

# ClikPod

Product Development, Logos + Packaging

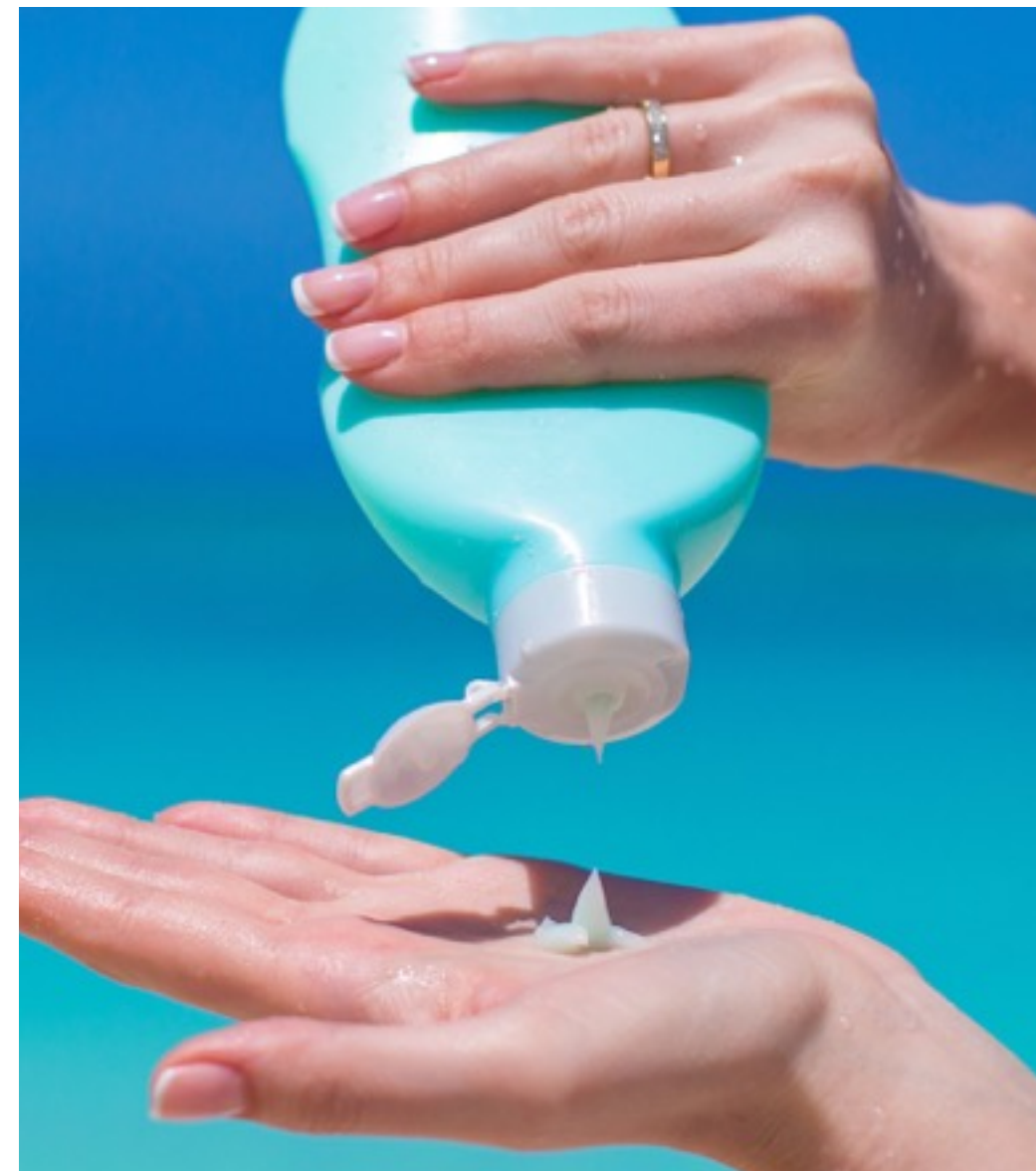
2017

# Current Market

A dark, grayscale background image featuring a pair of sunglasses and a water bottle resting on a sandy surface. The sunglasses are positioned horizontally in the lower-left quadrant, while the water bottle stands vertically in the lower-right quadrant. The overall tone is muted and professional.



# Product Landscape





# Applicator References





# Styling References





# Concept Development



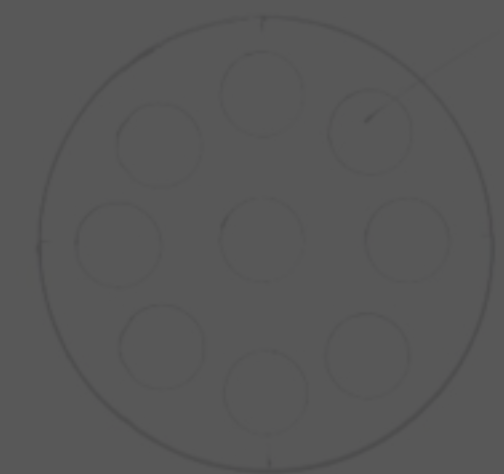
FLEXIBLE CAP  
FLEXIBLE  
SURFACE



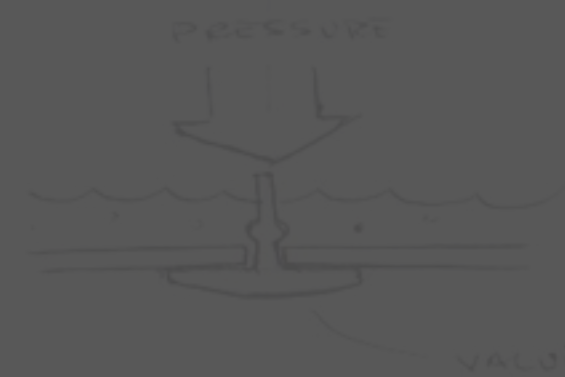
FLEXIBLE CAP  
FLEXIBLE  
SURFACE



FLEXIBLE CAP  
FLEXIBLE  
SURFACE

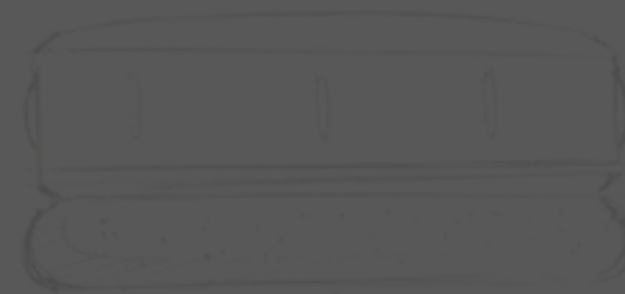


9x JAGGED  
VALUES



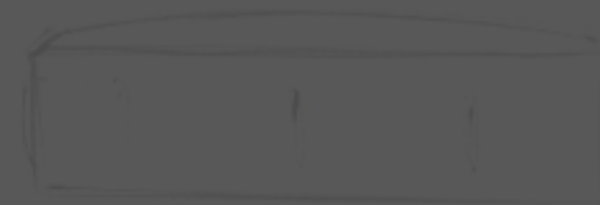
PRESSURE

VALVE

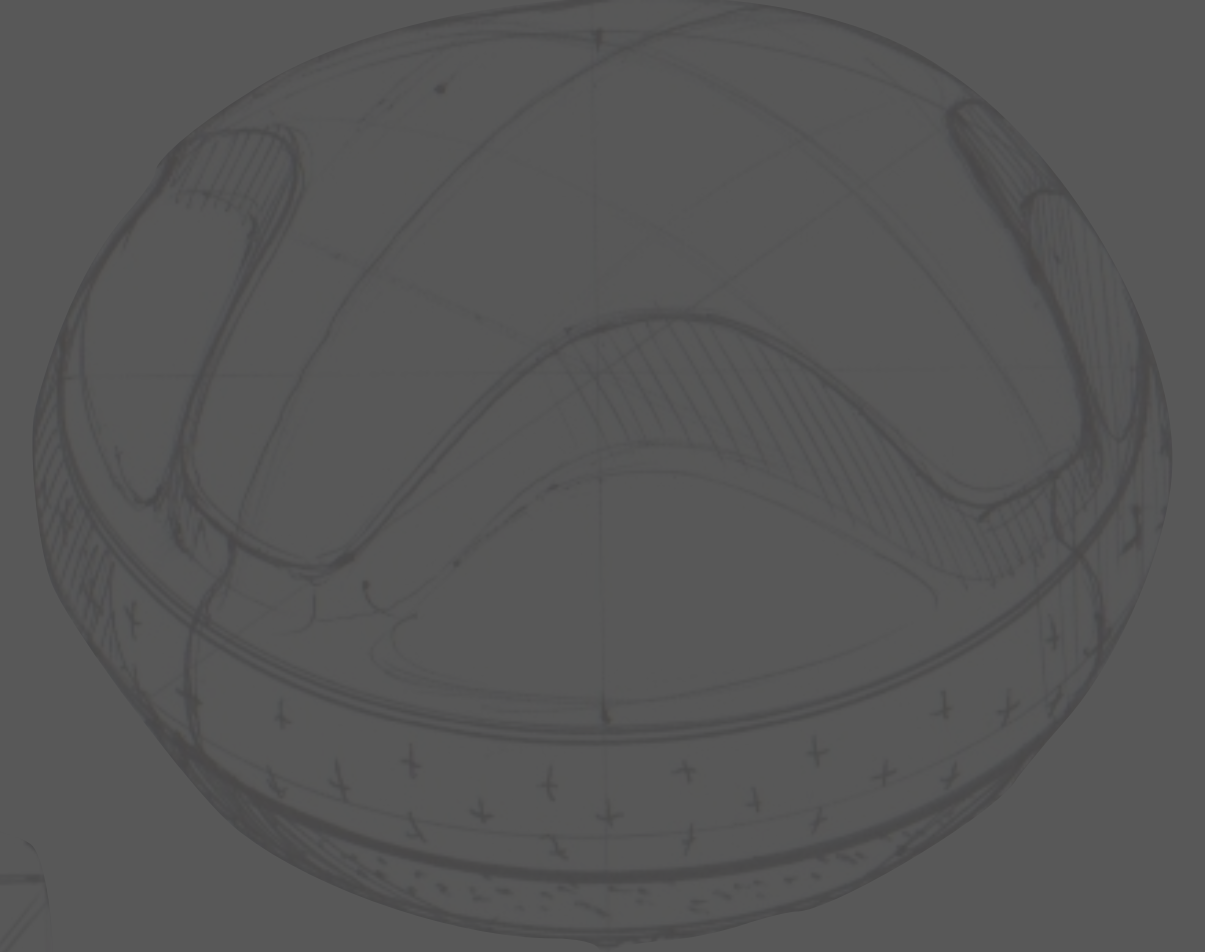
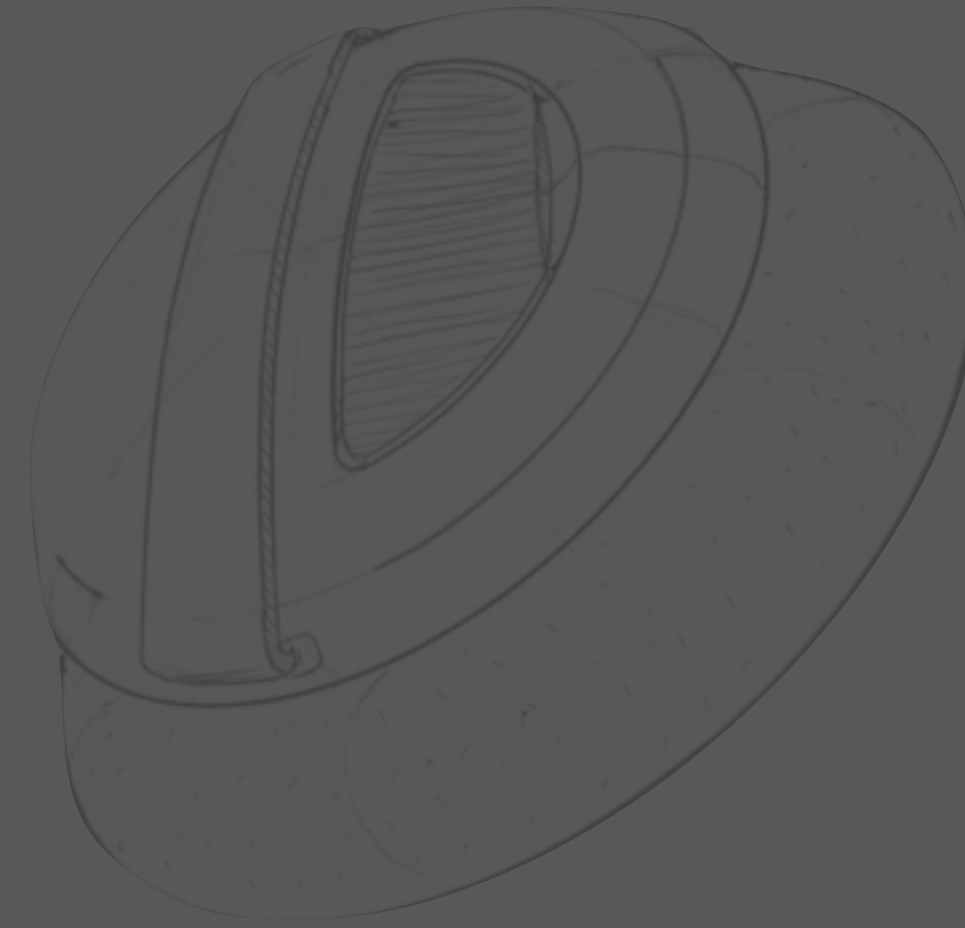


PAD W/  
VALUES

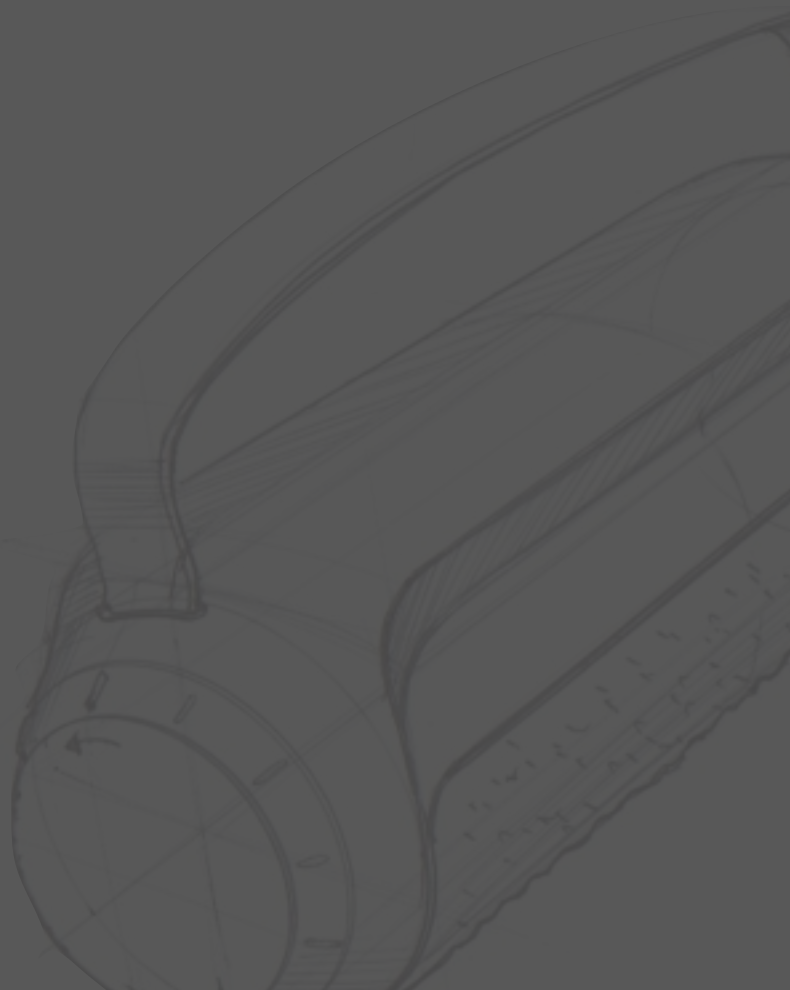
PAD



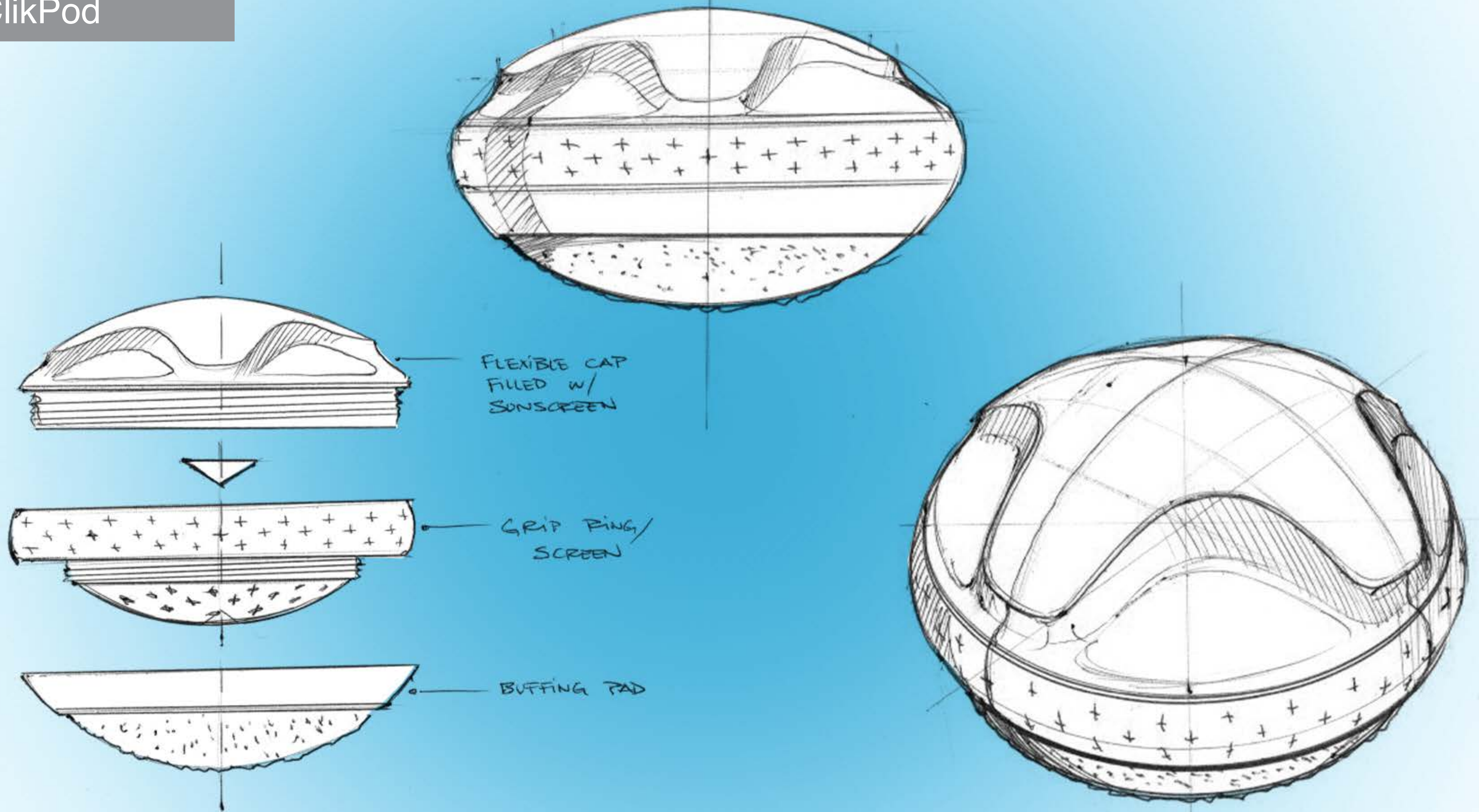
FLEXIBLE  
BUTTON  
CAP



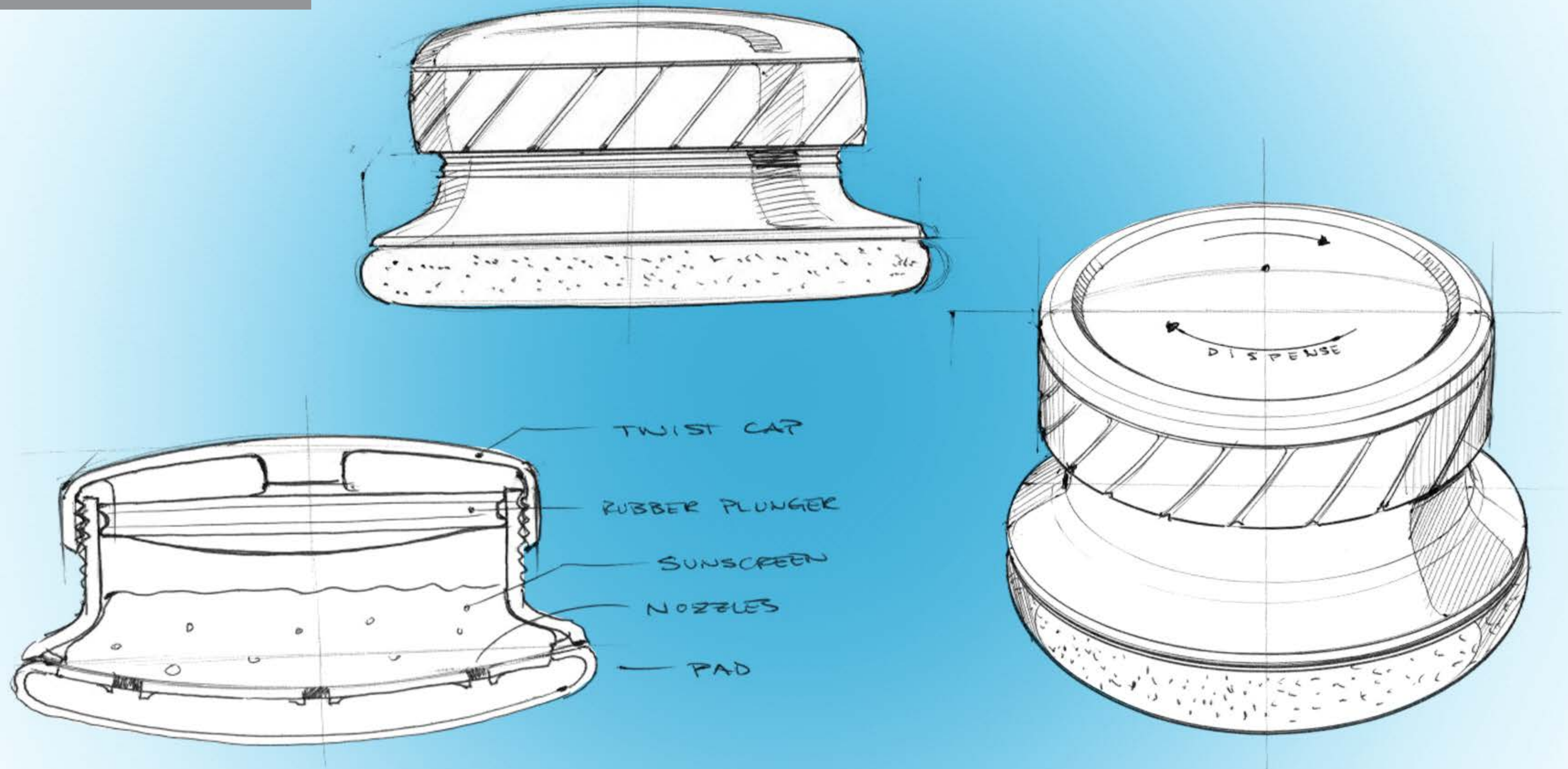
dim 6 5' cap



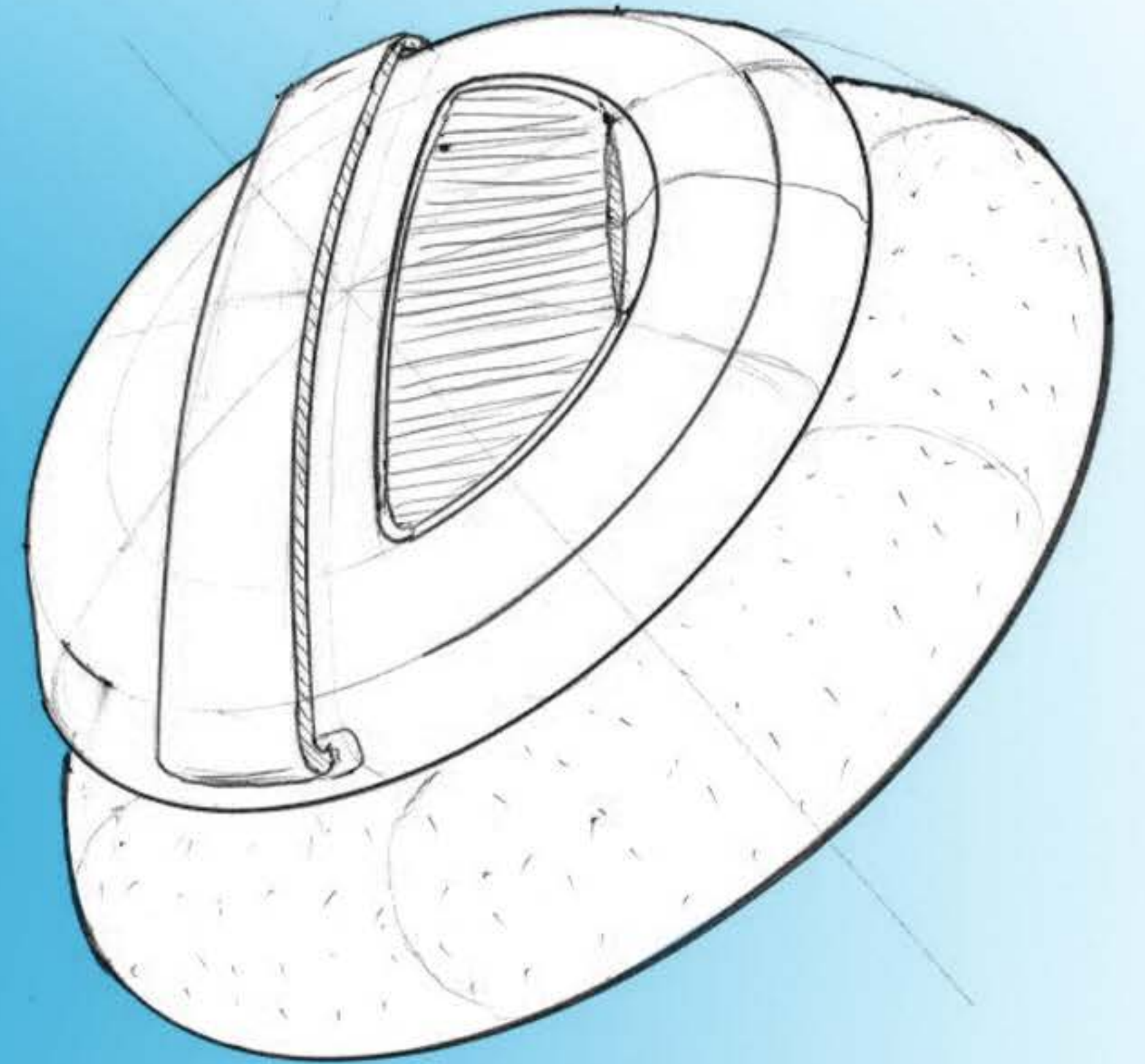
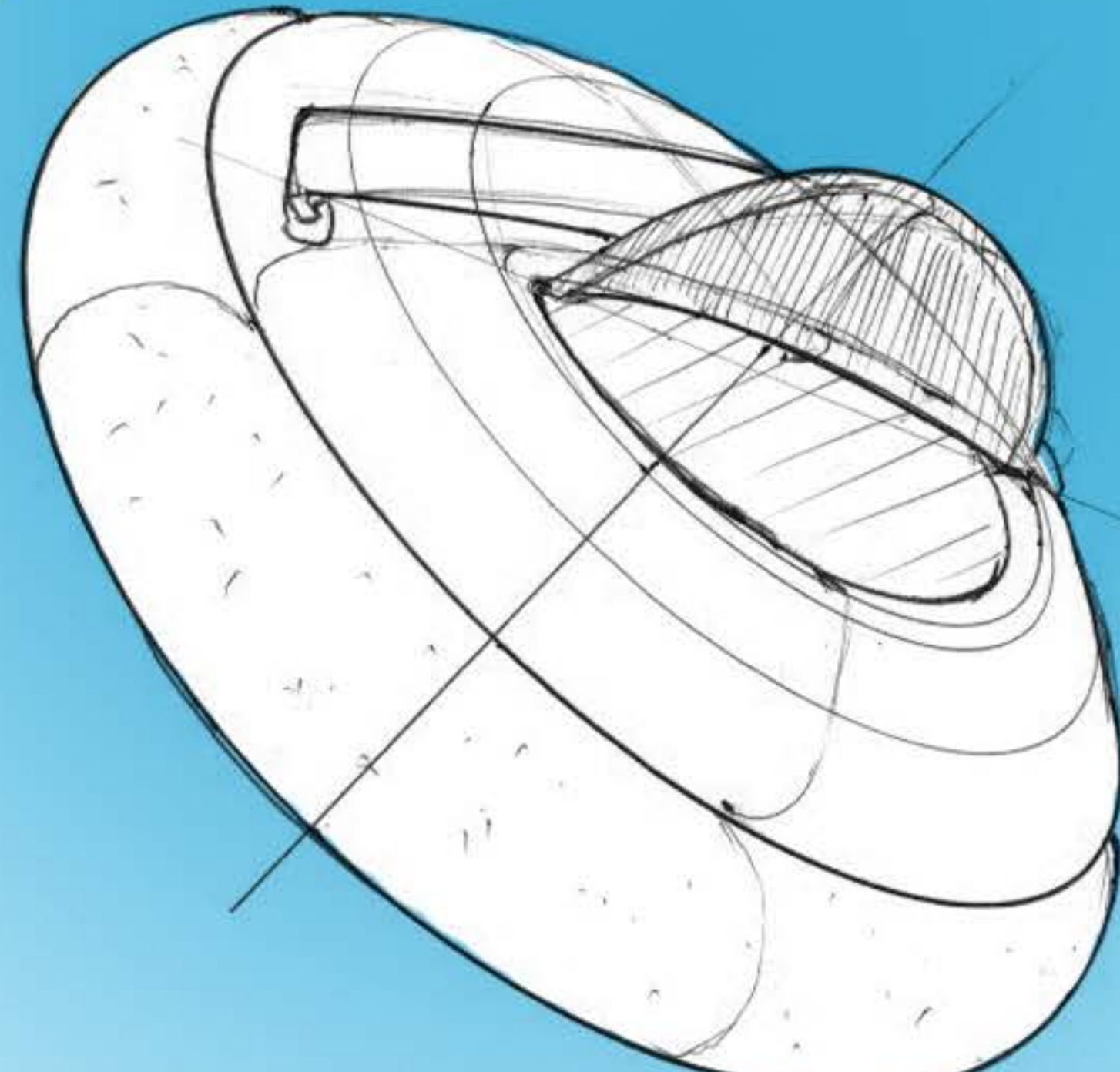
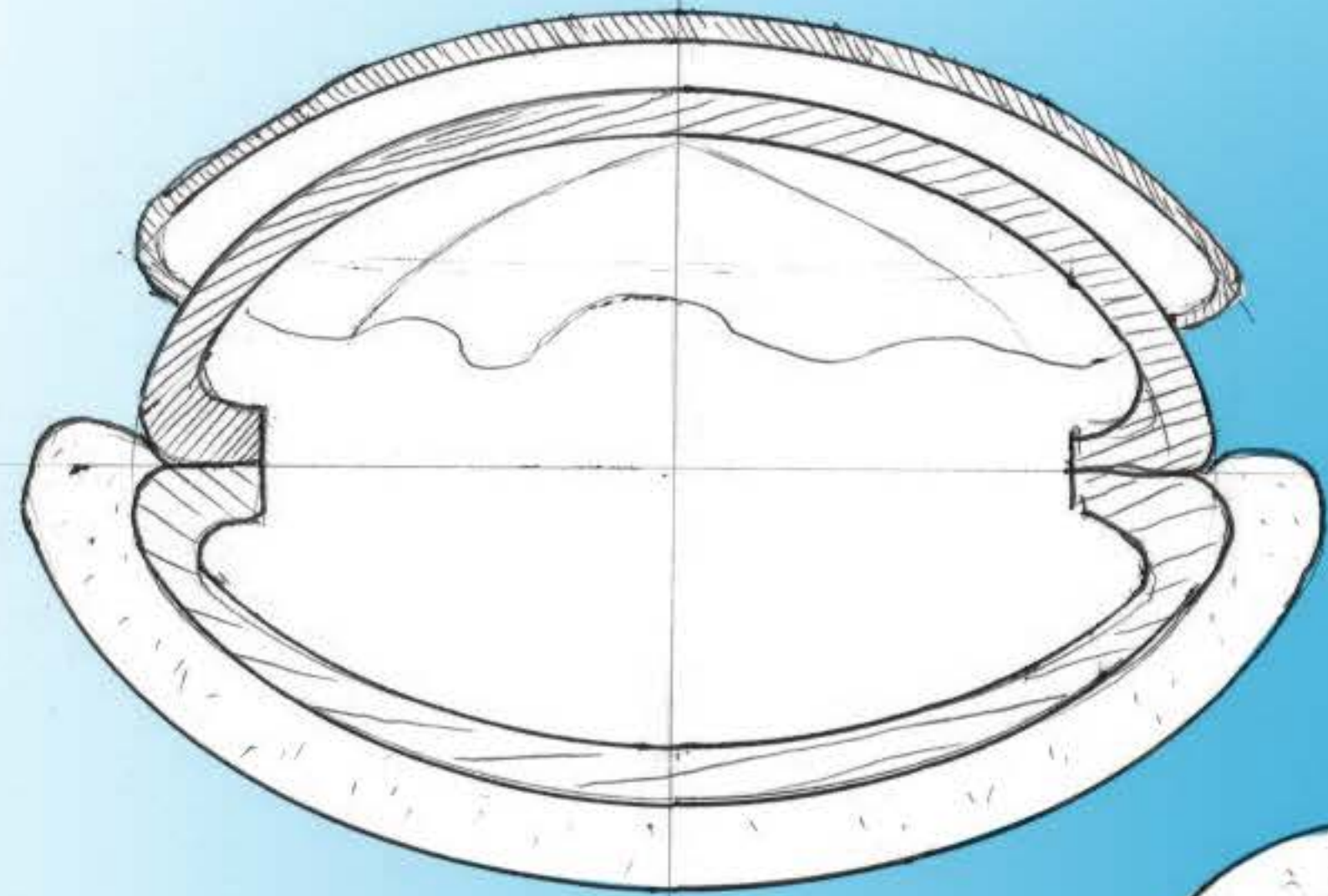




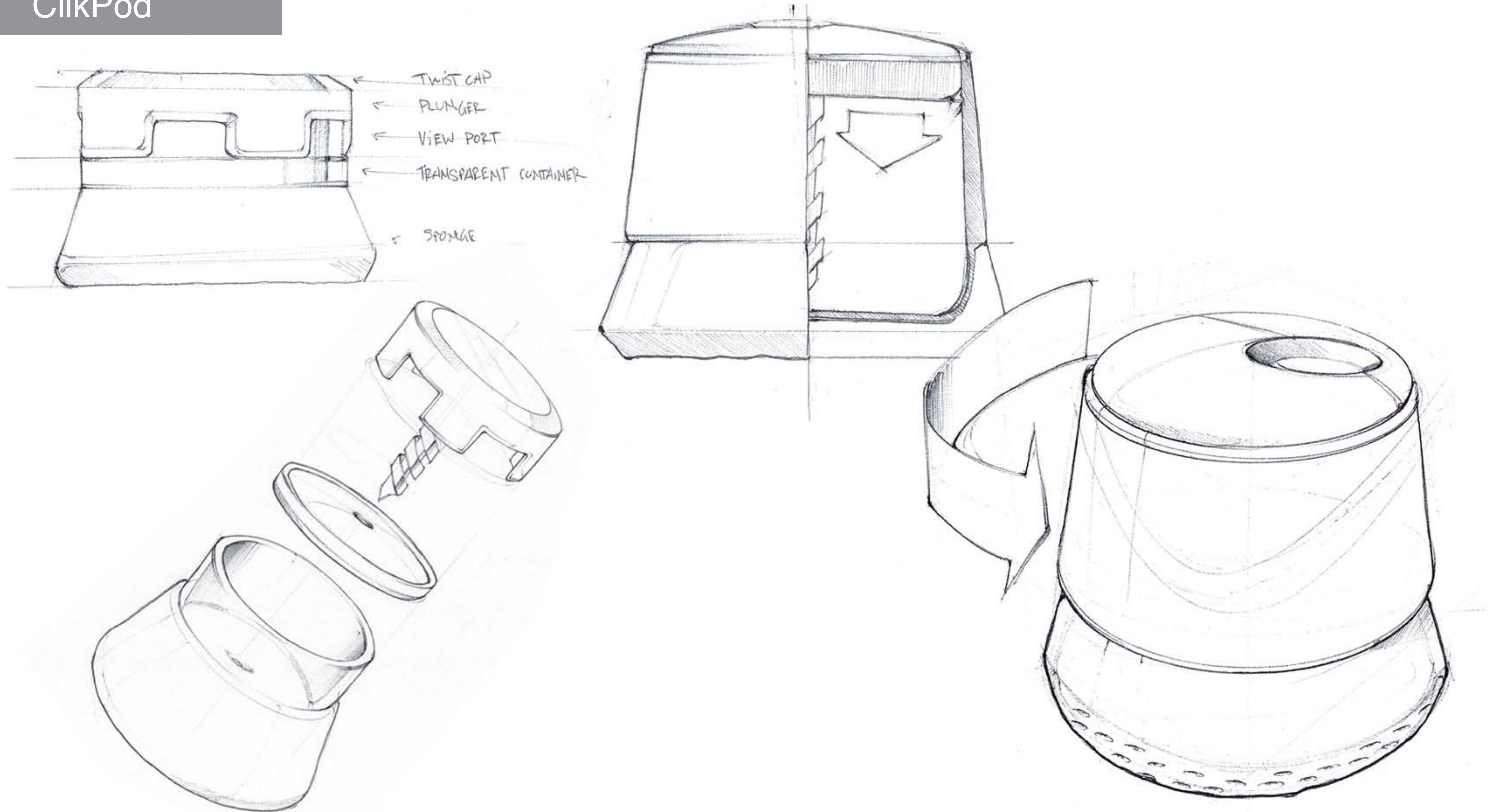




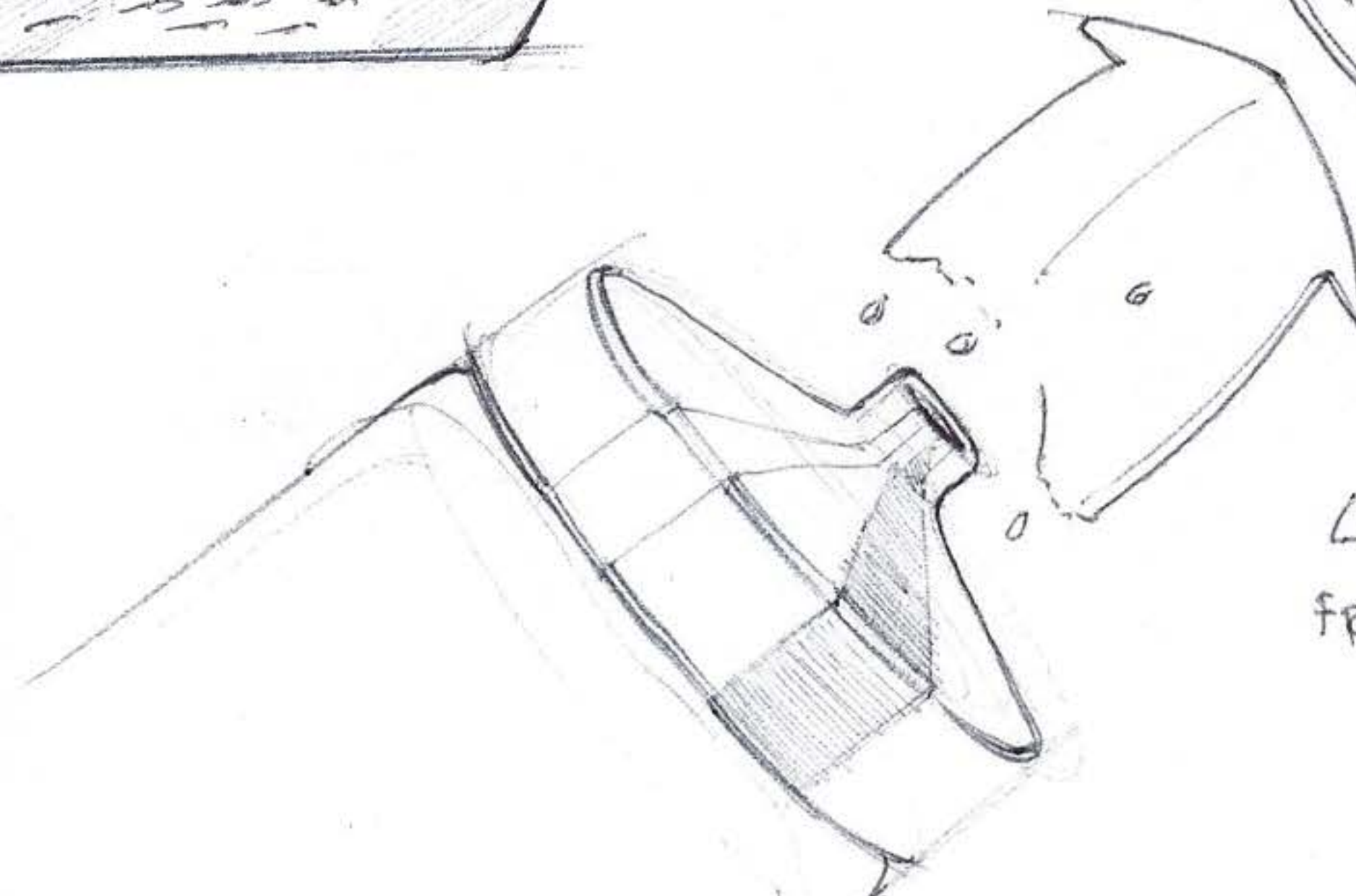
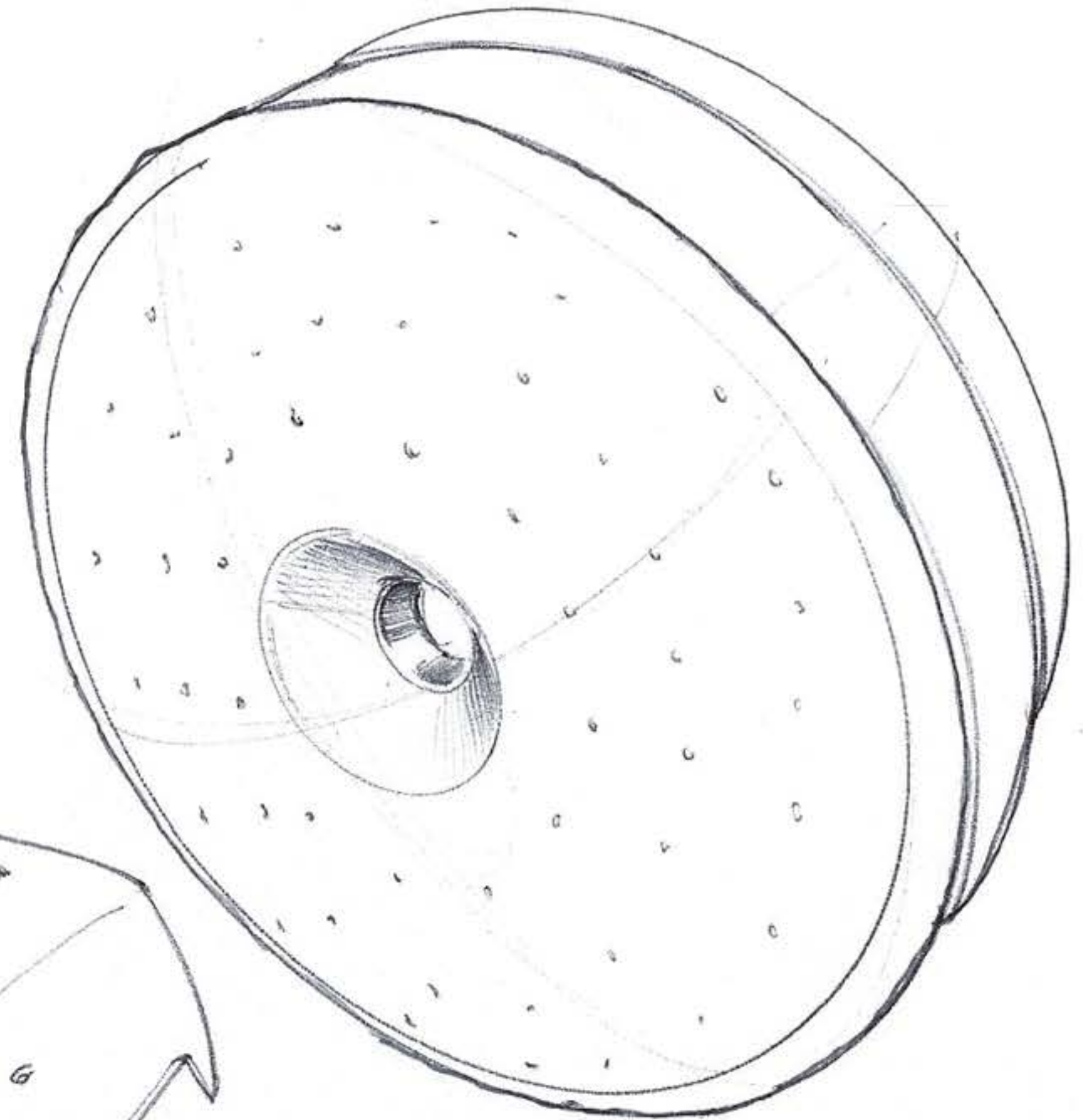
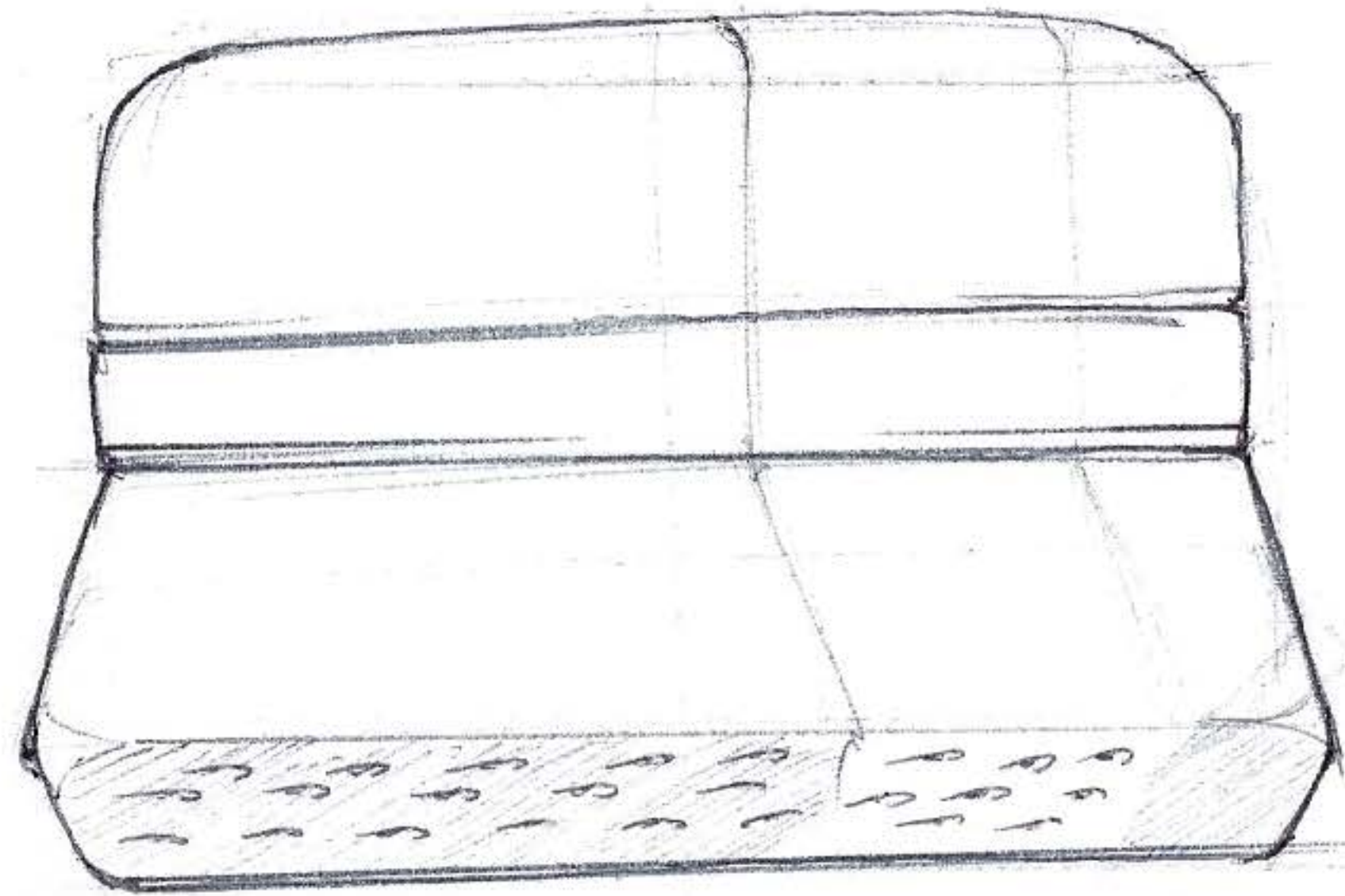






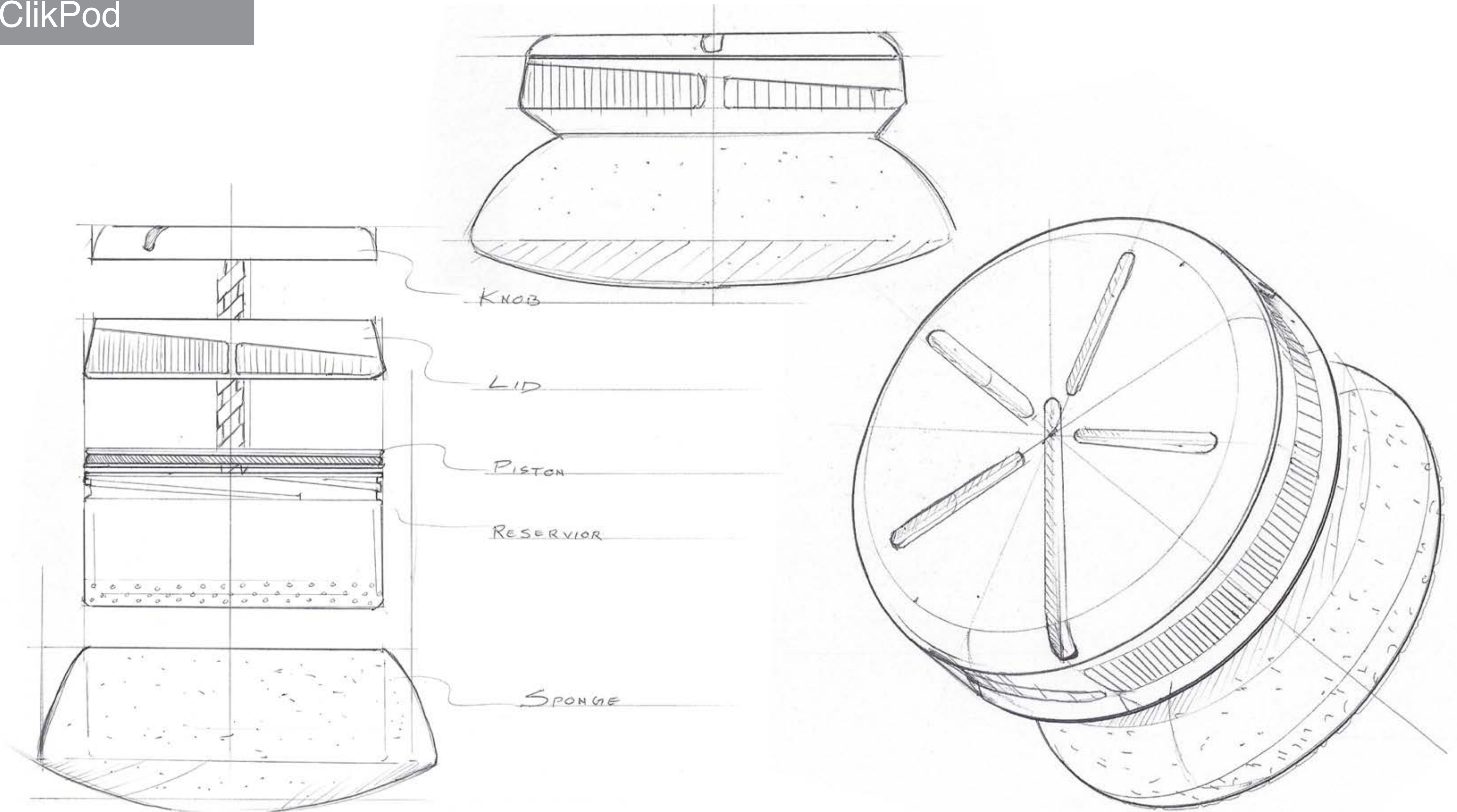




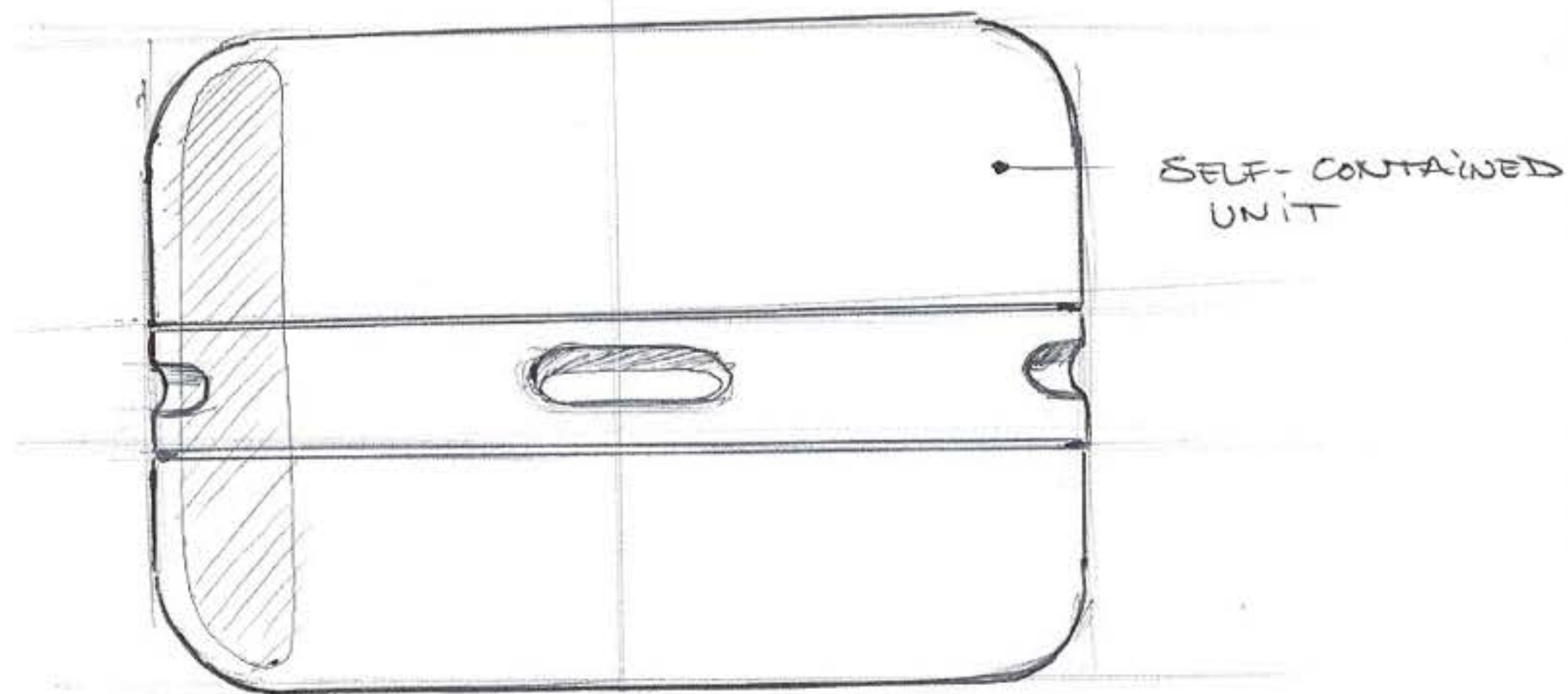
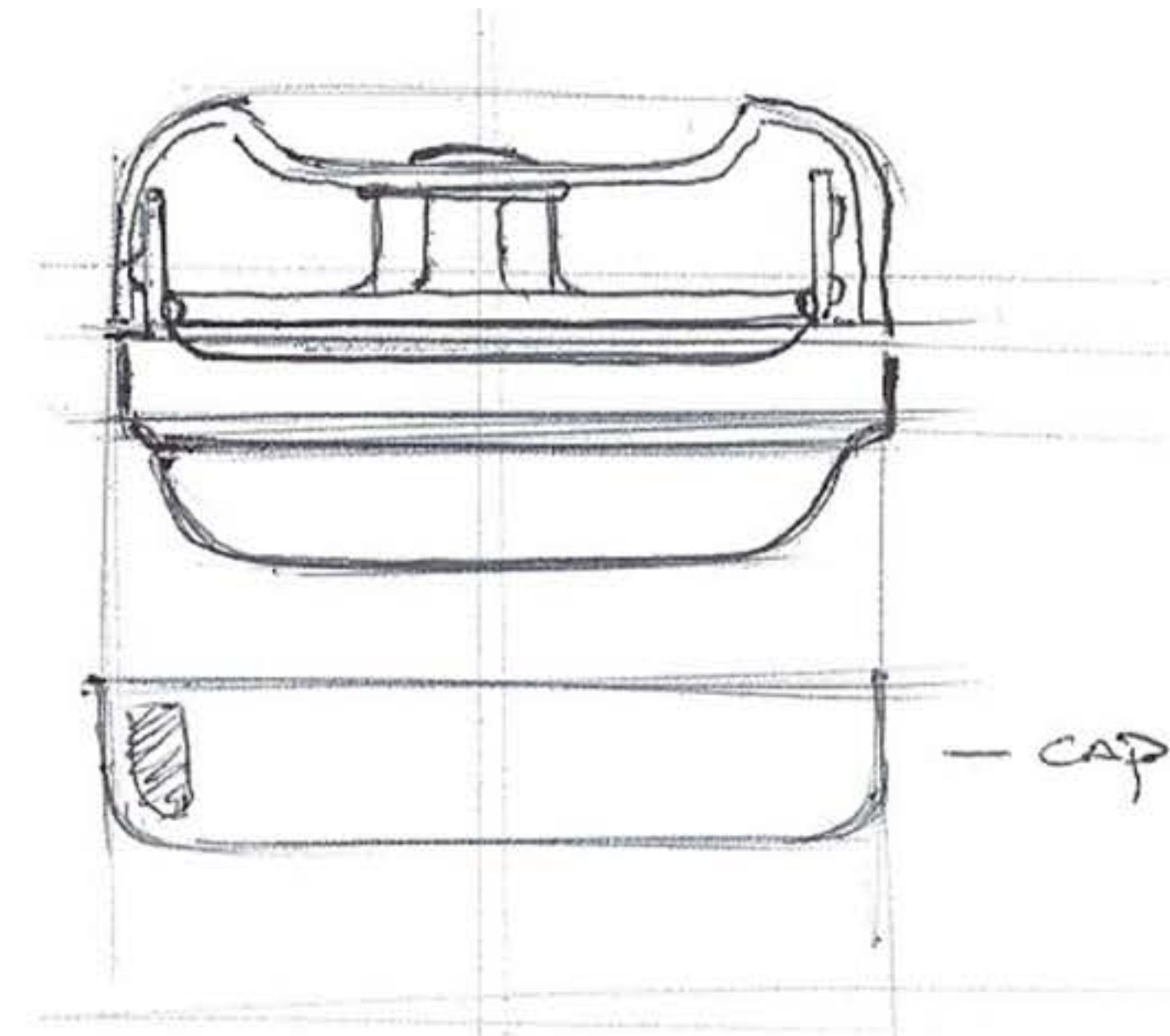
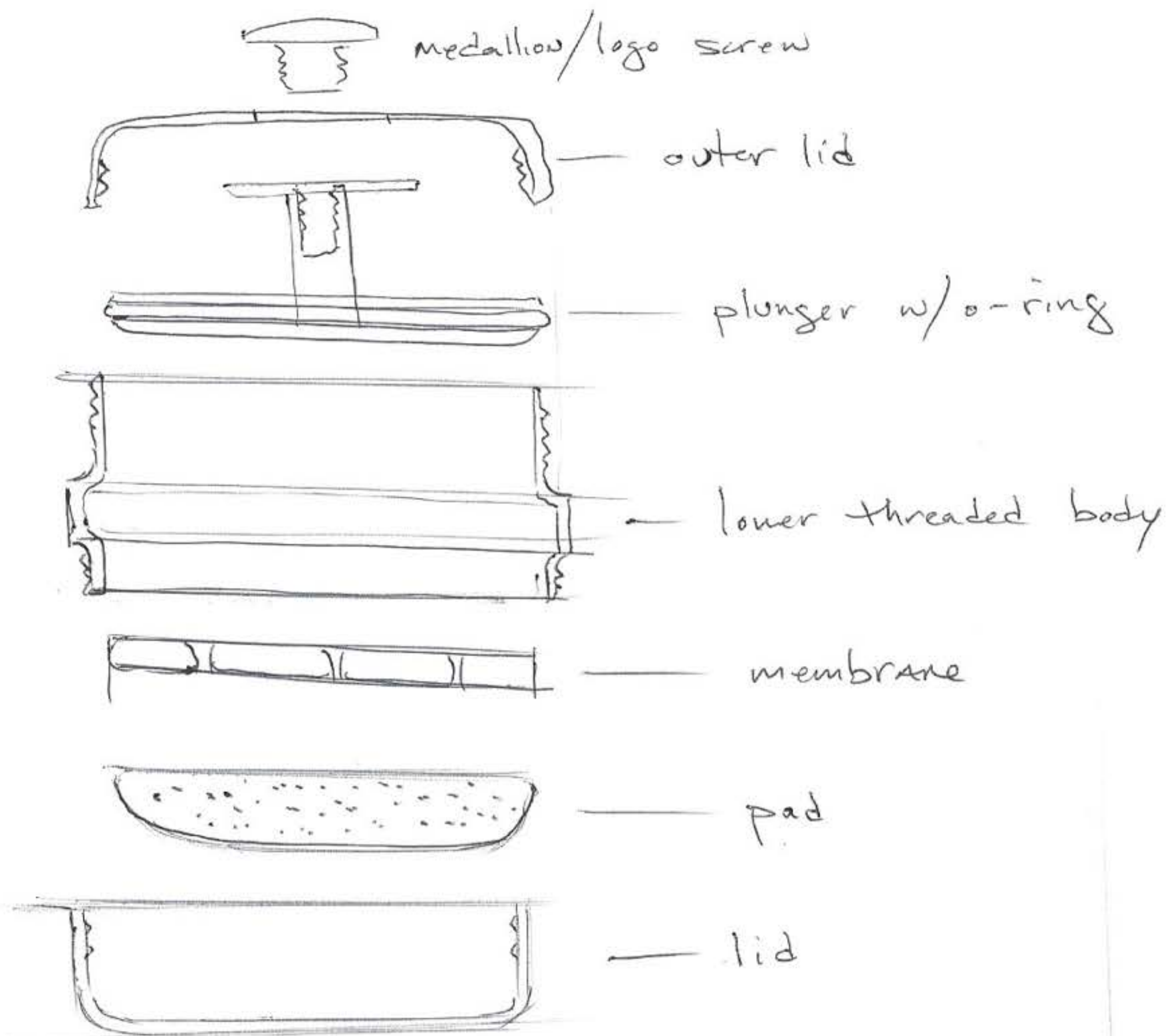


LOAD SUNSCREEN  
FROM BOTTOM

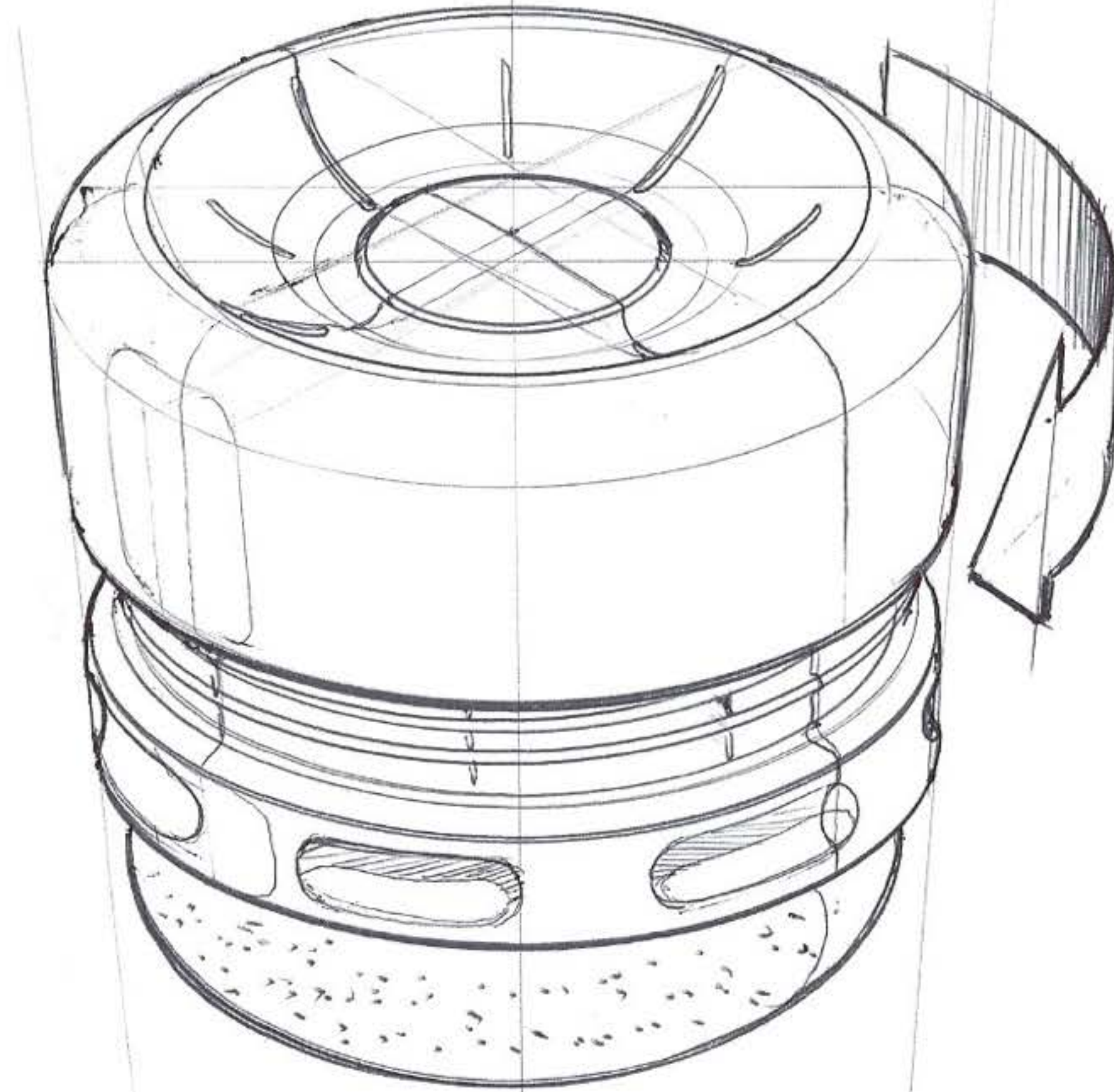
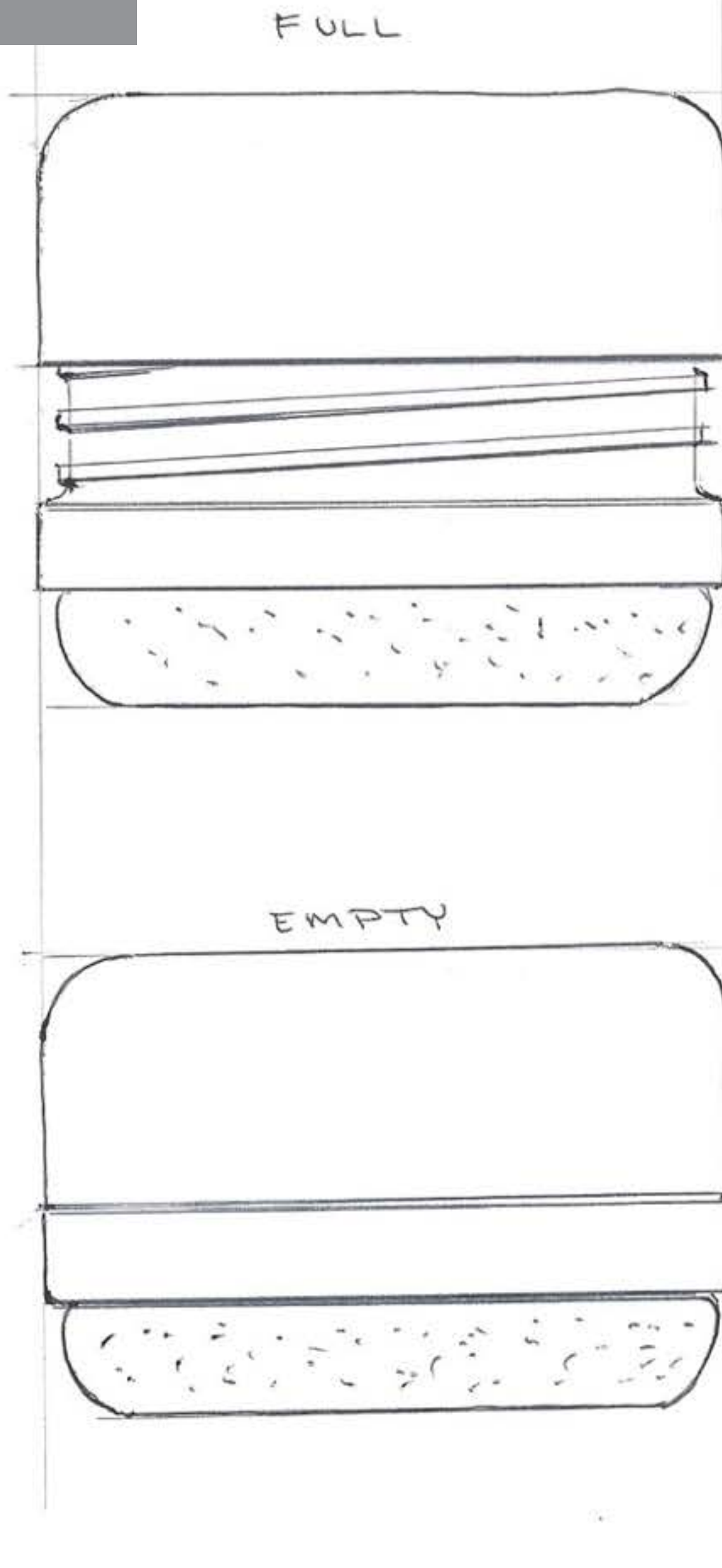




















Contrasting threaded section gives users an indication of how much product is remaining

Interchangeable colors allow the device to be branded in many ways





Beach/Sport Use



Car Wax/Industrial Application



# Prototype

















# Concept Refinement





1/4 turn twist to remove sponge for cleaning or replacement.



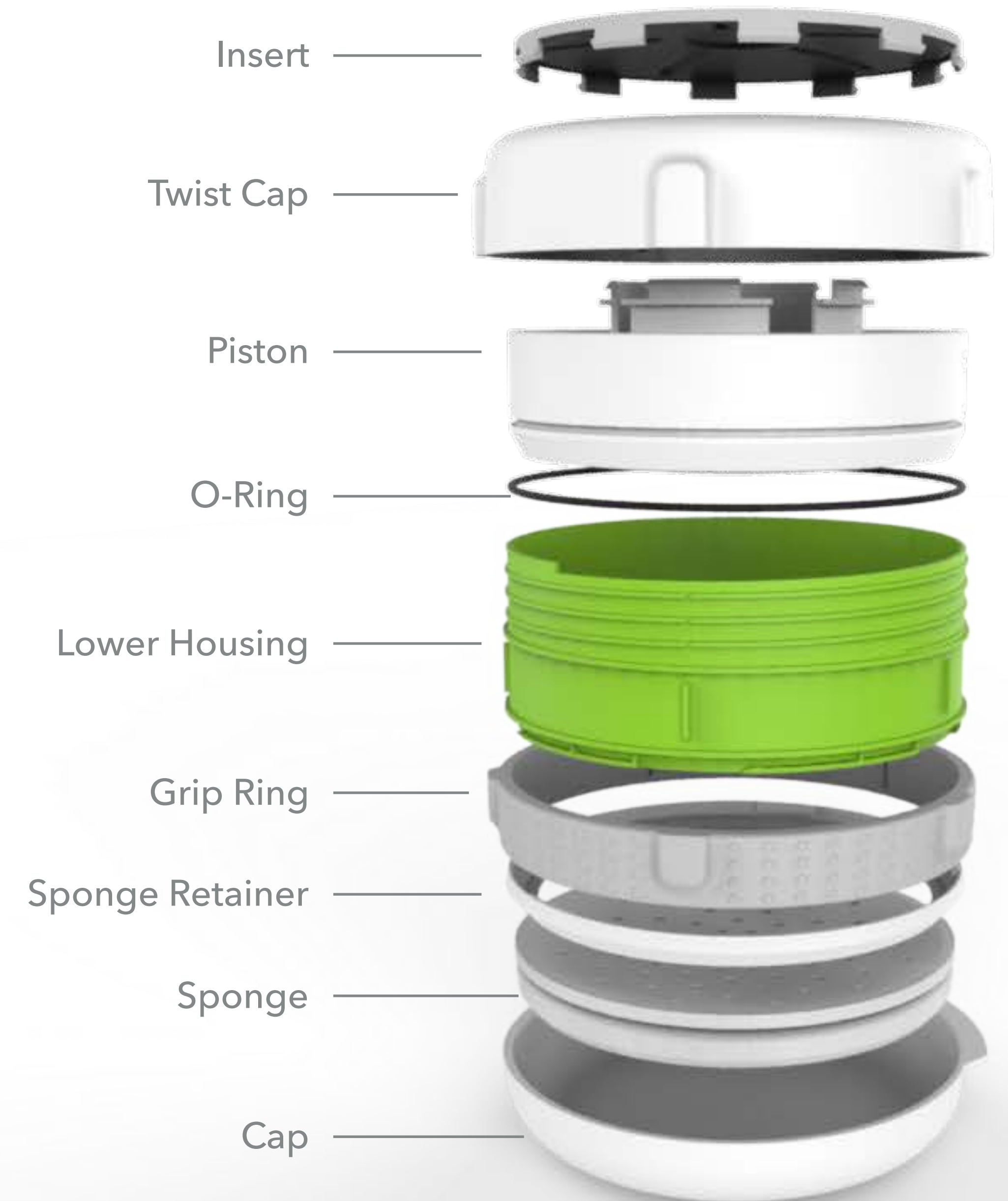




# ClikPod



Fill from the top with built in membrane and fill line.









Logos









ClikPod



ClikPod



CLIKPOD

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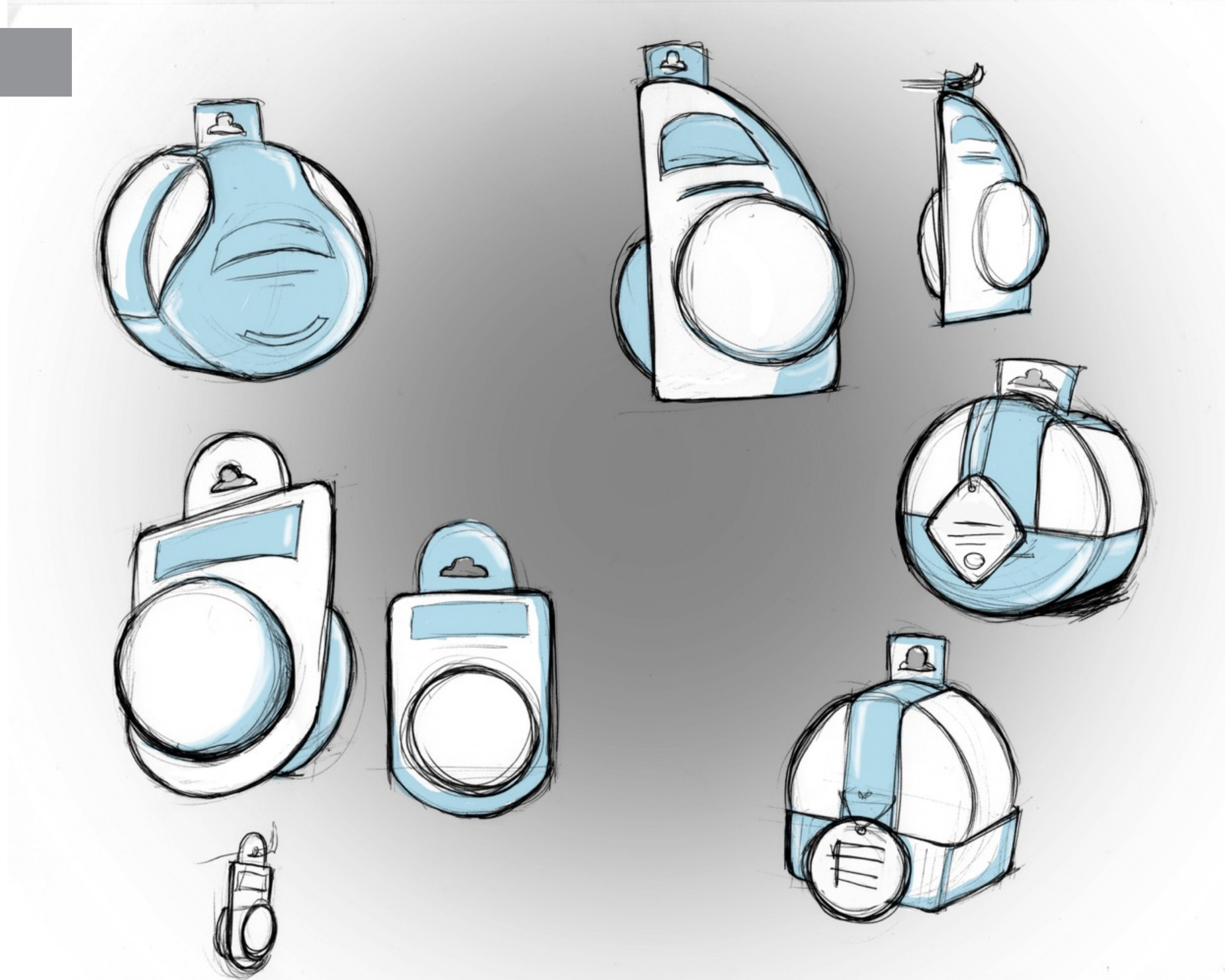




# Packaging Concepts



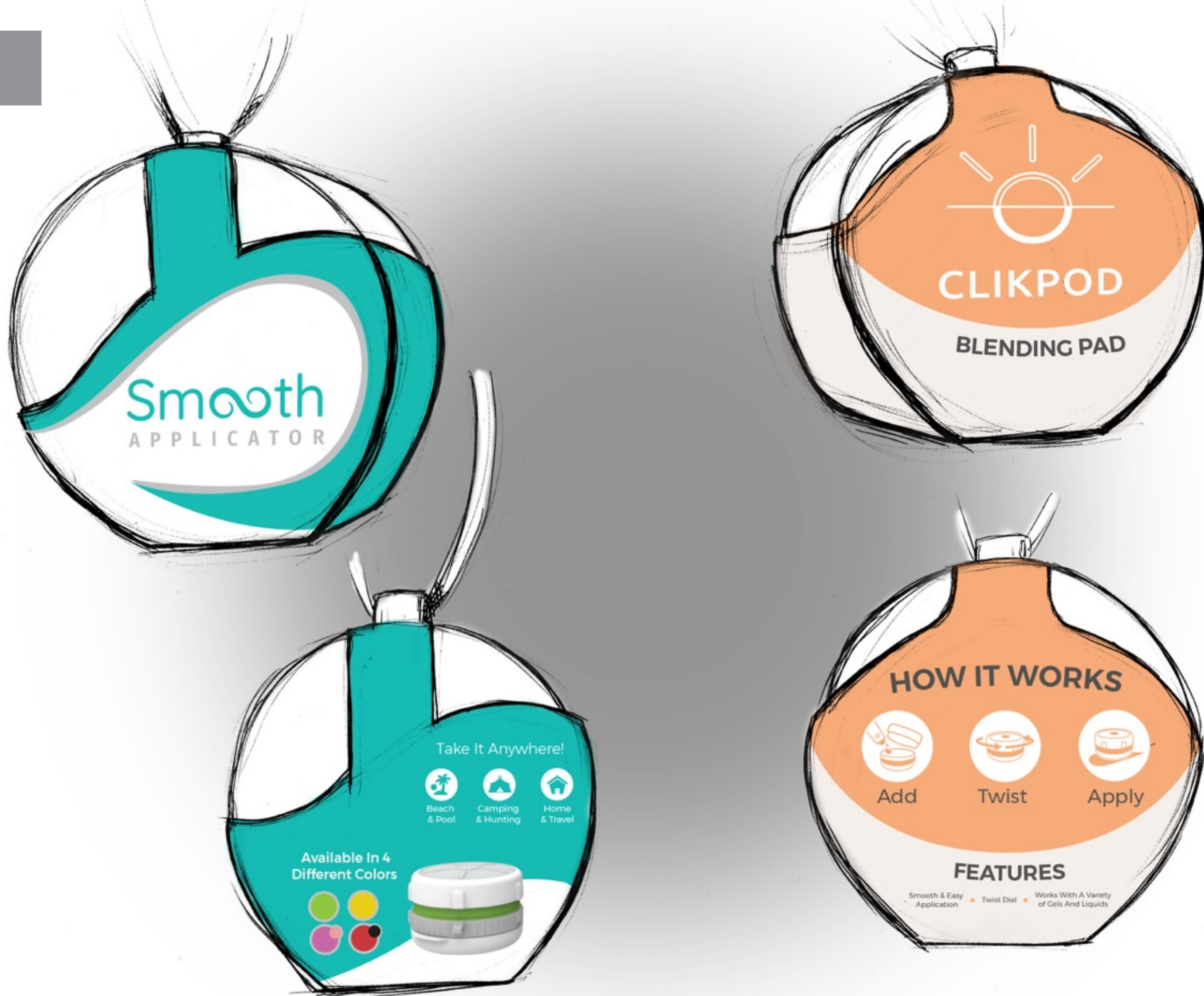




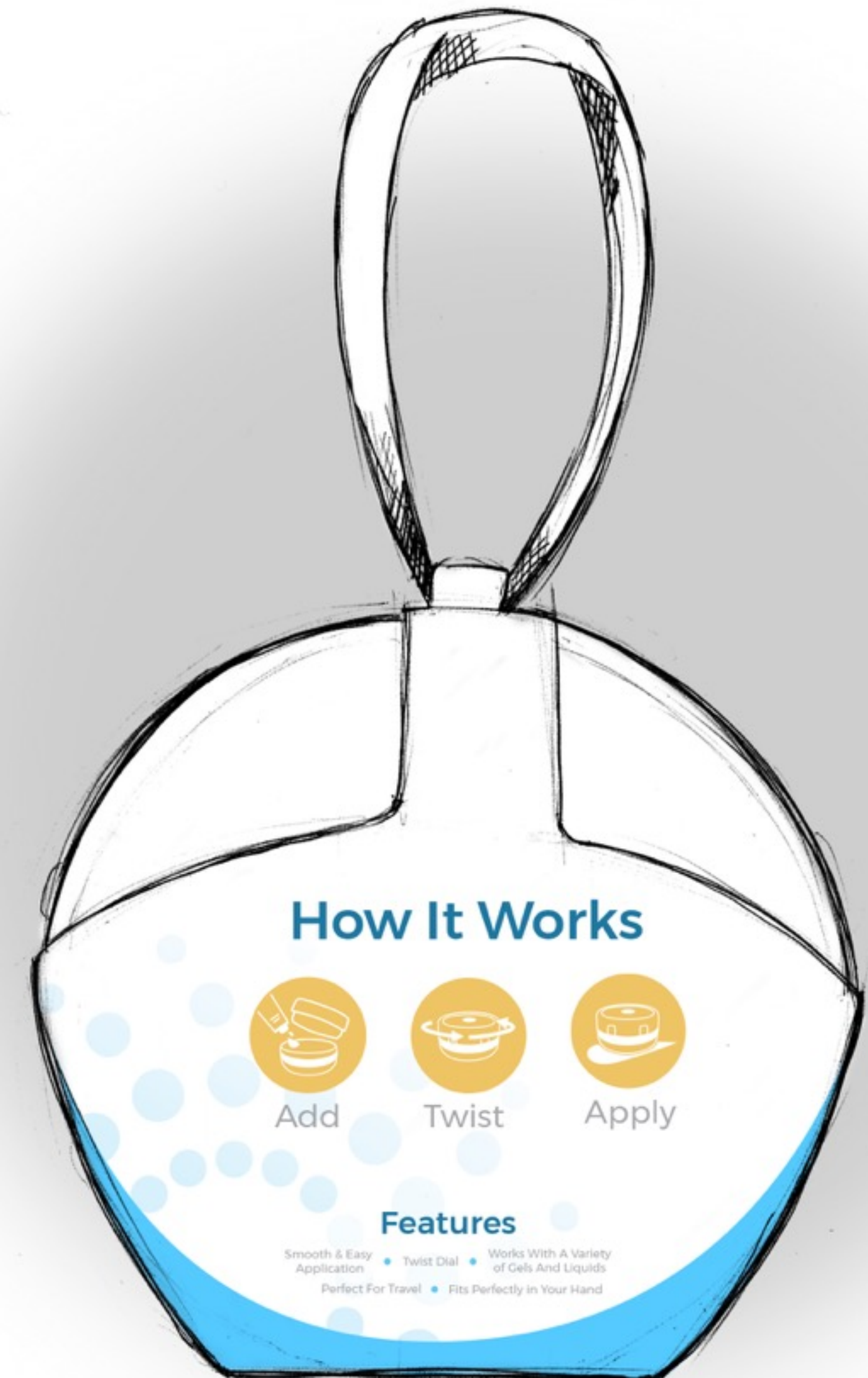
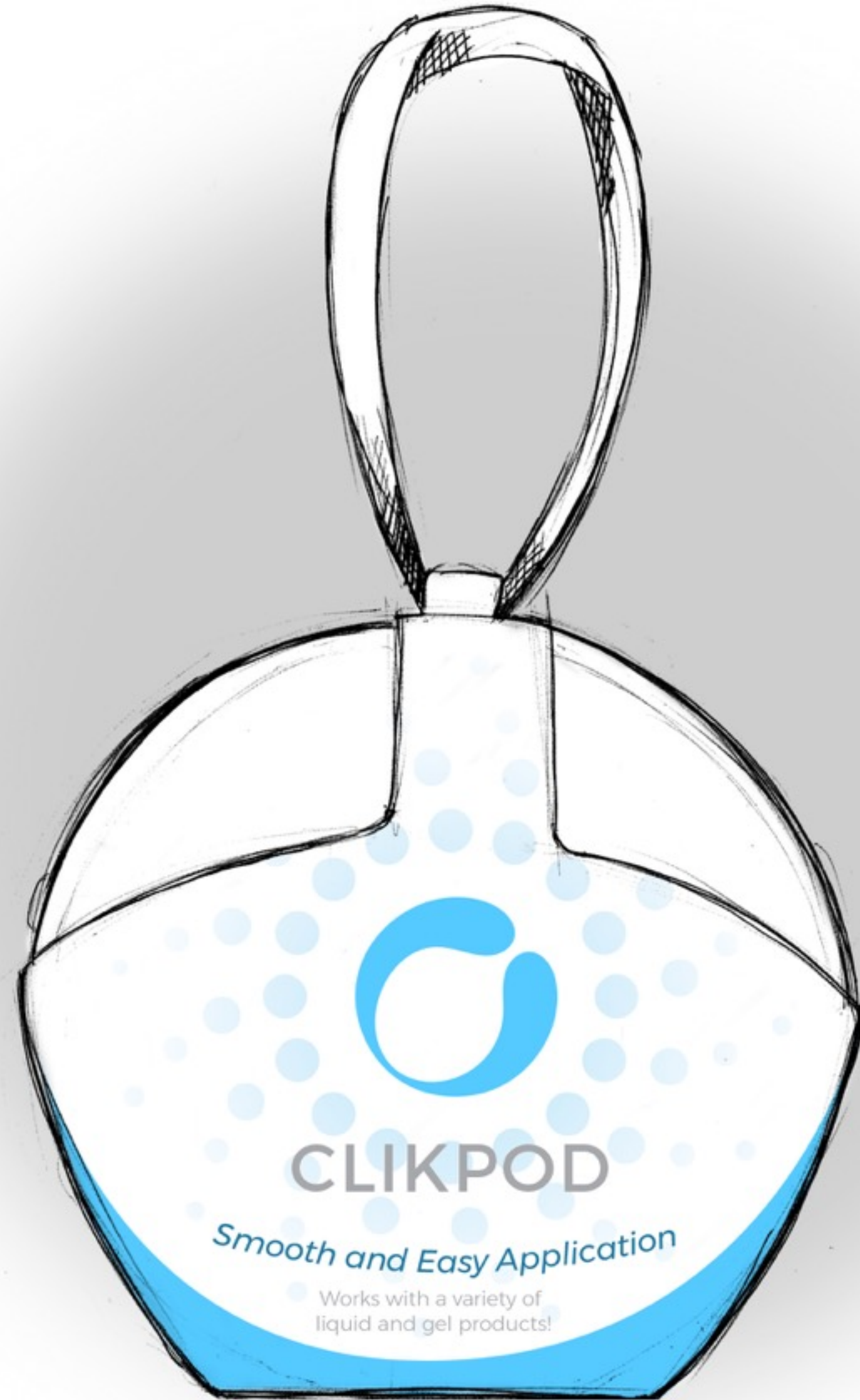














# Product In Context











