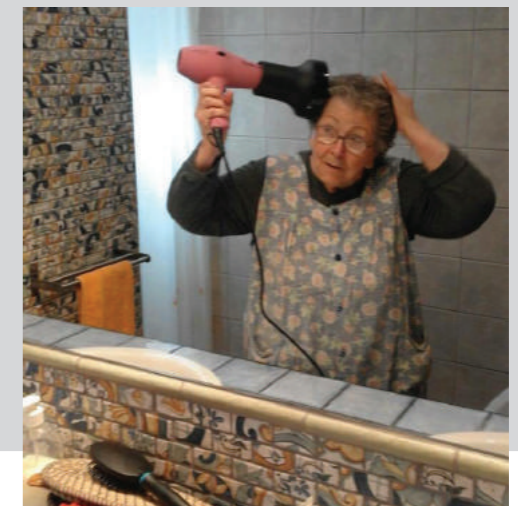
Always after his shower and in the morning.

#### HOW LONG

Around 5 or 10 mins. She use it around 4 days per week

5mins maximum

Around 5 mins



# LIFESTYLE, CONTEXT AND OTHER PRODUCTS

ÁNGELA SOLA  
LAURA GUANDIÁN



With this recopilation of pictures we get information about different ways to dry the hair, common habits users have, ...

This is not just about the hairdryer, we want also to understand what is around it, like different products ( storage bags, supporters, applications,... even tends as new prints to personalize it).

The environment of the hairdryer is really useful to know new details that we can use to improve its qualities. ¿Where is it? ¿How long is it used? ¿Who is the user? ¿Why is it used?





# ANALYZING THE PRODUCT

ÁNGELA SOLA  
LAURA GUANDIÁN

Thinking about **deleting** some irrelevant parts of the current hairdryer to **reduce the weight**



# ANALYSING THE USER'S HABITS

ÁNGELA SOLA  
LAURA GUANDIÁN

The second user doesn't use the handle but she has tried it and this is what she says:



"It is a smaller object so it's easier to move it around"

"I felt in control of the hairdryer"

"Now It is less heavy and I feel it closer to my hair"

This user usually does it as seen in the pictures (without the handle), we can find positive conclusions from this method:



"It is lighter, so my arms don't get tired so easily"

"I can get all the angles I need"

"I have the control of the hairdryer"



This user uses the handle always but we realized:

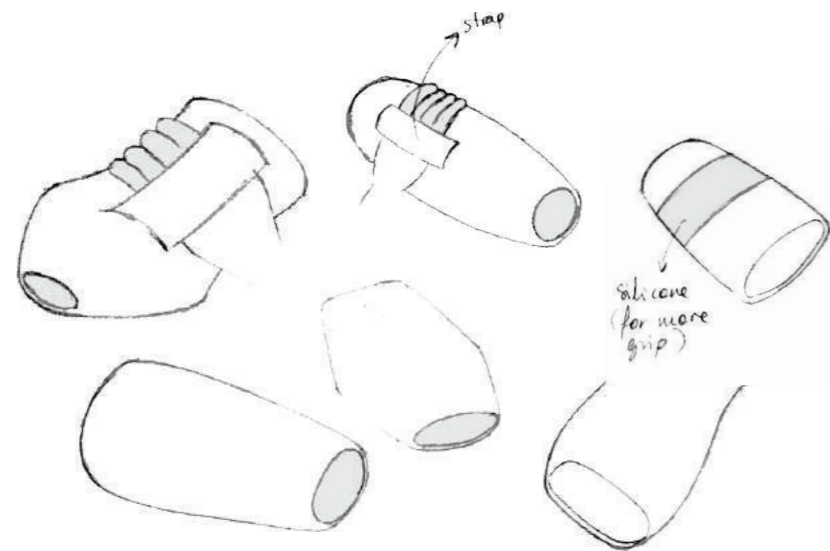
- 1) She is placing the thumb finger on the hairdryer's body to get the control and divide the weight to be more comfortable.
- 2) The length between head and hand is bigger than eliminating the handle. This way is more uncomfortable because as the distance increases more difficult the action is.

# CHOSEN DEVELOPED CONCEPT

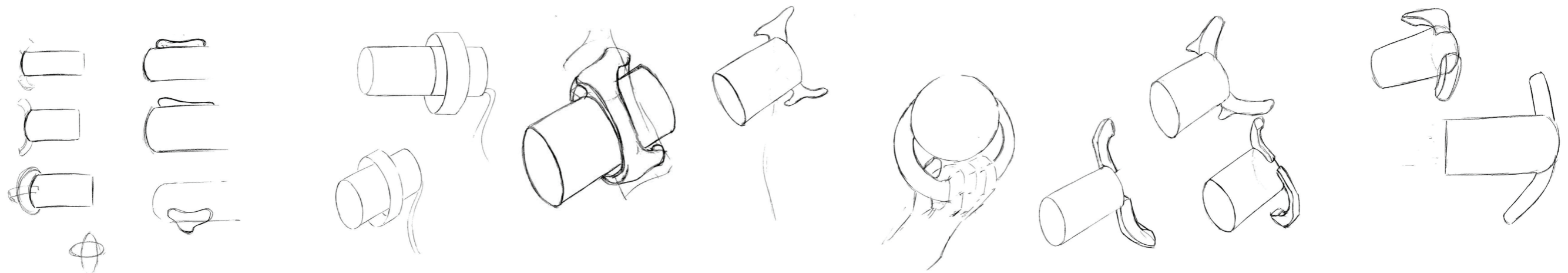
ÁNGELA SOLA  
LAURA GUANDIÁN

## 1. REMOVING THE HANDLE

To explain how we would like to delete some irrelevant parts of the current hairdryer to reduce the weight we thought about removing the handle. We got inspired from objects related with the hair care. These bottles are the ones we chose because they have an easy and ergonomic grip for the hand.



## 2. NEW CONCEPT OF HANDLE



### WHY DOES THIS CHANGE RESPOND TO OUR BRIEF?

More control of the hairdryer

Easier to transport and store

Less heavy

Smaller object - Easier to move it around

More agility

Closer to the hair



# CHOSEN DEVELOPED CONCEPT

ÁNGELA SOLA  
LAURA GUANDIÁN

## 1. REMOVING THE HANDLE

MODEL 1



This model has a cone shape design. It has a strap which helps the hand of the user to hold the hairdryer.

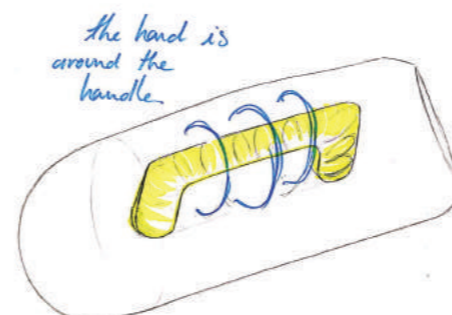
This strap is not an obstacle for the hand to move freely through out the hairdryer.



MODEL 2



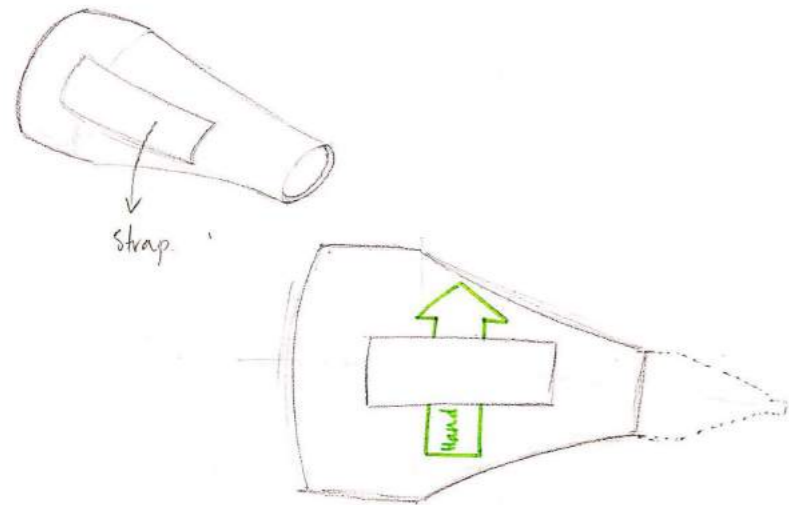
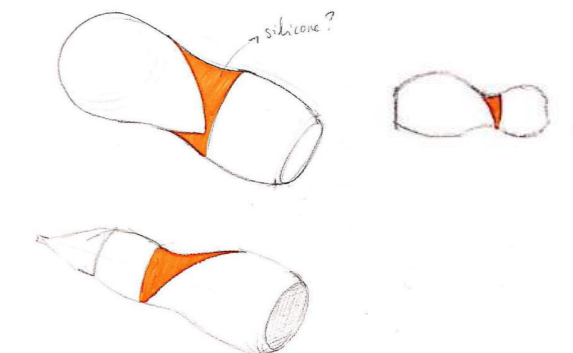
This model has a more round shape with a handle which can be used as a strap, to help the hand hold the hairdryer, or it can be held by this handle with the hand of the user.



MODEL 3



This model has an organic shape with a lot of curves. These curves hint the user where to hold the hairdryer. It has as well a part of silicone, to help to get more grip.



# CHOSEN DEVELOPED CONCEPT

ÁNGELA SOLA  
LAURA GUANDIÁN



We have been studying the interior mechanism of a basic hairdryer. We cut off the handle to see the effect and to test if it was comfortable to use it. We made with paper mache different sizes of hairdryers where the mechanisms could be inserted inside. This helped us make an accurate case for the necessary mechanism. As well, this made us achieve a minimum size for the hairdryer's case.

# STORYBOARD

ÁNGELA SOLA  
LAURA GUANDIÁN

We have design **two different prototypes** although they have the same concept. This concept consists on removing the hairdryer's handle but adding a hand support in its back.

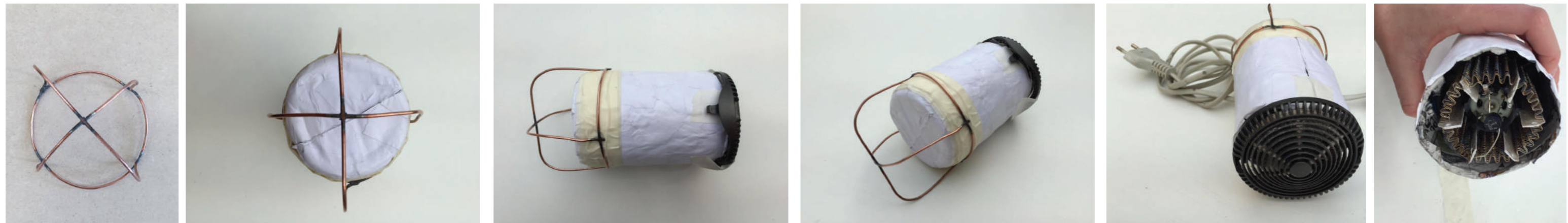


**THE FIRST CONCEPT** was inspired from the model 2.

We continued with a cylindrical shape for the body, and added a support to help the user use the hairdryer in a comfortable and safe way.

We are adding to the main body of the hairdryer half of a ring like piece, so the user can hold the hairdryer from all its angles and sides. This concept allows the user a 180° range when using the hairdryer because of a hinge, in addition we can still have a 360° movement when drying our hair. The ring has a very ergonomic shape, it is completely round. This makes it easier for the hand to have a better grip.

Other positive aspects that we can find in this new concept are a good shape to store the product, and even a good shape to help its cable storage.



**THE SECOND CONCEPT** was inspired as well from the model 2. We added a support that is fixed to the case.

We are adding to the main body of the hairdryer a wire cross, so the user can hold the hairdryer from all its angles and sides. This concept allows the user a 360° range when using the hairdryer. The cross shape has a very ergonomic shape, it is completely round.

# STORYBOARD

ÁNGELA SOLA  
LAURA GUANDIÁN

## CONCEPT 1

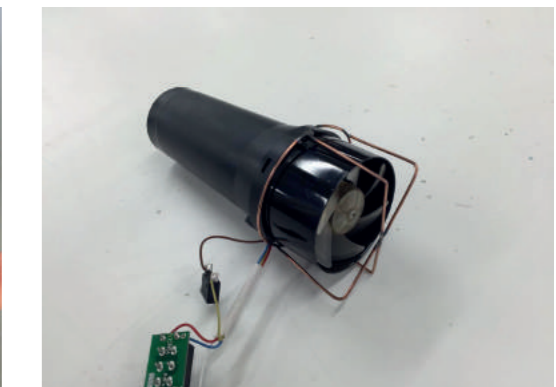
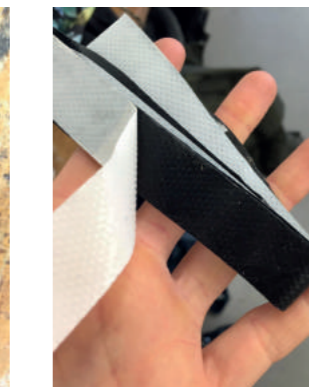
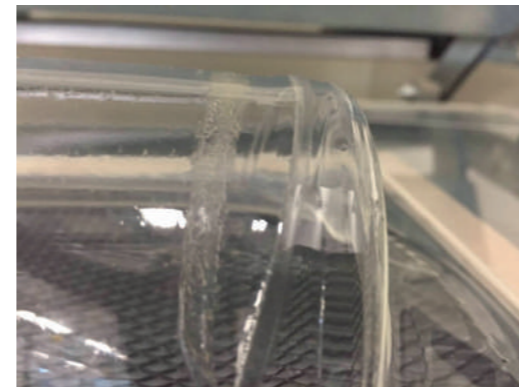
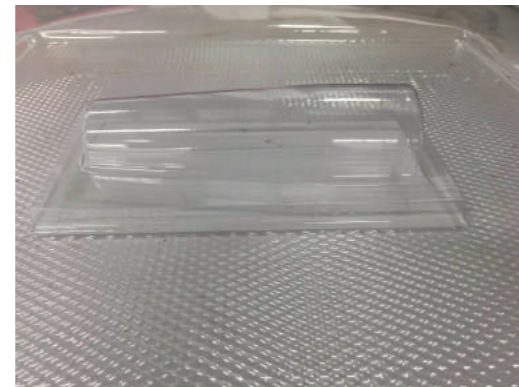


## CONCEPT 2



# MAKING THE FINAL MODEL

ÁNGELA SOLA  
LAURA GUANDIÁN



# HOW IT WORKS

ÁNGELA SOLA  
LAURA GUANDIÁN

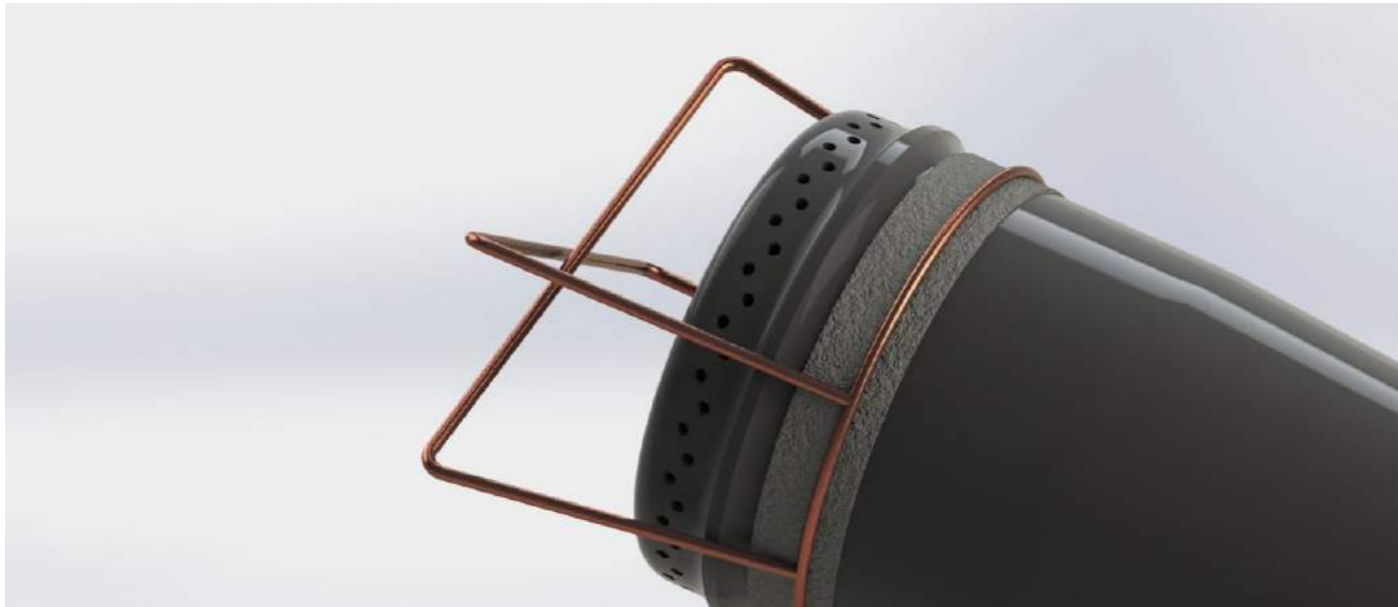


In this new concept of hairdryer, the user can hold it by the X bars or around the back of the main body.

The user chooses between these both ways depending on the part of the head they want to reach.

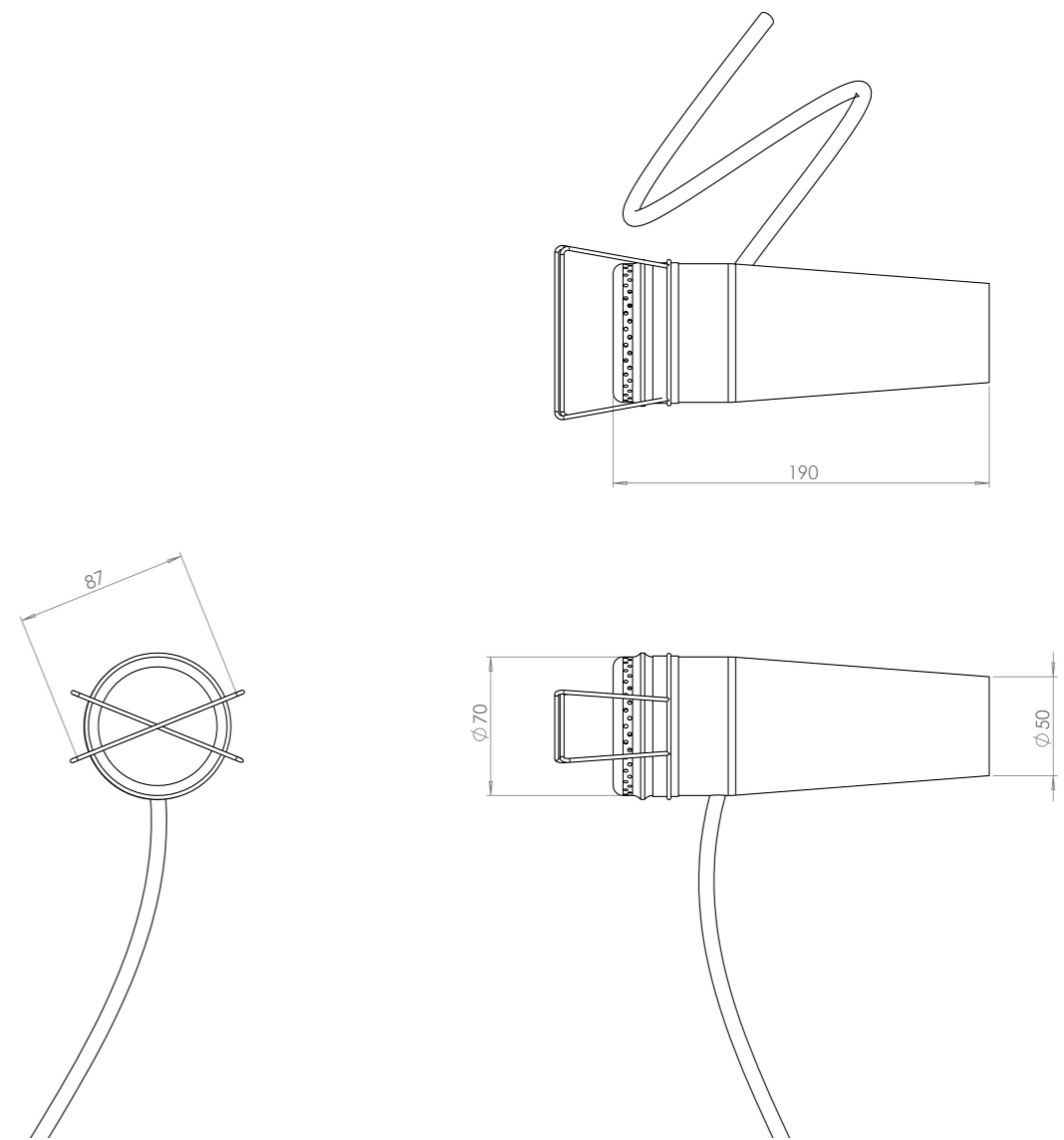
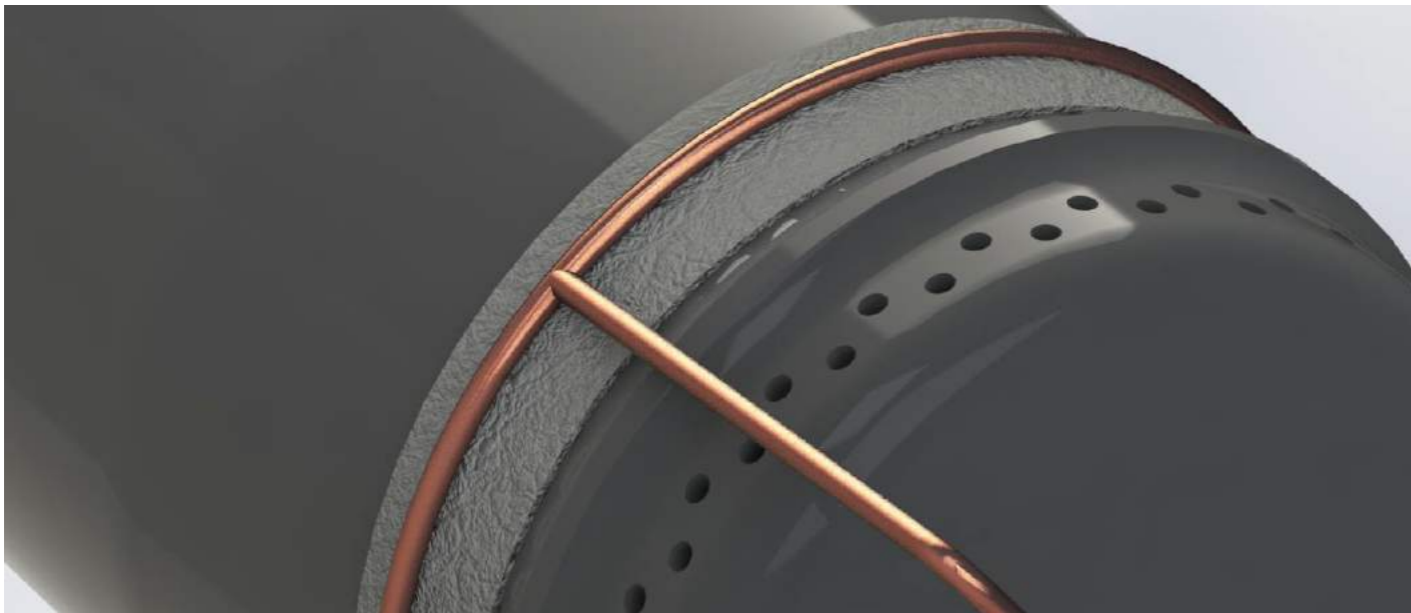


The On/Off button is placed in a box which is attached to the cable. This allows the user to control the power in an easy way. This hairdryer has two power levels, 0 - 1 - 2.



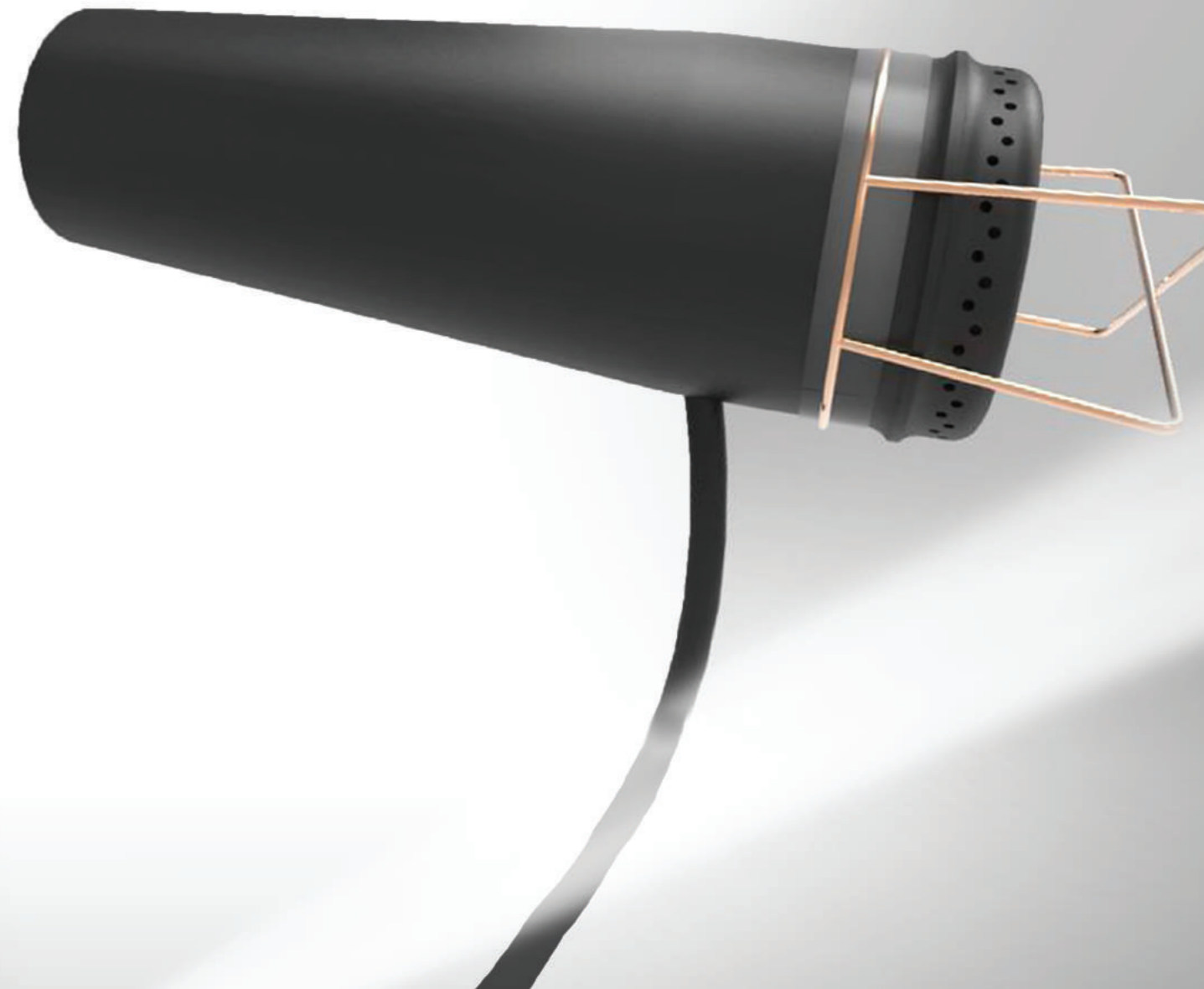
# DETAILS & TECHNICAL DRAWINGS

ÁNGELA SOLA  
LAURA GUANDIÁN



# X HAIRDRYER OUR NEW CONCEPT

*By Angela Sola & Laura Gutierrez*





X THE HANDLE  
WELCOME  
THE X HAIRDRYER

*By Ángela Sola & Laura Guandía*

