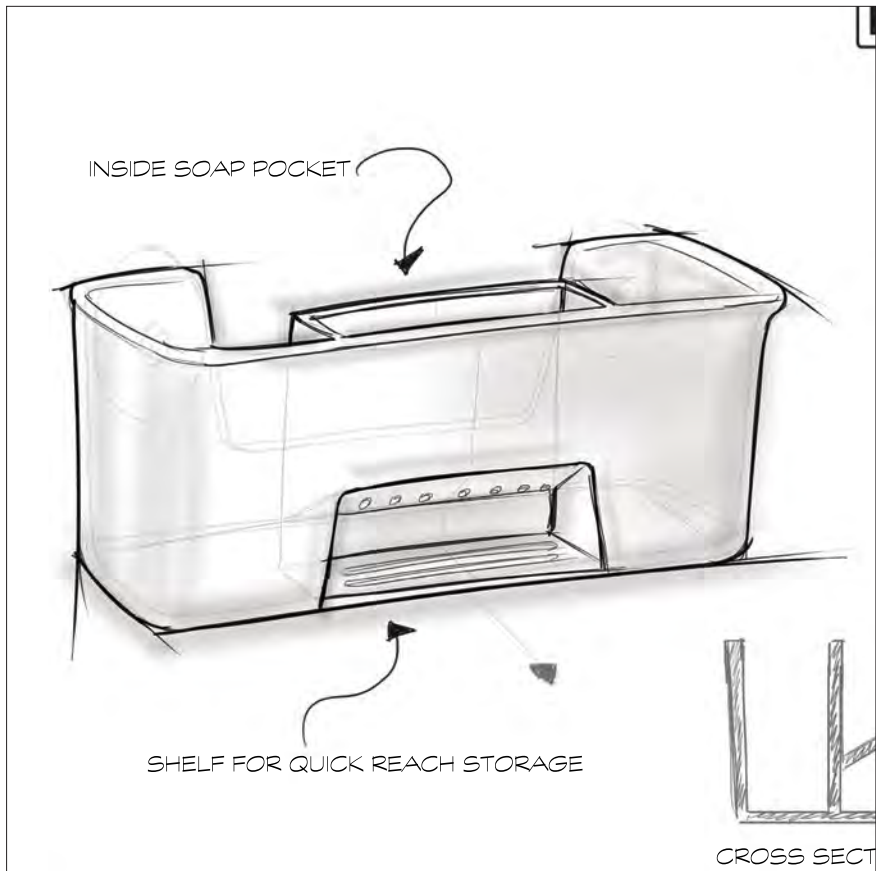




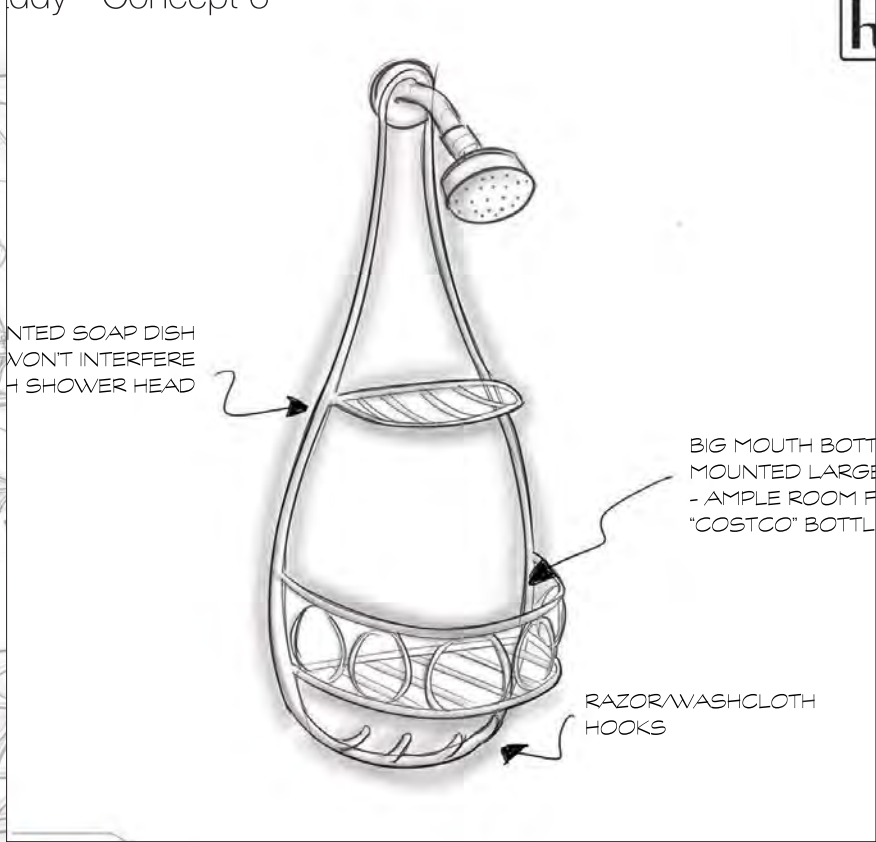
Bath Accessories

Brief: Develop 2 new lines (wire and plastic) of bath accessories for mass market, big-box retail.

To develop these lines, we examined current market offerings and their online reviews to find holes in this category. We designed a number of concepts that either addressed existing issues or introduced new features, while maintaining competitive pricing in production. We presented these concepts to research panels which yielded our chosen design for the flagship item in each category. Off of those flagships, we broadened the line offering.



addy - Concept 6



Bath Accessories

Brief: Develop 2 new lines (wire and plastic) of bath accessories for mass market, big-box retail.

Stage 1:
Review current offerings to find opportunities for improvement, product holes, and use cases.



1-16 of 25,893 results for "shower caddies" Sort by Relevance

What Bath Product Material would you like? Brass Bronze Chrome Copper Cotton Nickel Plastic Stainless Steel Vinyl

Show results for

Home & Kitchen > Shower Caddies
Bathroom Accessories
Shower Curtain Rods
Toilet Brushes & Holders

Industrial & Scientific > Industrial Hooks
+ See All 21 Departments

Refine by

Delivery Day
Get it Today
Get it by Tomorrow

Amazon Prime
Prime
Prime | FREE One-Day

Pantry
PrimePantry

Price
\$ to \$ GO

Feature Keywords
☐ Corner
☐ Hanging
☐ Suction
☐ Rust Resistant
☐ Rust Proof
☐ Pole
☐ College
+ See more

Mybestfurn Super Strong Triple Vacuum Sucker Stainless Steel Bathroom Shower Caddy Antirust Corner Metal Rack Shower Room Organizer - Triangle Silver
by Mybestfurn
\$23.99 \$32.99 Prime | FREE One-Day
Get it by Tomorrow, Oct 24
More Buying Choices
\$17.00 used (2 offers)

Zenna Home 2130NN, Tension Corner Pole Caddy, Satin Nickel
by ZPC Zenith Products Corporation
\$20.99 \$46.99 Prime
Get it by Tuesday, Oct 25
More Buying Choices
\$18.99 new (23 offers)
\$16.79 used (11 offers)

InterDesign York Lyra Bathroom Shower Caddy for Shampoo, Conditioner, Soap - Silver
by InterDesign
\$10.94 \$11.67 Prime
Temporarily out of stock. Order now and we'll deliver when available.
More Buying Choices
\$10.94 new (19 offers)

mDesign Handheld Shower Head Shower Caddy - Bronze
by MetroDecor
\$19.99 Prime
Get it by Tuesday, Oct 25

Sponsored

Shower Floor Caddy - Stainless St...
\$49.95 \$79.95 Prime
148

Bamboo Bathtub Caddy, Shower B...
\$27.99 Prime
11

Gecko-Loc Black Washroom Shelf ...
\$21.99 Prime
3

InterDesign Raphael Bathroom Shower Caddy for Shampoo, Conditioner, Soap - Satin
\$15.98 Prime In Stock. Ships from and sold by Amazon.com. Gift-wrap available.

5 star 59%
4 star 23%
3 star 10%
2 star 4%
1 star 4%

Share your thoughts with other customers
Write a customer review

See all 748 customer reviews +

Top Customer Reviews

★★★★★ Looks great! Very functional!
By Roxanne Pearson on September 23, 2013
Size: Regular | Color: Satin | Verified Purchase
I ordered this product because I had been in search of a shower caddy that looked nice, and this one had great reviews on Amazon so I figured I'd give it a try. It is exactly what I was looking for! It holds 4 standard bottles on the top rack. The bottom rack could probably be used for soap or sample sizes, but we haven't put anything there yet. I love the razor holders, though. Now the shower looks organized with everything in one spot. The finish is great, too!

Comment 79 people found this helpful. Was this review helpful to you? Yes No Report abuse

★★★★☆ MOD it - Pick up some extra suction cups and it's great
By H. Schaefer on January 5, 2014
Size: Regular | Color: Satin
Many reviewers complained that it rocks around if you place something heavy to the side of either shelf or hook. I picked up some hooked suction cups (also on amazon) and hooked them on to the most obvious places and now it sits straight and secure. My girlfriend loves that you can place soap and shampoo bottles upside-down to keep them free flowing.

Here's the suction cups I got:
B000FA6CIE

2 Comments 72 people found this helpful. Was this review helpful to you? Yes No Report abuse

☆☆☆☆☆ This product seemed to be perfect, but as time has gone by (6 months)
By Arturo Marchand on January 20, 2015
Size: Regular | Color: Satin | Verified Purchase
This product seemed to be perfect, but as time has gone by (6 months), I am forced to find something to replace it. It slips down and drops the items and has terribly rusted.

Comment 44 people found this helpful. Was this review helpful to you? Yes No Report abuse

Customer Images

Most Recent Customer Reviews

★★★★★ Absolutely perfect
There are A LOT of shower shelves on the market. I think this is the best I've ever seen. There is a rubber/plastic type peice attached at the hanger on top. Read more
Published 2 days ago by AmazonFan

☆☆☆☆☆ This is a very poor design and unlike the previous one I got with ...
My shower caddy came with a "coat hanger" type wall attachment rather than the loop shown on the website. Read more
Published 2 days ago by Dr K.

★★★★★ looks very nice in person
Spacious, has space to place bottles up-side-down, looks very nice in person.
Published 3 days ago by Amazon Customer

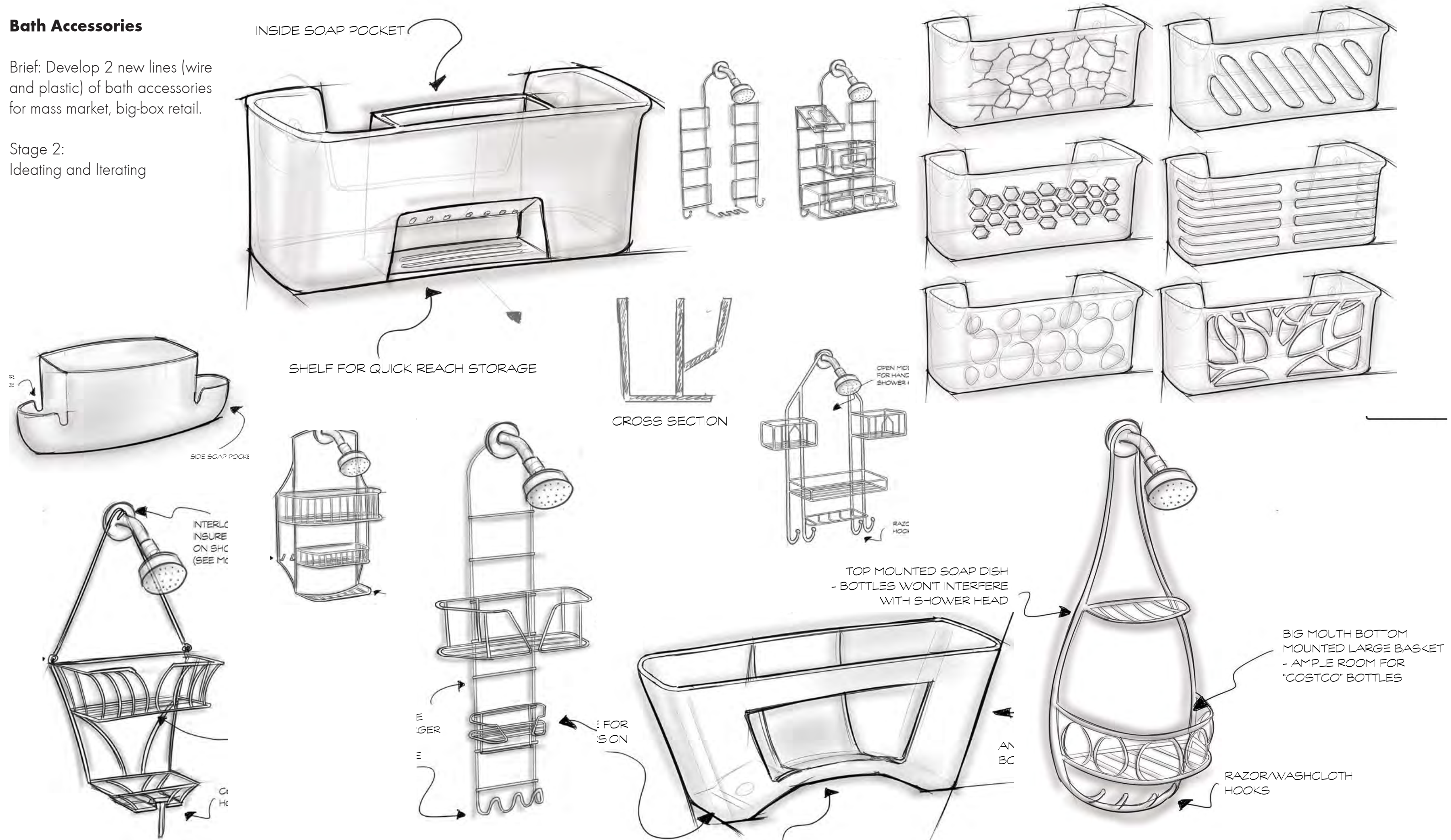
★★★★★ Great product
Everything i read from good reviews
Published 3 days ago by Amazon Customer

★★★★★ Great shower caddy!
I got the antique bronze color and it's lovely. I really like this shower

Bath Accessories

Brief: Develop 2 new lines (wire and plastic) of bath accessories for mass market, big-box retail.

Stage 2: Ideating and Iterating



Bath Accessories

Brief: Develop 2 new lines (wire and plastic) of bath accessories for mass market, big-box retail.

Stage 3:
Consumer Surveys



Preliminary Concept Comparison

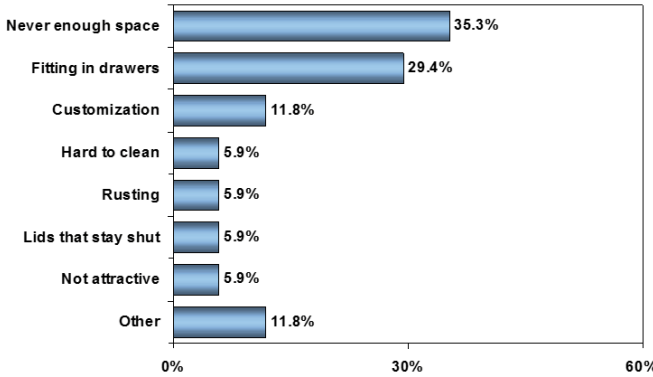
Bath Preliminary	Adjustable Clip Organizer 1	Crazy Organizer 2	New O Organizer 3	Pierced 1 Organizer 4	Pierced 2 Organizer 5	Wired Plastic Organizer 6	Wire Scroll Organizer 7	Wire Wood Organizer 8	
	Overall Mean Score	Overall Mean Score	Overall Mean Score	Overall Mean Score	Overall Mean Score	Overall Mean Score	Overall Mean Score	Overall Mean Score	Average
Overall Appeal	4.36	4.20	4.76	4.25	4.81	3.37	4.44	4.22	4.25
Fits My Décor & Tastes	4.24	4.05	4.40	3.76	3.88	2.96	4.14	4.02	3.93
Meets my Lifestyle & Needs	4.24	4.44	4.52	4.51	4.41	3.22	4.45	4.24	4.31
Likelihood to Purchase	3.76	3.76	4.22	3.59	3.71	2.76	4.04	3.84	3.69
	Top Two Box Score	Top Two Box Score	Top Two Box Score	Top Two Box Score	Top Two Box Score	Top Two Box Score	Top Two Box Score	Top Two Box Score	
Overall Appeal	30.0%	28.0%	42.0%	23.5%	33.3%	9.8%	34.0%	22.0%	27.8%
Fits My Décor & Tastes	34.0%	20.0%	36.0%	17.7%	31.4%	9.8%	26.0%	26.0%	25.1%
Meets my Lifestyle & Needs	36.0%	30.0%	48.0%	25.5%	33.4%	11.8%	32.0%	32.0%	31.1%
Likelihood to Purchase	26.0%	22.0%	34.0%	17.7%	29.4%	25.5%	26.0%	22.0%	25.3%
	Highest	Second	Third	Lowest					

> This is the table that was used to determine the final four concepts that were taken to the Step 2 process. We see that the New O product shows the most consistent and strong response in the Step 1 process.

Step One Results N=403

Biggest Issue or Problem

Q3. What do you feel is the biggest issue or problem with storage products for the bath area? - Open Responses Coded



> It appears that maximizing the existing space is a key component of organization in the bath area. This connects to information shared in the groups as well. Drawer issues are also significant.

Options Lacking in Current Products

Q6b. Please check any of the following items in which you feel options are lacking in the current products available?

	Yes Responses Final Data (n=659)
Innovative Ideas and Products	41.3%
Sizes	34.7%
Functionality	31.6%
Eco Friendly Material	29.4%
Color	27.8%
Price	26.3%
Finishes	23.8%
Materials - Wood, Plastic and Metal	14.1%
Other	5.0%

Q6bb. If Finishes: Which of the following would you like to see more options?

	Yes Responses Final Data (n=659)
Satin Nickel	63.7%
Chrome	50.3%
Oil Rubbed Bronze	43.9%
White	27.4%

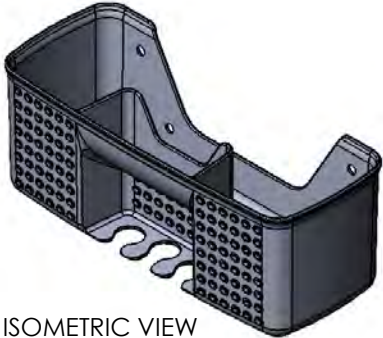
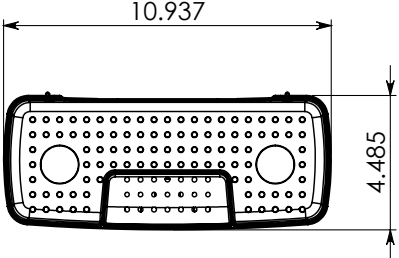
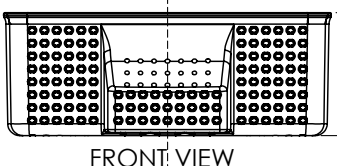
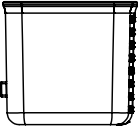
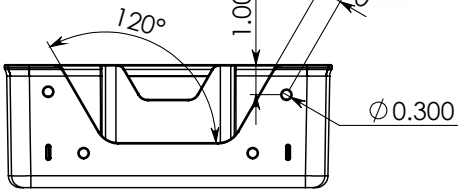
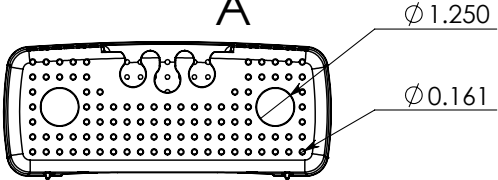
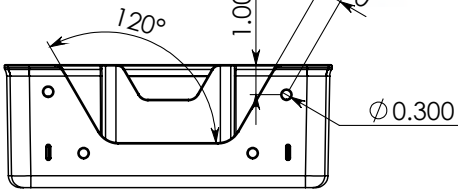
The most often mentioned other response was: There is nothing lacking – 25 responses

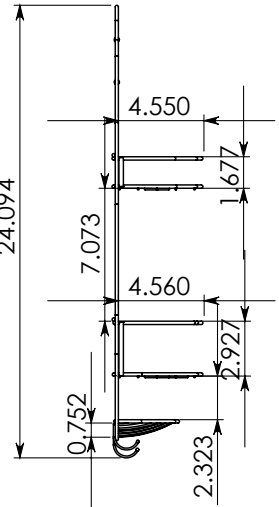
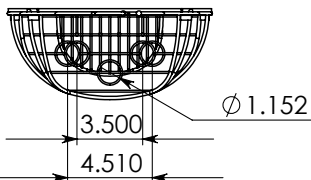
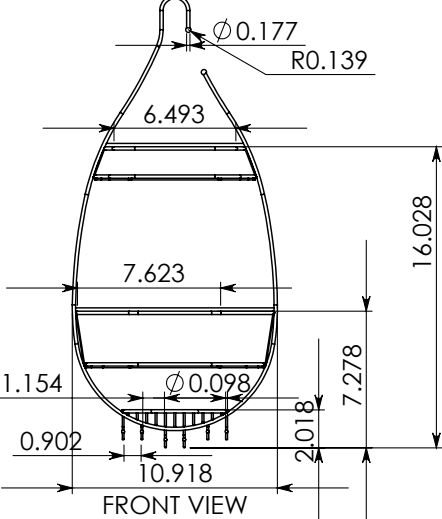
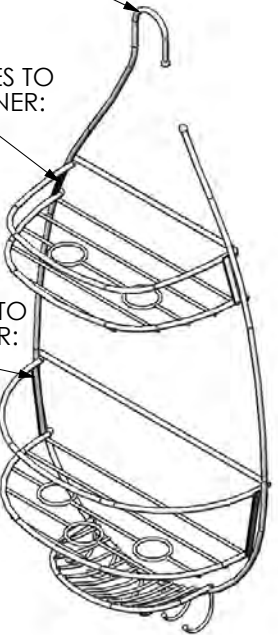
> Consumers are seeking innovations in new products along with more size options and improved functionality. There is also information on finish preferences that could be helpful in future product options. These factors should be considered in future developments.

Bath Accessories

Brief: Develop 2 new lines (wire and plastic) of bath accessories for mass market, big-box retail.

Stage 4:
Prepare Engineering Files

NO.	BILL OF MATERIAL	QTY.	PART NO.	REV.	REVISION DESCRIPTION	BY	DATE
**	**	**	**	A	MODIFIED HEIGHT, SCOOP, HOLES	GP	11/19/12
NOTE: MUST REFERENCE CAD DATA							
       NOTE: FOR CONCEPT AND QUOTATION PURPOSES ONLY. NOT TO BE USED FOR PRODUCTION. SUBJECT TO CHANGE PENDING VENDOR REVIEW AND APPROVAL. INCLUDES 2 OF DWG. #6058_018_00							
THIS DOCUMENT, ALL INFORMATION CONTAINED HEREIN AND ALL INFORMATION RELAYED HEREIN IS THE PROPERTY OF HPI AND IS CONFIDENTIAL AND PROPRIETARY TO IT, AND NO PART THEREOF NOR ANY SUCH INFORMATION MAY BE COPIED, REPRODUCED, APPROPRIATED, EMULATED, CONVERTED, DISTRIBUTED, DISSEMINATED OR USED IN ANY MANNER WHATSOEVER WITHOUT THE PRIOR WRITTEN CONSENT OF HPI, AND IS TO BE RETURNED TO HPI UPON ITS REQUEST.							
TO BE QUALIFIED:	DO NOT SCALE	NAME	DATE	4501 West 47th Street Chicago, IL 60632 p: (773) 890-1010		PART NAME	
VENDOR WILL SUPPLY SAMPLES FOR TESTING, EVALUATION, QUALIFICATION AND APPROVAL. ONCE APPROVED BY HPI THE VENDOR WILL SUPPLY PARTS OF IDENTICAL SIZE, SHAPE, PROCESS, AND MATERIAL AS SUBMITTED AND APPROVED. NO CHANGES WILL BE MADE AFTER THE QUALIFICATION, UNLESS REVISIONS ARE SUBMITTED FOR RE-EVALUATION BEFORE PRODUCTION SHIPMENTS OR COMMITMENTS. IN CASES WHERE VENDOR CATALOG NUMBERS ARE LISTED AS APPROVED, HPI SHOULD BE NOTIFIED OF ANY CHANGES.	DIMENSIONS ARE IN INCHES TOLERANCES ON: 2 PL DECIMALS : ± 0.01 3 PL DECIMALS : ± 0.005 CRITICAL DIM. : ± 0.000* ANGULAR : 1° FRACTIONAL : 1/64	Gabriel Prero	11/20/2012			PLASTIC STRAIGHT SUCTION BASKET	
				CLEAR PLASTIC			
				SHEET SIZE	CAD REF	SHEET	REV.
				A		1 of 1	—
				SCALE	FILE NAME	TWO NUMBER	
				1:5	121119_HPI_PlasticBasketDWG_Par	6058_021_00A	

NO.	BILL OF MATERIAL	QTY.	PART NO.	REV.	REVISION DESCRIPTION	BY	DATE
**	**	**	**	**	**	***	**/**/**
NOTE: MUST REFERENCE CAD DATA							
INCLUDES 2 OF DWG. #6058_002_00							
REFERENCE DWG. #'S: 6058_006_00 6058_006_02 6058_006_03							
     NOTE: FOR CONCEPT AND QUOTATION PURPOSES ONLY. NOT TO BE USED FOR PRODUCTION. SUBJECT TO CHANGE PENDING VENDOR REVIEW AND APPROVAL OF MANUFACTURABILITY.							
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TO BE QUALIFIED:	DO NOT SCALE	NAME	DATE	4501 West 47th Street Chicago, IL 60632 p: (773) 890-1010		PART NAME	
VENDOR WILL SUPPLY SAMPLES FOR TESTING, EVALUATION, QUALIFICATION AND APPROVAL. ONCE APPROVED BY HPI THE VENDOR WILL SUPPLY PARTS OF IDENTICAL SIZE, SHAPE, PROCESS, AND MATERIAL AS SUBMITTED AND APPROVED. NO CHANGES WILL BE MADE AFTER THE QUALIFICATION, UNLESS REVISIONS ARE SUBMITTED FOR RE-EVALUATION BEFORE PRODUCTION SHIPMENTS OR COMMITMENTS. IN CASES WHERE VENDOR CATALOG NUMBERS ARE LISTED AS APPROVED, HPI SHOULD BE NOTIFIED OF ANY CHANGES.	DIMENSIONS ARE IN INCHES TOLERANCES ON: 2 PL DECIMALS : ± 0.01 3 PL DECIMALS : ± 0.005 CRITICAL DIM. : ± 0.000* ANGULAR : 1° FRACTIONAL : 1/64	Gabriel Prero	10/5/2012			Mixed Material Wire Shower Caddy—Wire	
				Bent Wire			
				SHEET SIZE	CAD REF	SHEET	REV.
				A		1 of 1	—
				SCALE	FILE NAME	TWO NUMBER	
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Bath Accessories

Brief: Develop 2 new lines (wire and plastic) of bath accessories for mass market, big-box retail.

Stage 5:
Production



Bath Accessories

Brief: Develop 2 new lines (wire and plastic) of bath accessories for mass market, big-box retail.

Stage 6:
Line Extension



Durabilt Board

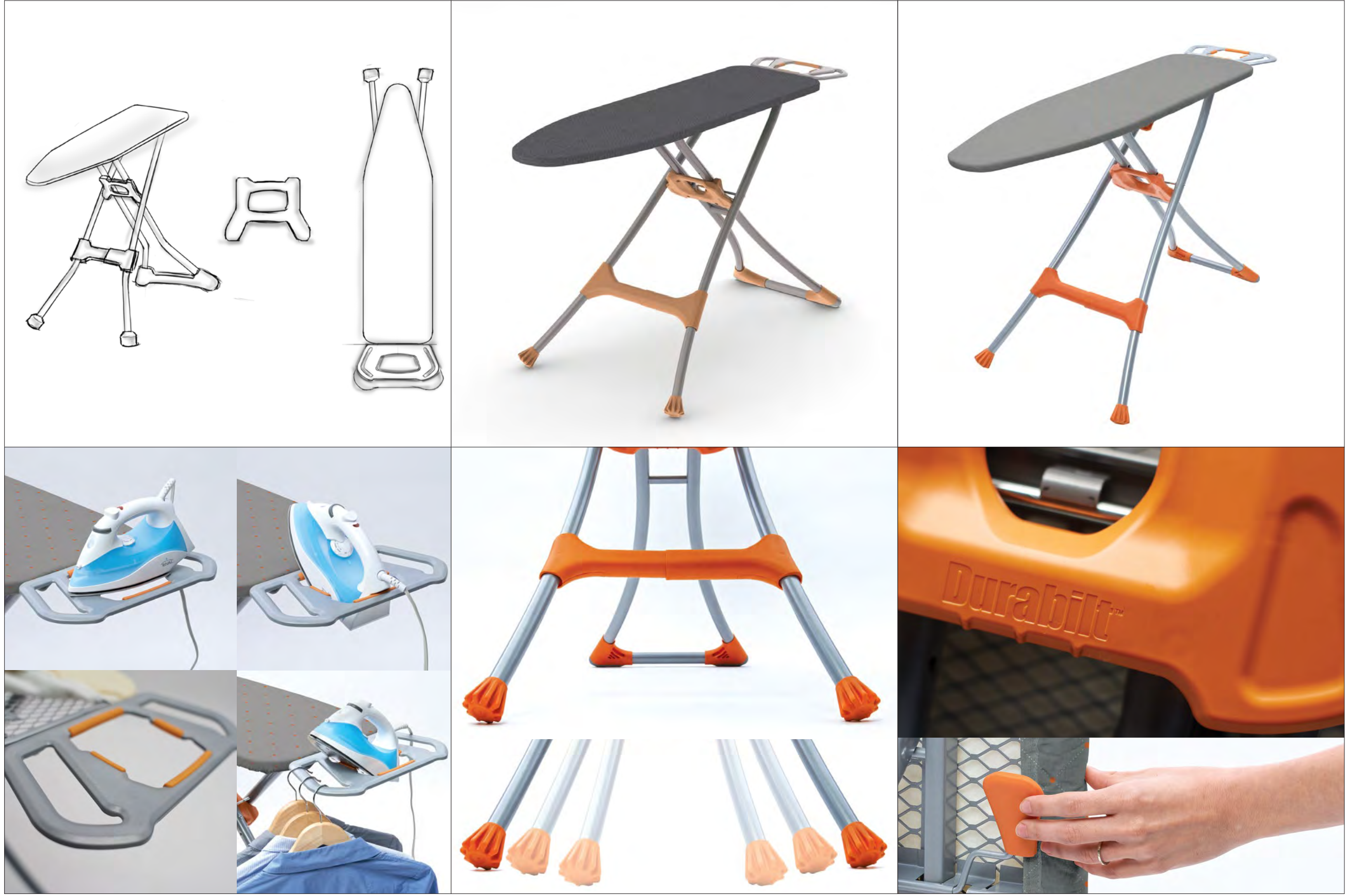
Brief: Develop an ironing board whose front legs spread wide while opening to deliver a more stable board.

Through consumer research, HPI ascertained that the #1 concern of ironing board users is stability. To address that issue, we worked with an engineering group to develop a mechanism to deploy the front legs up to 16" wider to enhance stability, yet maintain a typical footprint when closed.

While the basic concept was delivered from the engineering group, the entire concept needed to be designed, and prepared for production, in a way that would work with HPI's current production facilities.

Working with an outside engineer, our overseas vendor, and our domestic production team, I designed over a dozen new components to work with many existing tooled parts, all to fit well into the assembly line at our domestic manufacturing facility.

The board features legs that spread to increase stability by 40%, leveling front feat, non-slip feet, a integrated carry-handle, a telescoping front spreader, soft touch release lever, and a multi-use iron rest.



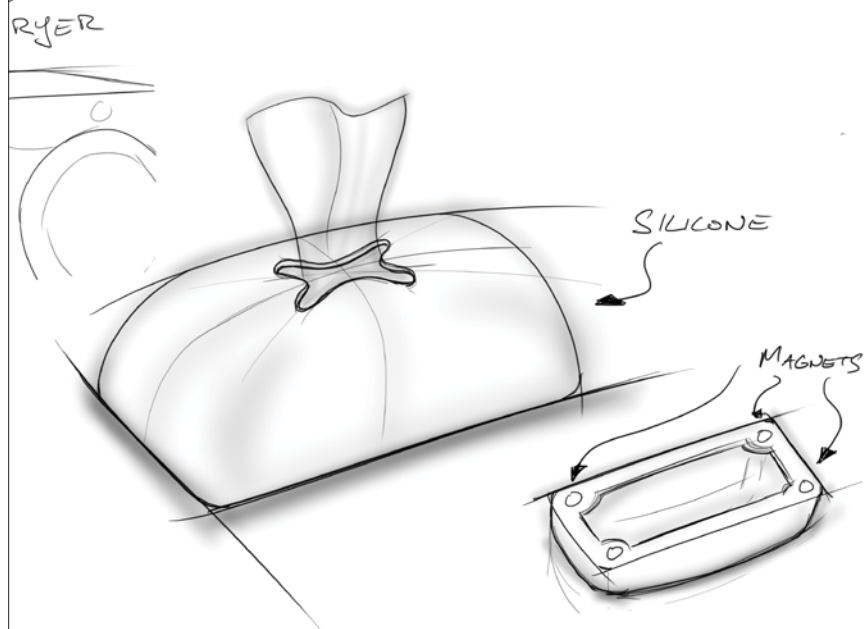
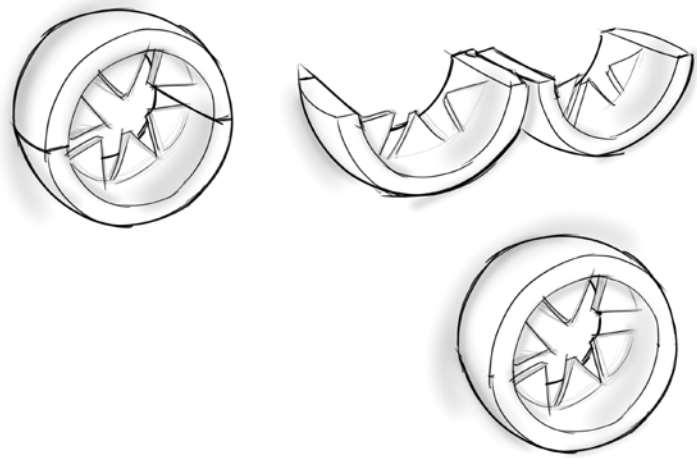
Laundry Accessories

Brief: Develop new products to fill potential holes in Bed Bath and Beyond’s laundry care offering.

BBB has lots of crazy stuff. As people we have interviewed said, “you think of something you need, and bam, they have something for that.” Needless to say, finding holes in their product offering is not instant. We conducted brainstorm sessions to find what irks people about laundry, and we found that dryer sheets are really bereft of products to address their use.

The dryer ball sheet keeper serves a dual function. It acts as a dryer ball, and for those who simply can’t do without a scented dryer sheet, it’ll hold it in place, making sure it never makes it inside your pant legs.

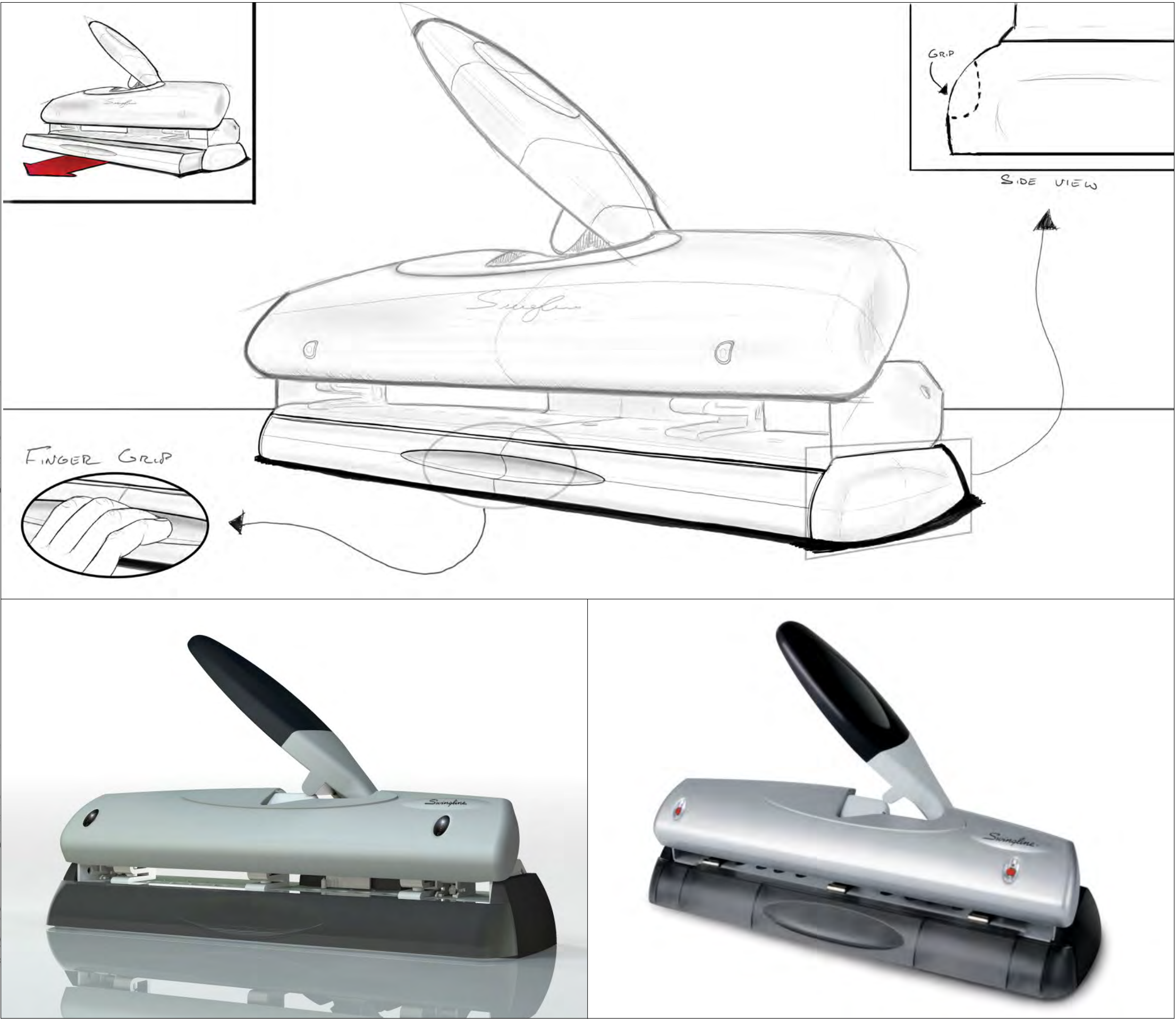
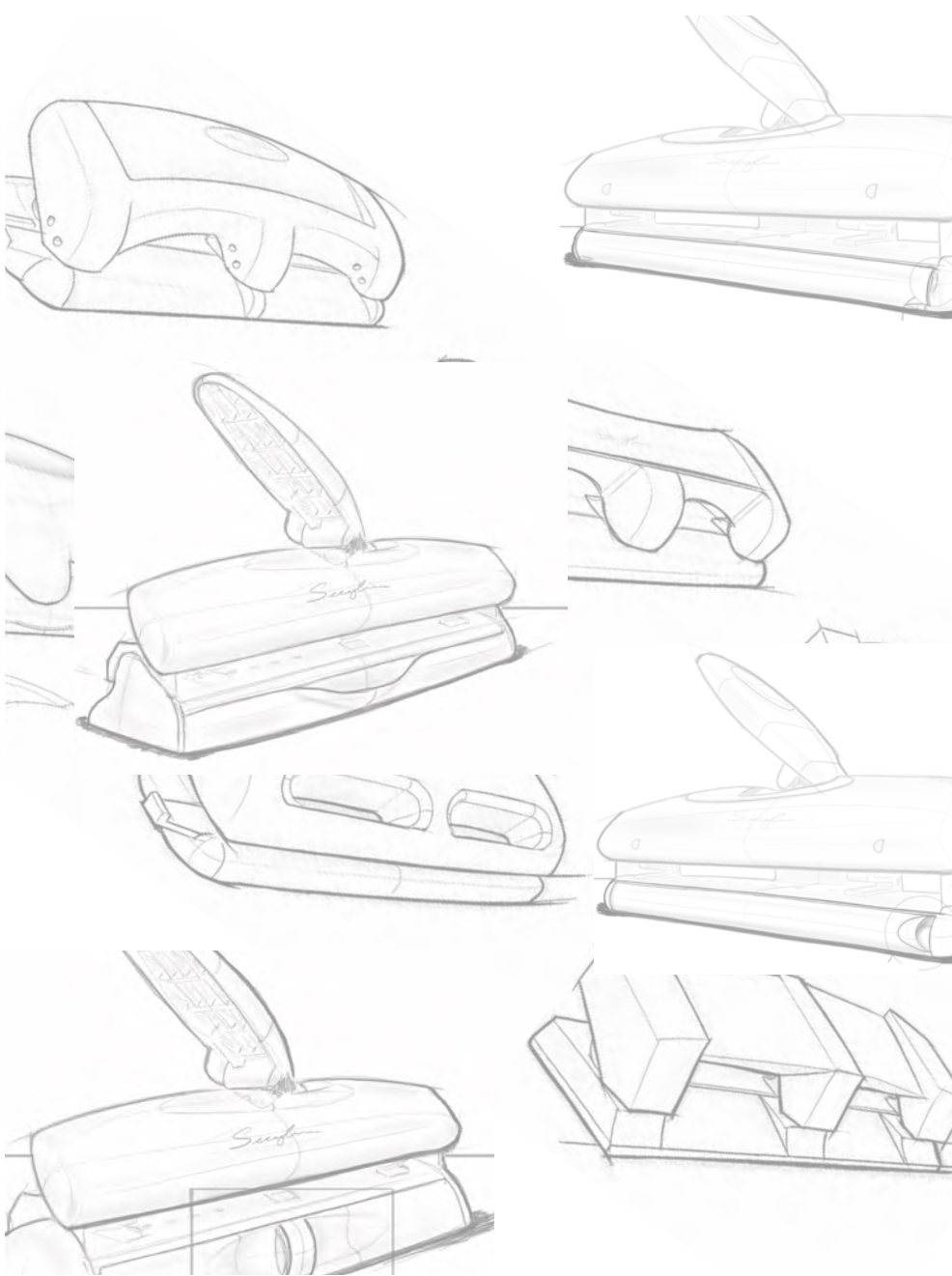
The sheet dispenser is your new home for that Bounce box. As more people move laundry centers to higher profile areas in their home, be it main floors, kitchens, or mudrooms, there is a desire to keep things neat and tidy. The magnetic dispenser holds your standard box of dryer sheets, with silicone co-molded flaps to keep it fresh, and keeps them handy wherever on your dryer you choose to mount them.



Light Touch Punch

Brief: Develop a better way to empty the chips from the Light Touch punch, an office staple (pun intended).

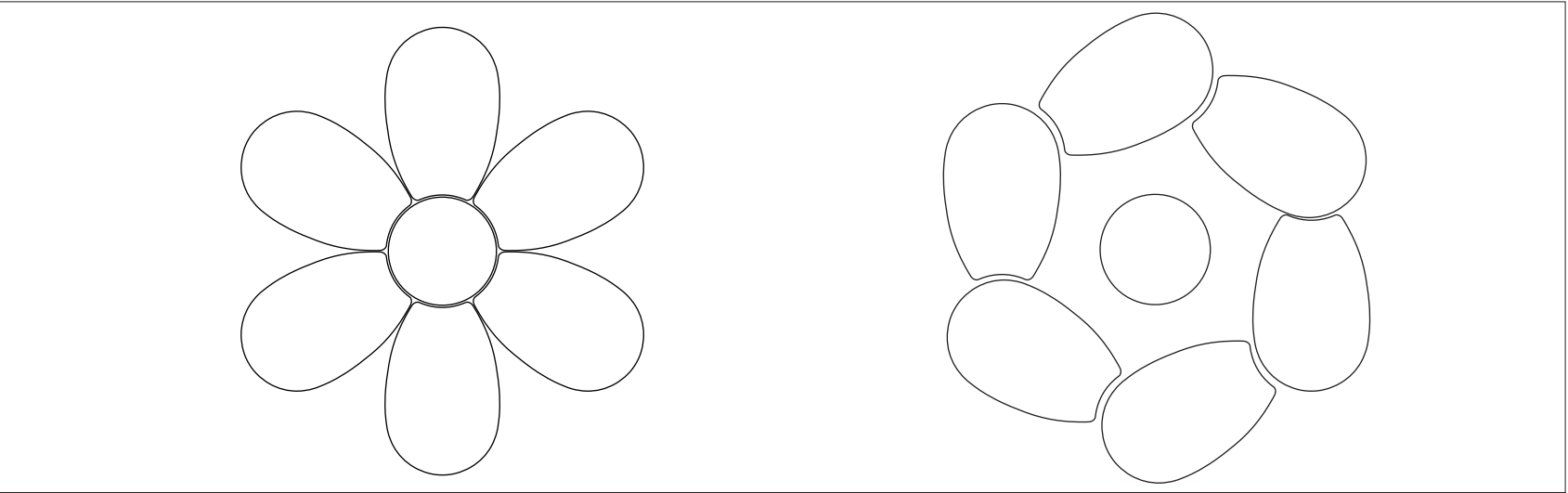
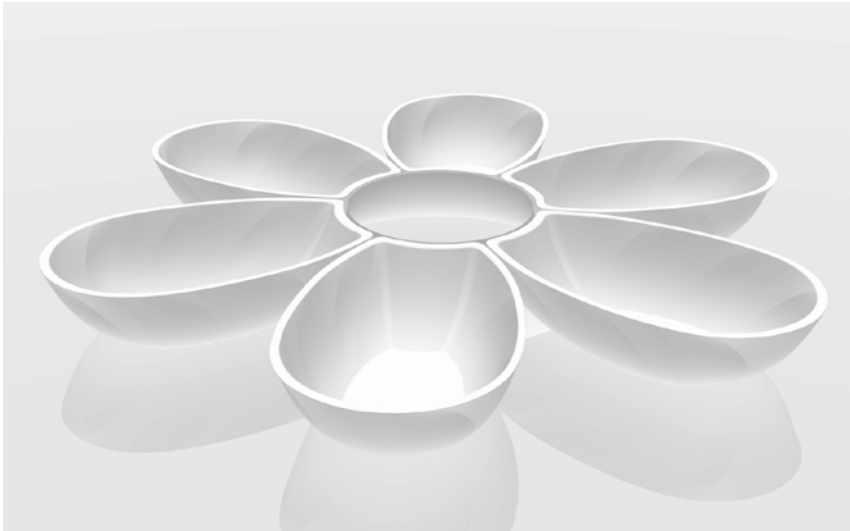
I explored a variety of approaches to the base of the punch, ultimately leading to a removable drawer concept. The finger grip of the drawer was designed to fit fingers nicely, fit with the classic Swingline ellipse, and mold easily.



Petal Serware

Brief: Develop a serving piece that’s versatile, flexible, and can sit with many of tag’s seasonal and year round collections.

For this set, step one was geometry. To execute the concept as intended, the set had to be configurable in any of a number of ways, and look like it was intended to be in those configurations. The items needed to nest as well to meet shipping requirements. The Petal set looks great set up as a flower with spring collections, as a wreath for holiday, and always looks great as a long table “S” curve center-piece.



Technical packaging

While designing at TricorBraun, I was often looked to for solutions to some of the more technical challenges that came to our group.

The EZ Scoop solves the problem of sinking scoops in powdered items, like protein powder or baby formula. Using easy-to-mold bumps in the finish coupled with a custom shaped scoop, the scoop can now live at the top of the bottle, even when using a heat seal.

When Sally Hansen introduced a new hair removal cream, they wanted a package that would stand out while being innovative. Their new bottle incorporates the spatula accessory in the side of the bottle, in a way that does not complicate tooling, and will keep the spatula in place even when in the shower.



More Packaging

And sometimes, the goal was just to look pretty.



Start-Ups

In my personal consultancy, I specialize in helping the little guys get off the ground.

Loft 312 approached me to turn their engineering concept into a designed object of desire. The Loop dispenses dog poop bags with a locking slot mechanism, and handily connects to leashes, all while hiding it's, um, dirty job in a discreet form.

Cephus LLC came to me with a rough idea for an earbud cord wrangler. To help stand out in a saturated market, I developed the Theta to accommodate any earbuds, and the middle bar acts as a handle to use when wrapping, a strap grab, and the entire unit also serves as a phone stand for iPhones 4-5s.



Start-Ups

In-Step Mobility had a remarkable product. The U-Step I Walking Stabilizer was a rolator beyond compare. It provided more protection, more stability, better maneuverability, and more adjustability than every other walker. It was easier to use, and safer. Especially for neurological patients, to which it was catered. But it wasn't perfect.

Working with In-Step, we pinpointed a robust list of issues with the current walker; some of which were and-aided over the years, others never addressed. Our goal was to rebuild it from the ground up, with 2 major limiting factors: it must look similar and be instantly recognizable to elderly patients averse to change, and it must share similar manufacturing methods.

The U-Step II, while looking very similar to the U-Step I, shares not a single part. It was totally re-engineered to deliver a more enjoyable, and safer experience both to patients and therapists alike.



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Lift and Fold system makes it easy to fold and stow the unit without having to bend over.

The U-Step II Walking Stabilizer

Reverse braking system ensures only intentional forward movement.

Ergonomic, height adjustable grips allow individualized comfort



Easy access laser and cuing module bring controls to the user in a secure, durable housing



Curved rear frame with glow strips and spring loaded rear wheel allow unit to tip up while remaining stable to traverse large obstacles.



Linear tension control and tension guide allow for quick, easy, and even tension setting.



Adjustable backrest and arms allows for a comfortable, customized fit for every user.



Spring loaded front wheel allows easy and seamless traversing of bumps, cracks, and molding.

