

EXPLORING SCENT INTERACTIONS

CAROLA BREUER



*“A perfume is an intimate object,
it is the reflection of the heart.”*

- Emanuel Ungaro

1. CONTEXT & SITUATION



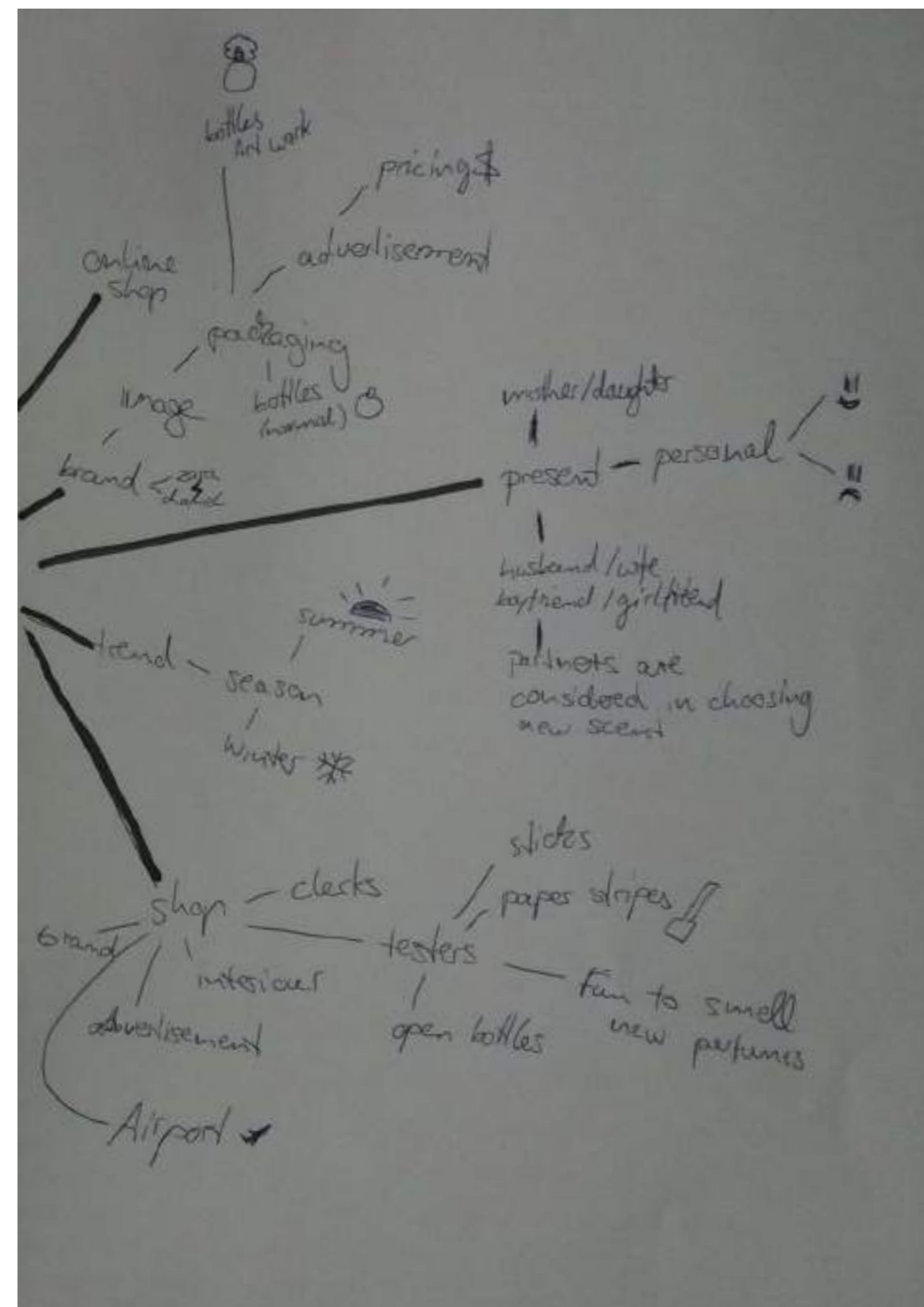
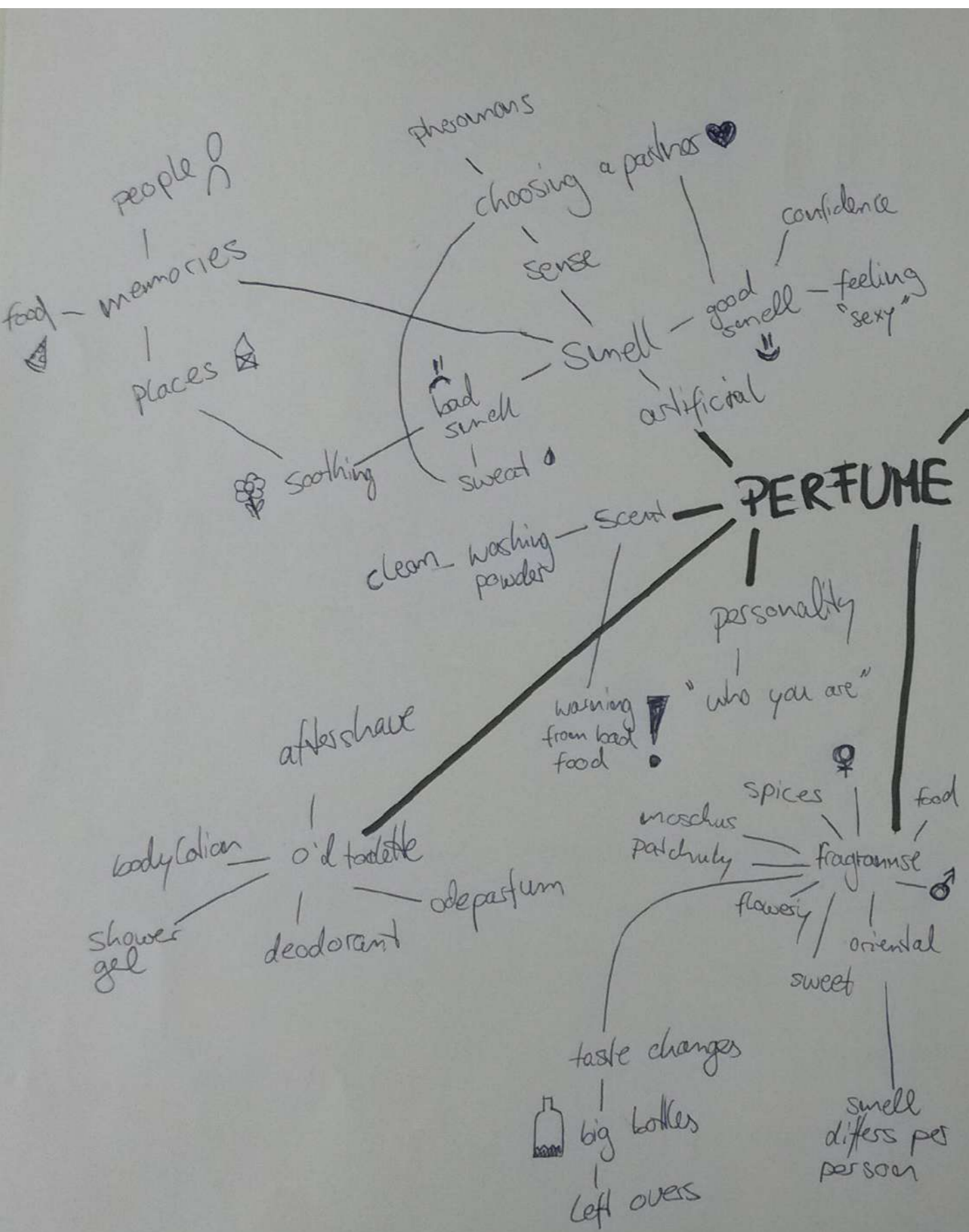
**CHOOSING A PERFUME
IN A PERFUMERY**

great gift ideas

ICY FANTASY

Pink Friday

1.1 INTERACTION EXPLORATION



3 different perfume shops were explored through customer observations. The focus was on their interactions with smell.

4 consultations with perfumery staff about how to choose a perfume led to further insights on the topic.

10 Mini-interviews (5 minutes) to gain a general understanding of people's habits and opinions about perfume. No specific target group, mixed age, gender and nationality.

6 Interviews (1-10 minutes) with people who exited a perfume store.

2. DESIGN GOAL



**... TO SUPPORT
PEOPLE WHO
HAVE A HARD TIME
DECIDING WHICH
PERFUME TO BUY
FOR THEMSELVES
IN THEIR DECISION
MAKING PROCESS.**

3. INTERACTION VISION



4.1 USER RESEARCH

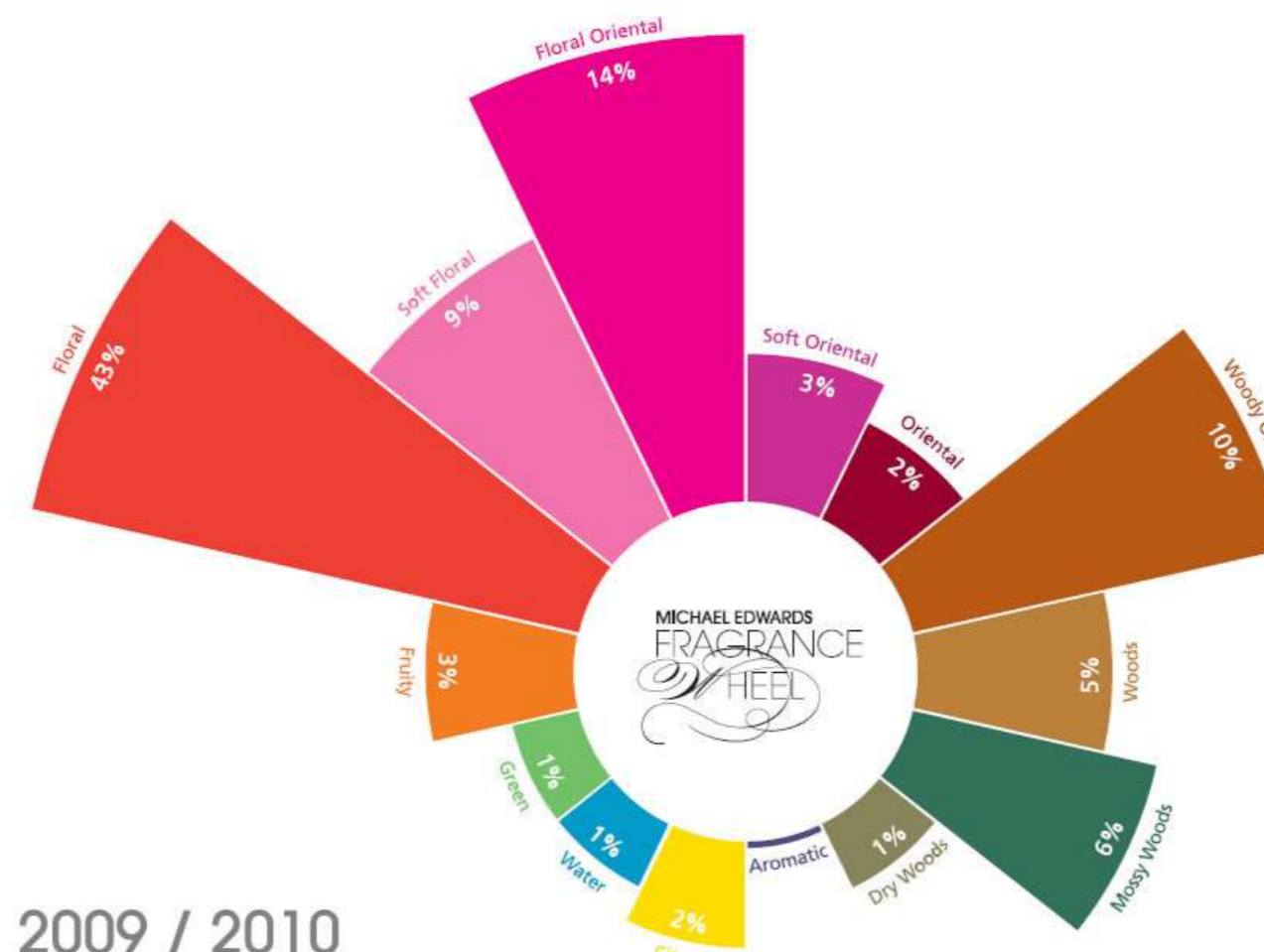
“A woman's perfume tells more about her than her handwriting.” - Christian Dior



4.2 SECONDARY RESEARCH

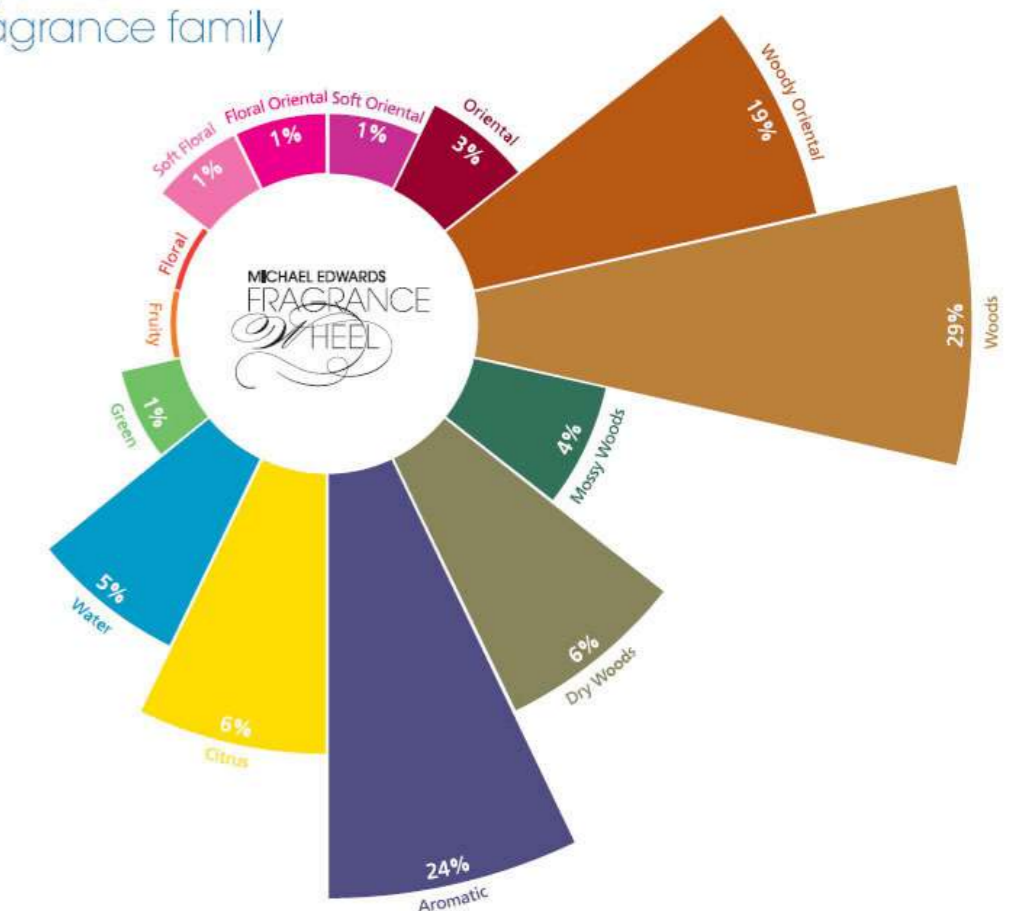
“The perfume is the most intense form of the memory”

- Jean-Paul Guerlain



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4.3 COMPARISON OF DIFFERENT PERFUME SHOP TYPES

PERFUMERIE



DEPARTMENT STORE



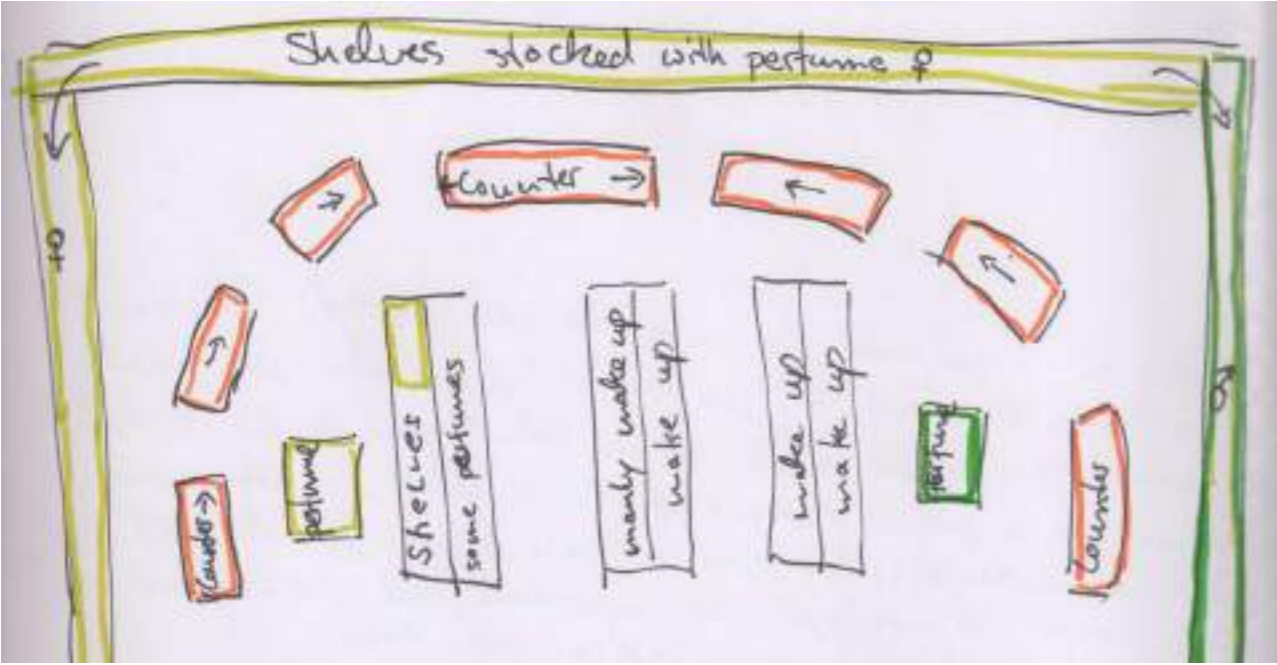
LUSH



BODY SHOP



RITUALS



5. EXISTING SOLUTIONS & INTERACTION PROTOTYPE

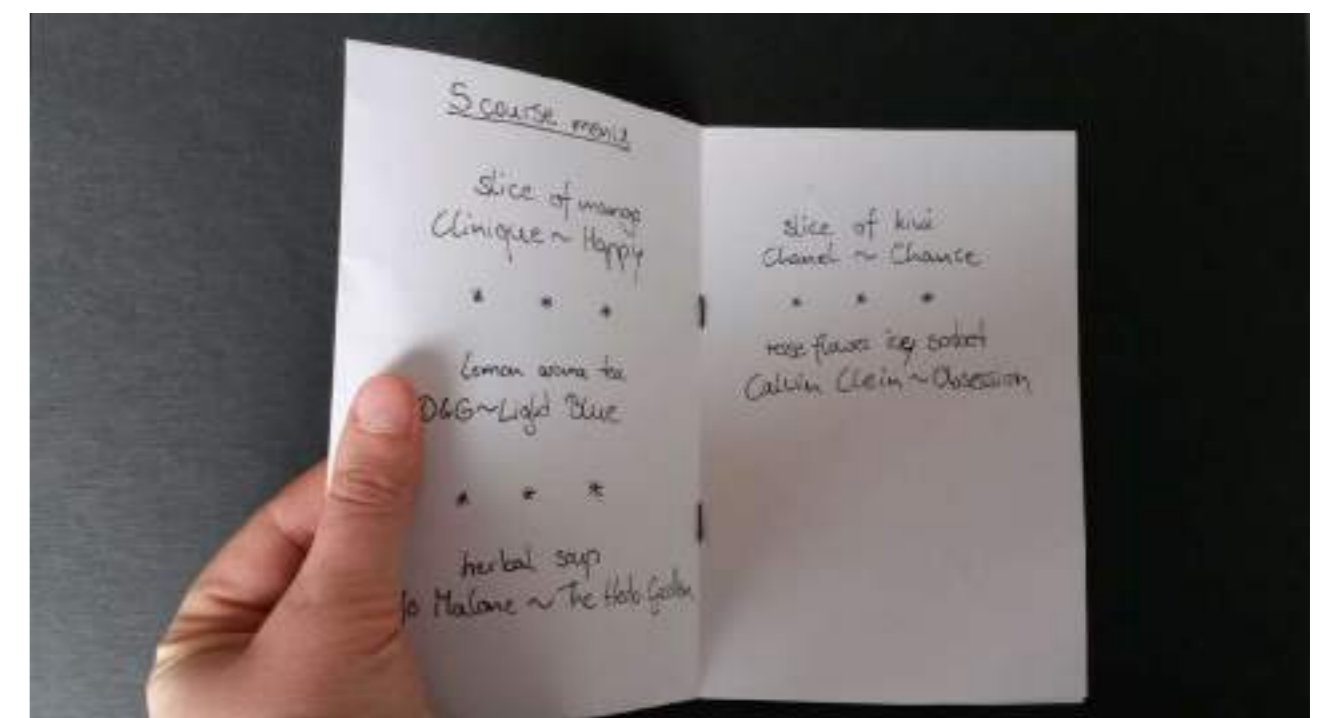
HANDFAN & COFFEE BEANS



SINK



FLOWER



6. REFLECTION

