



# Nurture<sup>+</sup>

## Process Book

**Shelby Bernard & Eve Moelis**

Nurture<sup>+</sup>



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**Shelby Bernard & Eve Moelis**

Business of Product Design

Professors Aidan Petrie and Ayan Bhandari

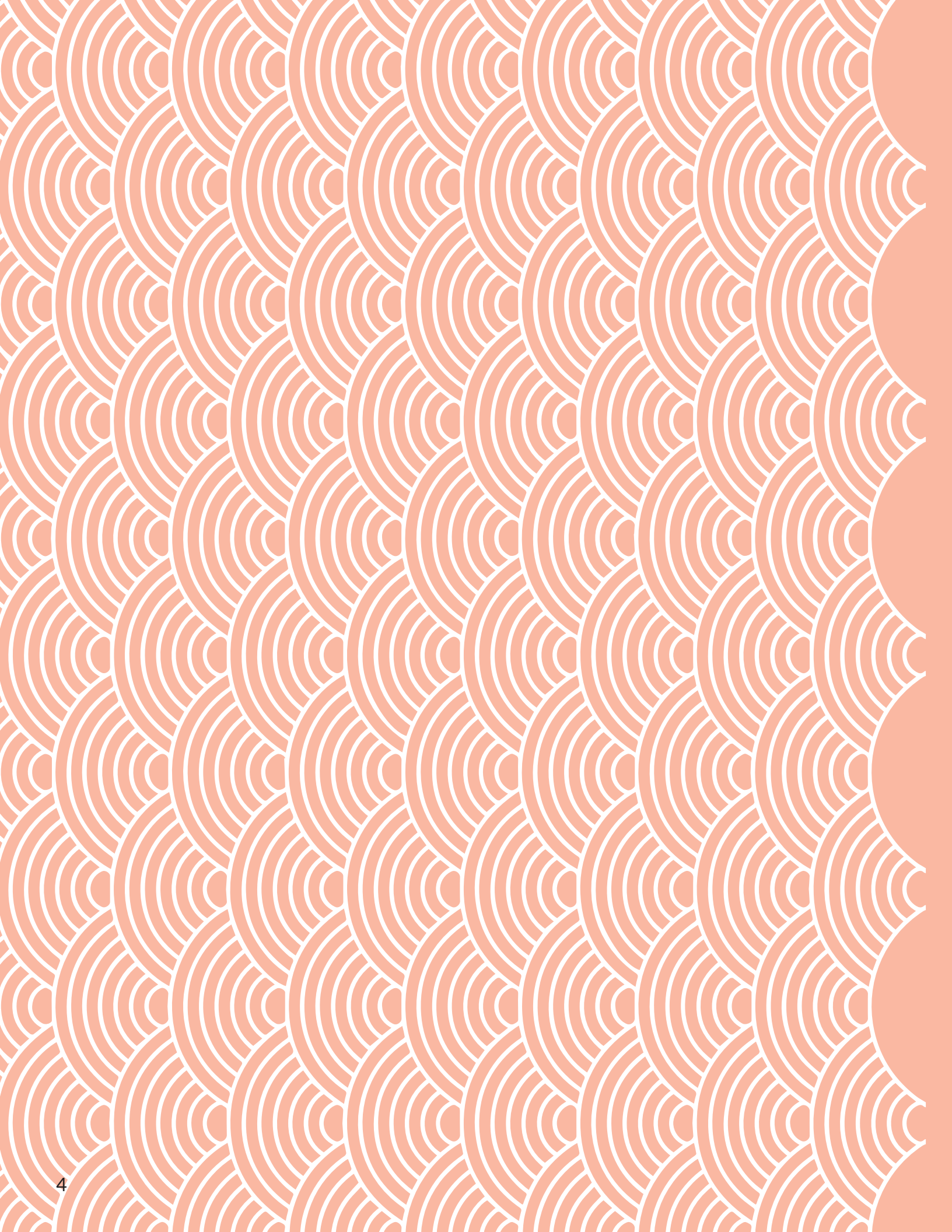
Rhode Island School of Design | Spring 2019



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# Introduction

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This chapter will introduce the project summary of a 10-week assignment. It will also give a layout of the process taken to arrive at our final solution.

# Project Summary

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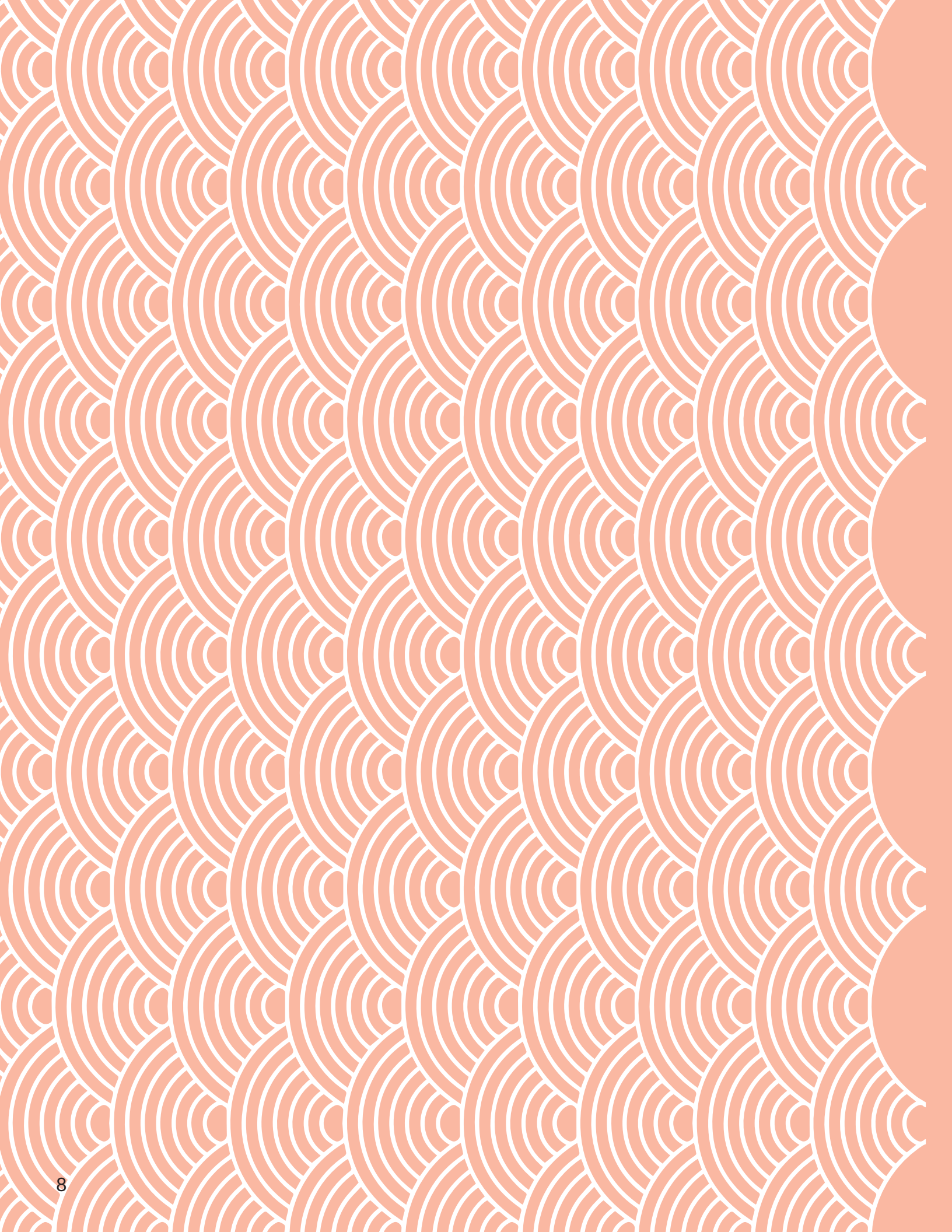
## **Project:**

In teams of two, choose a company of interest and develop a product, service, or experience to increase its revenue by 20%.

## **Process:**

- Research the chosen company
- Identify the company's current offerings & market
- Recognize the company's brand values
- Identify areas of opportunity
- Initial research & ideation for identified opportunities
- Establish a target consumer group
- Secondary research & ideation for target consumer group
- Set parameters & connect them to company's strengths
- Concept generation
- Consumer feedback
- Concept revision
- Branding
- Final development





# About Dove

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This chapter outlines the research conducted for our chosen company. It provides a timeline with significant moments in Dove's history, a survey used to identify the current market and potential future consumers, and in-store observations and insights. Areas for opportunity are established and Dove's brand values are recognized.

# History Timeline

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**1957**

Dove was founded by the Lever Brothers as a brand under Unilever



**2004**

The “Real Beauty” Campaign was launched to recognize and encourage confidence in women of all shapes and sizes



**2010**

Dove launches the Men+Care product line to appeal to the male consumer

**2017**

Dove launches the Baby Dove product line, providing options for the entire family



**2019**

Dove becomes a Cruelty-Free brand, banning all testing on animals



# Initial Research: Survey

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We conducted a survey with both Dove and non-Dove users in order to establish who the current market is and confirm or inform our preconceived notions about the Dove brand. After surveying consumers of varying backgrounds, ages, and genders, we identified where consumers are purchasing their cleansing products, what influences their purchase choices, and how their products make them feel.

Non-Dove users informed us about why they don't use Dove, if they would consider switching to Dove products, and who Dove's competitors are in the market.

## Questions

## Dove Users

## Non-Dove Users

<b>Race / Ethnicity</b>	African American, White, Asian, Hispanic, East Indian	White, Asian
<b>Age</b>	17 - 69	19 - 52
<b>Gender</b>	Women - 60% Men - 40%	Women - 85% Men - 15%
<b>Place of Product Purchase</b>	Online Retailer - 15% In-Store - 75% Official Site of Brand - 10%	Online Retailer - 30% In-Store - 60% Dermatologist - 10%
<b>Purchase Influences and First Considerations</b>	Smell, Ingredients, Doctor Recommended, Brand Values, Price, Packaging, Reviews	Brand Loyalty, Ingredients, Price, Brand Reputation, Social Media, Quality, Packaging
<b>Feelings About Their Current Products</b>	Nostalgic, Fresh, Hydrated, Gentle, Healthy, Confident, Pure, Moisturized, Clean	Clean, Fresh, Simple, High Quality, Confident, Pure, Smells Nice, Eco-Conscious
<b>First Thing That Comes to Mind Thinking of Dove</b>	Sensitive, Non-Allergenic, Smooth, Used by Older Women, Used as a Kid, Ads	Reliable, Body Positivity, Body Soap, Mature, Mild-Scented, Used by Older Women, Pure
<b>Why They Don't Use Dove</b> (for non-Dove users only)		Irritating, Chemicals, Allergic, Brand Values, Expensive, Too Gentle, No Reason
<b>Would They Consider Using Dove</b> (for non-Dove users only)		No - 65% Yes - 35%
<b>Other Brands Used</b> (Dove Competitors)		Aveeno, Cerave, Pantene, Old Spice, CVS, Garnier, Olay, Generic Soap, Innisfree

# Initial Research: In-Store



The Dove products targeted to women are displayed next to the Baby Dove products, showcasing that females are the primary customers for baby products.

Dove products are sold at a price between \$5 - \$10, targeting the middle-class customer. The products are often on sale, encouraging customers to purchase more than one product.







Dove takes up a large amount of shelf space in retail stores with the more expensive items at the customer's eye level. They are also placed adjacent to many of their closest competitors.

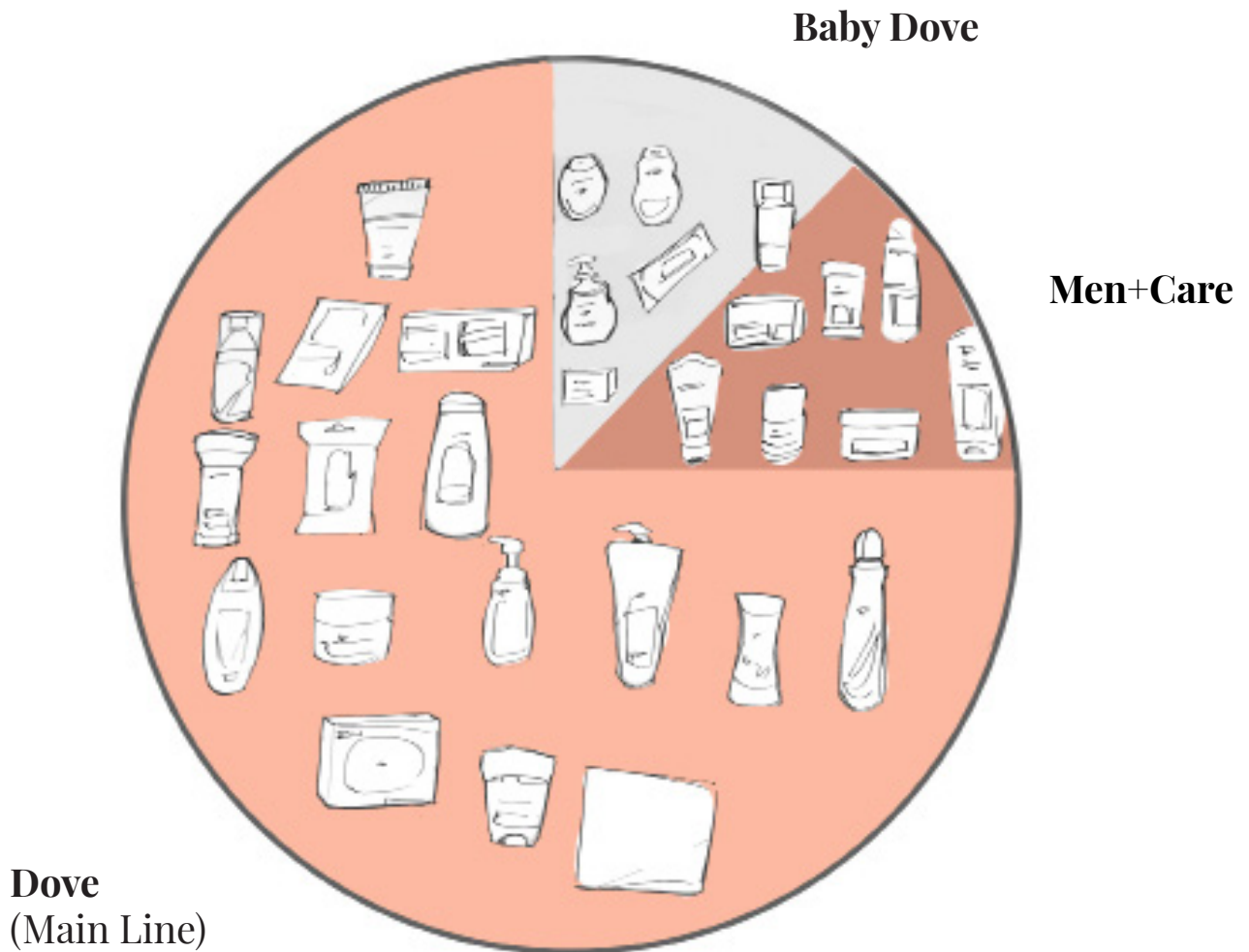
The Dove Men+Care line is separate from the rest of the Dove product offers in-store. The men's products are different in appearance, being darker and more "masculine" to attract a different customer. There's also a smaller selection of products for men in-store than there are for women.





# Product Offers

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# Identifying the Current Market

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## Customer

The Person Buying  
the Products

Women

Men

Retail Stores

## Consumer

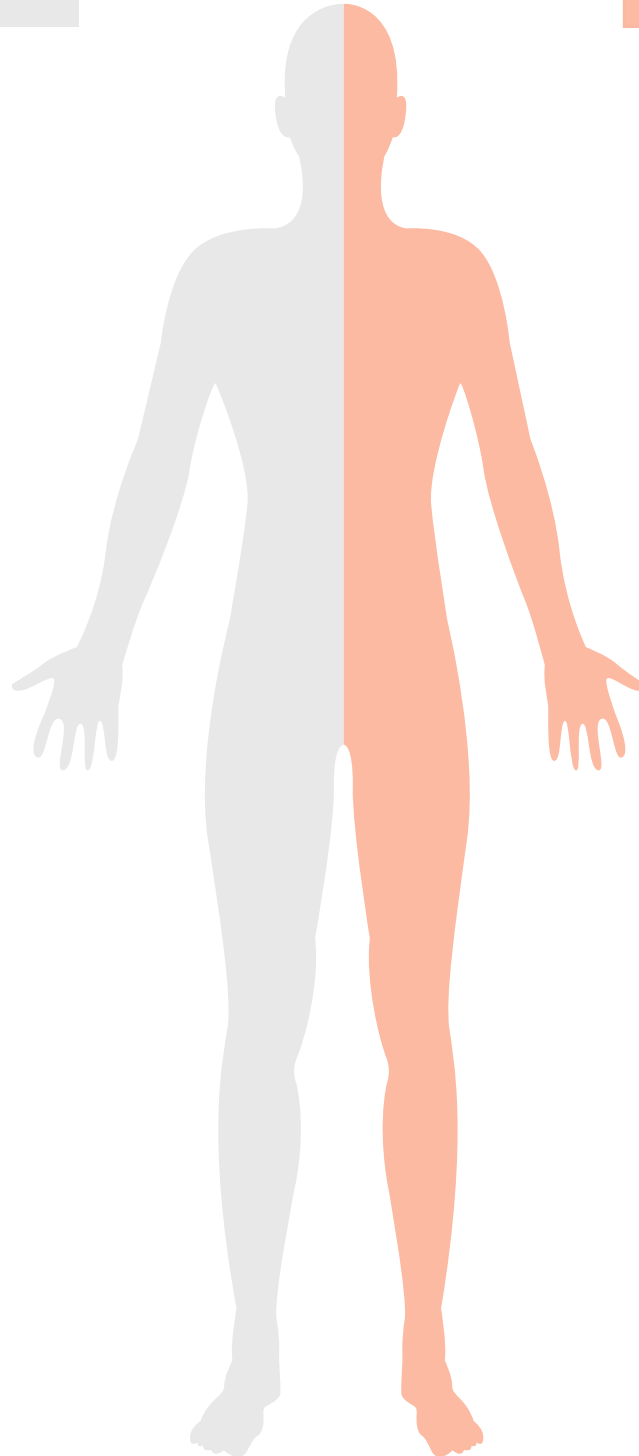
The Person Using  
the Product

Women

Men

Babies

Middle Class  
Urban Living



# Brand Values

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“Dove believes that beauty is not one dimensional; it is not defined by your age, the shape or size of your body, the colour of your skin or your hair – it’s feeling like the best version of yourself. Authentic. Unique. Real.

We invite all women to realise their personal potential for beauty by engaging them with products that deliver superior care.”

-Unilever

01

Confidence

02

Family

03

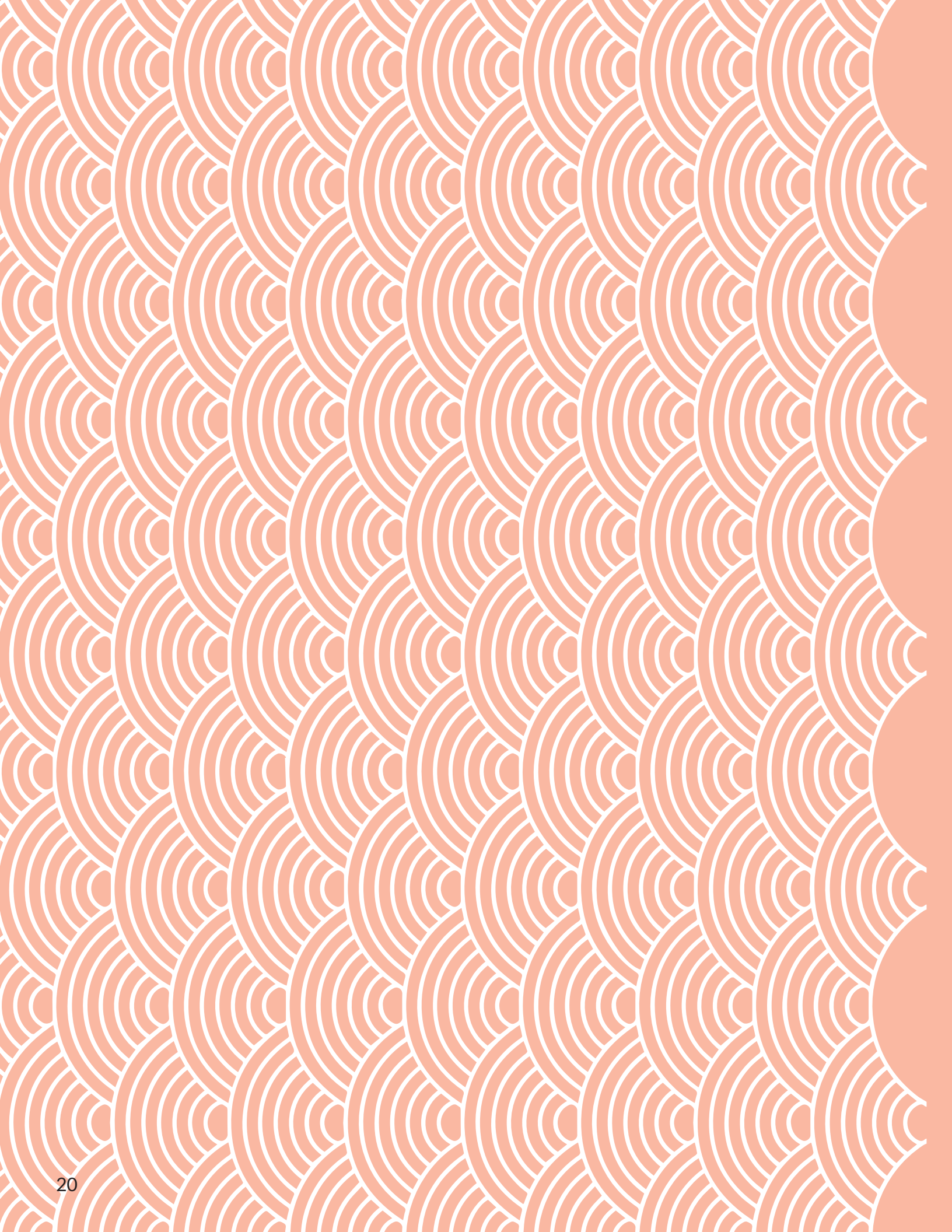
Natural / Healthy

04

Trustworthy

05

Self-Care



# Defining Opportunities

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In this chapter, we identify four potential opportunities for Dove's growth. These broad categories are explored through ideation sketches and further insight.

# Opportunities

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## Plush

An experience that doesn't stop  
after leaving the bathroom



## Pet Cleaning

Self-care for both  
you and your pets



## Home Care

Safe for your body &  
safe for your home



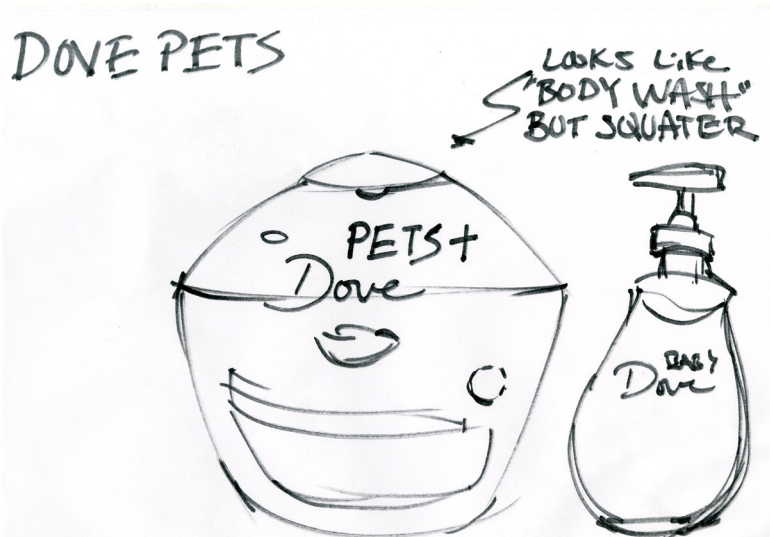
## Feminine Care

Disposable care for down there

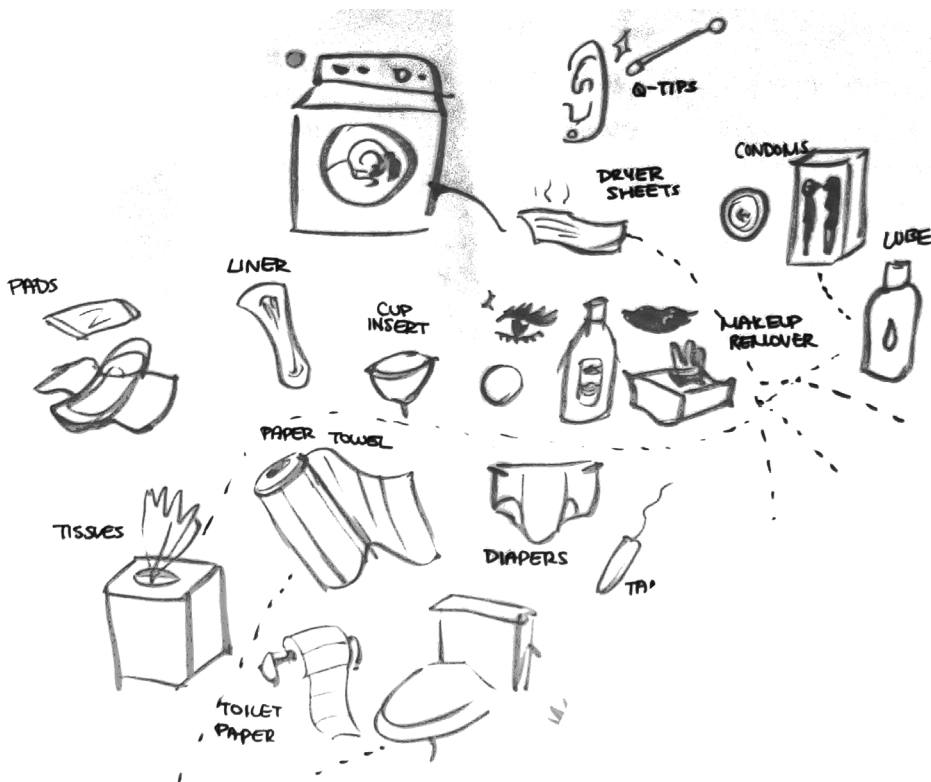
Through identification of Dove's current offers, we realized that the Dove experience stops at the bathroom and there is an opportunity for Dove to occupy a broader area of the home. With this in mind, we developed the four opportunities above, enabling Dove to play a larger role in consumers' lives.



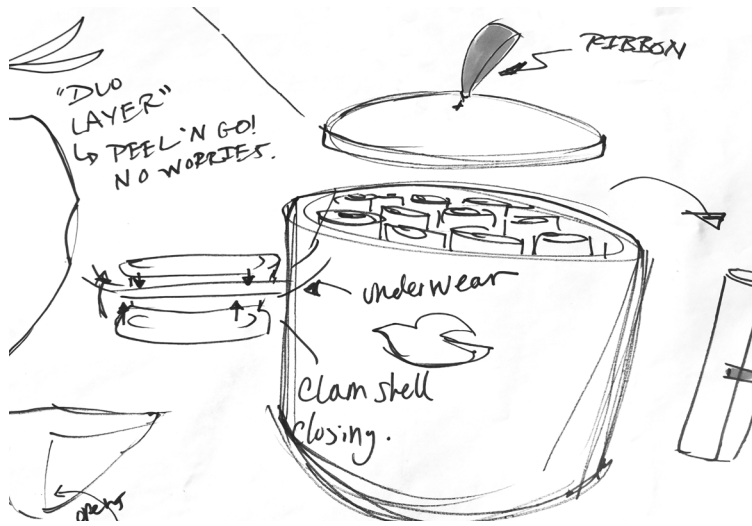
# Initial Ideation



Concepts surrounding pet hygiene, including soaps, shampoos, conditioners, and other grooming products.



Finding areas in which home and feminine care products cross paths in the user everyday life.



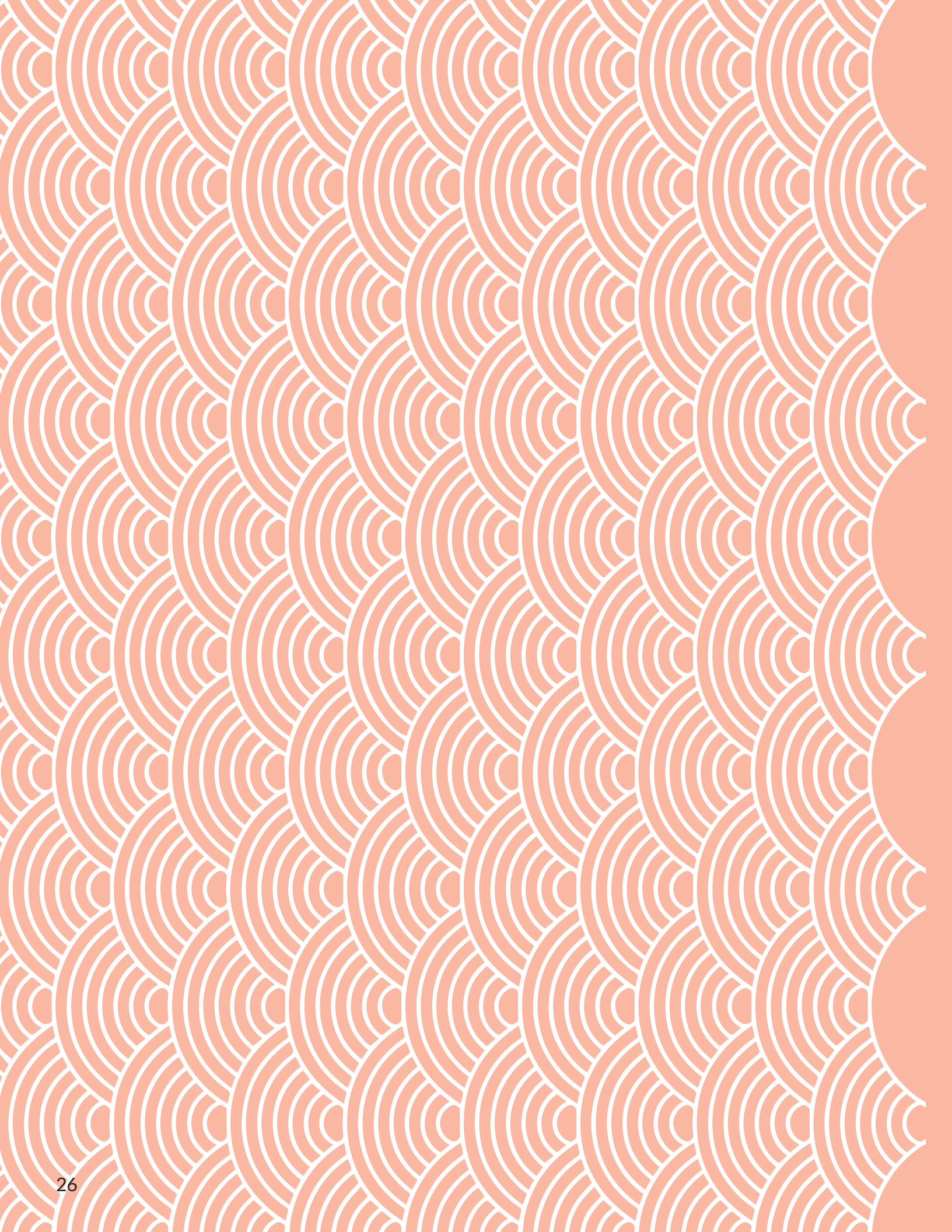
Exploring ways to improve the experience of disposable feminine care products and to better understand the user interaction.

## DOVE ROBE



Ideation of plush items to be used by the entire family, including washcloths, robes, blankets, towels, and others.

After much ideation and conversation, we realized that while Dove's strengths and values connect with these opportunity categories, feminine care has the strongest potential for creating 20% growth. We recognized that the paper industry is currently unfit for Dove, but we believe there is great opportunity in other areas of feminine care. Therefore, we decided to further explore our options and conduct secondary research.



# Identifying Our Consumer

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In this chapter, we move forward into secondary research to determine whether Dove should design for its current market or establish a new one. After identifying our target consumer, we conducted research to recognize the consumers' needs. The chapter will conclude with a set of parameters for our products and highlight why Dove will be successful in this market.

# Secondary Research

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For secondary research, we revisited retail locations where we closely observed the feminine care sections. It was insightful to see what was purchased the most in this section and which of these consumers were also Dove customers. This helped us to identify our target market.



Many of the female consumers who bought Dove also bought feminine care products.



Many females purchasing Dove were also buying products for pregnancy. Through conversations, these women were identified as mothers or soon-to-be mothers who trust the Dove brand and feel safe using Dove products while being pregnant.

# Target Market

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With our new insights, we established that Dove could successfully design a product for the pregnant market. Our next step was to identify symptoms resulting from pregnancy which we grouped into four categories: those that cause pain, itchiness, the release of bodily fluids, and the changes in one's physical appearance.

# Pregnancy Symptoms

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● Pain

● Itchiness

● Bodily Fluids

● Physical Appearance

Sciatica

Headaches

Swollen Breasts

Swelling

Pelvic Pain

Scaring

Cramps

Hemorrhoids

Constipation

Heart Burn

Stretch Marks

Itchiness

Yeast Infections

Milk Leakage

Light Spotting

Excessive Discharge

Increased Urination

Feeling Hot

Nausea

Bloating & Gas

Morning Sickness

Fatigue

Insomnia

Acne

Varicose Veins

Changes in Hair Texture

Melasma

Scent Sensitivity



# Parameters

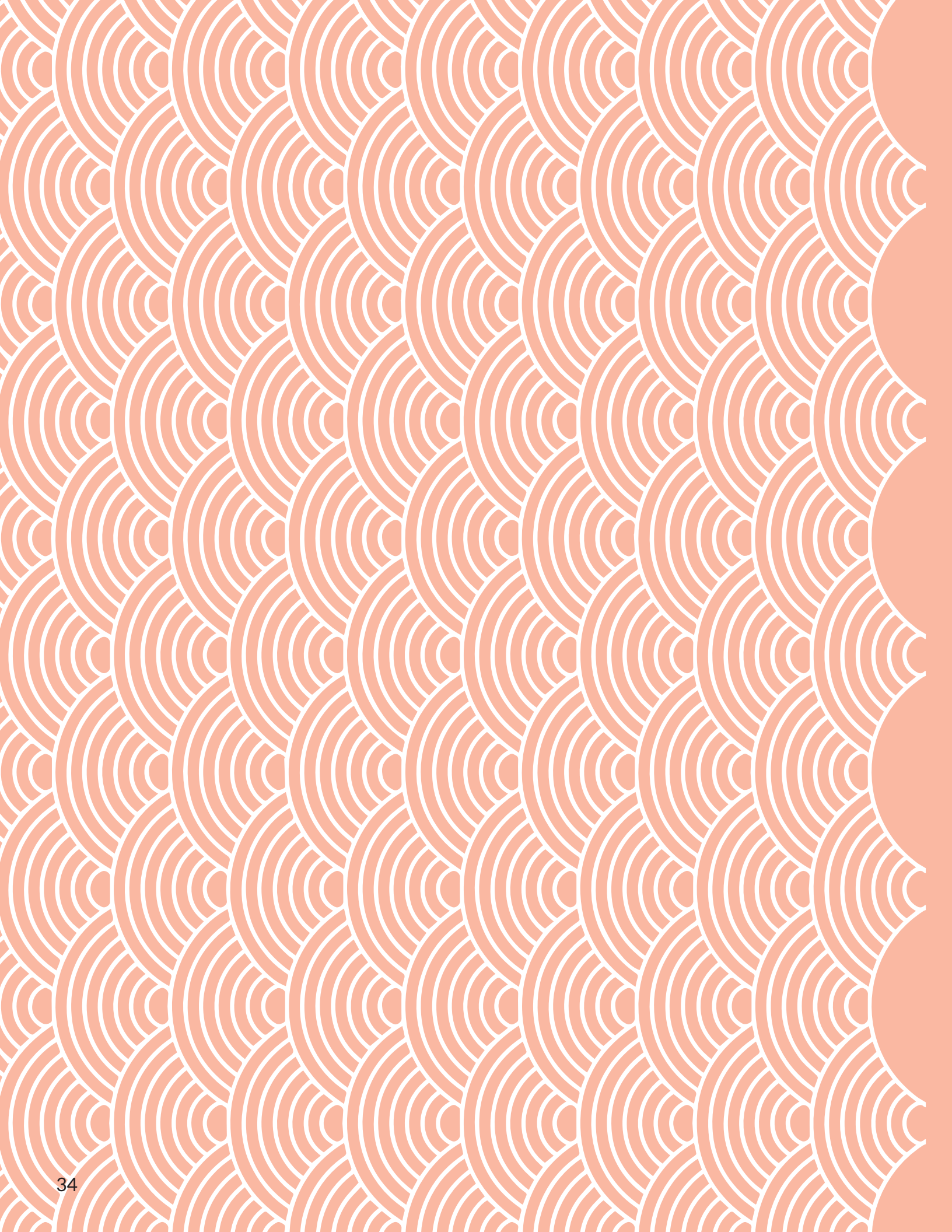
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- 01 Must be trusted for all skin types
- 02 Must be safe for all family members
- 03 Must reinforce confidence for the consumer
- 04 Must stay on brand with Dove's current offerings
- 05 Must be accessible in the same stores as current Dove products

# Why Dove?

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- 01** Dove values the family and many of its products enhance the connection between a mother and child.
- 02** Dove encourages confidence for women of all shapes and sizes.
- 03** Dove provides unscented options for all its product lines.
- 04** Pregnancy products can be purchased in the same stores as the current Dove products.
- 05** A pregnancy line will start brand loyalty for both the mother and the baby early on.
- 06** Dove makes sensitive products that are doctor recommended.
- 07** Dove takes the 'Pledge for Paternity Leave' and there is an opportunity to make products that enable men to be more involved during pregnancy.



# Concept Generation

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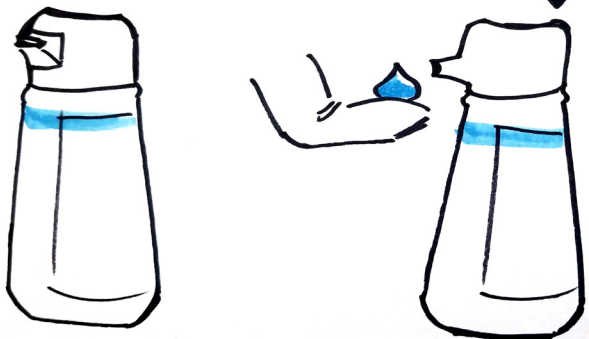
This chapter will show progress from the initial ideation for our newly identified market to our final form inspiration. It includes our evaluation and selection of concepts, illustrates our chosen products, dives into form exploration, and documents feedback from interviews with future consumers.

# Further Ideation



We recognized that Dove's biggest strength is designing topical products. Therefore, we decided to remain in this field while designing.

SMALL PUMP TO APPLY TO FACE



SPRAY



'COOLING STICK'

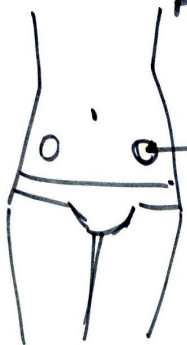


HAIR MASK

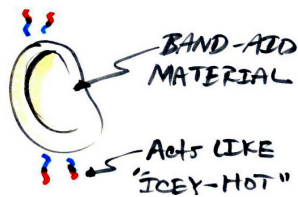


Our sketches enabled us to draw inspiration from forms and concepts in order to move forward with our final design.

DISPOSABLE + AFFORDABLE PERIOD CRAMP RELIEF



STICK ON PATCH TO EASE CRAMPING



PREGNANCY



LOOSE SKIN CREAM STRETCH MARK PREVENTION

SOFTENING FEEL & TIGHTENING ALL IN ONE!

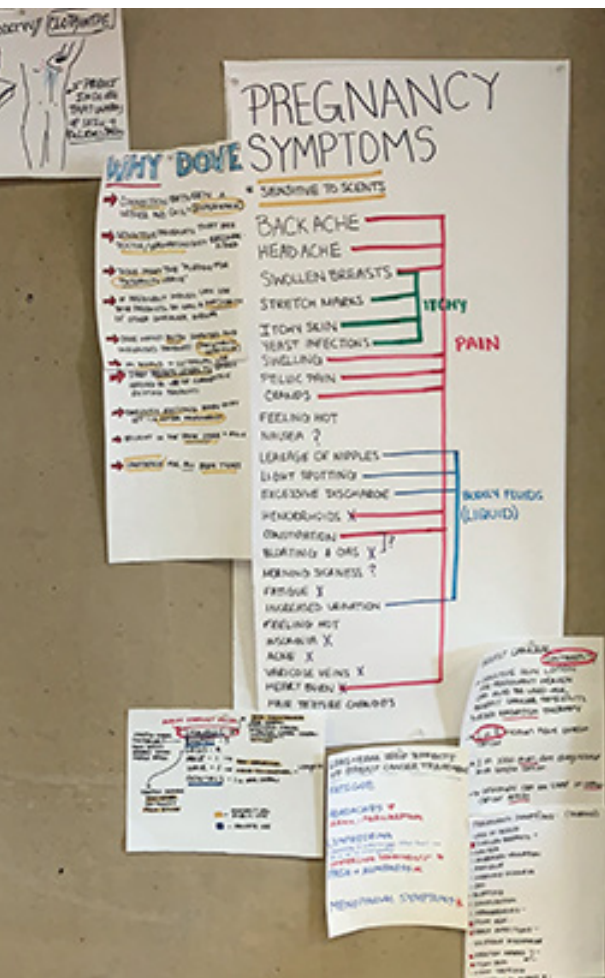
CAN BE USED BY PREGNANT WOMEN OR THOSE GOING THROUGH WEIGHT FLUCTUATIONS





# Evaluation & Selection





After a period of ideation sketching, we grouped our designs based on the pregnancy symptom categories.

Targeting primarily pain areas and physical appearance, we realized that these symptoms not only occur during pregnancy, but post-pregnancy as well. The yellow sticky notes represent the products deemed best for symptoms during pregnancy and the green for symptoms post.

We concluded it would be beneficial to create a line of 10 products: five for during pregnancy and five for after.

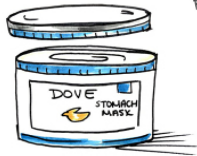
With the goal of providing a balanced number of pain and appearance-targeted products, we evaluated our options and narrowed them down to the best 10.

After selecting the most beneficial products, we divided them into the two groups. The products used during pregnancy are named the 'Prepare' line and the ones for post-pregnancy the 'Restore' line.



# Dove Prepare

FUN + SOOTHING



PREGNANCY STOMACH MASK

BONDING EXPERIENCE BETWEEN PREGNANT WOMEN & THEIR PARTNERS

## Stomach Mask

Moisturizes and soothes the stomach skin while also creating a fun, enjoyable, bonding experience for the entire family.



STRETCH MARK OIL FOR PREGNANT BELLY ARMS, & BREASTS

## Stretch Mark Oil

Prevents and decreases the appearance of stretch marks.



OINTMENT FOR DRY SKIN AND RASHES

EXTREMELY SENSITIVE FOR FULL BODY USE

## Ointment

Good for dryness, acne, and helps relieve itchiness.



FOR MELASMA (70% of pregnant women)

## Spot Corrector

With 70% of pregnant women experiencing Melasma, the spot corrector will help prevent and reduce visibility.



PAIN RELIEF BODY LOTION FOR SORETS, ACHES, & PAIN THROUGHOUT THE BODY.

## Lotion

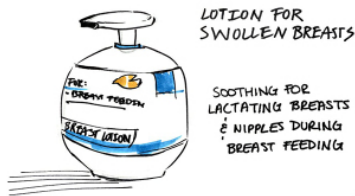
An all-over body pain reliever that releases a cooling sensation to reduce inflammation.

# Dove Restore



## Hair Strengthenener

Prevents breakage by strengthening and nourishing the hair.



## Breast Lotion

Soothes and moisturizes sore and swollen breasts during lactation and around the times of breast feeding.



## Tightening Cream

Improves the skin's elasticity and increases firmness.



## Nursing Adhesives

Relieves soreness and irritation while preventing leakage.



## Scar Cream

Flattens and fades scars caused by C-sections, episiotomies, or hemorrhoids.

# Form Exploration



Spray cap with a plastic lid to keep the product sanitary during storage.



Tapered jar with a screw off lid for easy hands-on use.



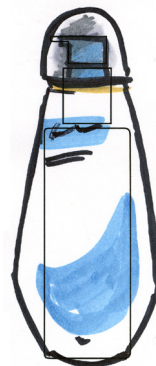
Flip-up top for easy access and thin in form.



Screw off top and small rounded body.



Easy to open paper box with a narrow body for easy storage.



Pump bottle with removable plastic cap. Similar form to current Dove bottles.



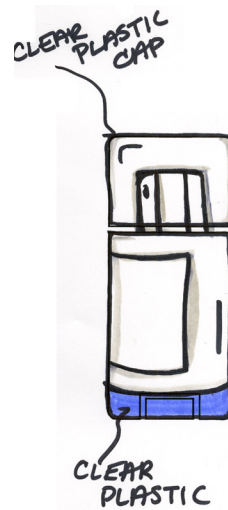
Small pump bottle with small base and wide midsection.



Controlled pump top with small extrusion to apply to a finger for usage on small areas.



Flip-top, squeeze bottle with transparent window to see inner product.



Even spray application with cap and transparent plastic bottom.



Box for nursing adhesives with Dove logo to seal the opening.



Squeeze tube with twist off cap and small applicator to apply to small areas.

# Consumer Feedback

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## 01 Mother with two young children



(Scar Cream)

“I didn’t have a C-section or episiotomy, but I had hemorrhoids that tore me up everywhere. They were painful and aggravating. I would definitely be interested in a scar cream.”

## 02 Pregnant with twins

(Tightening Lotion)

“My friends who have babies barely have time to shower let alone go to the gym. For this pregnancy it’s like I grew another person-worth of skin. I would be super interested in this, even if it just helps a little bit.”





## 03 Gave birth 2 months ago

(Hair Strengthenener)

“When I am pregnant, I have really bad flyaways. For the first four months of this pregnancy, I lost a lot of hair that is just starting to regrow now. This would be a good product to have on hand.”

(Ointment)

“During pregnancy, my stomach in particular, is extremely itchy and fragile. I love the idea of a spray ointment so I can avoid direct contact that will increase the itchiness and irritation.”

## 04 Pregnant with first child

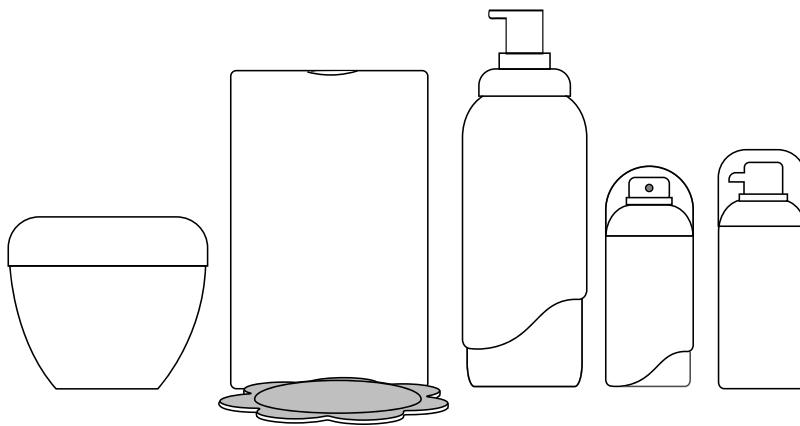
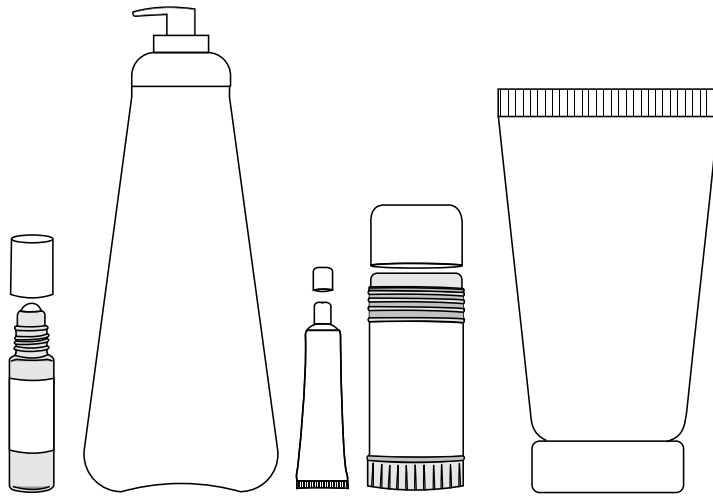
(Stomach Mask)

My husband and I tried a DIY stomach mask recently. He got really into it! I feel like we bonded over that because guys feel so left out of the pregnancy and don't get to experience it.”



# Final Form Inspiration

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For our form inspiration, we were influenced by the conversations we had with our interviewees, as well as currently existing Dove products.

Easy use.

Clean & sanitary application.

Control of amount of the product used.



Stretch Mark Oil



Dove Massaging  
Roll-On Oil

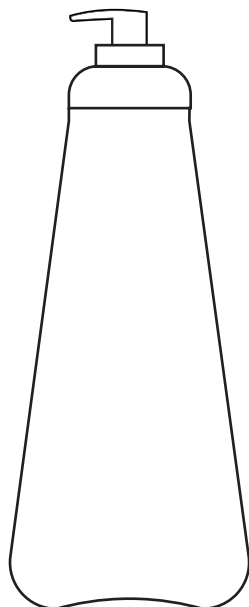


Massage Roller

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Well-known.

Pump allows variation in amount of product.



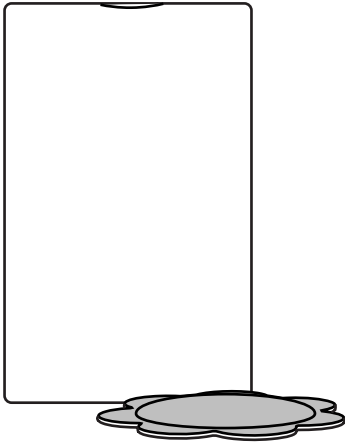
Lotion



Dove Body Wash



Petals allow easy fit on a concave form.  
Sticky border with padded center for adhesion.  
Flower form references to fertility.



Nursing Adhesives



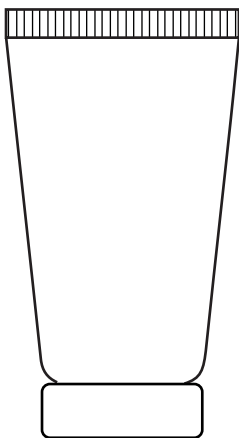
Small Band-Aids



Circle Nipple Pads

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Commonly used.  
Hands-on application.



Breast Lotion

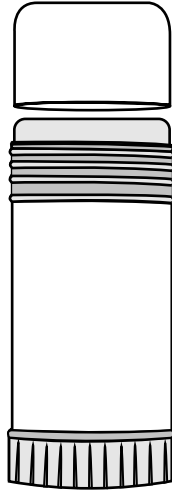


Dove Body Lotion



Flip-Top, Squeeze Bottles

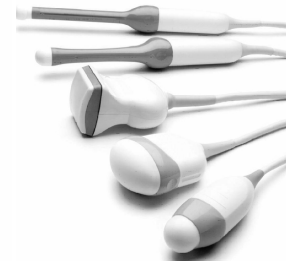
Twist bottom to control amount of product released.  
Shaped to comfortably reach all areas of the stomach.



Stomach Mask



Dove Deodorant



Ultrasound Wands

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Easily targets small, hard-to-reach areas.  
Small applicator taking into account the amount needed and price.



Scar Cream

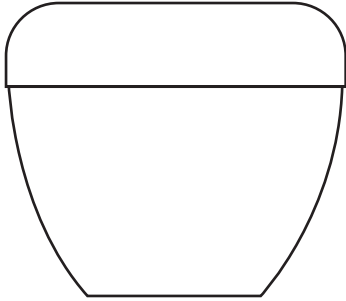


Neosporin Ointment



Lip Gloss Tube

Hands-on application for varying hair textures.  
Similar to Dove's Men+Care hair sculpting paste.



Hair Strengthener

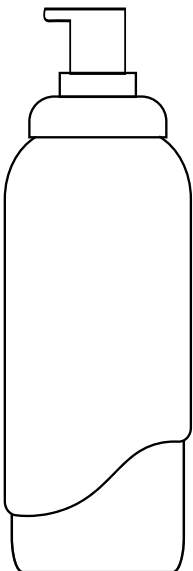


Dove Body Polish



Dove Men+Care  
Sculpting Paste

Frosted transparent bottom to show when product is running low.  
Easy hands-on application for the entire body.



Tightening Cream

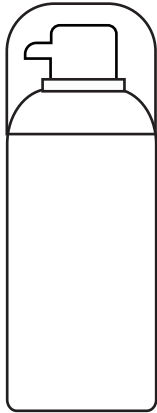


Dove Shower Foam



Generic Soap Dispenser

Small pump to easily target small areas of the face.  
Cap for sanitary storage.



Spot Corrector



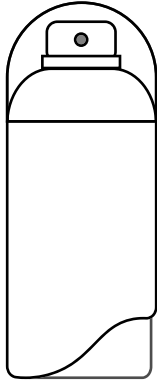
Makeup Bottles



Pump Bottle

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Even application of product through consistent spray.  
Twist & lock spray cap to secure product when not in use.



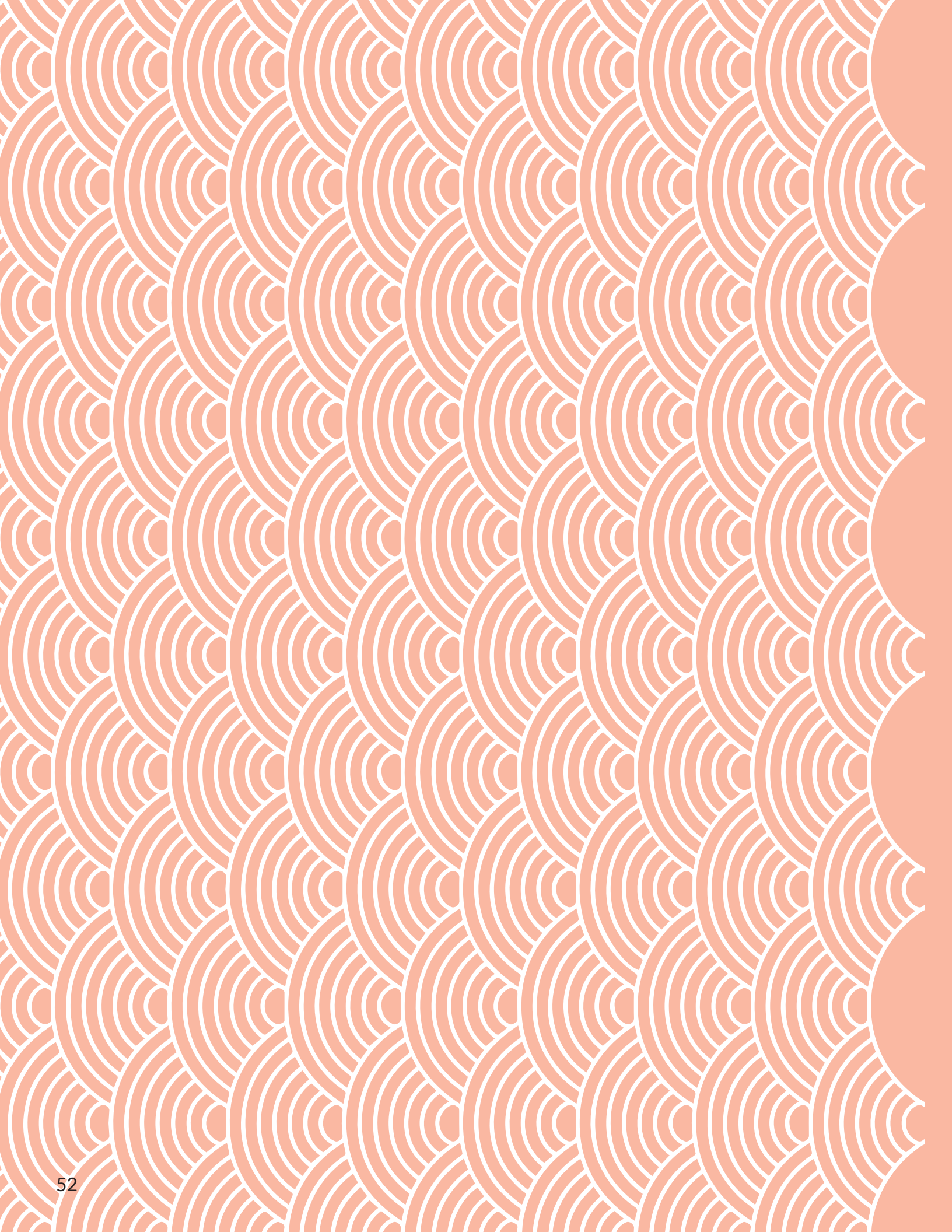
Ointment



Even-Coat Sunscreen



Spray Aquaphor  
(Doctor Recommended)



# Branding

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This chapter introduces the product name and logo, typefaces used for the logo and text, and the color palette.

# Name, Logo, Type & Color Palette

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Nurture<sup>+</sup>

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prepare

After much consideration of a long list of name ideas, we believe Dove Nurture+ is the best name for our product line.

Nurture means “to care for and encourage the growth or development of”. Dove Nurture+ encourages the growth and development of the entire family. The idea of caring for yourself to care for your baby.

## Logo Inspiration

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Our logo was inspired by the Baby Dove logo, with a baby dove in gold, placed beneath and off-center the parent dove in blue. Since our line is for both pre- and post-pregnancy we determined our logo would be the symbol for the mother and child as one.

# Type

---

Title: Nunito Regular (12pt)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Subtitle: Nunito Extralight (12pt)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## Color Palette

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**R:** 253  
**G:** 186  
**B:** 162

**C:** 0    **M:** 32  
**Y:** 31    **K:** 0



**R:** 214  
**G:** 145  
**B:** 124

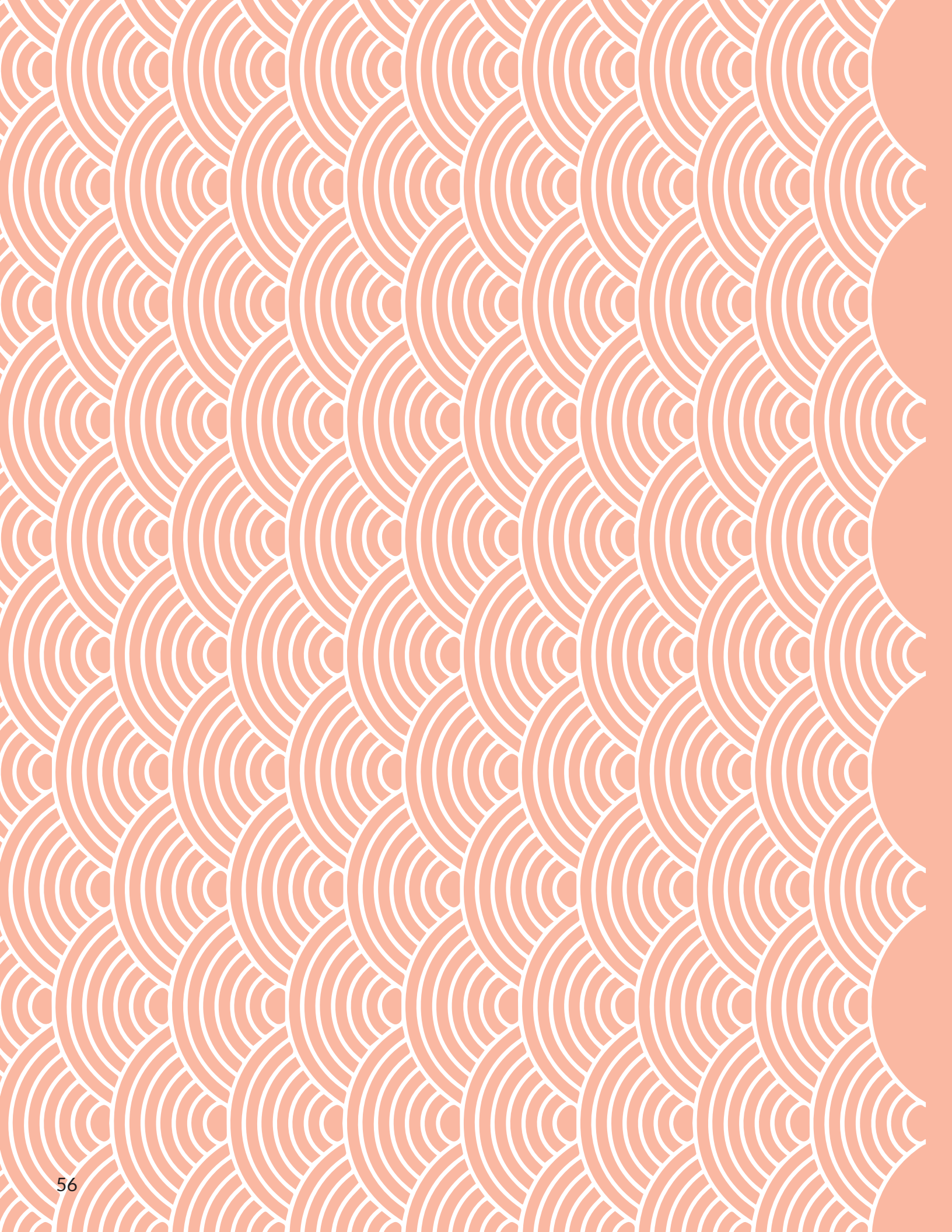
**C:** 15    **M:** 49  
**Y:** 49    **K:** 0



**R:** 0  
**G:** 62  
**B:** 127

**C:** 100    **M:** 86  
**Y:** 22    **K:** 8





# Dove Nurture+

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This chapter will conclude our process. It will show the final Dove Nurture+ product line, include the products in context, discuss additional features and benefits, and end with why this product will bring Dove 20% growth.

# Final Design

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Render of Nurture+ **Prepare** Products  
From Left to Right: Ointment, Lotion, Spot Corrector, Stretch  
Mark Oil, & Stomach Mask



Render of Nurture+ **Restore** Products  
From Left to Right: Breast Lotion, Hair Strengthener, Nursing  
Adhesives, Tightening Cream, & Scar Cream



Full Set of Dove Nurture+ Product Line

# Context

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Dove Nurture+ In-Store Context

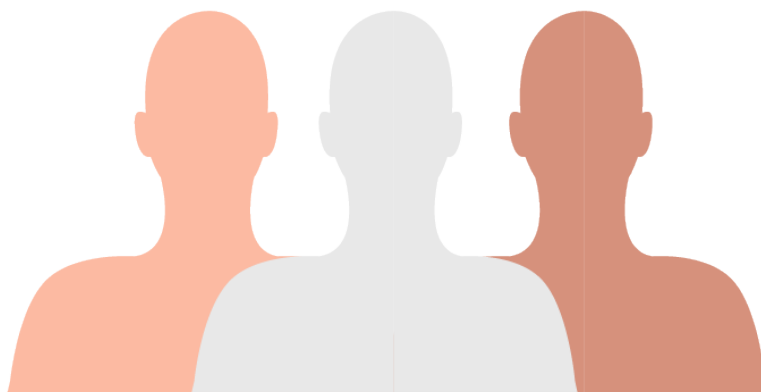
# Features & Benefits

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## Sample-Size Kit

While our products will be sold individually, we believe a sample-size kit would be beneficial for both the company and the consumer. This kit can be purchased in-store and/or given out by doctors to their patients. This will allow and encourage consumers to test the products at a lower price before committing to the full-size bottles.



## Other Consumer Groups

We believe this product line will reach other consumer groups outside of our target market. Our product line will be safe for and trusted by pregnant women and their babies, meaning it will be usable by many other consumers. Foreseen consumers include post-surgery patients, cancer patients going through radiation and chemotherapy, and Dove's current market, along with many others.



# 20% Growth

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## **This will create 20% growth for Dove because:**

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The human race is in a continuous cycle of repopulating.

In the world, there is an estimated 131.4 million births per year, 360,000 births per day, and 15,000 births per hour.

There are millions of women pregnant each year, all searching for safe and effective products that best serve their needs.

With a pregnancy centered line, Dove is carving a place in the market that doesn't currently exist. Dove will be Unilever's only brand that will offer products for this market, resulting in no internal competition.

The Nurture+ line, backed by a large, successful company like Dove, has the ability to perform exceptionally well while residing in the mid-tier range.

This line will attract the pregnant population as well as the millions of others who are in need of these products.