Push Beauty

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Date: 1/14/21

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Project Overview & Generate's Contribution

Overview

Idea Title	Push Beauty
Overview Summary	Push Beauty's main focus is to make beauty products that can be opened and applied with one hand for those with disabilities and fine motor skill issues or those looking for convenience and ease in their makeup products. The product itself will have a click to open mechanism, and a flat side to avoid rolling. This mechanism is inspired by products we use everyday such as pens and markers to be accessible to all.
Problem	Inclusivity in the beauty industry extended to those who want convenience and people with disabilities.
Proposed Solution	Using inspiration from everyday products such as pens and pencils to make beauty products easily opened with one hand. By designing the outer casing and mechanism with this in mind, those with disabilities or troubles with fine motor skills will be able to apply their make up with ease.
Current Development	Already done are some simple cardboard prototypes, with a number of sketches to accompany the proposed design of the product.
Existing Alternatives	There are no primary packaging solutions such as Push Beauty which will make Push Beauty the go to brand for inclusivity.

Support requested	1-2 functioning prototypes to later take to go do market research and consumer testing with.

Generate's Contribution

Summary

Generate will make 1-2 functioning prototypes that work off the original proof of concept designed by the client.

Priority Deliverables

Priority Deliverable 1	**Chubby Stick (blush, highlight, foundation, concealer, contour) Prototype**
Background	Working off the original proof of concept, brainstorming and making a couple first round chubby stick iterations that incorporate the concept of being able to open the product with one hand.
Summary	The team will come together and brainstorm ideas that combine the proof of concept originally drawn up by the client and the focus of accessibility. Then, the team will work off our brainstormed ideas in groups and make some first round iterations to incorporate and work through first ideas, focusing on the idea of a "chubby stick".
Details	The team will begin this deliverable by coming together and using the original proof of concept from the client and brainstorming different ways the concepts of accessibility and one-hand-use can make a chubby stick look and be as effective as possible for the intended consumer group. From this, several ideas of what the chubby stick could look like will manifest and from there, in smaller groups within the team, build studio engineers will begin to make mockups and first round iterations on these ideas. The team can then come together and discuss the pros and cons of each prototype and work together to combine all the best features and

	include other new ideas into making a second round/more final prototype for the chubby stick.
Handoff Materials	CAD files and prototype(s) to be used in the near future for market research and consumer testing.

Priority Deliverable 2	**Jar Prototype**
Background	The team will come together and brainstorm ways in which jars used for products like moisturizers, creams, pomades, etc. can be designed around the concept of one handed use.
Summary	The team will come together and brainstorm ideas that combine the proof of concepts given by the client recently and the focus of accessibility. Then, the team will work off our brainstormed ideas in groups and make some first round iterations to incorporate and work through first ideas, focusing on the idea of a jar that is able to be opened with one hand and for those with fine motor skill difficulties.
Details	The team will begin this deliverable by coming together and using the proof of concept from the client and brainstorming different ways the concepts of accessibility and one-hand-use can make a jar look aesthetically according to branding and be as effective as possible for the intended consumer group. From this, several ideas of what the jar could look like and work will manifest and from there, in smaller groups within the team, build studio engineers will begin to make mockups and first round iterations on these ideas. The team can then come together and discuss the pros and cons of each prototype and work together to combine all the best features and include other new ideas into making a second round/more final prototype for the jar. Possibly looking into using these ideas into making or designing bigger jars or jars with unique shapes.
Handoff Materials	CAD files and prototype(s) to be used in the near future for market research and consumer testing.

Reach Deliverables

The reach deliverables discussed in this section are "stretch goals" for the Generate team to pursue if time constraints, technical feasibility, and budgeting allows. It should be emphasized that the pursuit of these goals is at the discretion of the Generate team, and may not be completed, or started at all when the project is handed over to the client.

Reach Deliverable 1	**Chubby Stick (or jar) Design for Manufacturing**
Summary	To be able to work on our first couple rounds of iteration and make a design that is as close to manufacturing use as possible.
Details	The team will come together after the first few rounds of iteration and discuss with the client how the designs can be modified to be used for manufacturing. From there the team can work on one proof of concept focused on design for manufacturing that takes into mind type of material, cost, number of parts, bill of materials, ease of manufacturing, best manufacturing methods etc.

Reach Deliverable 2	**Mechanism to be designed for wide-spread incorporation to other product housings.**
Summary	Being able to design the mechanism to be a concept that can be applied to other additions to the line of products that range in size, width, and use.
Details	The team will focus on the [click-like] mechanism that makes the sticks made for one-hand-use and look at the pros and cons of this ideas and what changes might need to be made so it can be able to be incorporated across several sizes and models of the stick, and even into other products that may not be in stick form but still utilize the [click-like] mechanism.

Reach Deliverable 3	Stainless steel models
Summary	Being able to take the CAD/PLA models of the chubby stick or

	jar concept and sending them out to get stainless steel mock ups also to be used for user testing and market research
Details	Once the team feels comfortable in their designs for the chubby stick and/or the jar, the team can come together and look into getting either one or both of those designs to be sent out and made into stainless steel concepts so the client can use those for future market research and user testing in a preferred material closer to a design for manufacturing look.

COVID Fallback

The deliverables discussed in this section are what the Generate team will deliver to the client by the end of the semester if access to the makershape is rescinded due to COVID-19.

Deliverable 1	**Chubby Stick CAD Design**
Summary	The team will come together and brainstorm ideas that combine the proof of concept originally drawn up by the client and the focus of accessibility. Then, the team will work off our brainstormed ideas in groups and make some first round CAD designs that can then be used by someone's personal 3D printer.
Details	The team will begin this deliverable by coming together and using the original proof of concept from the client and brainstorming different ways the concepts of accessibility and one-hand-use can make a chubby stick look and be as effective as possible for the intended consumer group. From this, several ideas of what the chubby stick could look like will manifest and from there, in smaller groups within the team, build studio engineers will begin to make a variety of CAD designs that can then be used to immediately print off someone's personal 3D printer. The team can then come together and discuss the pros and cons of each prototype and work together to combine all the best features and include other new ideas into making a second round/more final 3D printed prototype.

Deliverable 2	**Jar CAD Designs**

Summary	The team will come together and brainstorm ideas that combine the proof of concept given by the client and the focus of accessibility. Then, the team will work off our brainstormed ideas in groups and make some first round CAD designs that can be printed on someone's personal 3D printer.
Details	The team will begin this deliverable by coming together and using the proof of concept from the client and brainstorming different ways the concepts of accessibility and one-hand-use can make a jar look and be as effective as possible for the intended consumer group. From this, several ideas of what the jar could look like will manifest and from there, in smaller groups within the team, build studio engineers will begin to make a variety of CAD designs that can then be used to immediately print off a 3D printer. The team can then come together and discuss the pros and cons of each prototype and work together to combine all the best features and include other new ideas into making a second round/more final 3D printed prototype.

Timeline

Benchmark 1

Chubby stick and jar designs, 2/12/21:

- The team will have 2-3 ideas for how the chubby stick and jar will look, taking into account the original proof of concept and ideas of one handed use.
- This could include cardboard/foam/clay/etc. Mockups, CAD designs, drawn out designs

Benchmark 2

Chubby stick and jar prototype ver 1, 3/5/21

- Definitive CAD models for concepts of design
- Basic prototype models for each discussed design

Benchmark 3

Chubby stick and jar prototype ver 2, 3/26/21:

- The team will have 2-3 ideas for how the jar will look, taking into account the original proof of concept and ideas of one handed use.

- This could include cardboard/foam/clay/etc. Mockups, CAD designs, drawn out designs

Benchmark 4

Finalize prototypes and work on reach deliverables, 4/16/21:

- Designs are finalized and prototypes are fully functioning and ready for market research and user testing.
- Dedicating some time on our reach deliverables (stainless steel model esp.)

Budget

Grants will cover the cost of engineering work, equipment use, parts and materials up to $2000. Any additional costs that Generate incurs above this amount will be charged to the client. However, any additional charges will be thoroughly discussed with the client prior to execution.

Agreement

The undersigned parties, _____ [project lead] and Aniyah Smith [client] agree to the above scope of work, but acknowledge that changes to the scope may be necessary throughout the course of the semester and the above listed deliverables are not guaranteed.

Client Name

Aniyah Smith

Signature

Aniyah Smith Date 1/18/2021

Project Lead Name

_____

Signature

_____ Date __/__/____