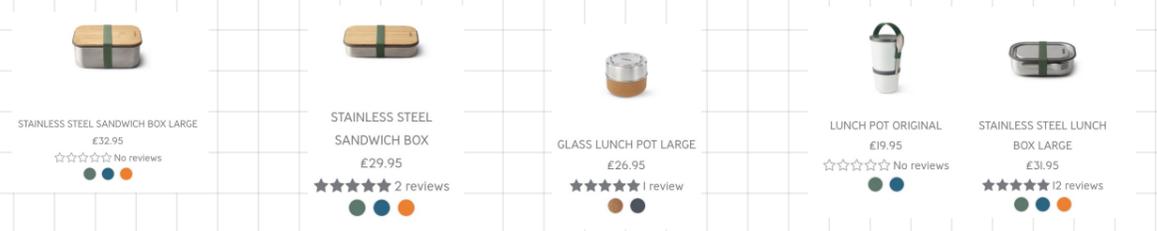


# Black + Blum

## Initial Idea for the Project Proposal

By Dana Panderova



### Who is Black and Blum?

- A company that make products for eating on the go
- They sell thermoses, lunch packs, cutlery, water bottles, and methods of water filtration
- A design based company: Their aim is to become design leaders and innovators
- They are sustainable: They donate at least 1% of their annual sales to support environmental non-profit organisations
- They are becoming Climate Neutral Certified, by measuring their carbon footprint, and purchasing quality carbon credits, as well as reducing emissions in the future
- They sell replacement parts for products, such as water bottle lids in order to not waste good products when you break them or lose a part. This is also a sustainable element to their company.

### Initial Idea:

- To make a product line for teenagers that is more accessible and disability-friendly.
- The issue with the current products is that they are not very accessible, these are the problems I want to address and to fix:
  1. Smooth metal and wood can be hard to grip for people with limited movement
  2. Sharp corners can be dangerous and less accessible
  3. Some of the products may seem to simple and 'boring' to certain teenagers, so I would like to design something that appeals to them more.

### How can these be fixed??

1. We could add grips and texture onto the sides of containers to make them easier to hold on to
2. We could round corners and metal edges
3. We could design a new type of closing mechanism that is easier to open if some teenagers have limited hand movement
4. We can make the products more brightly-coloured to appeal to teenagers, or even make them customisable as well. The customisable option could be available on the website.

### Why is this my initial idea?

Over 15% of the worlds population has a type of physical disability. I saw that a lot of the products here were not as accessible as they could be, and I wanted to change this by creating a line for teenagers that could help people. This project is only supposed to be aimed at teenagers, but I think that eventually this idea could be implemented into more ranges for adults too. Just because someone has a disability, doesn't mean that they can't buy from an eco-friendly company like this with good products, right? Likewise, I believe that the already existing products didn't seem fun or exciting enough for some teenagers.

<https://www.raconteur.net/packaging/inclusive-design-packaging/>

helpful website



easy to open packaging



Simple packaging

Wooden cutlery; less sharp



easy to hold



silicon handles

We love accessible packaging!



Ernest Packaging Solutions

Dyslexic-Friendly Dyslexia and Fonts

Custom names on front? This can be available when bought  
↳ braille options  
↳ dyslexic friendly font

larger loop on handle can slip easily  
texture materials for more grip  
shatter proof glass for safety  
EAU CARAFE



handles added

STAINLESS STEEL SANDWICH BOX LARGE  
£32.95  
☆☆☆☆ No reviews



encouragement to hydrate could work well.

### Mood Board



simple, get colourful

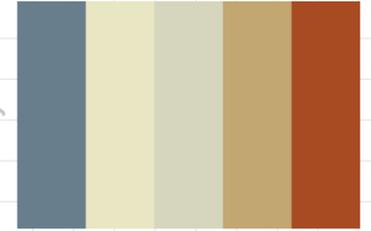


teenagers love colours + patterns



colour ideas

eye catching for teenagers



More information about the company and how we'll stick to the original design:

- They use mostly wood, metal, insulated metal, glass, cork, and some silicon.

We will keep using these, and despite some changes to the overall design, I will still use these materials, mostly textured glass, textured metal, textured cork, and textured wood. I will use mostly silicon for handles and grooves in the materials to make them easier to hold, and silicon is quite an accessible material. These will all still be harvested in a sustainable way to honour the aim of the company.

- They are eco-friendly and give 1% of their profits to a good cause

We will continue to use eco friendly materials, such as silicon, which is a very durable material that can last a very long time and doesn't contain any harmful chemicals. A for the rest of the materials, we will continue to use them and get them in the same way in order to remain efficient.

- Their simple, minimalist designs

Despite me adding textured materials to the design and other elements, such as braille, I will continue to use the same simple design, and limit each product to only a handful of materials, and nothing more. The packaging will be reinvented, so that it is accessible and with appeal to teenagers, but it will still look as if it is a part of the company. I will add more options for colours, but will continue to go for a monochromatic theme.

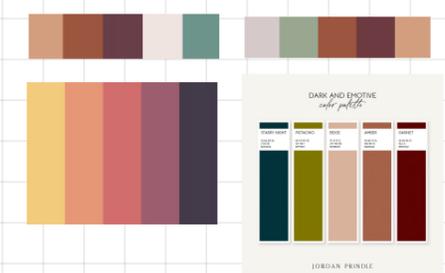
Answering some questions to think about:

- What do teenagers eat?  
You can store any food in these, and they will retain both hot and cold food in them.

- What should they eat?  
Teenagers need a healthy balanced diet, this is why our lunch packs will have sections inside them to make it easier to separate different food groups. Plus, this is perfect for fussy eaters since the food stays separate. We also know that some disabilities may make it harder to eat certain foods, and when you order from this collection, you will have access to a food guide for substitutions and other things. I will make this page on a website designer, although it is technically something to add onto your website, and not a separate one.

- How is this product perfect for teenagers?  
This product will be perfect for teenagers because it features more fun colours, to grab their attention. It also has sections for different foods to encourage them to eat healthy. They will also be able to personalise the product they buy, usually with their name although it could be anything they would want. This makes our product fun and more appealing to them.

### Some examples for colours:



These were trending colour schemes  
→ must be popular amongst teenagers

- Should it insulate food/drink?  
Yes, most products will use stainless steel in order for them to be insulating.

- How easy to clean?  
This will be extremely easy to clean, and there will be no sharp edges in the sections in order to make this easier: Each section will be slightly rounded at the bottom (more on this when i plan out the designs)

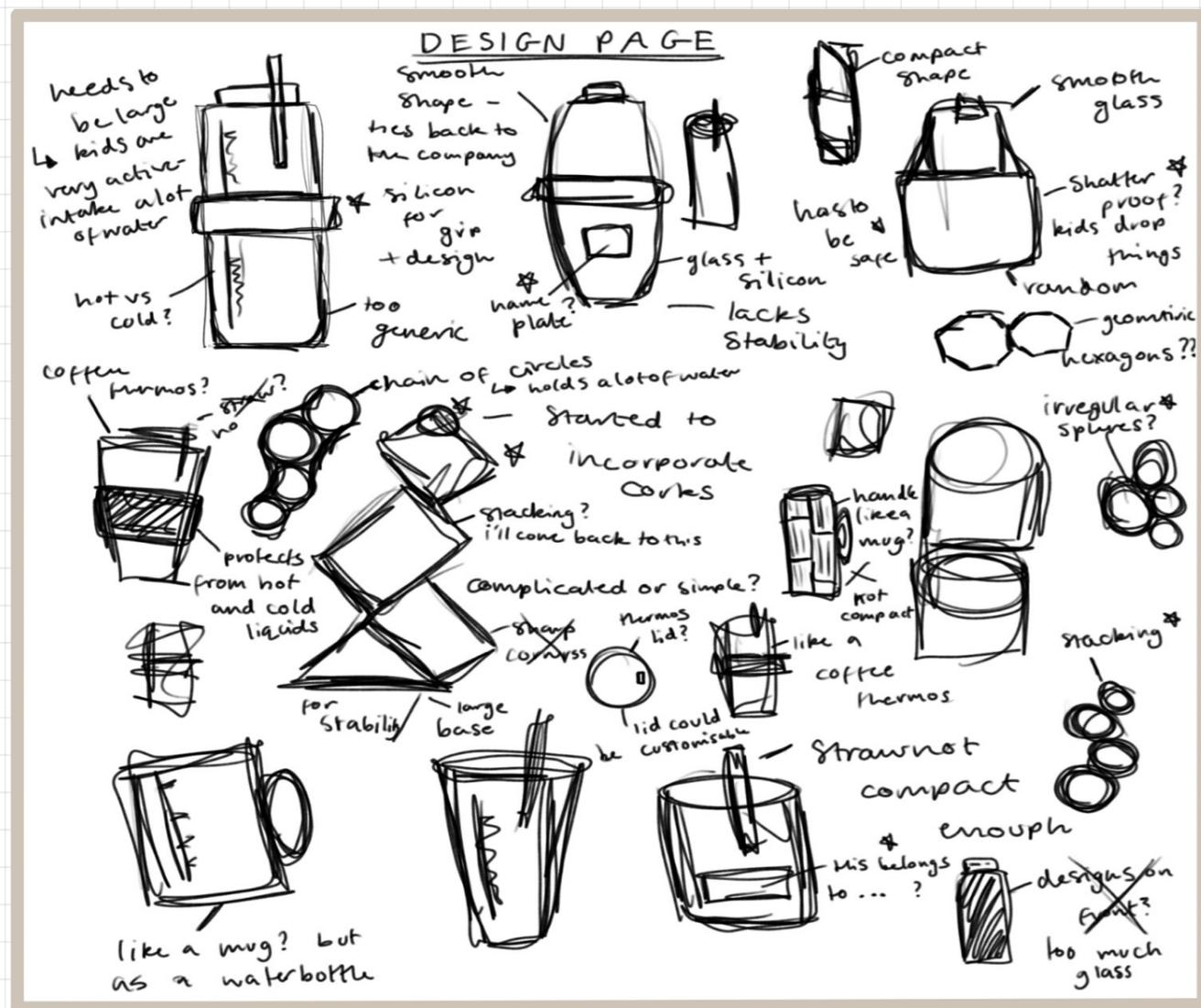
# Design Ideas

Initial design ideas for Black and Blum Project

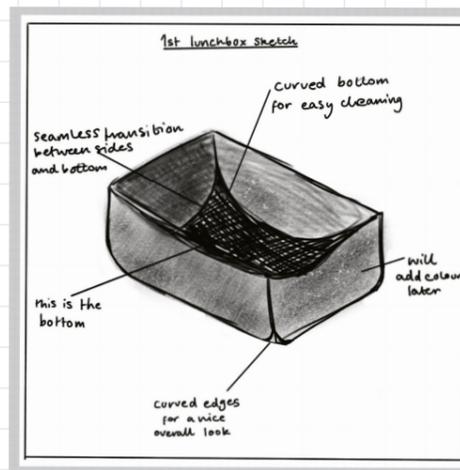
Lunchbox Design Ideas:



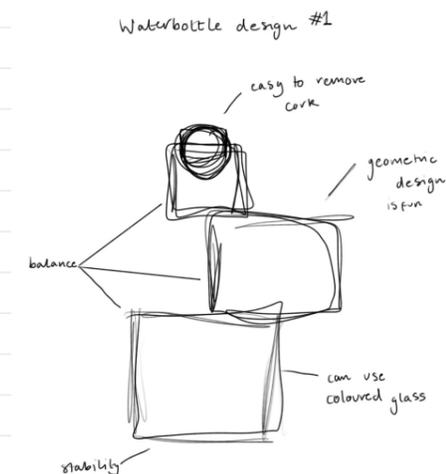
Waterbottle design ideas:  
Design Sketch sheet:



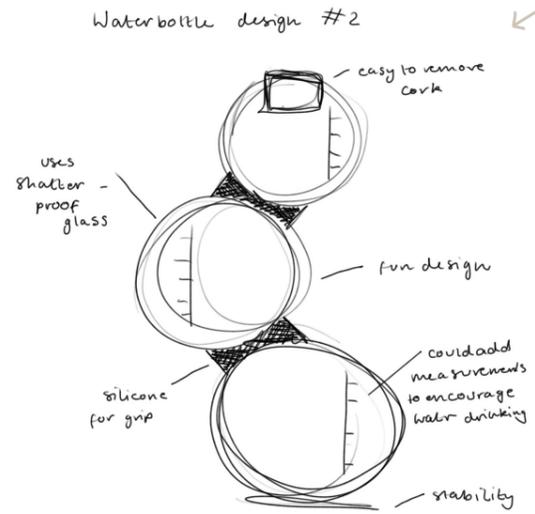
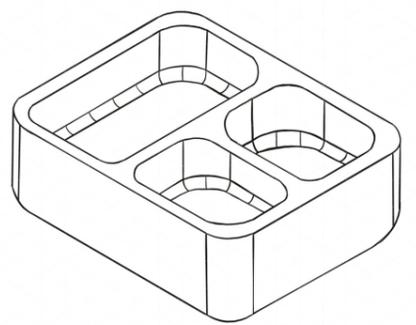
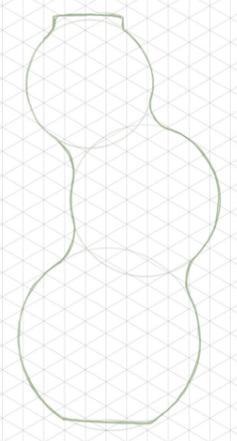
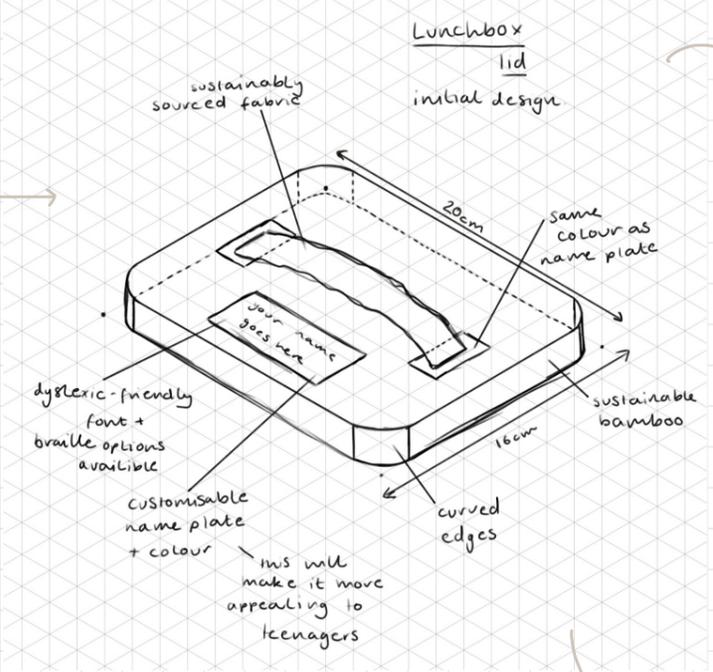
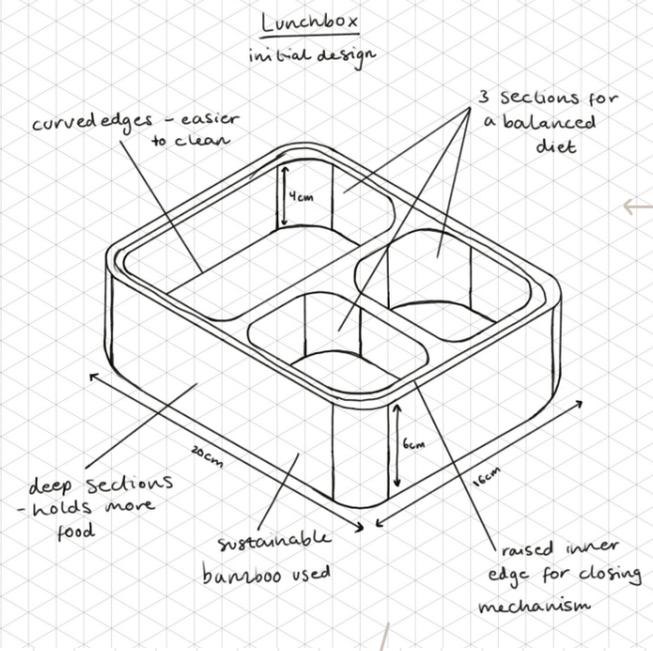
The first sketch:



I liked the idea of stacked geometric shapes, so I decided on either spheres or cubes.



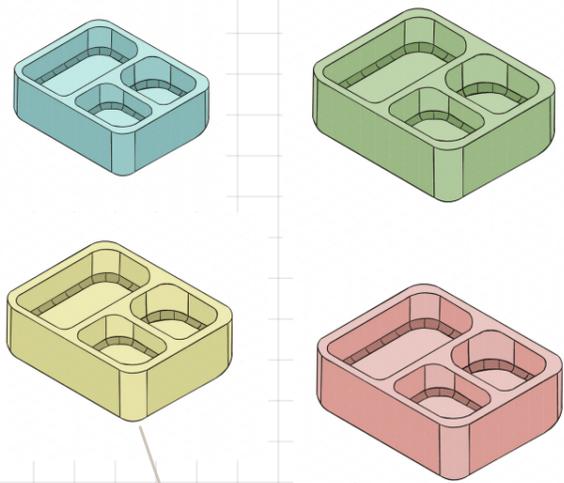
Final Designs



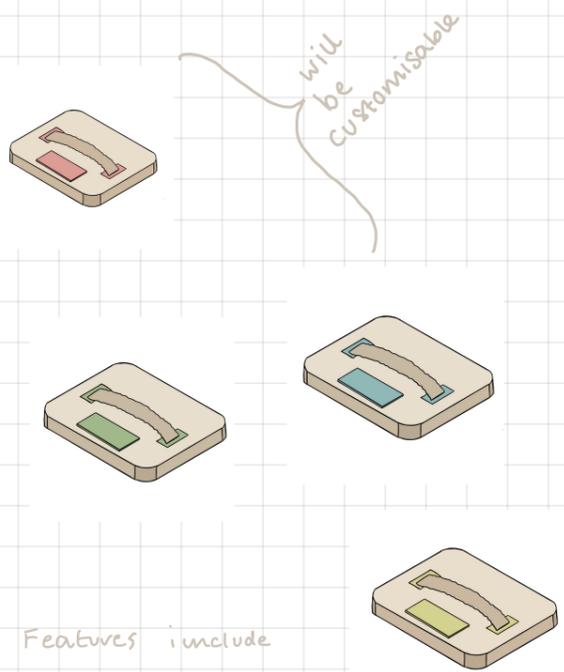
I was doodling silhouette shapes, and I found that I really liked this one, because it looked as if it were made of spheres and I really liked how fun it looked, and this could make it very appealing for teenagers specifically.

More refined version of this initial sketch:

Some basic colour options:

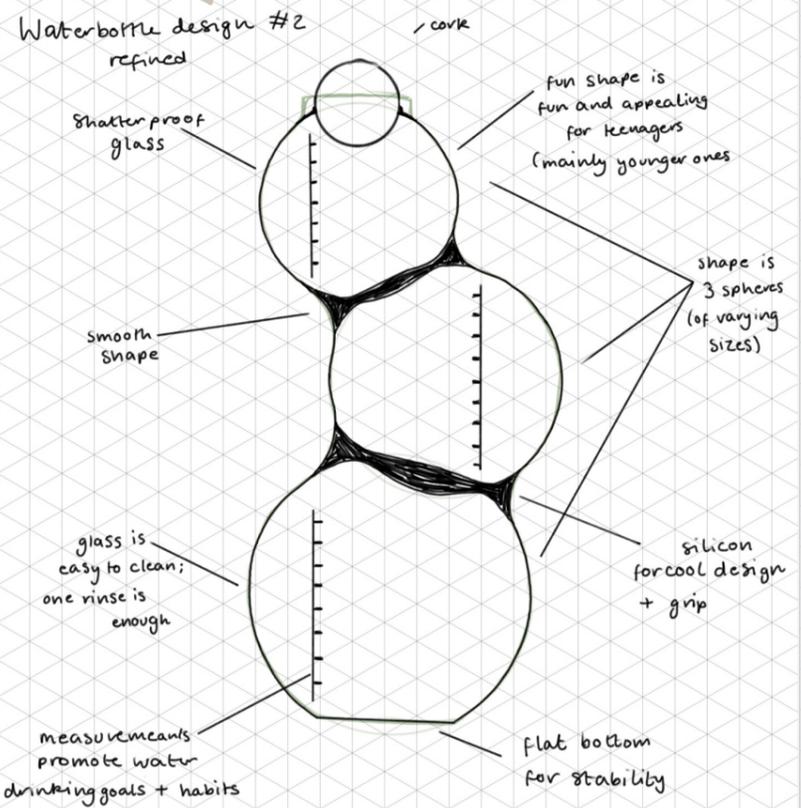


bright, decorative colours are more appealing to teenagers

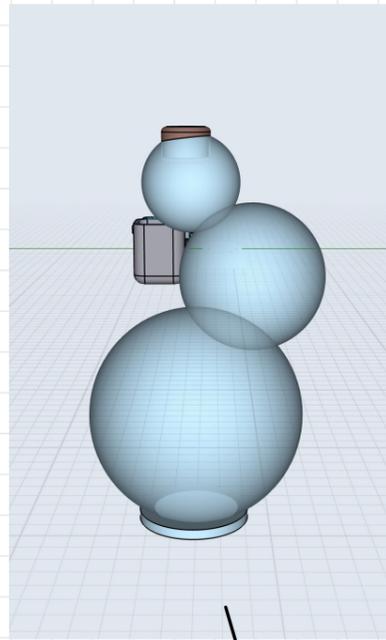


Features include

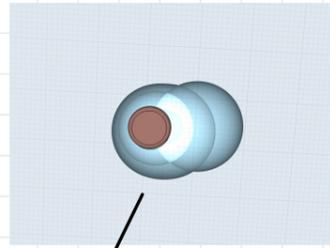
- curved sides ✓
- handle ✓
- name plate ✓
- colour options ✓
- matching box + lid ✓



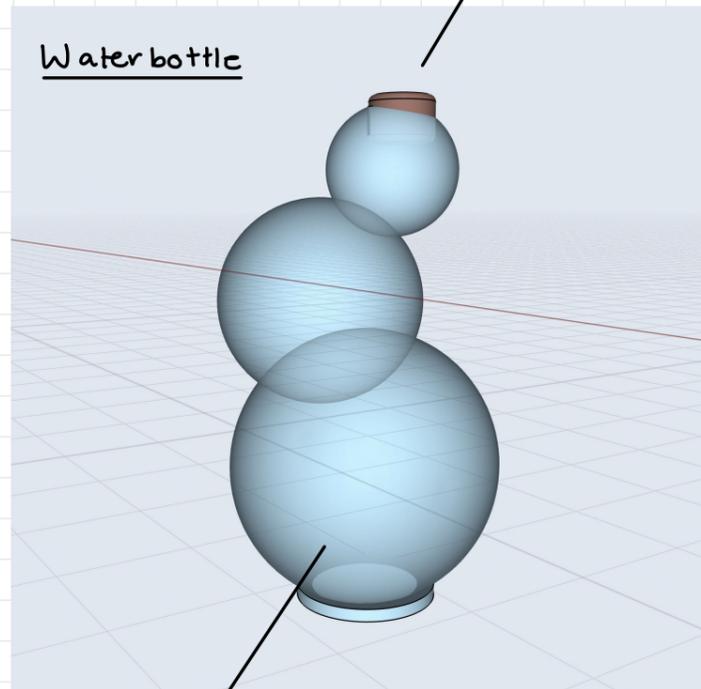
Final design and Models



stand for stability



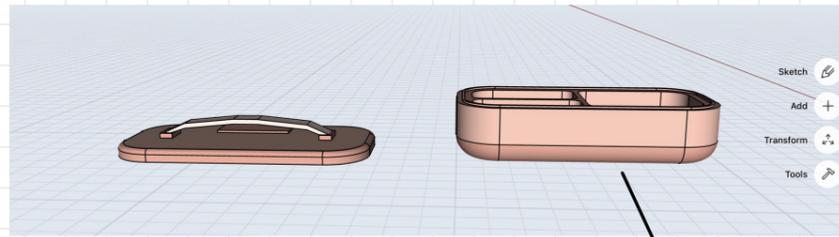
bird's eye view



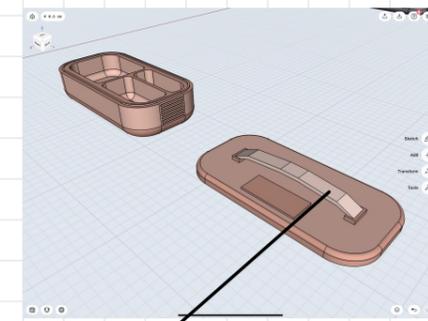
Water bottle

Cork

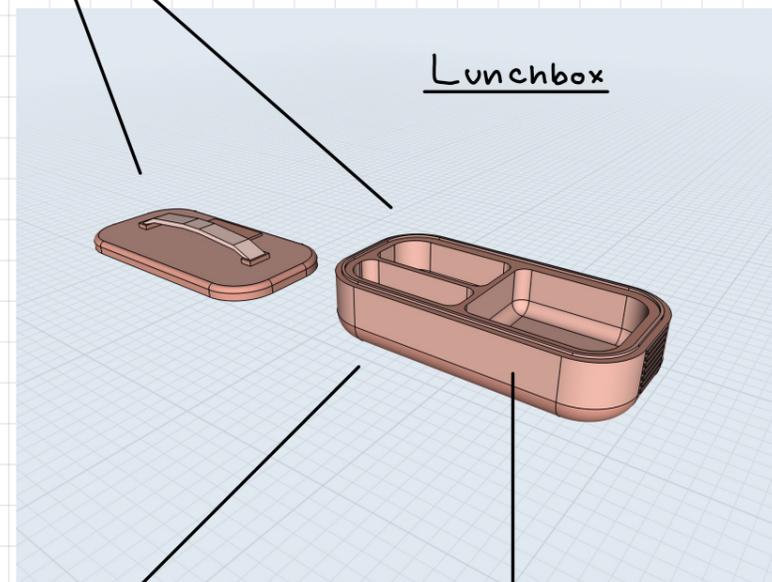
can hold a lot of water



large amount of space



Strap made up of recycled fabrics

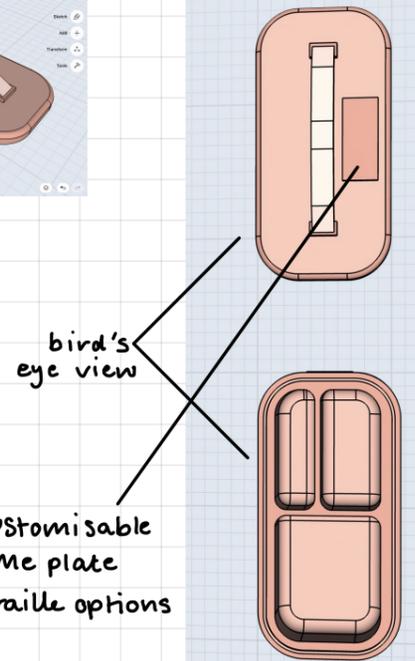


Lunchbox

matching box + lid.

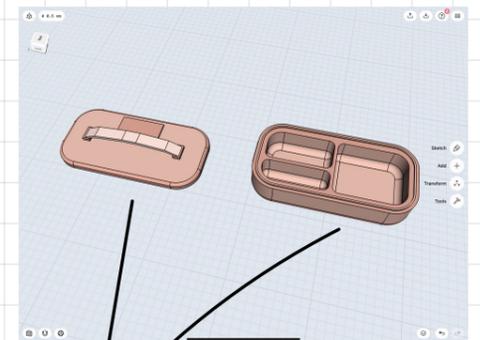
fits in with Black + Blums existing products

dyed bamboo



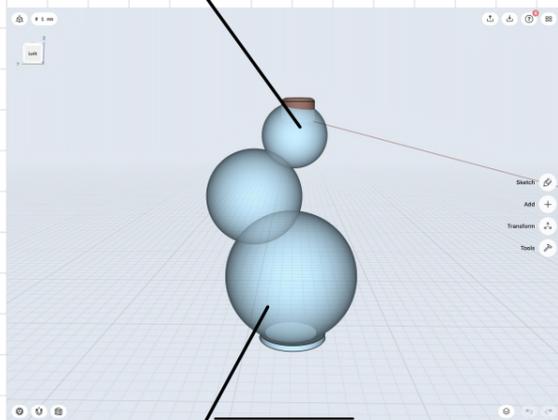
bird's eye view

customisable name plate + braille options



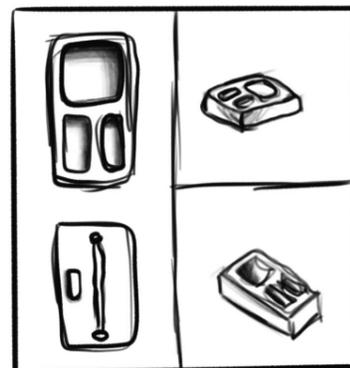
reclaimed + dyed bamboo

unique design



sustainably sourced glass

Website design

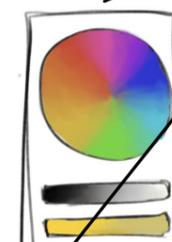


Lunchbox design 1

variety of designs to suit all children

Size  
XS  
S  
M  
L  
XL

Colours  
○○○  
○○○  
○○○  
Or make your own! →



completely customisable design

You can upload an image here, and it will be on your lunchbox.  
IMAGE FILE LOGO

BUY NOW

Final Words:

I created this design to both make these products more accessible, and make them more appealing to teenagers. Since my design is so versatile, the target audience can range from young teens, to even adults.