



Welcome to Pulse, the blog of product and service design innovation consultancy PDD. We're here to share our inspiration, our passion, our observations and the things that make us go hmm.

Homecare: Working families demanding speed & convenience



Here at PDD we love exploring the intersection between trends and key sectors. So we've put together a short snap-shot series looking at trends within Homecare and what they could mean to the fragrance and packaging sectors.

This Homecare series is designed to provoke thought; rather than presenting you with lots of information and data we start off by briefly presenting the main aspects of the trends, followed by some consideration points in the form of questions designed to kick-start exploration. We've topped this off with 'sensory directions' to add extra food for thought.

In this third instalment we focus on the demands placed on working families and the opportunities this poses for cleaning products and tools in the home.

Working families demanding speed & convenience

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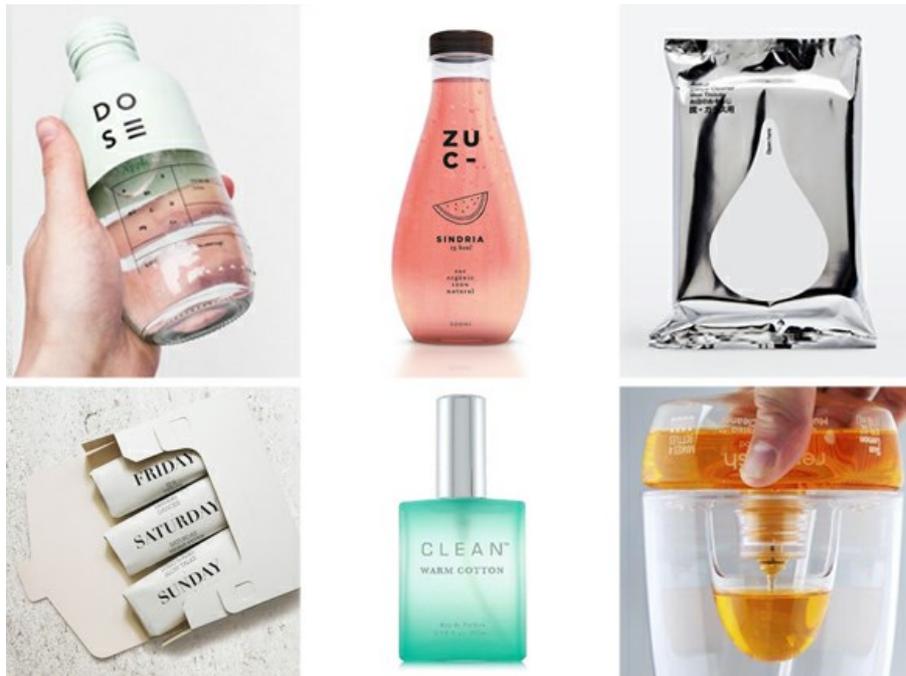
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The number of women balancing jobs alongside bringing up children, household responsibilities and social activities is steadily on the increase. While the sharing of some domestic chores in households is on the increase, women still do the majority of housework. This is driving a trend in behaviour towards quick and frequent 'top-up cleans', in turn creating a demand for cleaning products and tools that are both convenient and efficient.

Consider...

- How can scent communicate a sense of cleanliness and efficacy in convenience products? (i.e. strength of scent, longevity of scent, rate of scent release, alignment of scent to more traditional cleaning products)
- How can scent be used to make homecare products more appealing to different generations within a household to help encourage shared responsibilities of domestic chores? (i.e. older child, young adult, grandparent, etc.)

Sensory Direction: Lightness of Touch

- Fresh & punchy
- Simple & direct
- Sense of purity
- No fuss
- Instant gratification
- Modern take on traditional products
- Sense of longevity through slow release
- Universal to all areas

Read more from this series:



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- Single-person households driving alternatives in homecare
- Millennials demanding eco products but not willing to compromise on quality & efficacy

If you would like to find out more about how **Design Insight** and **Human-Centre Design (HCD)** can drive innovation within your company contact Sarita on:

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Image credit

Feature image: *Weekend in a box* by *Underwearables*.

Collage: Clockwise from top left - Dose soda brand & packaging project by *Nora Kaszanyi via Behance*, ZUC brand identity & packaging project for organic fruit juice by *Miriam Vilaplana - design*, Askul office cleaner wet tissues by *Stockholm Design Lab*, Replenish smart packaging by *Replenish*, Warm Cotton perfume by *Clean*, *Weekend in a box* by *Underwearables*.



Tags

[convenience](#) [design insight](#) [fragrance](#) [homecare](#) [packaging](#)



About Sarita

Title: Senior Consultant - Design Insight

Languages spoken: English.

The last thing that inspired me: Chinese teacups from a small café in Camden Town, London - the most amazing collection of colours and textures.

My dream project: Something multi-sensorial.

My obsession: Stationery - retro inspired, Asian influenced, graphically intriguing, sensorially indulgent and the 'unique'!

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