

Design of a luxurious travel case for an innovative water bottle

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This thesis is related to a start-up that designed an innovative water bottle, with a focus on a luxurious aesthetic. In other words, the product is aimed at a specific segment of the luxury market. To enhance the luxury of the company's soon-to-be-launched product, they plan to create a travel case to protect the bottle and its accessories during transport. The task for this bachelor's assignment is to design this luxurious travel case.

To design the case, it was necessary to identify the use cases of both the water bottle and the travel case. Different usage scenarios for the case were analysed, and a prioritized scenario was selected, which focused on transport. From these scenarios, requirements for the case were established and organized, and the main use scenario was clearly defined. This formed a strong foundation for the ideation phase of the design process.

Secondly, the term 'luxury' needed to be defined. This was done through a literature review. It was found in the literature that luxury can be defined in terms of values and levels. This definition was then applied to define what luxury means for the company. The thesis puts this theory into practice in the design of the travel case. Various input sessions with the company were used to identify their preferred interpretation of luxury, for instance by ranking existing product designs based on their luxury attributes. The outcome of these sessions, along with the literature review, resulted in a mood board featuring shapes, colours, and materials that evoke a sense of luxury.

The design of the travel case began with ideation on its basic shape and function. In collaboration with the company, a mostly box-shaped, retractable case was selected. The rectangular shape was also found to be the most luxurious according to the earlier research. After defining this, additional product details were added. Using the insights gained about luxury, aspects such as material, colour, details, and small functional elements, including mechanisms for opening the case, were designed. The design phase concluded with detailed sketches, a 3D model, and a prototype of the travel case.

In the final part of the thesis, the design was evaluated based on the established requirements and the research question. It was found that the design met nearly all the requirements but lacked significant innovation. The design was also assessed using various evaluation tools from the luxury research to test whether it would be perceived as luxurious. The results of these tools were particularly useful for this design assignment. Moreover, these tools could help others discover their own definitions of luxury and could be applied to future projects or products to save time, reduce costs, and provide new insights. The tools identified as successful in this report are capable of:

- Aligning stakeholders' perspectives
- Defining design challenges
- Clarifying values and thus shaping the vision

In conclusion, a functional travel case for the water bottle was designed, though further iterations are needed to perfect the design. Additionally, useful tools were developed to aid in the design and evaluation of luxury products.