

THE DEVELOPMENT OF DESIGN GUIDELINES FOR PLANT-BASED PRODUCTS

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PUBLIC SUMMARY

The development of design guidelines for plant-based products

The main topic of this thesis concerns the development of a supporting tool for a coherent and meaningful product portfolio, specifically for plant-based products. The research that this thesis includes is specifically aimed for BE O Lifestyle. BE O Lifestyle aims to provide consumers with possibilities to make the world more sustainable by small changes. Therefore, the products that they develop are made from plants. They focus on replacing single-use plastics with durable and qualitative products. It is soon discovered that their product portfolio lacks coherency, is disconnected to their vision, and need better substantiated design decisions. This makes it difficult for BE O Lifestyle to expand their product portfolio. They seek for a solution towards a more meaningful and coherent product portfolio, which ensures more confident design decisions.

The solution is being worked towards by literature review, which is followed-up by a brand analysis and finalized with the development of a tool to support BE O Lifestyle's designers. First, it is explained why creating brand recognition is of importance and how products are a big part of this. Then, it is researched how to create coherency between products. This involves the introduction of several models and frameworks, which all support the creation of meaningful products. These models are based upon the principle that design functions as more than "just" aesthetics. Besides, it is explained how basing design features upon brand values can create deeper coherency between products, even without literally copying features. Furthermore, several approach of how to tackle integrating sustainability into products were proposed.



Lastly, it was explained how such features are translated into an understandable tool for designers. The outcomes of this literature research led to a few suggestions on what needs to be included in the brand analysis on BE O Lifestyle. The introduced models and approach are applied and examined with brand specific cases. Workshops with employees of the company were held to establish these insights about BE O Lifestyle. This brand analysis provides comprehensive information about BE O Lifestyle's brand identity, values, and product characteristics.

The collection of this information allowed for the development of a tool that can support the designers in developing new products. Several format options for such a tool were considered, of which a booklet with design guidelines seemed to be the best fit. These guidelines summarize the information that is needed for BE O Lifestyle designers to develop a coherent and meaningful product portfolio. They include the established models and explanations of how their vision is connected to product characteristics. The design guidelines are extended with a creative flipbook, which is based on brand values, associations, and user phases. The flipbook is aimed at triggering the users to think outside of the box but within the boundaries of BE O Lifestyle which shall lead to design features that fit the brand. Finally, all findings are summarized by answering the research questions. The thesis is then closed off with a brief discussion of how this thesis has been of added value to BE O Lifestyle.

