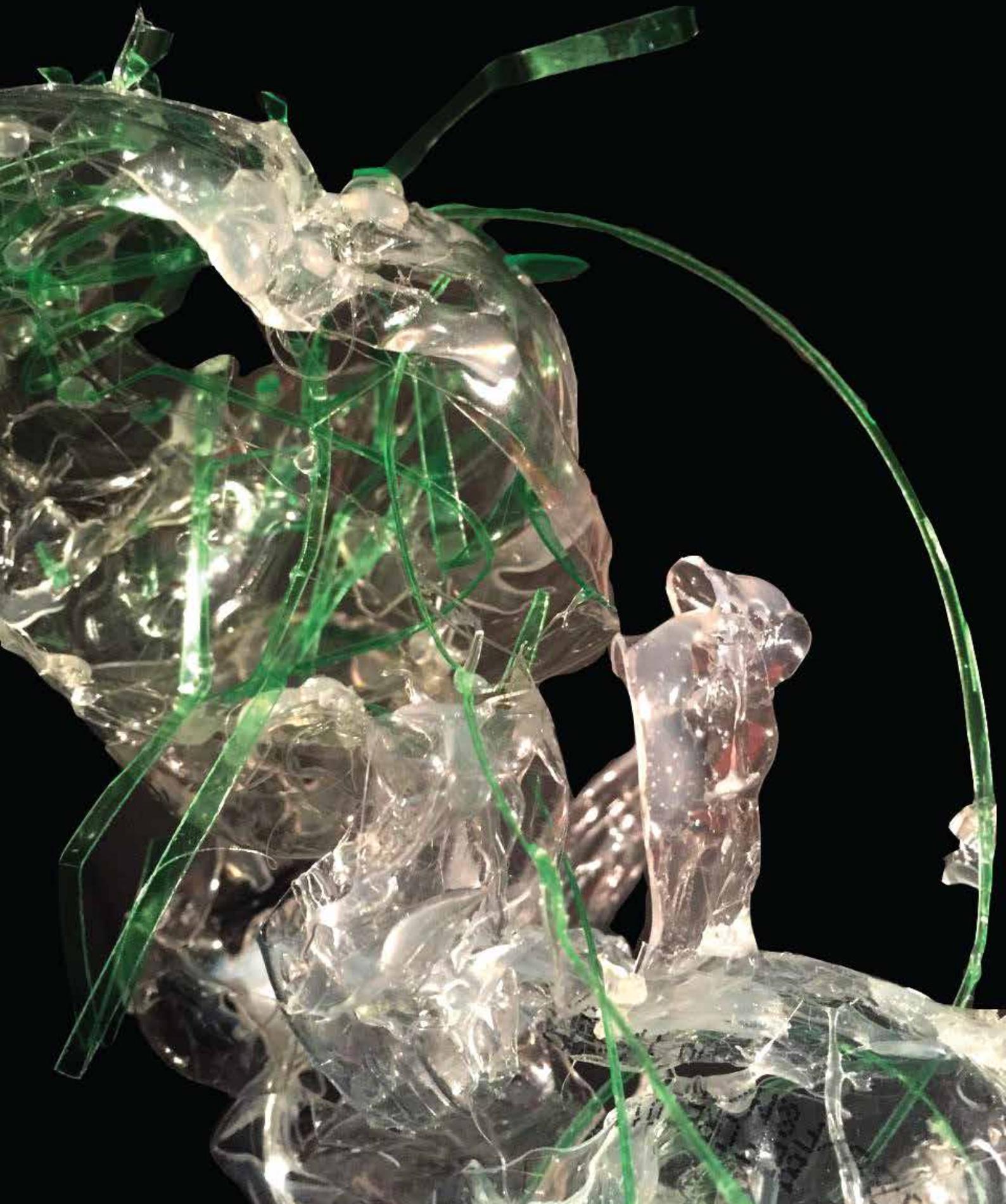


ONCE UPON A SCENT

Viena Lee



“Of the five sense, smell is the one is the best memory”

Rebecca Mcclanahan

Good scent

A neccesity for Singaporean households, axe oil is a significant part of my childhood. My mother uses this brand to calm my troubled stomach whenever I fell ill as child, bringing me back to innocent days where the love between my mother and I was more much tangible. Though the scent by itself is quite heavy, I enjoy its herbal notes and the complexity of the medicated concoction.

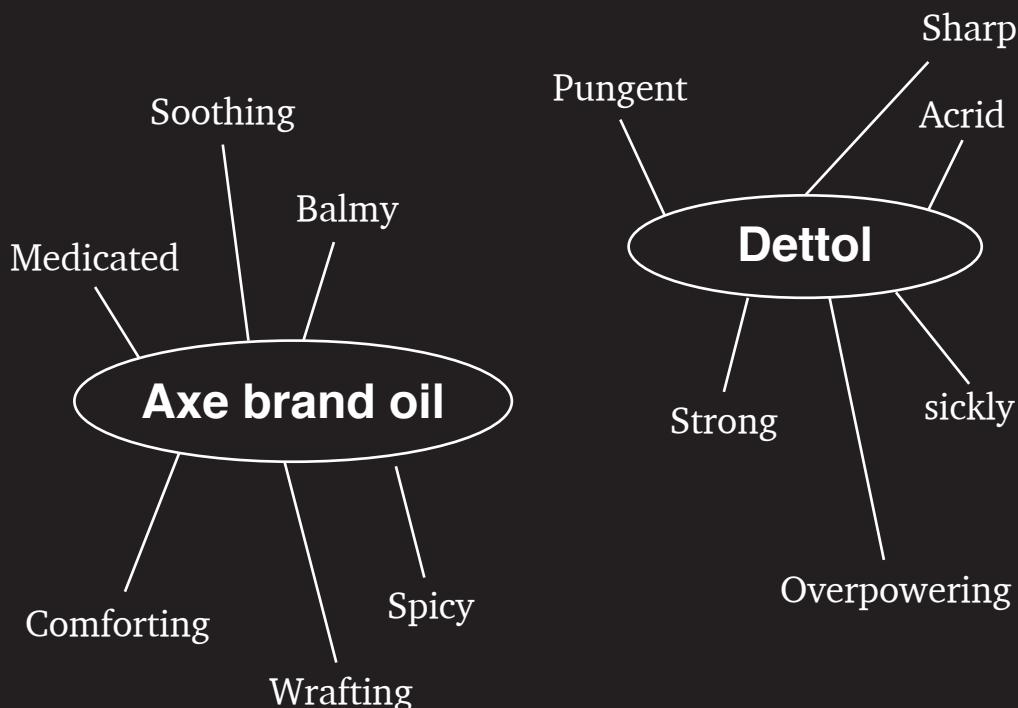


Bad scent

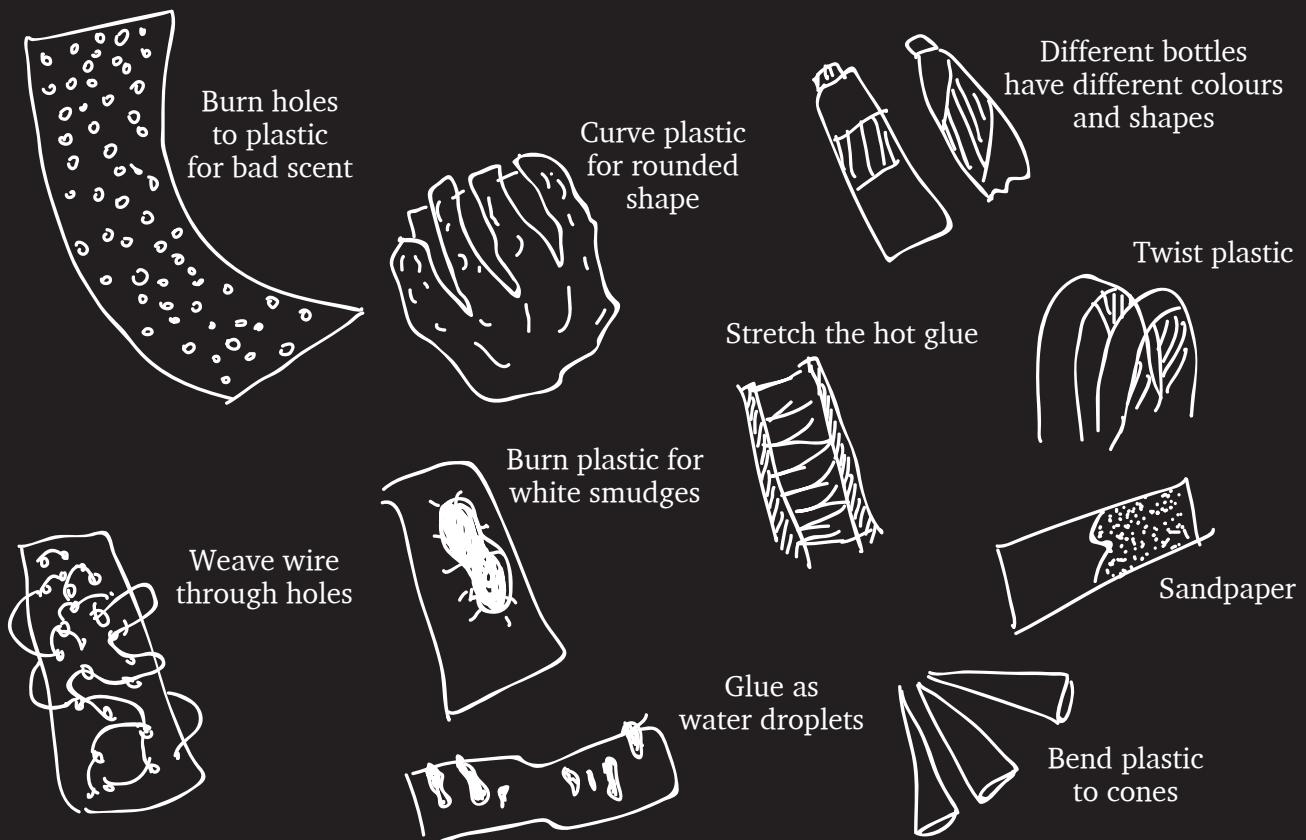
The clinical smell of Dettol just burns my lungs. Despite also being a product that helps people (similar to Axe Oil), the sharp notes and overpowering scent is invasive to my nostrils. It also brings back memories of hospital visits to my late grandfather, and the detergent my friend used throughout secondary school. A period of puberty and teenage drama.



Conceptualisation

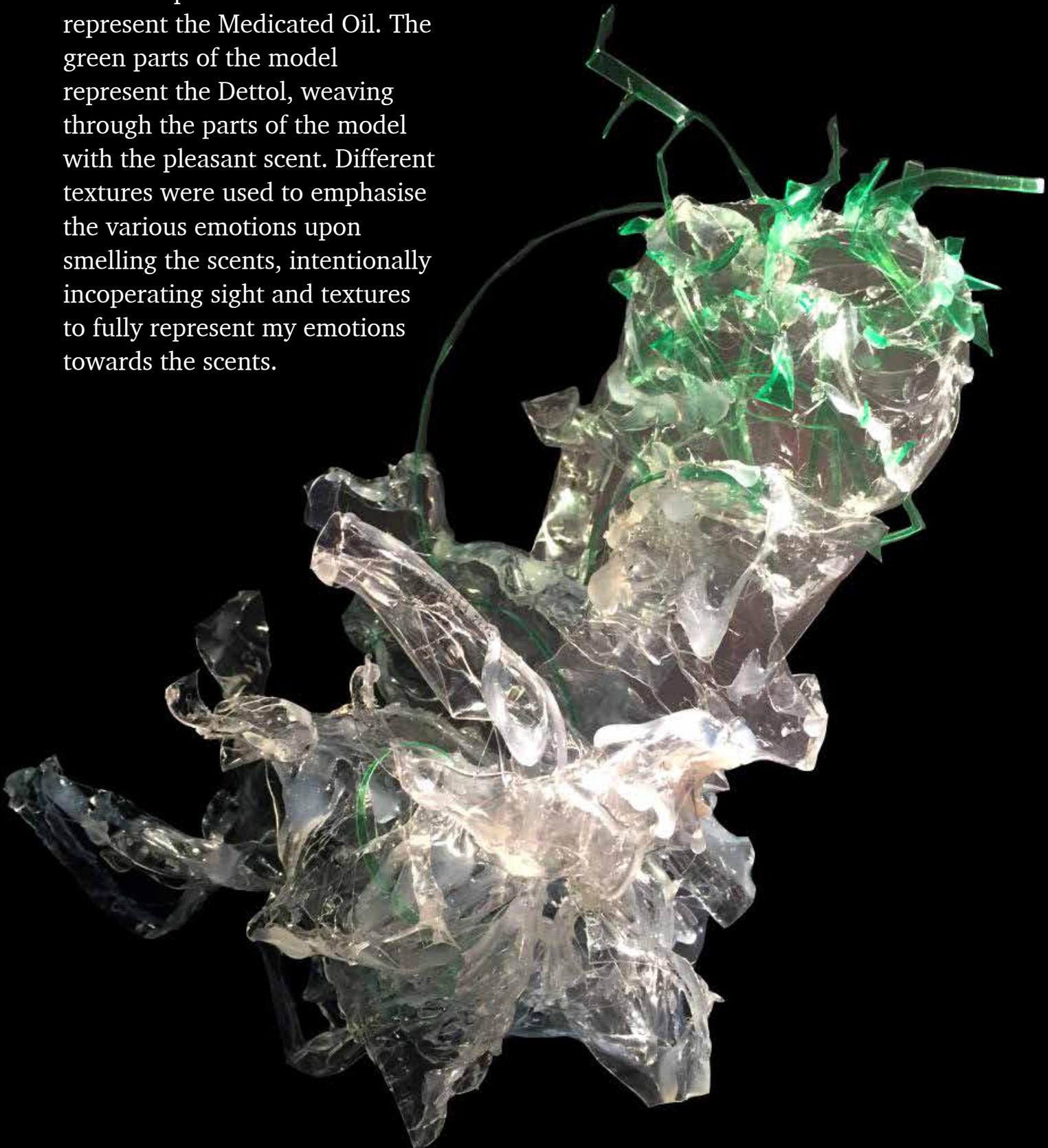


Ideas



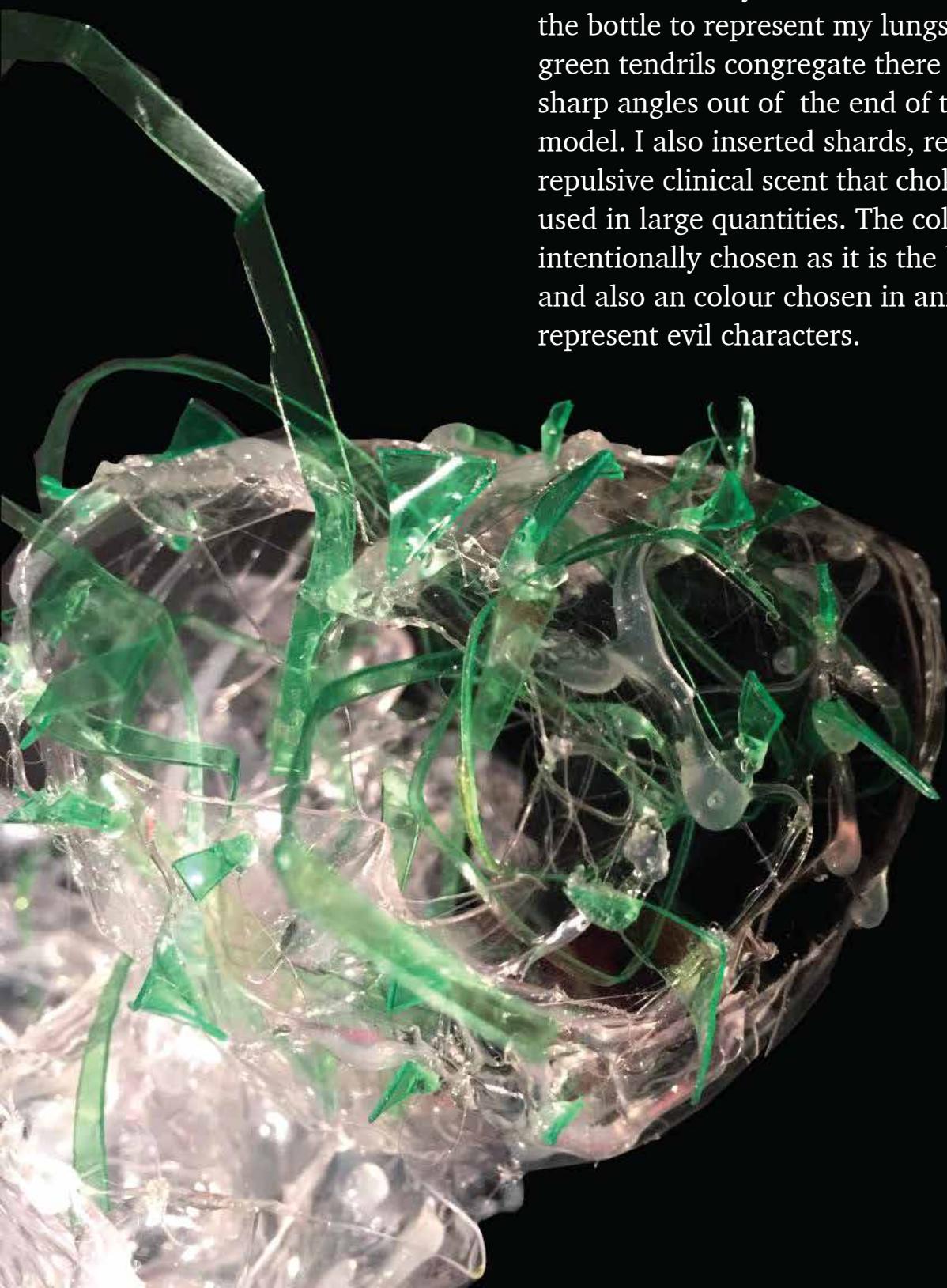
THE MODEL: DISRUPTION

The clear plastic in the model represent the Medicated Oil. The green parts of the model represent the Dettol, weaving through the parts of the model with the pleasant scent. Different textures were used to emphasise the various emotions upon smelling the scents, intentionally incorporating sight and textures to fully represent my emotions towards the scents.



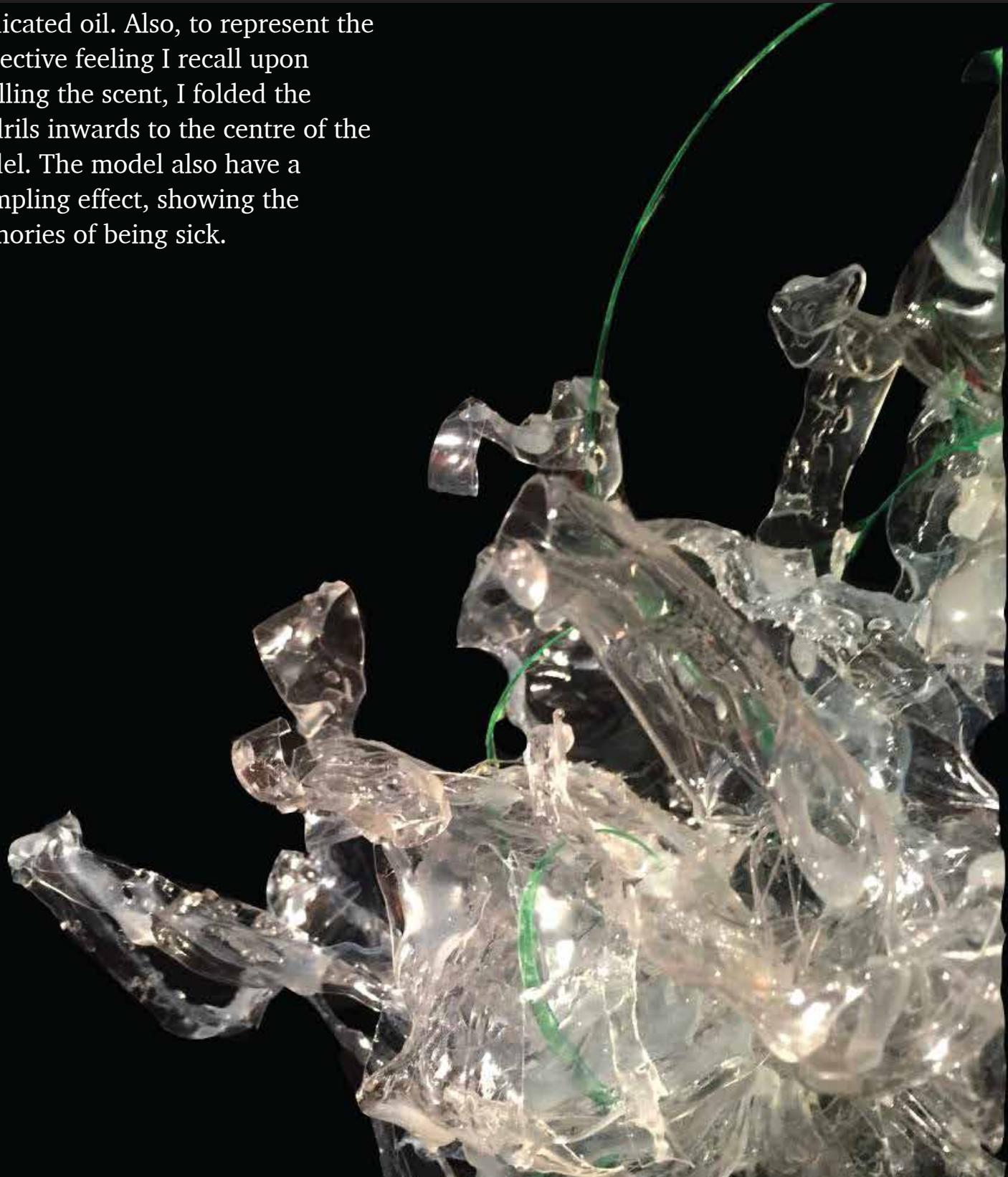
BAD SCENT: DETTOl

I focused on the user experience journey of smelling Dettol. Initially upon smelling Dettol, it smells pleasant. However, as the scent sinks into my system, the scent starts to get very sharp and invasive onto my nostrils. I used the top part of the bottle to represent my lungs, therefore the green tendrils congregate there and comes out in sharp angles out of the end of the lungs in the model. I also inserted shards, representing the repulsive clinical scent that chokes me when used in large quantities. The colour green is intentionally chosen as it is the brand's colour and also an colour chosen in animations to represent evil characters.



GOOD SCENT: AXE BRAND OIL

The glazed hot glue over the clear plastic recreates the texture of the medicated oil. Also, to represent the protective feeling I recall upon smelling the scent, I folded the tendrils inwards to the centre of the model. The model also have a crumpling effect, showing the memories of being sick.



END
Thank you