

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.

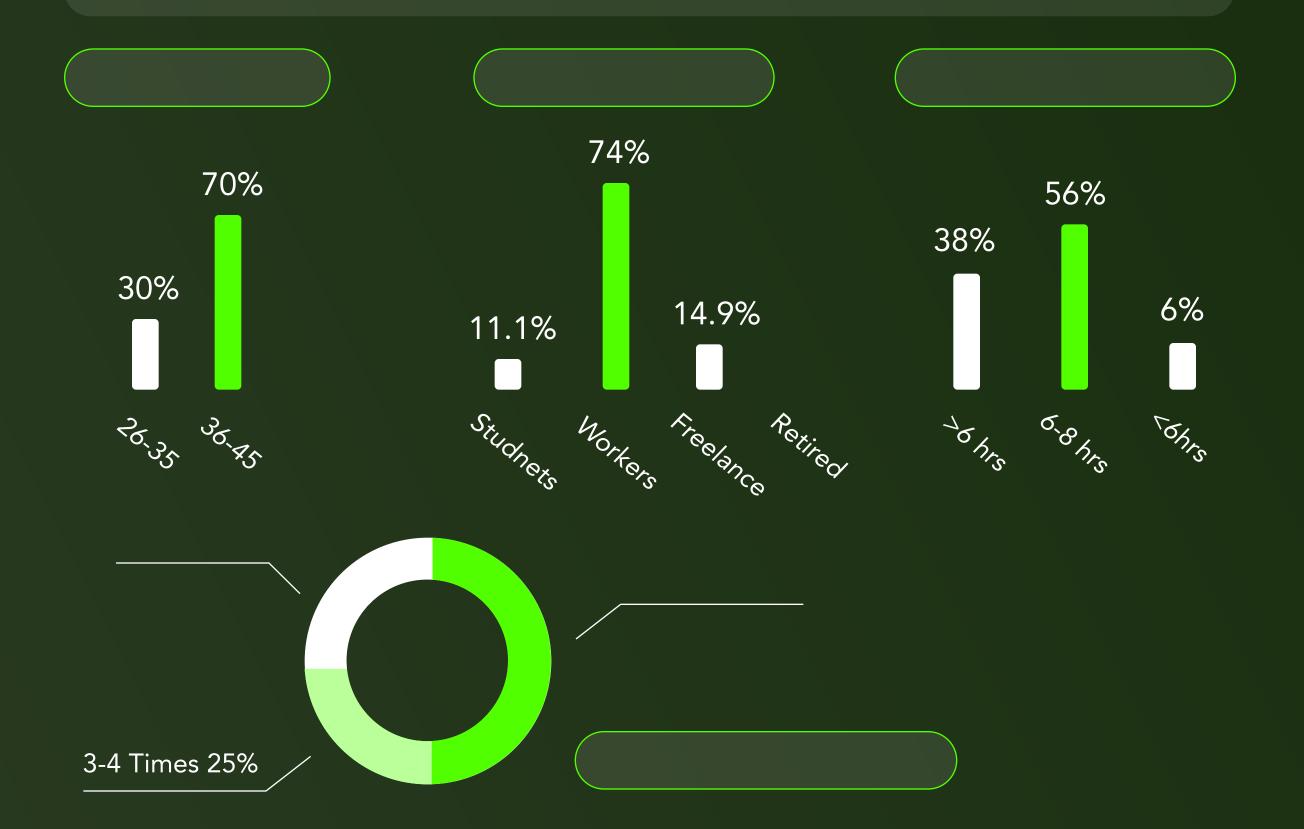
BACKGROUND RESEARCH

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

Alex Martin



Job Title ads company

Status Single

Location Tokyo, Japan

Age 2

Job Title Professional Athlete

Status Engaged

Location Los Angeles, CA, USA

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.

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

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.

GOALS

Alex aims to consistently increase his stamina and concentration for optimal ingame performance.

NEEDS

- Needs quick, natural, and sustainable sources of energy that align with sports nutrition guidelines.
- Seeks convenient, on-the-go energyboosting 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

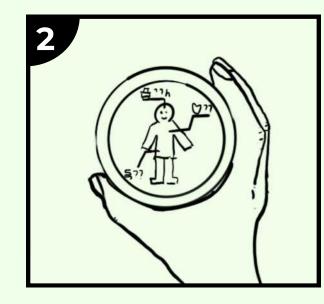
USER JOURNEY MAP

Activity Morning Meeting Writing Report Social Intercourse Have Dinner Go To Sleep Wake Up Go to the Company • Wake up late Ordering McDonalds • Correcting time table for • Bought a cup of coffee for • Take short power naps • Draft and revising the Discussing job opportunities • Lack of time preparing for • with other companies at a during breaks report for boss the next day to be more convenience **Action** • Travel for a long time since • Share the current project breakfast efficient formal restaurant living in a remote area. process with the team Having alcohol and talking Tired and don't want to start Might not have to think about Being the intermediary Not having to think about Working till 2 am in the Project processing well work and breathing fresh air off the day with working and has received praise work again morning **Emotions** • Have not enough sleep • Not enough energy and • Fatigue from constant • Have bad memories and • Start at the screen for Feel unhealthy • Sometimes having insomnia • Feel tired and unfocused feeling hungry already need a long time to help several hours continuously socializing and maintaining • Might considering check in • Disrupt sleep pattern leading **Pain Points** with the product's company due to insufficient rest her recall to a cycle of tiredness conversations • Add coffin to make him • Adding high protein and Add xanthophyll to • Add melatonin to help calm down afterwards so he could feel the sense of tiredness Add DHA to help **Opportunities** improving memory high dietary • Fiber To The Product To Help Him Be Not As Hungry stay energized protect eyes

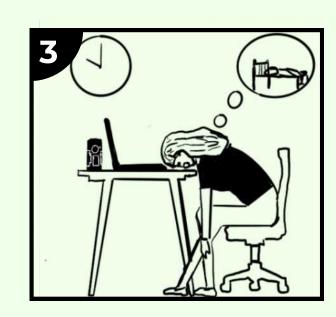
USER SCENARIO



Cici waked up thirsty, sipped water for her dry throat



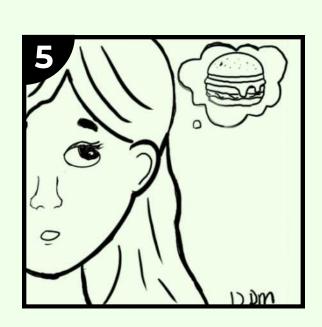
She used the bottle to know her current body status



She felt exhausted at her desk



She had a drink and instantly felt a bit more awake



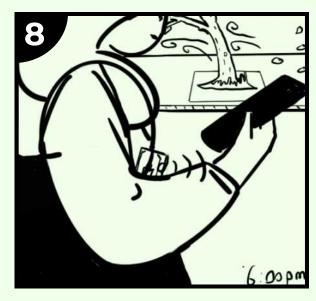
Cici's hunger panged remind her to eat at 12:00 pm



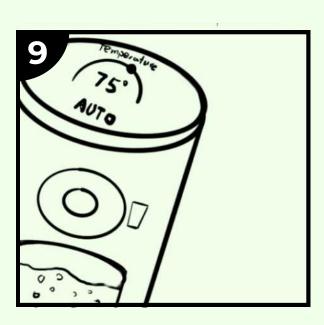
The bottle reminded her burger was not a good choice



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.



B.Lid Closed State

A. Double Layered

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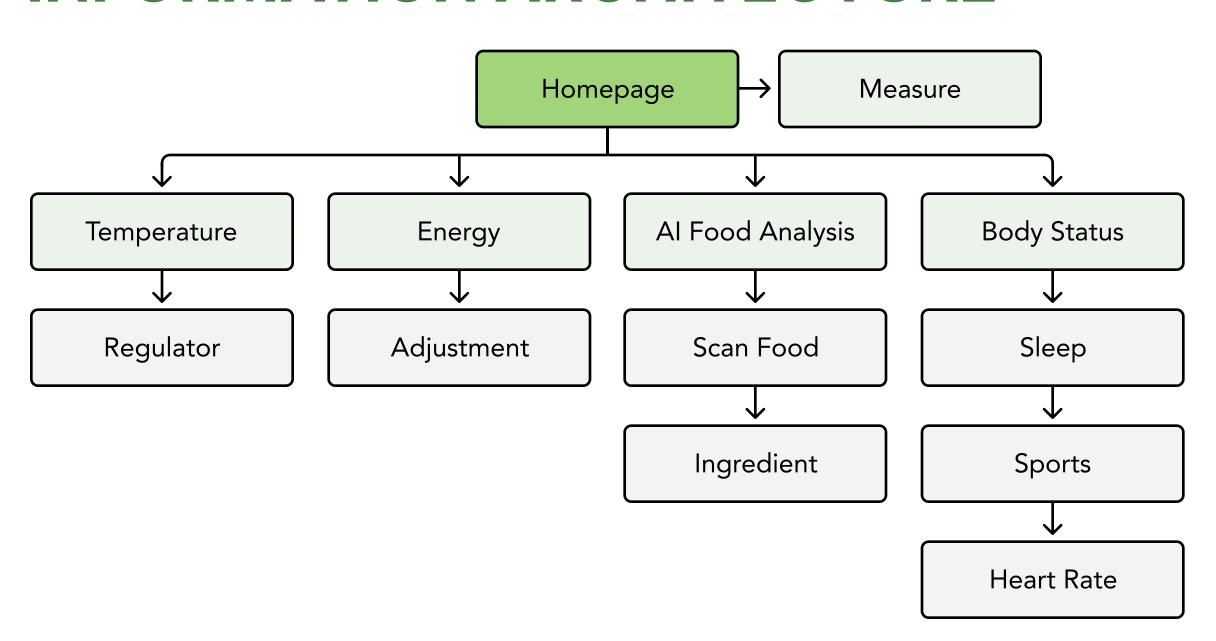
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Structure

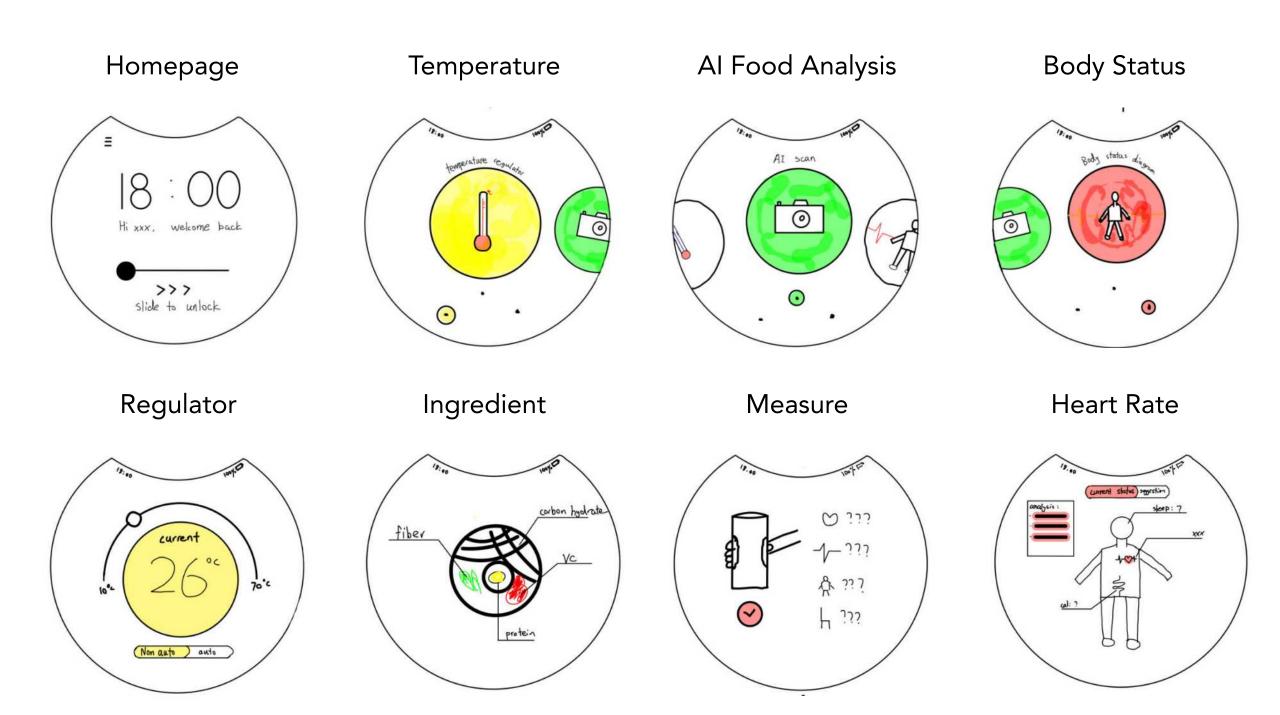
C. Can Be Used When

Lifted

INFORMATION ARCHITECTURE



LOW-FIDELITY WIREFRAME



INTERFACE

