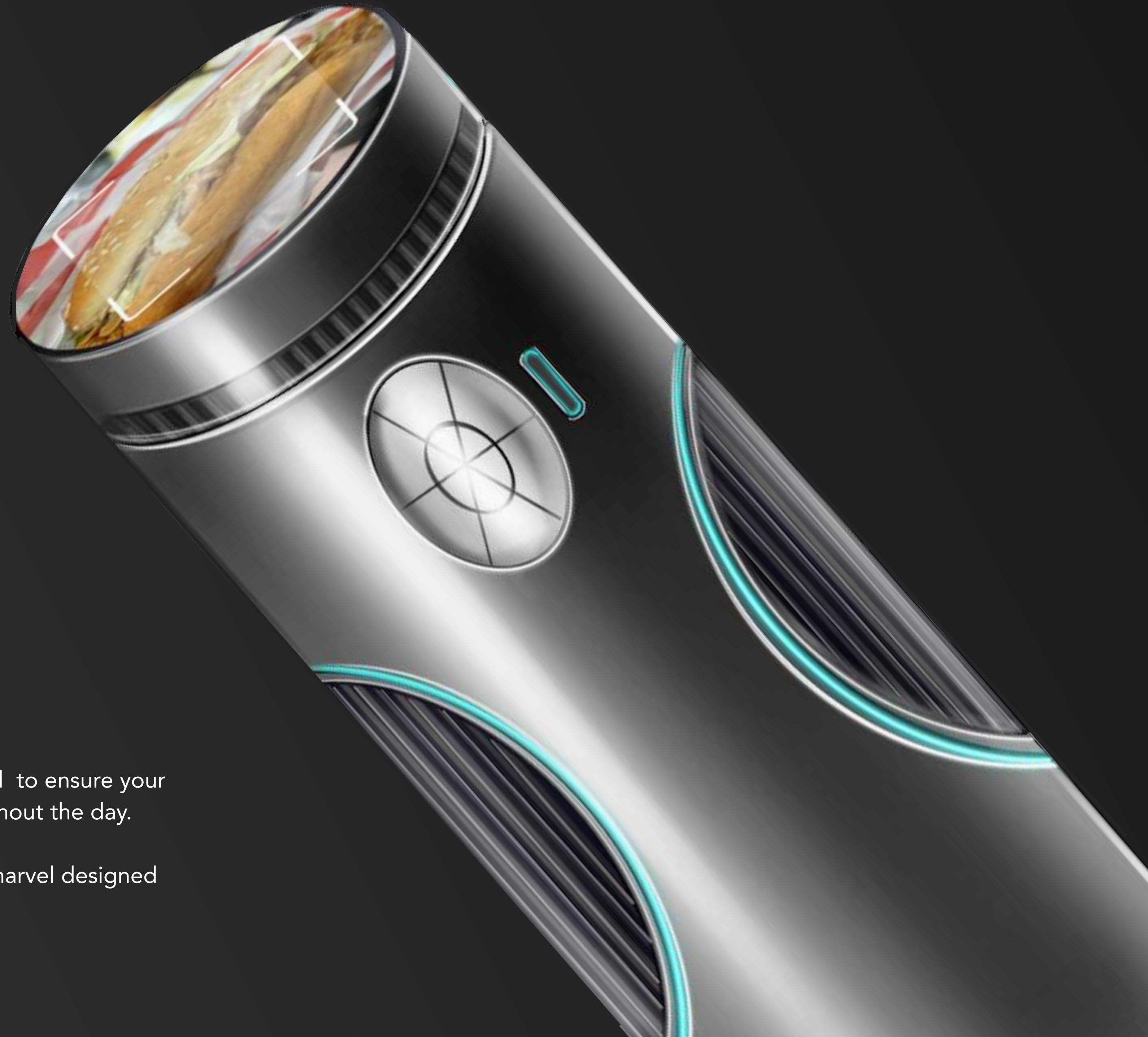


Atlantean

Atlantean is your all-in-one hydration solution, crafted to ensure your body's energy levels are optimally maintained throughout the day.

This isn't just any water bottle—it's a technological marvel designed to cater to the nuanced needs of modern life.



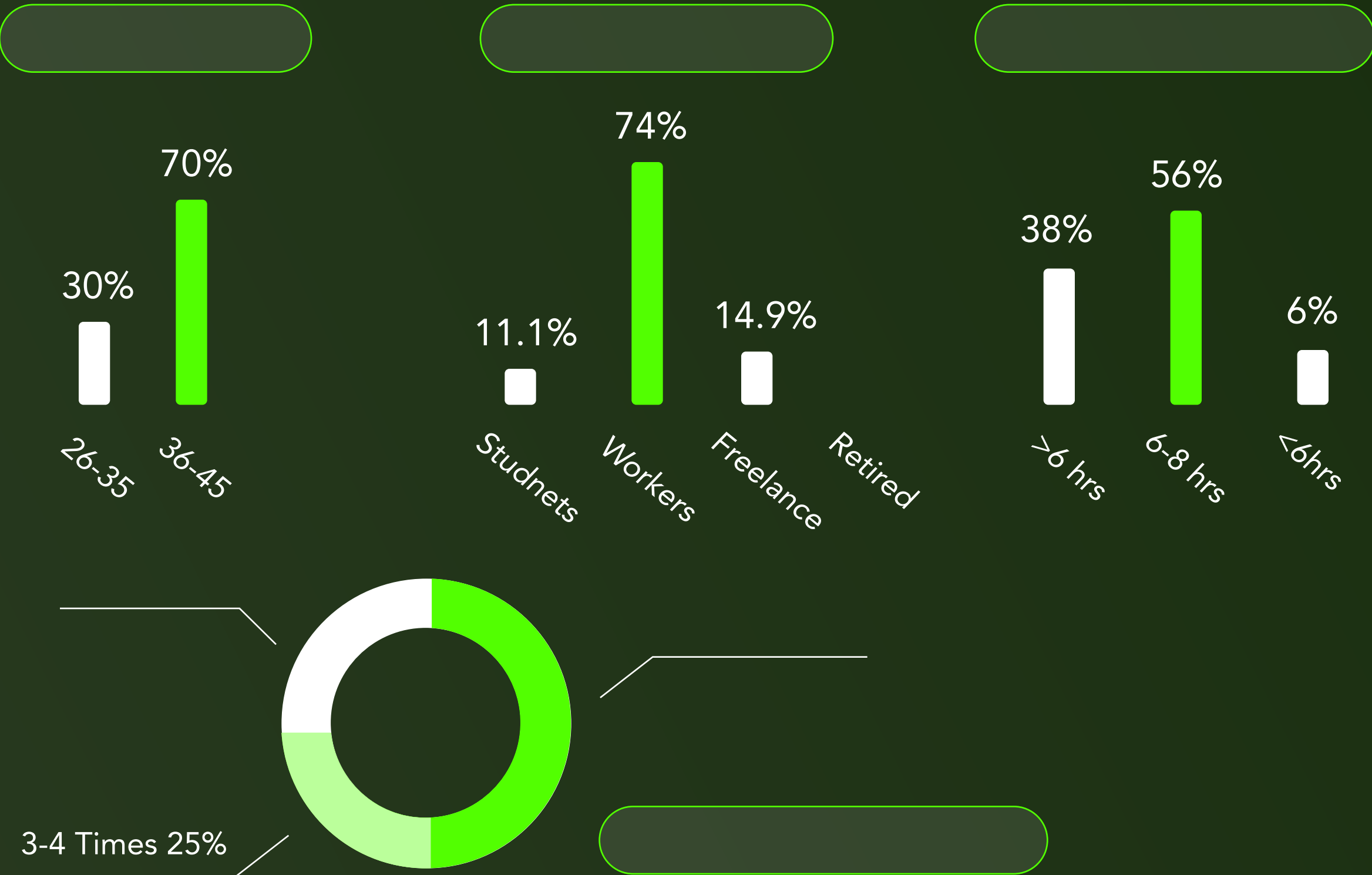
BACKGROUND RESEARCH

What is Dynamism?

Dynamism is the quality of being dynamic, embodying constant change, activity, and progress. It encompasses the energetic and proactive nature of individuals or groups, as well as the vitality and spirit of communities. In physics, it refers to the study of motion and forces, exploring how objects and systems behave and interact. In business and economics, dynamism refers to the rate of change and innovation, reflecting entrepreneurial activity, technological advancements, and market competition.

QUESTIONARE

I conducted a survey with 14 questions to know about their dynamic levels and I received in total 30 responses



PERSONA

Cici Yang



Age	30
Job Title	ads company
Status	Single
Location	Tokyo, Japan

Cici Yang is a 30-year-old woman, finds herself thriving in the challenging environment of a fast-paced advertising company. Her work involves long hours and meeting deadlines, which, demands a significant amount of energy to work.

GOALS

She aspires to rise to a senior management position, where she can lead major projects and play a pivotal role in her company's success.

NEEDS

- Needs a quick and effective way to replenish energy.
- Wishes the product to be convenient to carry, allowing for quick intake during work breaks.
- Needs efficient sleep and enough sleeping hours, suffering from having too much stress, hoping to find an efficient way of relax after work.

Alex Martin



Age	27
Job Title	Professional Athlete
Status	Engaged
Location	Los Angeles, CA, USA

Alex Martin is a 27-year-old professional soccer player, known for his high energy on the field and intense training schedule. His career demands peak physical performance and endurance during both training sessions and matches.

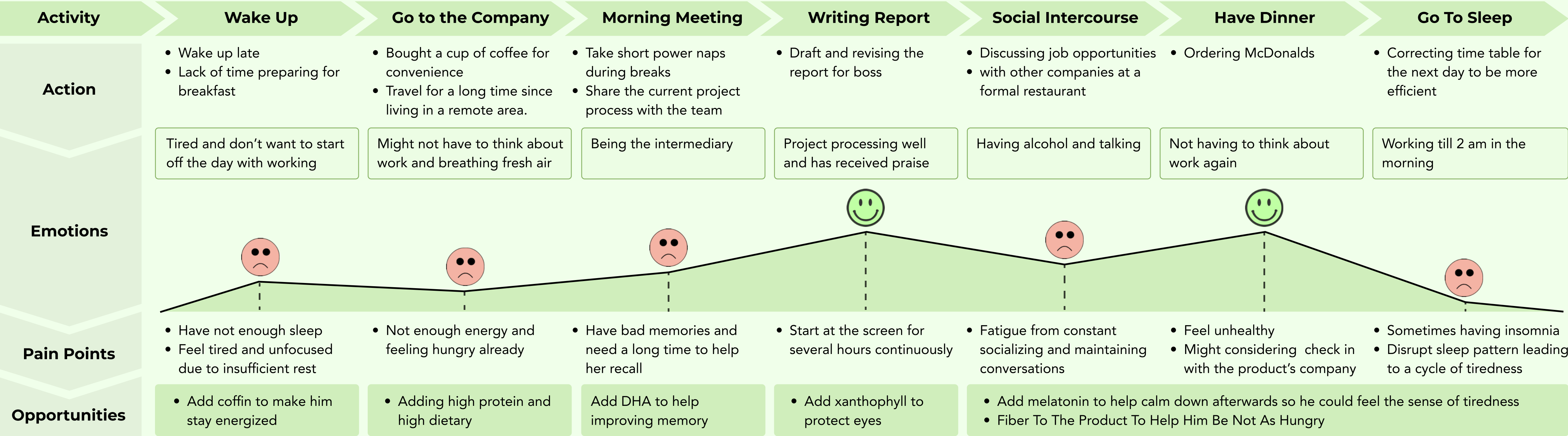
GOALS

Alex aims to consistently increase his stamina and concentration for optimal in-game performance.

NEEDS

- Needs quick, natural, and sustainable sources of energy that align with sports nutrition guidelines.
- Seeks convenient, on-the-go energy-boosting snacks or supplements that can be taken before, during, or after workouts and games.
- Requires recovery methods to prevent fatigue and overtraining, including optimal sleep, muscle recovery aids

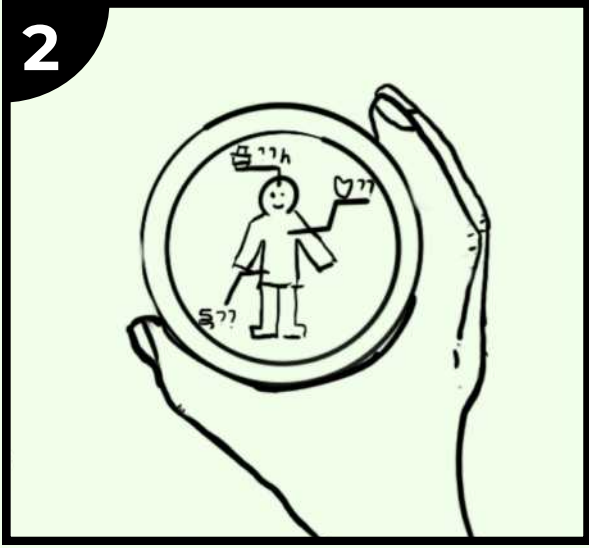
USER JOURNEY MAP



USER SCENARIO



Cici waked up thirsty, sipped water for her dry throat



She used the bottle to know her current body status



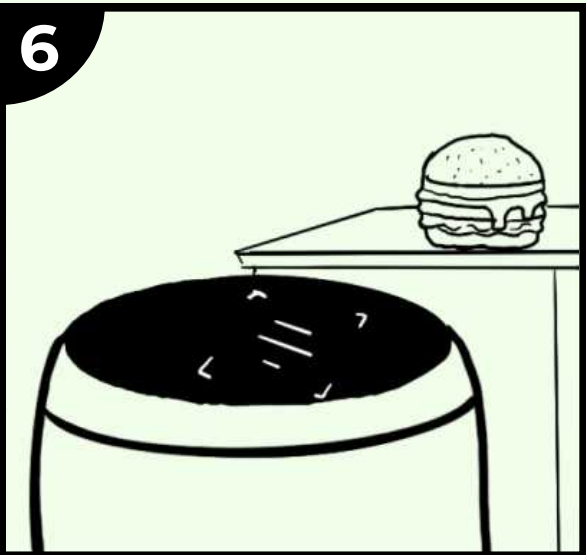
She felt exhausted at her desk



She had a drink and instantly felt a bit more awake



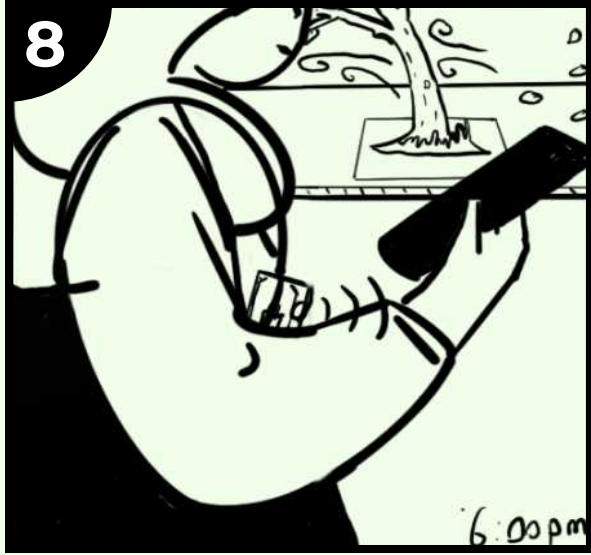
Cici's hunger panged remind her to eat at 12:00 pm



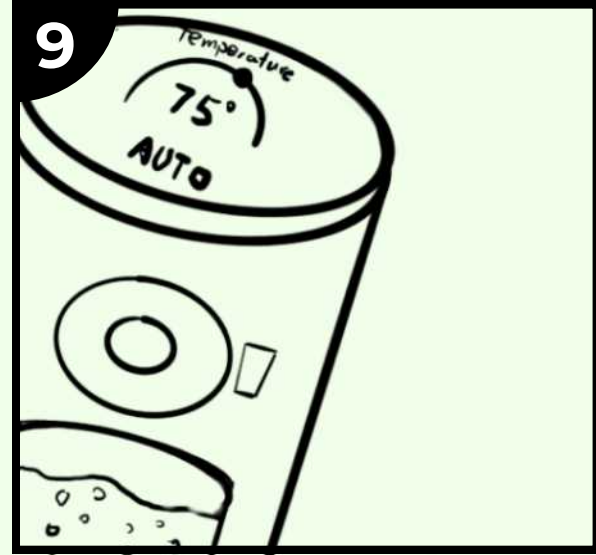
The bottle reminded her burger was not a good choice



The burger has relatively high calories and carbon hydrate

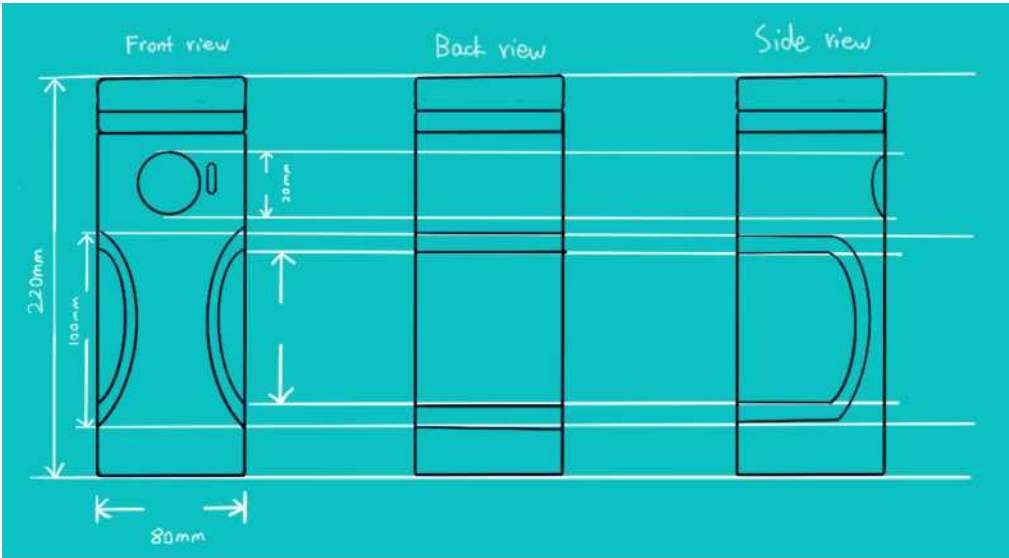
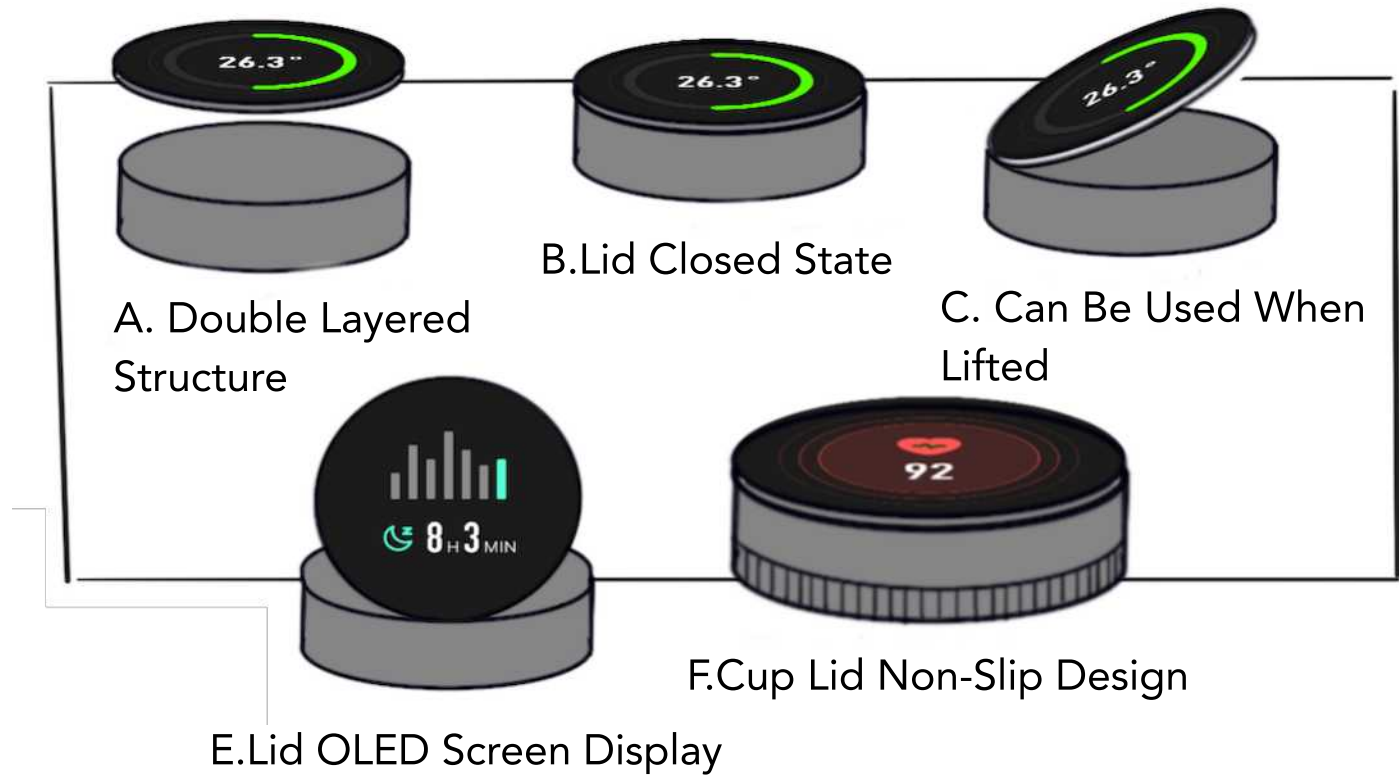
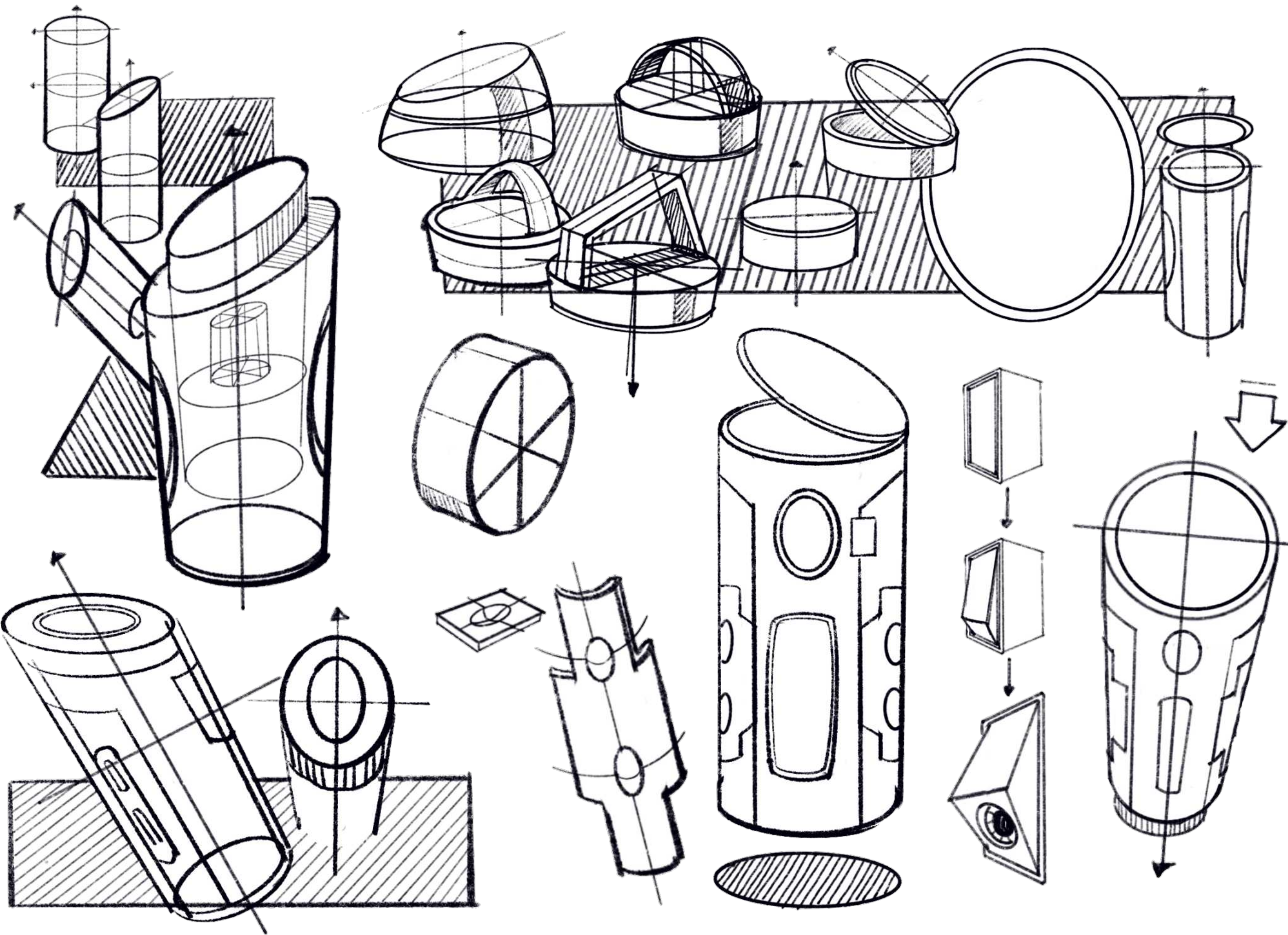


On the way home, due to strong wind, the bottle sensed



CONCEPT DEVELOPMENT

This water bottle is designed for people who are so busy with work that they sometimes forget to eat right, sleep enough, or get the nutrition they need. It's meant to be a helpful buddy during long workdays. The bottle keeps your drink at just the right temperature, so you can enjoy a hot coffee or a cool water whenever you need a pick-me-up. The screen on the lid tells you the temperature, so you always know it's just right. It's got a special spot for holding nutritional powders, making it easy to whip up a healthy shake even when you're too busy for a meal. The bottle's easy to grab and won't slip out of your hand, even if you're rushing around. Plus, the camera can help you remember to take breaks and do healthy things. All of this is to help hardworking folks remember to take care of themselves, even when they're super busy.



Caffeine
Melatonin
Vitamin C
Dietary Fiber
Protein
Glucose

20-35°C 35-50°C 50-75°C

Powder Storage
Plain &
Perspective
View

Hand Grip
Plain View

Hand Grip
Perspective View

Camera On The Back
Press To Use

Aluminum
Embossing
Texture

Non-Slip Texture Design

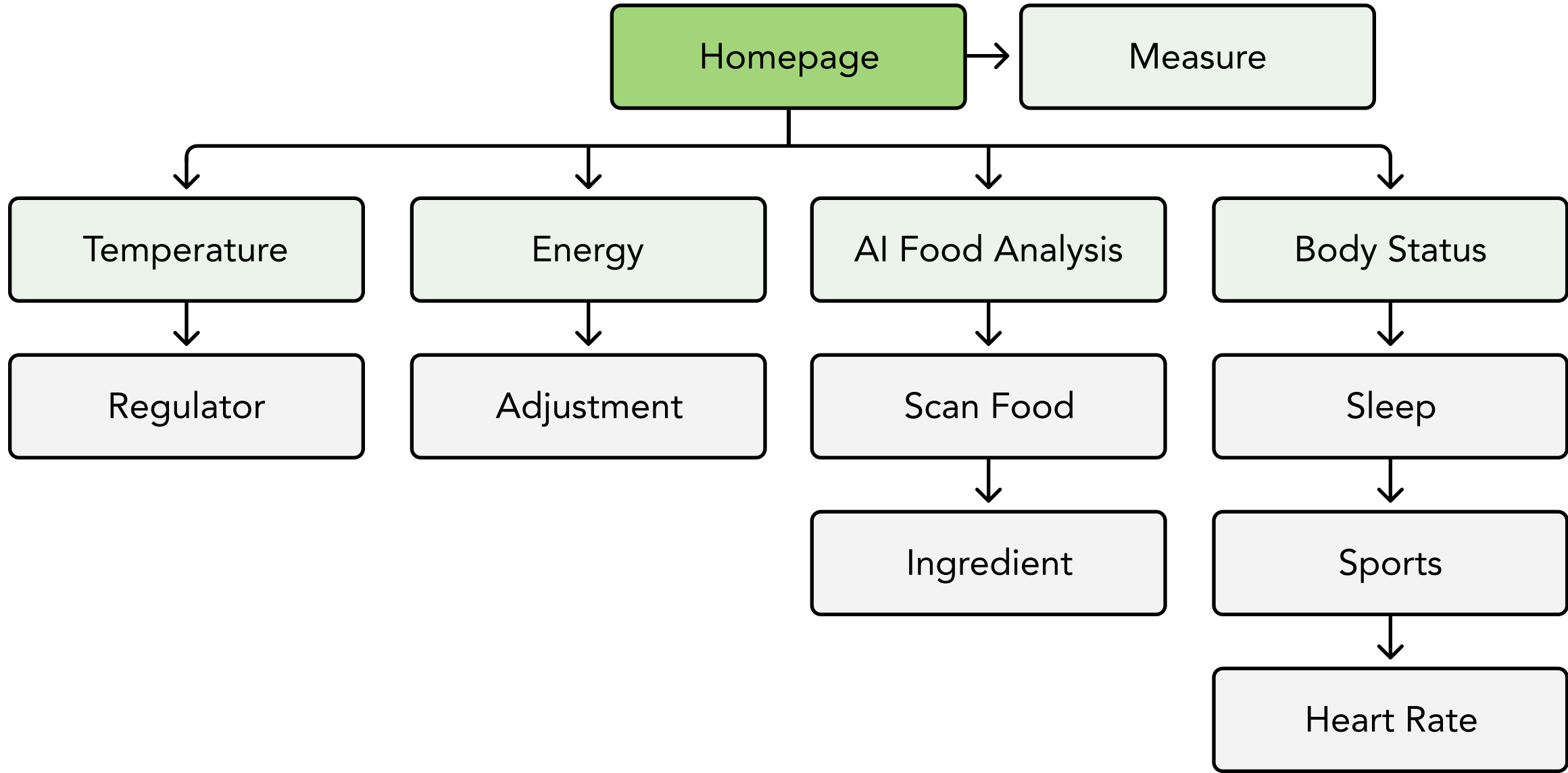
Metal Gray
Main Color

Silent Black
Bottle Cap

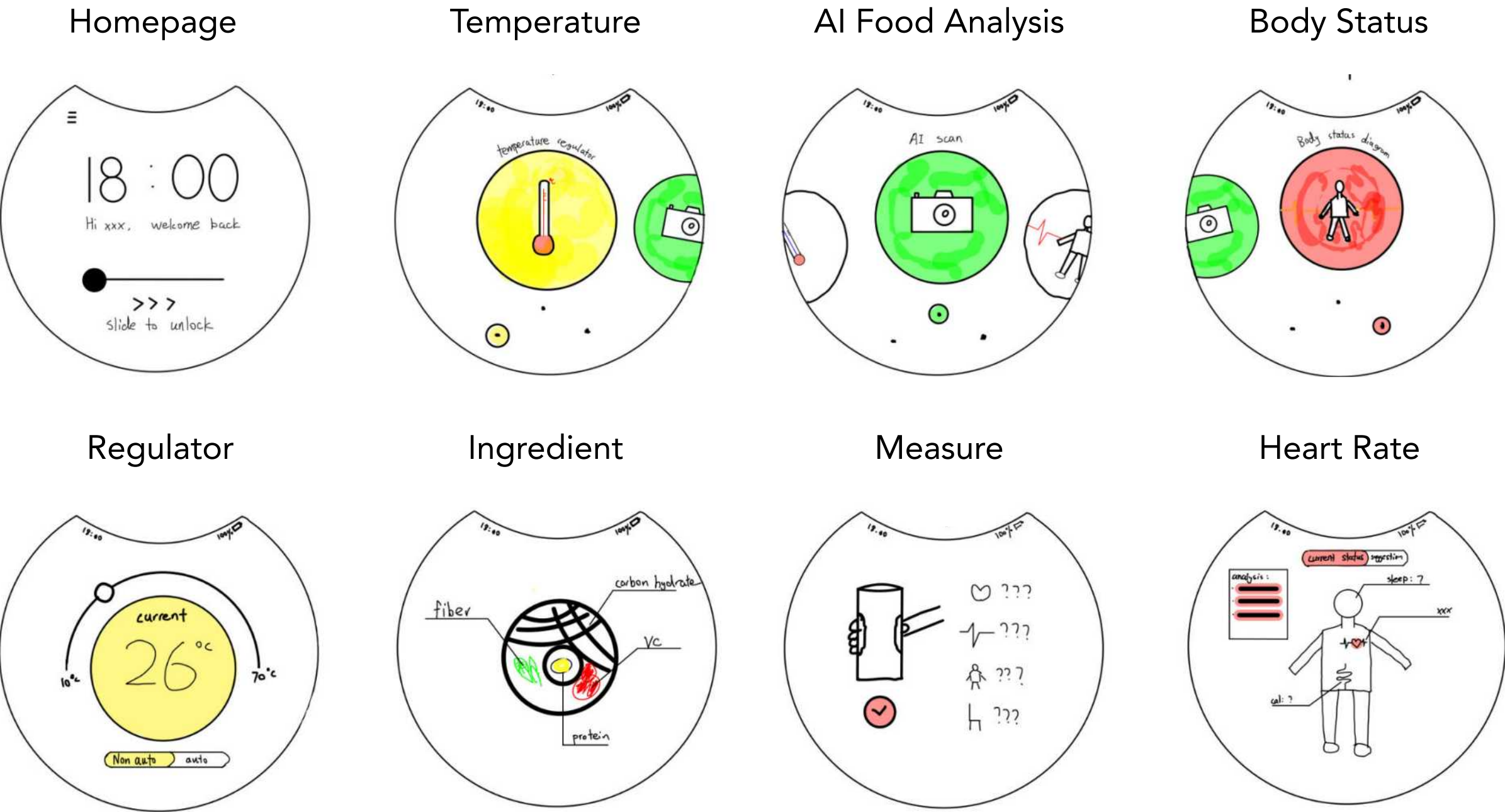
Neon
Blue
Neon
Pink
Neon
Yellow

LED
Strips

INFORMATION ARCHITECTURE



LOW-FIDELITY WIREFRAME



INTERFACE

