INTER
SCENTION
CAROLA BREUER

DESIGN GOAL:

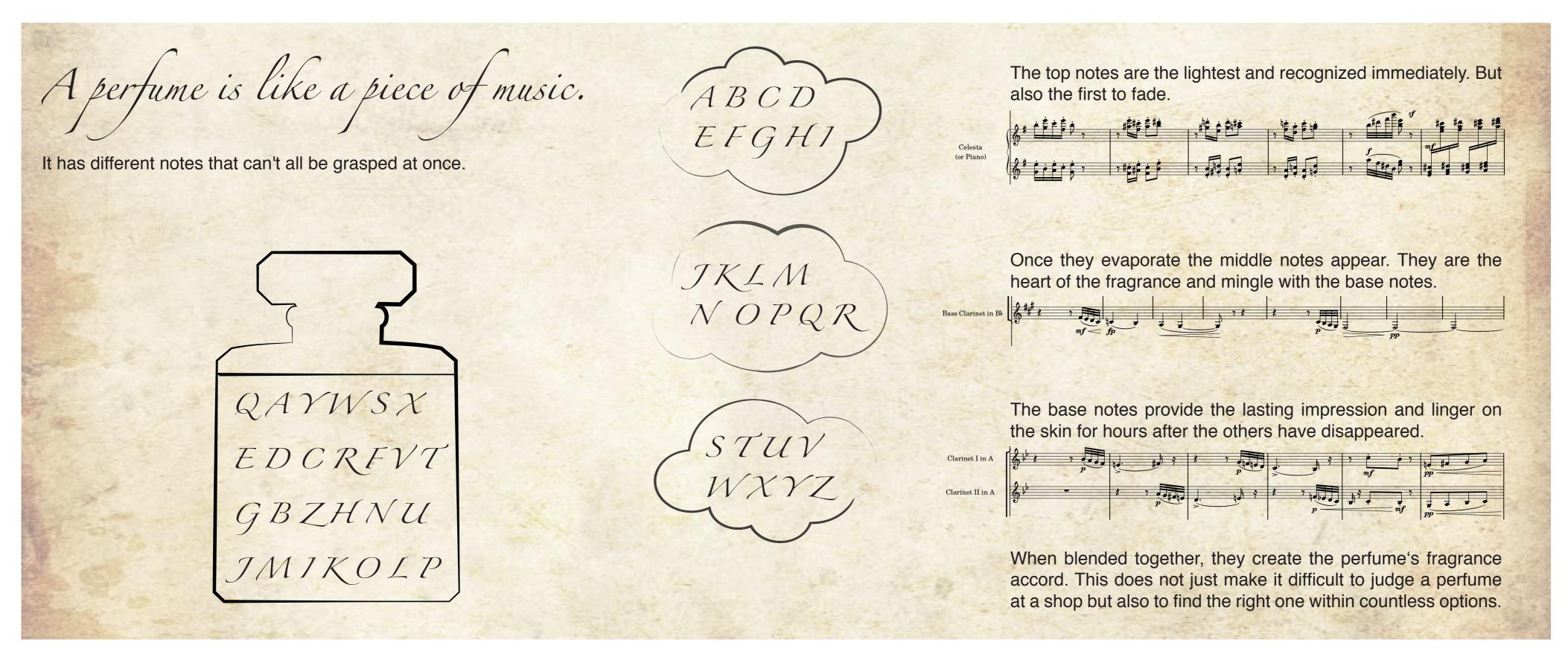**HELPING PEOPLE TO FIND A SUITABLE PERFUME FOR THEMSELVES**

-Giving customers a language to talk about their smells and their wishes
-Improving the interaction between sales people and customers
-Gaining a satisfying overview to make a decision

INTERACTION VISION:

READING A GOOD PAPER ABOUT A TOPIC YOU ARE PASSIONATE ABOUT

Clear, well structured & informative

A perfume is like a piece of music.

It has different notes that can't all be grasped at once.

ABCD EFGHI

JKLM NOPQR

STUV WXYZ

QAYWSX EDCRFVT GBZHNU JMIKOLP

The top notes are the lightest and recognized immediately. But also the first to fade.

Celesta (or Piano)

Once they evaporate the middle notes appear. They are the heart of the fragrance and mingle with the base notes.

Bass Clarinet in Bb

The base notes provide the lasting impression and linger on the skin for hours after the others have disappeared.

Clarinet I in A

Clarinet II in A

When blended together, they create the perfume's fragrance accord. This does not just make it difficult to judge a perfume at a shop but also to find the right one within countless options.

Concept

Amuse Nez helps customers find a fragrance in a perfumery according to their taste. One set consists of a frame holding 10 ceramic testers, each scented with a different perfume ingredient. Depending on the perfumery's concept up to 6 boxes can be used. The testers can be smelled individually and rated on a scale. This lets the user explore their own taste and gain an overview. It improves communication with sales staff and leads to optimised suggestions for perfumes containing the user's favourite smells and avoiding the unpleasant ones.

The final product consists of a frame holding 10 scent tester. It includes a scale for each tester on which the users can rate the scents by sliding the tester. The product is made out of glazed porcelain which has no inherent smell and does not take on smell. Addition-ally it can be cleaned easily from any signs of usage. The testers are protected by the closed slots in the frame and are numbered according to the slots. A plus and minus sign underneath the slots indicate the scale. The frame is held by a brushed metal rack.

The testers have a 2mm narrow slot in which a drop of the scented oil can be filled. This slot is left unglazed to soak up the oil and keep the smell for up to 3 months. The material has a very large surface through its rough pores. This makes it possible to give off as much smell as possible. The elongated shape of the tester enables users to „smell actively" and move the tester back and forth under their nose. This creates some air movement which transports the scent.

Amuse Nez

Scents
1 lilac
2 patchuli
3 opium
4 orange
5 orchid
6 lemon
7 jasmin
8 lilly of the valley
9 apple
10 musk

11 mandarin
12 olibanum
13 mint
14 peach
15 coconut
16 raspberry
17 lavender
18 rose
19 violet
20 ylangylang

21 fir tree
22 eucalyptus
23 cinnamon
24 lime
25 almond
26 thyme
27 leather
28 wood
29 amber
30 moos