

Design Opportunity

Ideal Experience of a Toothbrush



Meet Jack

-
- Avid traveller
 - Adaptable to his surroundings
 - Makes sure he manages his time efficiently
 - Wants to always pack light
 - Is always on the go

Speaking in numbers

On an average Jack travels

22 Trips / Year

out of which

04 of his trips he forgets
to carry his oral care

**and that's a problem
most of us face**

Toothbrush is the **#01**
most forgotten item
with **18%** of travellers

so how do we help Jack?

Introducing



NomaDent

— *Cleanliness On The Go!* —

Nomad Dent

Derives from the word "Nomadic"

NomaDent

*Derives from the
word "**Dental Care**"*

NomaDent

was developed after

2 months

of research

137

observations

10

interviews

05

sensory cue workshops

1200

affinitization points

We created a **travel-friendly** toothbrush that promotes **cleanliness**, combining **practicality, and minimal** design that effortlessly aligns with our framework



I feel
CLEAN

I want...

I am...

PRODUCTIVE

CONSCIOUS

IN CONTROL

RELIEVED

LONGEVITY

INNOVATION

TO BE MORE AWARE

SUSTAINABILITY

TRAVEL FRIENDLY

EASE

DURABILITY

BRAND TRUST

Vision

At NomaDent we envision a world where **oral care seamlessly integrates with modern lifestyle.** Our travel-friendly toothbrush ensures convenient **oral hygiene on the go,** embodying cleanliness and confidence. With sleek design and innovative tech, NomaDent is your trusted companion that **enhances your travel well-being**

NomaDent

Mission

Our mission at NomaDent is **to deliver** a toothbrush that caters to everyone's needs and preferences. We are **dedicated to providing** a refreshing and convenient oral hygiene experience. We hope **to empower individuals** to maintain optimal dental health on their journeys. Our **commitment** extends to fostering a sense of confidence, cleanliness, and innovation in every smile around the globe

NomaDent

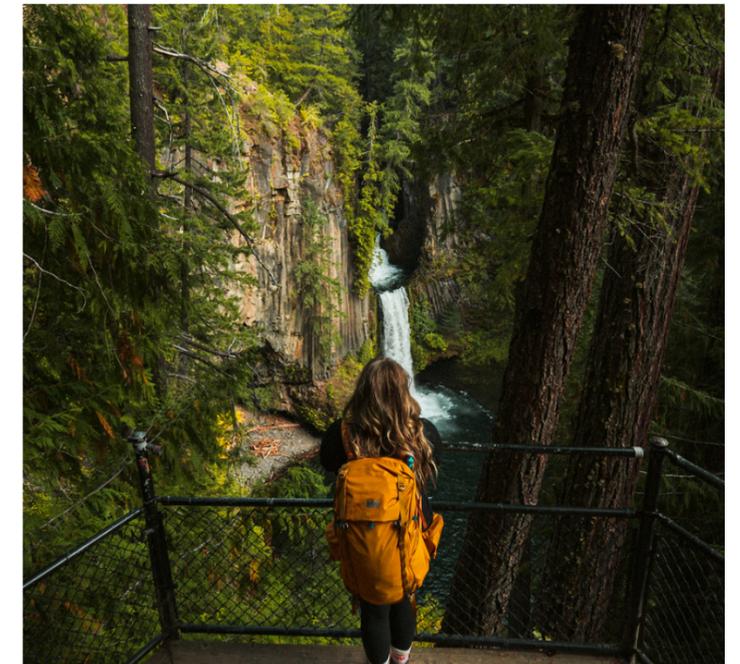
Customer demographic

Types of travelers:

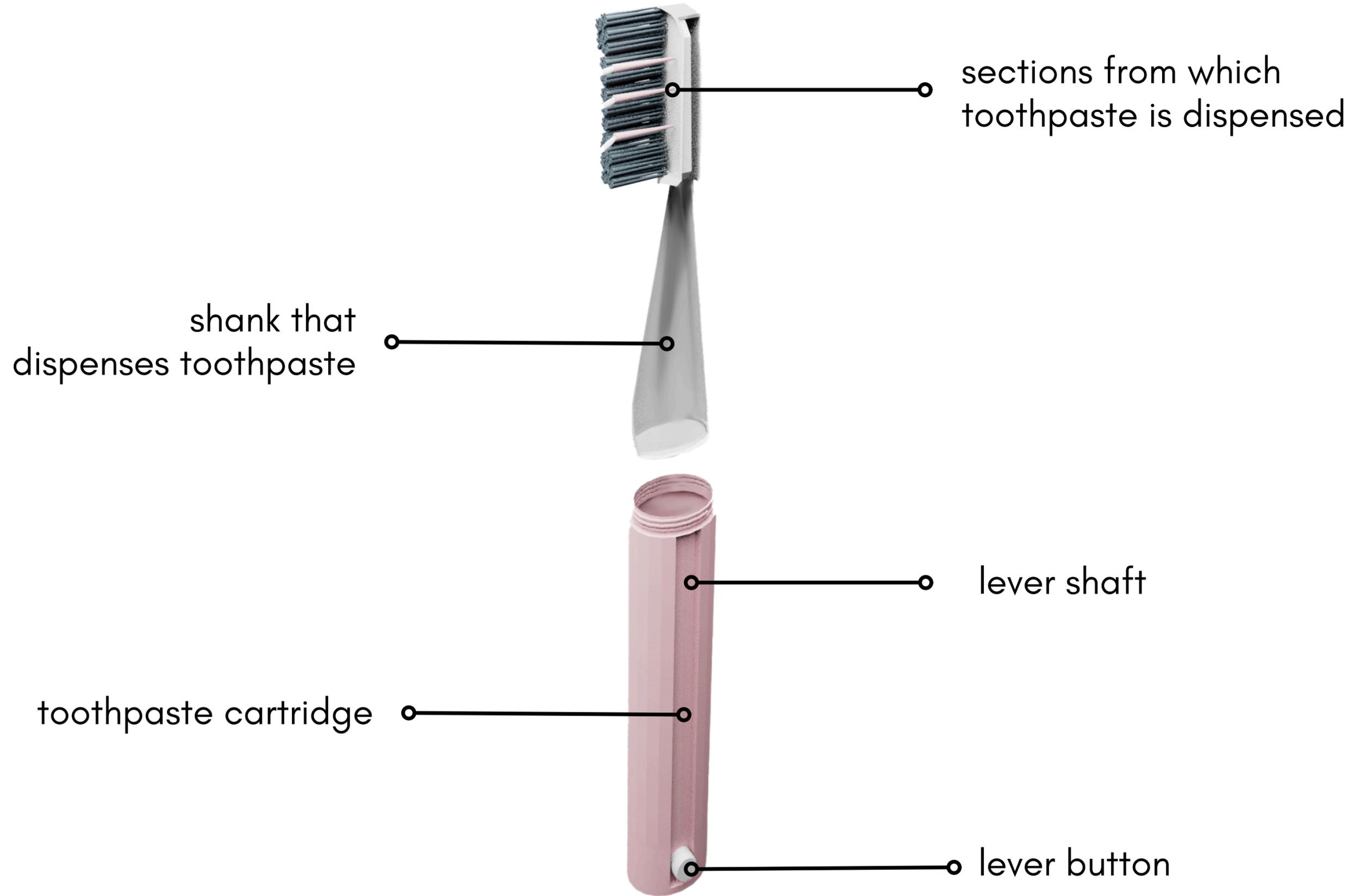
- Avid travelers
- Businessmen/women
- Influencers
- Solo travelers

Pain points:

- Bulkiness
- Toothpaste spillage while traveling
- Forgetting one/some of the items

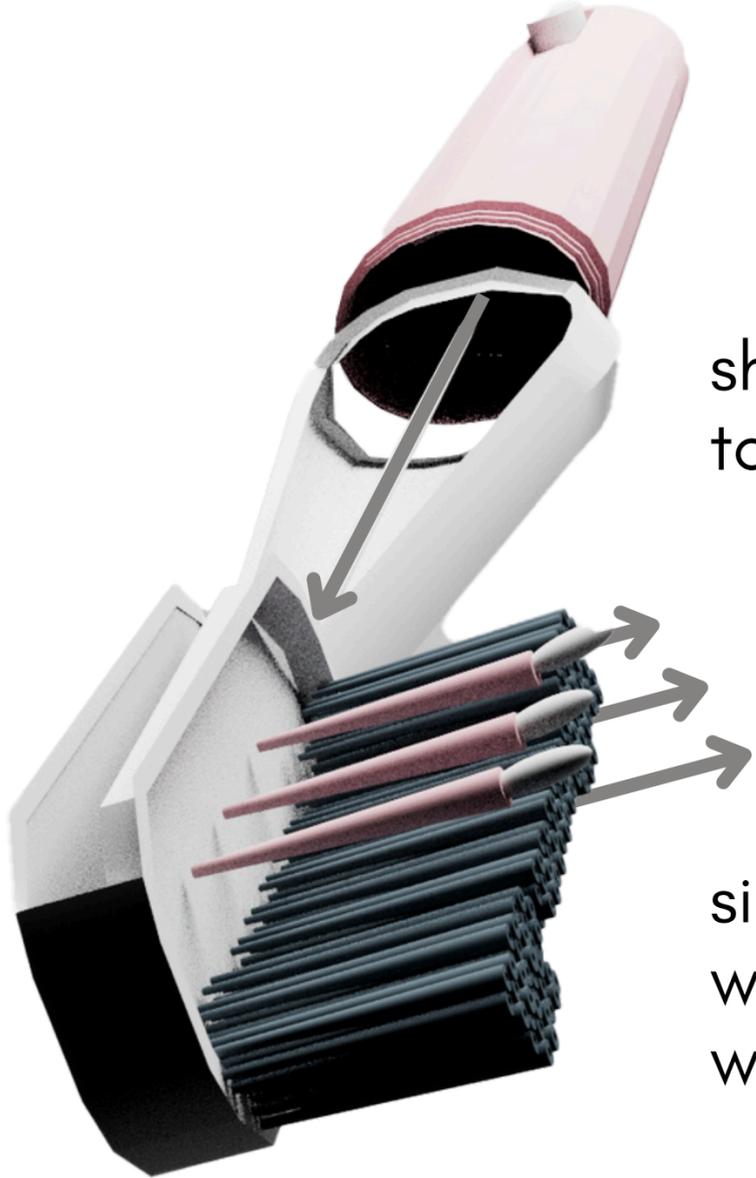
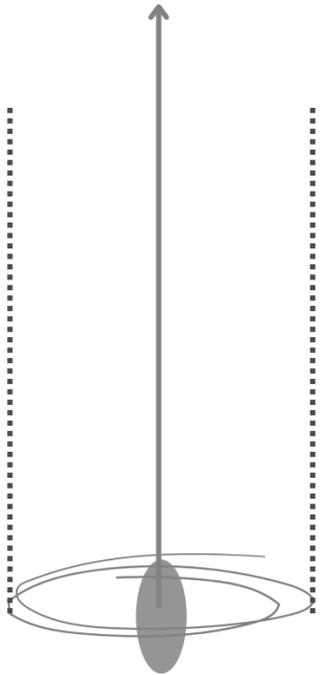


Let's dive deeper



How does it work?

lever button which will be perpendicular to the pressure disk for pushing the toothpaste upwards



shank that carries the toothpaste

silicon tubes from which toothpaste will be dispensed

What material works best?

Nylon

- Durable
- Resilient
- Flexible



Medical grade Silicon

- Durability
- Flexibility and Softness
- Easy to Sterilize

Polyethelyne

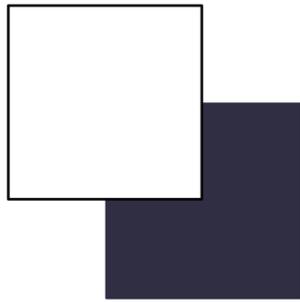
- Recyclability
- Versatility
- Dyeable Nature
- Cost-Effective



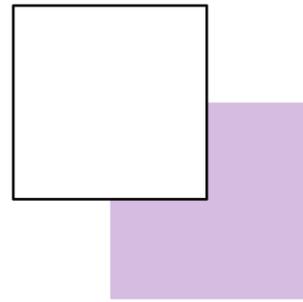
**What colours are our
users looking for?**



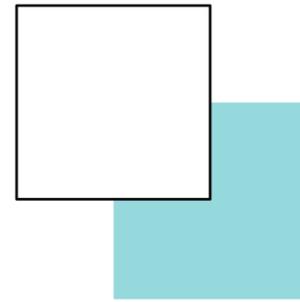
Deep Blue



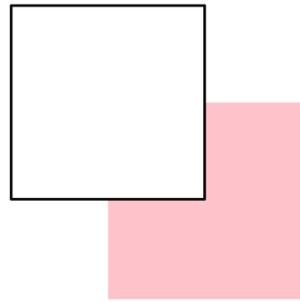
Lavender



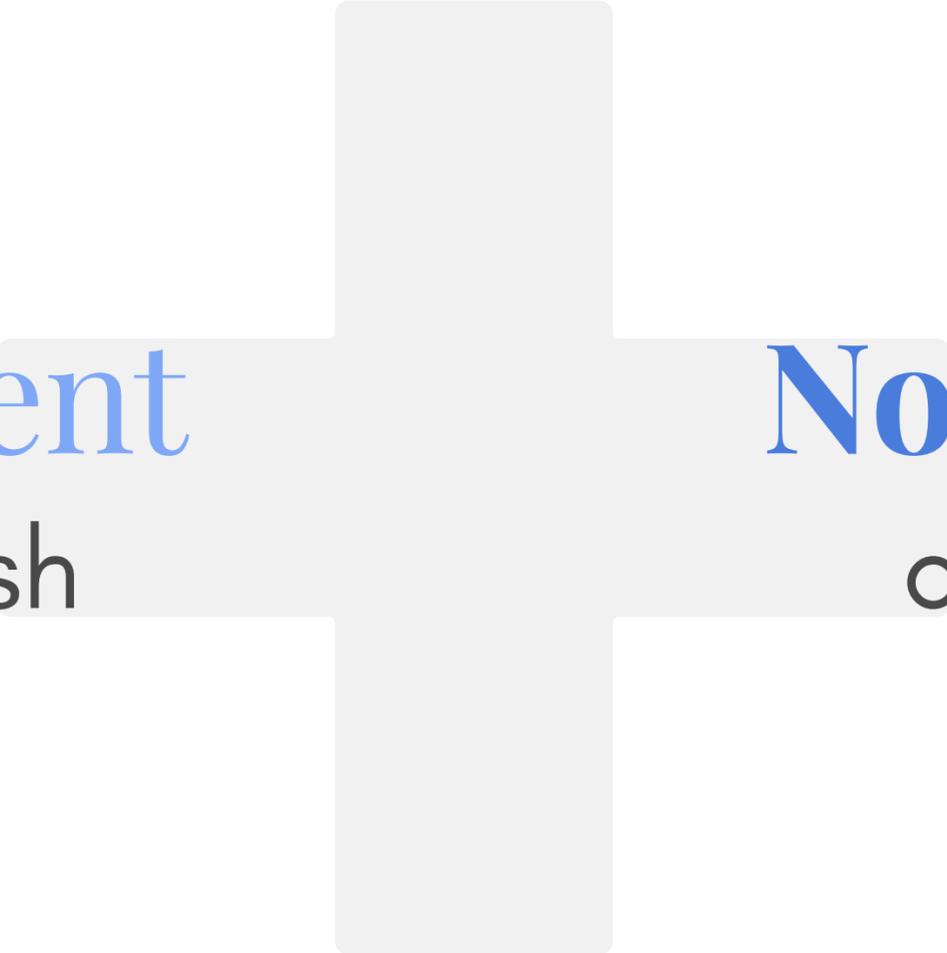
Aqua



Baby Pink



What do you get?



NomaDent

toothbrush

NomaDent

cartridge

toothbrush



extra pre-loaded
cartridge



**How do we gain
loyal customers?**

Using Simple Pricing

ONLY FOR

\$11.99

Smart Sale Techniques

RENEW - REPLACE - REJOICE

10% OFF

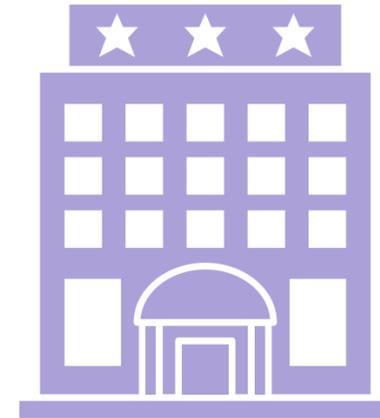
EVERY THREE MONTHS

Collaborate With Other Businesses



Airline
Industry

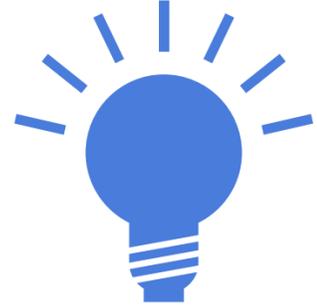
Collaborating with
airlines for in-flight kits



Hospitality
Industry

Partnering with hotels and
including the toothbrush
kits as amenities

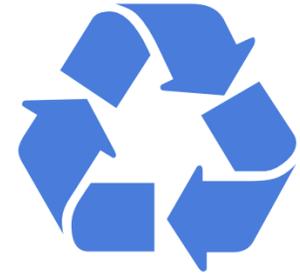
Benefits of our product



Innovative



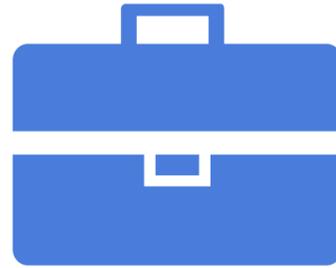
Inexpensive



Recyclable



Save time



Save space



Hassle-free
travel

**let's reconnect with
the framework**

I AM CONSCIOUS

I AM IN CONTROL

I AM RELIEVED

I WANT LONGEVITY

I WANT INNOVATION

I WANT SUSTAINABILITY

I WANT EASE

I WANT TRAVEL FRIENDLY



Q&A