

Distillation

A
DROP
OF
SCIENCE

Uncovering the Healing
Elements of Essential Oils

LINDSEY HERTLEIN

Distillation

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Elements of Essential Oils

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A Drop of Science
CMR 411 Box 4063
APO, AE 09112

www.adropofscienceproject.org

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BACKGROUND

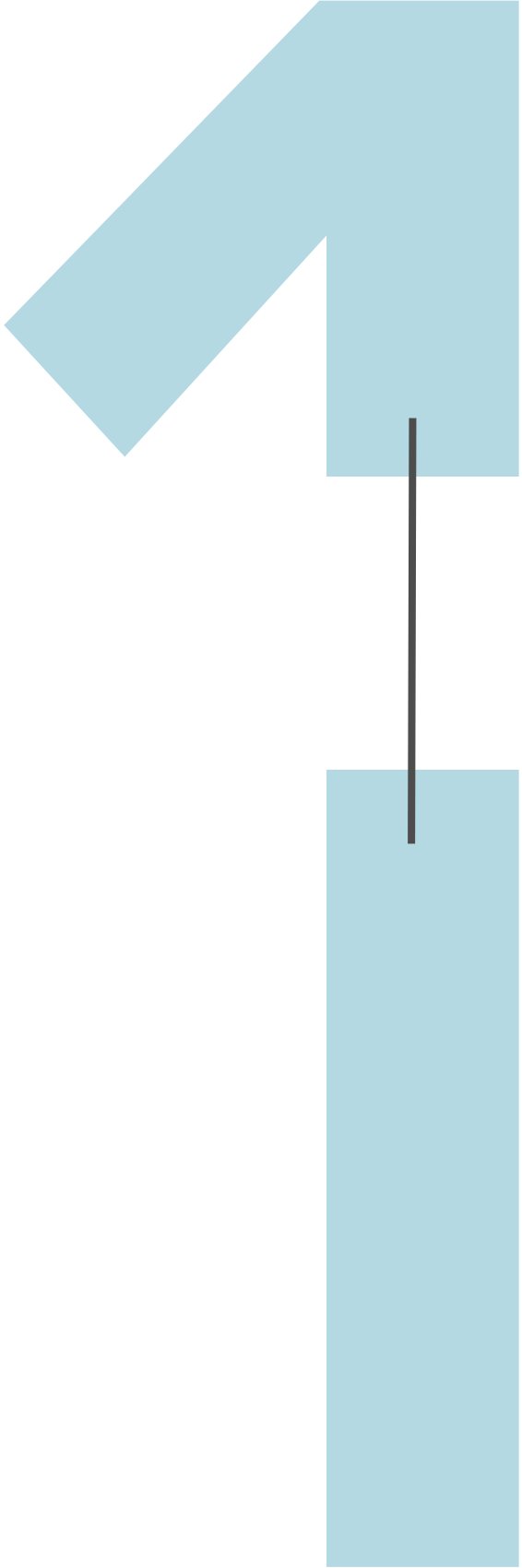
Using Science To Market Essential Oils

Essential oils are a natural alternative, especially for health and personal care products. Potential users are open to trying natural options but are skeptical about using essential oils because the products are currently presented in non-scientific ways. This project makes scientific evidence for essential oils visual and easy to understand encouraging potential users to incorporate essential oil products into their busy lives.

PROJECT PLAN

- Insights
- Research
- Surveys
- Project Plan

Chapter




INITIAL INSIGHTS

During GR 600, I decided on my topic through self investigation of my core values and beliefs. I further conducted visuals and explored many visual ideas to see which worked best. In module 7, I conducted an event where I discussed my topic with ten users from my target audience. I held three events to ensure I had a wide range of users. This stemmed three insights I utilized for the rest of the semester.

Even though I could not use these in Thesis 1, they were validated during my secondary research.

This is a look at what my visual system looked like at the end of GR 600.



QUALITY ESSENTIAL OILS ARE INCONVENIENT TO PURCHASE

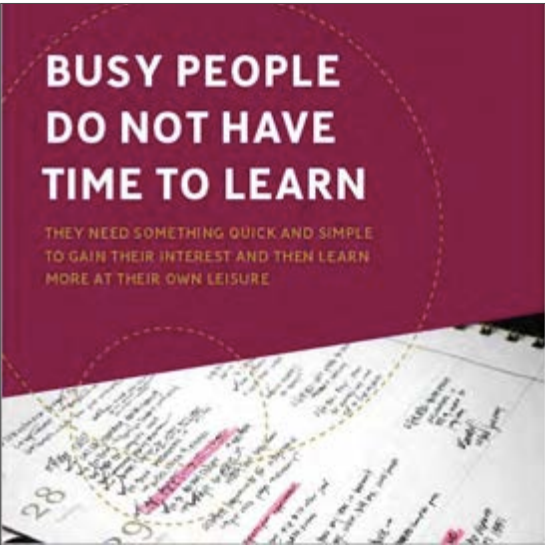
"Essential oils are not something that you can just pick up in the grocery store." - Hannah

"I have to purposefully think about it and it's hard to remember when you have four small kids running around." - Shannon

"I'm not going to go to another store just to pick up cleaning supplies, so I won't do the same for essential oils." - Kyle

"You are telling me that grocery store brands aren't good, but I don't even know what that means. Is the impact going to be less or more?" - Matt

QUALITY ESSENTIAL OILS ARE INCONVENIENT TO PURCHASE



BUSY PEOPLE DO NOT HAVE TIME TO LEARN

THEY NEED SOMETHING QUICK AND SIMPLE TO GAIN THEIR INTEREST AND THEN LEARN MORE AT THEIR OWN LEISURE


"Is there a certain combination? Do I have to do it in a certain order? Is it one oil for one thing?" - Marlene

"I'd want to educate myself prior to buying something and make an informed decision. Not a spur of the moment purchase." - Matt

"I don't have the time to research a company so I trust them to have done their homework and hope they are screwing me." - Christina

"If you don't know there is a problem or know there is a problem, then there's no reason to go searching for the answer." - Jenny

BUSY PEOPLE DO NOT HAVE TIME TO LEARN



IT IS HARD FOR PEOPLE TO SEE ANY TANGIBLE BENEFITS

AND NOT WONDER IF IT IS JUST A PLACEBO EFFECT

"Is it a placebo effect or mental mind game as to why they worked over the actual oils?" - Elizabeth

"It's a hard time providing and proving that they work and a hard thing to quantify." - Kyle

"Is there any medical research that shows if essential oils help with more serious medical issues like ADHD or autism?" - Marlene

"How can you quantify results for what you are paying?" - Liselle

"Your mind manufactured the cure, but it wasn't really the essential oils that did it." - Travis

IT IS HARD FOR PEOPLE TO SEE ANY TANGIBLE BENEFITS

SECONDARY RESEARCH

In Thesis 1, the course uses the first half of class to conduct different types of research on the topic. During each of the three sections, I found six key insights that helped shape my thesis in coming months and semester.

This is what my visual system looked like at the midpoint of GR 810.

AH-HA! →
I did not realize how this insight was significant until two semesters later.

BACKGROUND RESEARCH

INSIGHT

Consumers need to hear and know about the risks of essential oils so their experiences stay positive.



THIS WOMAN PUT PHOTOSENSITIZING ESSENTIAL OILS ON HER NECK PRIOR TO ENTERING A TANNING BED, WHICH RESULTED IN HER NECK RECEIVING SECOND DEGREE BURNS.

SOURCE: DUTERRA.COM (2010) PHOTOGRAPHY © JEFFREY M. HARRIS

BACKGROUND RESEARCH

INSIGHT

It is difficult to ignore reputable hospitals using essential oils.



MAYO CLINIC



MICHIGAN MEDICINE
UNIVERSITY OF MICHIGAN



PINNACLE HEALTH



Memorial Sloan-Kettering
Cancer Center



HENNEPIN COUNTY



KAISER
PERMANENTE

SOURCE: VARIOUS HOSPITALS USING ESSENTIAL OILS

BACKGROUND RESEARCH

INSIGHT

Consumers suspect essential oil sellers have a conflict of interest when they promote the benefits of essential oils.

14

EXPERTS SAY "DO NOT TAKE SERIOUS ANY PUBLICATION FROM MULTI-LEVEL COMPANIES. IF YOU CHOOSE TO STUDY AROMATHERAPY, THEN STUDY WITH SOMEONE ACCREDITED."

SOURCE: UNUSUALHEALTH.COM

QUANTITATIVE SURVEY

For the quantitative survey, I used the data I gathered from my secondary research to ask questions to my audience that I needed answers to. With Survey Monkey, I developed a nine question survey to find those answers. I utilized three demographic questions to see how that shaped the results.

1. What is your gender?

☐ Female

☐ Male

☐ Other

2. What is your age?

☐ 18 to 24

☐ 25 to 34

☐ 35 to 44

☐ 45 to 54

☐ 55 to 64

☐ 65 or older

3. How many children ages 17 years old or younger live in your household?

☐ 0☐ 1☐ 2

☐ 3☐ 4☐ 5 or more

4. In general, who do you consider as a trusted source for health and personal care? (please rank these from 1 to 5. 1=the LEAST trusted source; 5= the MOST trusted source)

Medical doctors and nurses

Scientists

Politicians / Political parties

Governmental agencies

Situational experiences of family members and friends

These are screen pulls from the online survey at Survey Monkey.

5. Do you prefer natural options to things like minor health concerns, cleaning supplies, room deodorizing and / or personal care products? (Personal care products are defined as products used within the bathroom like makeup, skin care, shaving cream, toothpaste, etc)

☐ No. I don't like natural options

☐ No preference

☐ Yes, when I think about it

☐ Yes. I only use natural options

6. Are you open minded to natural health and personal care options when the educational information comes from a trusted source?

☐ Yes

☐ No

7. What type of educational information is helpful to you when looking for natural health and personal care options? (check all that apply)

☐ Science-heavy clinical research

☐ Personal uses from a trusted person through social media

☐ Some scientific information, but not overwhelming amounts

☐ The potential risks and safety information

☐ The medical community's use of essential oils

☐ Uses available for children

☐ Other (please specify)

8. Do any of the following apply to you? Check all that apply.

☐ Sleeps less than six hours a night

☐ Arthritis

☐ Feels anxious more than three times a week

☐ Depression

☐ Stressed out two or more times a week

☐ I don't experience any of these

☐ Receiving cancer treatments

9. Do you use essential oils?

☐ No, and I don't want to

☐ Yes, I use them monthly

☐ No, but I want to

☐ Yes, I use them weekly

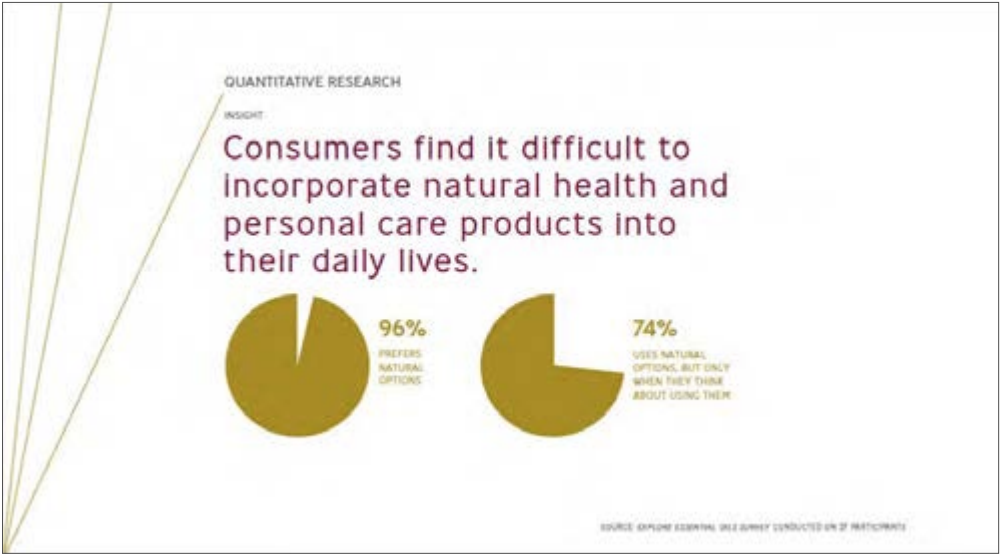
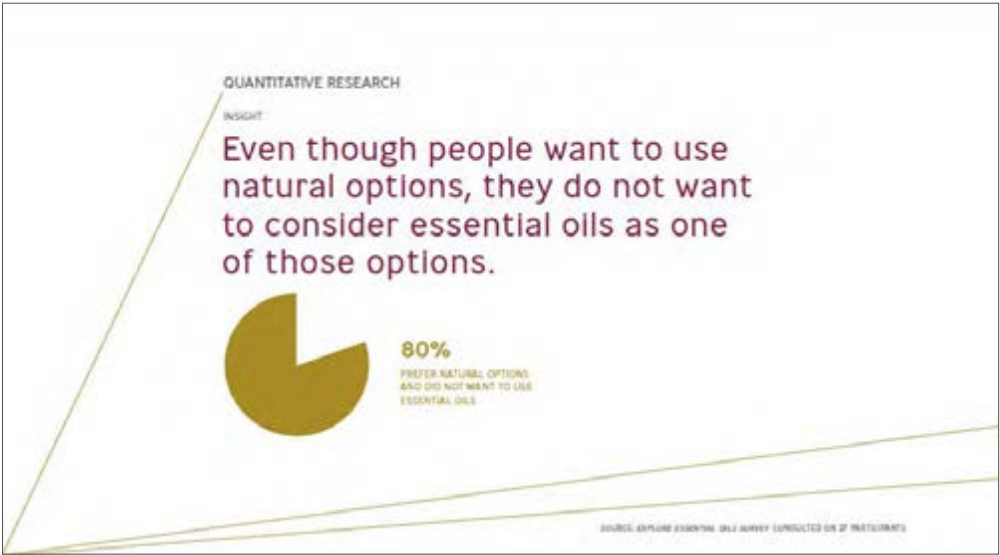
☐ Yes, I use them a couple times a year

☐ Yes, I use them daily

I threw in this question to weed out those not in my target audience.

SURVEY INSIGHTS

These insights were a little harder to discover. Some of the survey responses contradicted each other, which I was not expected to happen. But the insights proved to be very beneficial.



QUALITATIVE INTERVIEWS

The interviews were more focused and open-ended questions towards a smaller pool of participants. At this point in my journey, my audience consisted mainly of skeptics who did not use essential oils. I needed to narrow it down more.

- 1. What type of factors effect if you decide to buy natural health and/or personal care products? *Personal care products are defined as those found in the bathroom such as skin care, shaving creams, lotions, makeup, toothpaste, etc.*
- 2. What is it that makes medical professionals and scientists a trusted source, or not, for health and personal care information?
- 3. What type of risks would you want to know about prior to buying a natural health and/or personal care product you have not tried before?
- 4. What type of risks would deter you from buying a new type of natural product for health and/or personal care?
- 5. What do you think about people who use essential oils?

These are screen pulls from the online survey at Survey Monkey.

INTERVIEW INSIGHTS

The module content tells you how these insights are going to be some of the more valuable ones, but these three on the right were considered heavily in my project. Each one played a minor or major role in the deliverables and how I approached their design.

QUALITATIVE RESEARCH

INSIGHT

Each person has their own level of acceptable risk they are willing to take when trying natural products.

"I GENERALLY DON'T USE ANYTHING THAT IS EVEN POTENTIALLY RISKY"

— THE WARRIOR

"IF IT'S A NATURAL PRODUCT, RISKS AREN'T A HIGH PRIORITY FOR ME."

— THE NATURALIST

SOURCE: INTERVIEWS CONDUCTED ON 9 NON-ESSENTIAL OILS USERS

QUALITATIVE RESEARCH

INSIGHT

People who use natural options are openminded, but are slow to trust essential oils without finding the benefits themselves.

"I'D LIKE TO START USING THEM, BUT I HAVEN'T MADE THE LEAP YET."

— THE WARRIOR

"IF IT WORKS FOR THEM, THEN GREAT. I JUST HAVEN'T VENTURED OUT ON THAT LIMB YET."

— THE NATURALIST

SOURCE: INTERVIEWS CONDUCTED ON 9 NON-ESSENTIAL OILS USERS

QUALITATIVE RESEARCH

INSIGHT

People need a reason to overlook the cost of natural products in order to justify using natural products routinely.

8 OUT OF 9 PARTICIPANTS SAID COST WAS A DETERMINANT TO THEM TO USE NATURAL PRODUCTS.

"I DON'T TYPICALLY BUY NATURAL SKINCARE PRODUCTS BECAUSE OF THE PRICE."

— THE WARRIOR

SOURCE: INTERVIEWS CONDUCTED ON 9 NON-ESSENTIAL OILS USERS

DELIVERABLES STRATEGY CHART			
TOPIC →	OUTCOMES →		AUDIENCE →
Promote Essential Oils	Using scientific evidence and research to inspire potential users to try essential oils.		People who are open to using natural options for health and personal care but are yet to be convinced that essential oils work. Busy, working people of both genders, with or without children, between the ages 25-40, who use the internet as their main source of information.
INSIGHTS & INFORMATION	↓ Consumers suspect essential oil sellers have a conflict of interest when they promote the benefits of essential oils.	Consumers find it difficult to incorporate natural health and personal care products in their daily lives.	People need a reason to overlook the cost of natural products in order to justify using natural products routinely.
STRATEGIES	↓ Supply balanced, scientifically based, easy to understand information to potential essential oil users.	Create tools to help consumers diagnose what products might be useful for them, and make it easy for them to try essential oil products.	Develop communications to remind consumers of health issues they tend to ignore and urge them to try essential oils in order to treat them.
MATERIALS & DESCRIPTIONS	↓ ESSENTIALLY RESOURCED → Create a non-profit organization that uses information design to give potential users scientifically based information about essential oils. Information is delivered through a website and print deliverables that fit into a retail environment.	OILING YOUR WAY → A trial kit providing a variety of essential oils, accessories, and tips on how to use them. A DROP AT A TIME → An app designed to provide essential oil options based on a mood, changing seasons or events (i.e. school, travel, etc.) The app also sets reminders in a new font to ensure the user follows the task.	PERIODICAL DROP IN → Nationally-distributed, quarterly publication available for pick up at pharmacies and news stands that uses information graphics to show consumers the realm of essential oils, not just how to use them. MIC DROP → Video shorts with memorable and catchy tunes, incorporating information graphics and typography about the uses of essential oils.

MATERIALS MATRIX



Mobile App → 2pts

The simple mobile app is designed to provide essential oil options based on the changing seasons, moods or events (i.e. school, travel, etc.)

Functionality → 2pts

- Calendar with reminders
- Notifications giving suggestions (based on season, events, etc.)
- Filter to select the right oils based on things like travel, mood, and other requirements.



Trial Kits → 2pts

Each kit provides a variety of essential oils, accessories and tips on how to use them based on the type of kit. Each kit contains instruction card, bottle(s) and a diffuser.

1 Design → 0.5pt per SKU

- Workout
- Sleep
- Better Health
- Relaxation



Website → 2pts

Website acts as a link to other deliverables, downloadable materials and overview information on the non-profit organization, 5 pages and 1 video.

Functionality → 1pt

- Home / About
- Science (houses videos)
- Contact
- Download App
- Order Products

Motion Graphics → 1pt

One informational motion graphic video that explains the science behind oils.



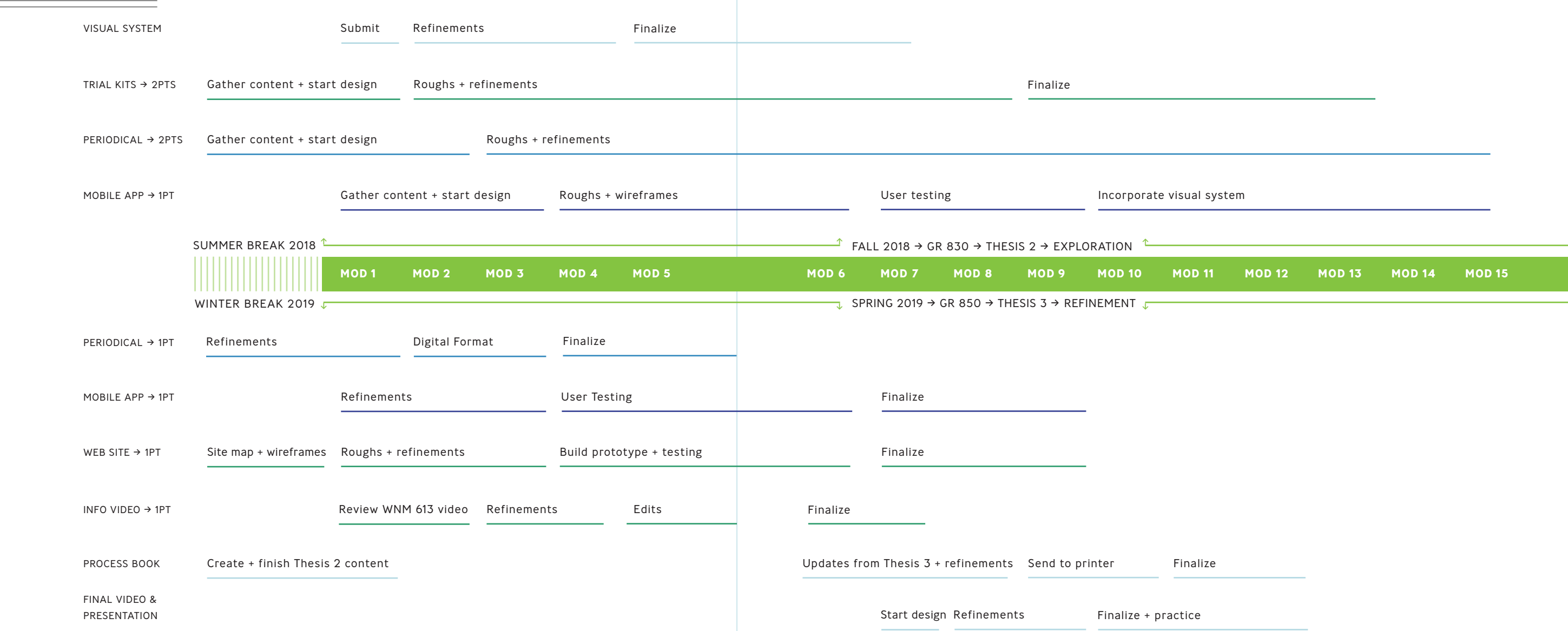
Magazine → 3pts

Quarterly publication showing how essentials oils work through the use of scientific graphics and articles. Consists of 20 pages and cover with a print and digital formats.

Sections → 0.5pt each

- The Science of Our Health
- Safety Tips
- Seasonal Essential Oil Tips
- Essential Oil Testimonies

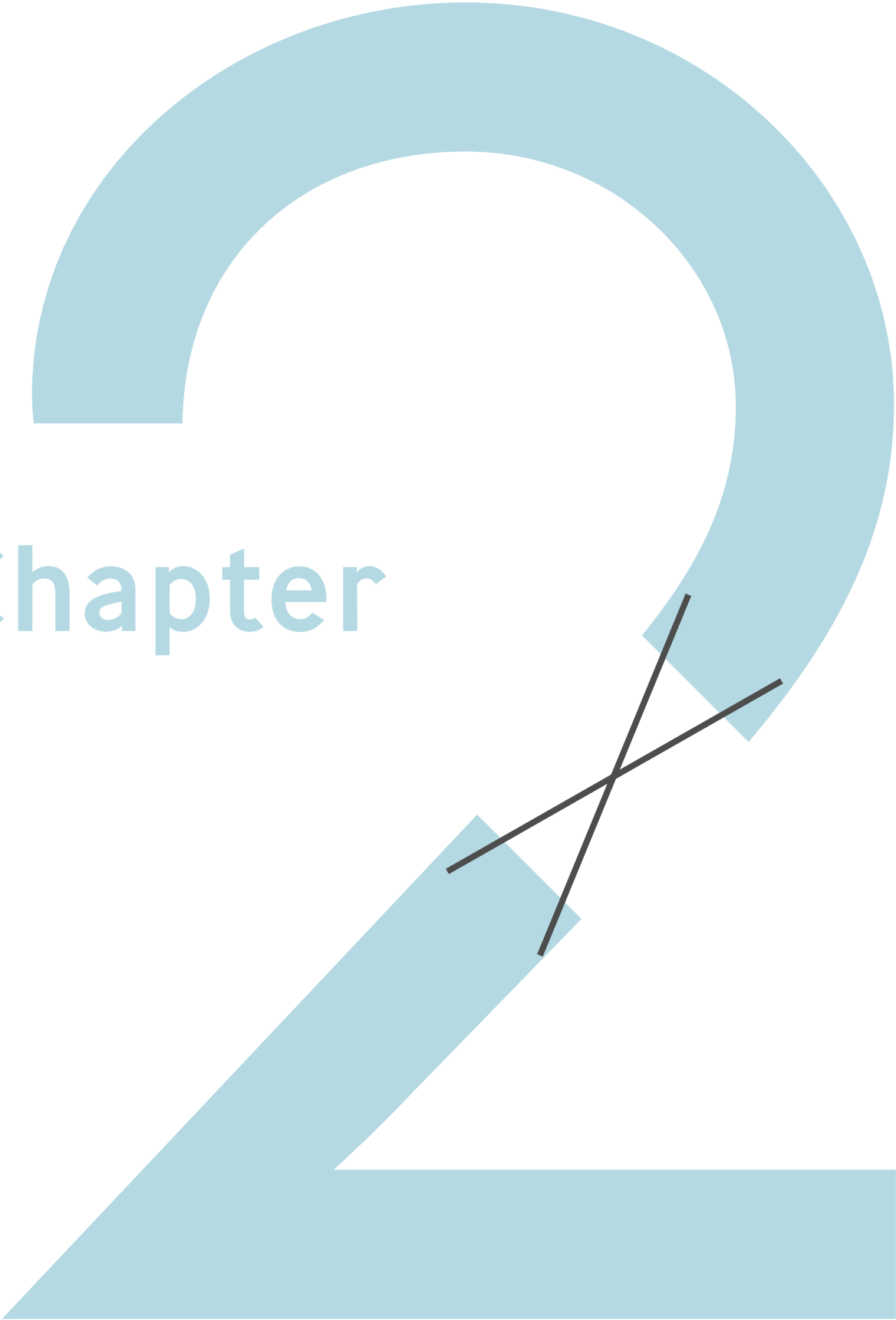
TIMELINE



PROCESS WORK

- Trial Kits
- Magazine
- Drop Icon

Chapter



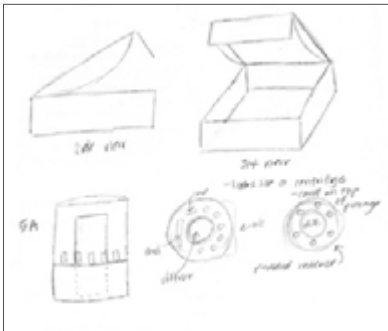
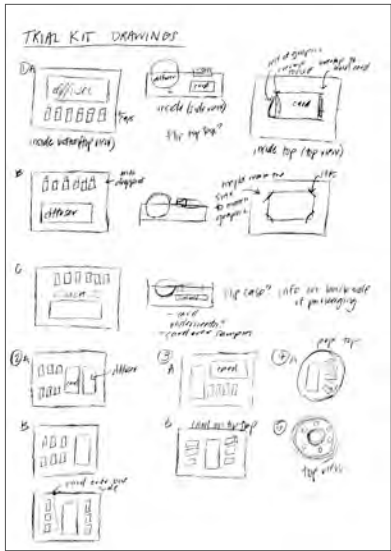
PROCESS WORK

The amount of process work takes up at least three large, spiral notebooks and countless space on my hard drive. Some of it is legible and some is chicken scratch that makes sense only to me.

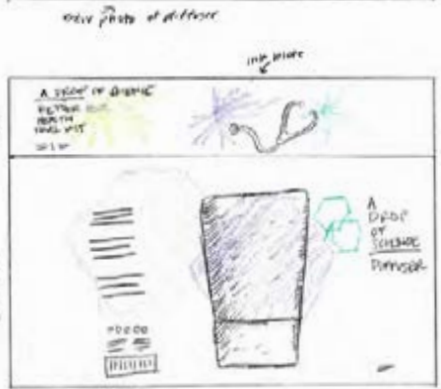
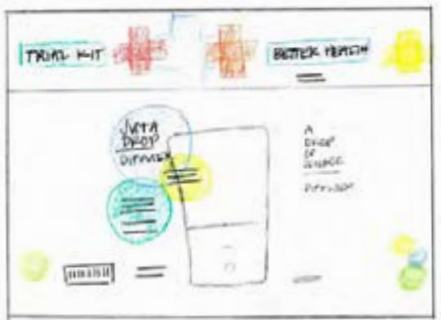
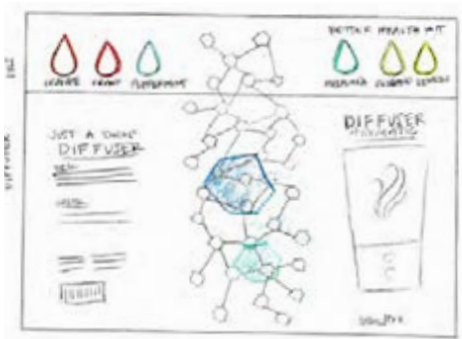
TRIAL KITS

These kits were the most difficult items to design. I originally tried to make them as a cylindrical package, but half way through the semester, I realized that the size was just as big as making them into a box. I ended up reconfiguring the kits to make them more functional.

First sketches of the kits where I chose to do the cylinder over a box.



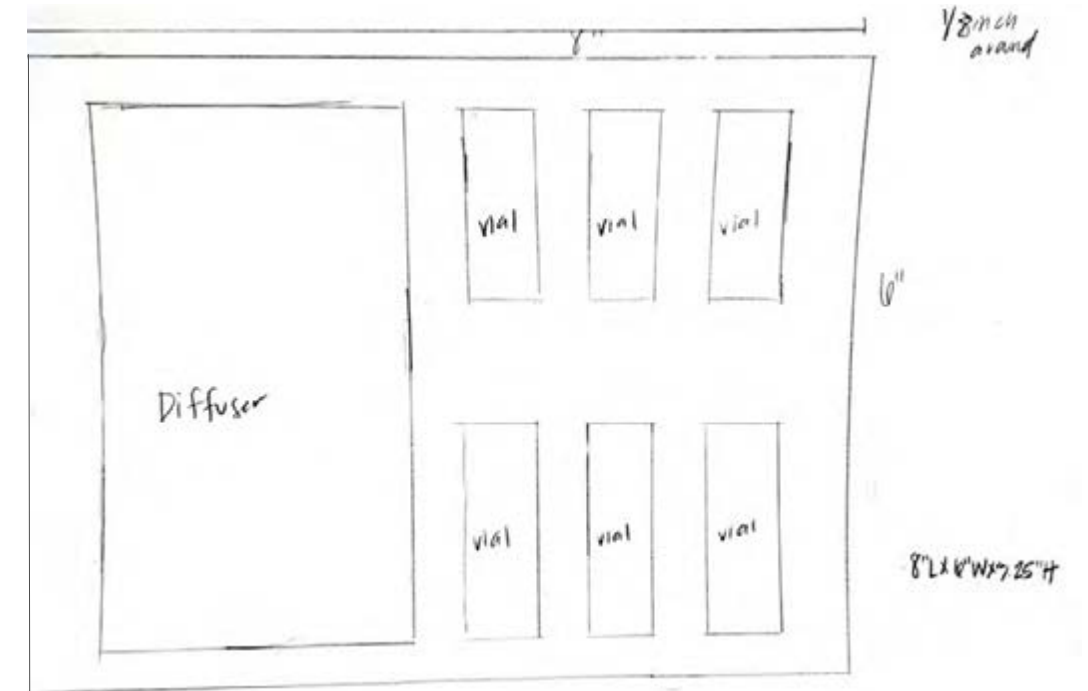
The left was too wide, but I liked that it looked like a centrifuge. I decided to stack the vials over the mini diffuser (right).



These were the first ideas I had for how the designs could wrap around the tube. The visual system was still getting worked out at this point in time.



These were the mockups I made to establish size and measurements. This disproved my initial idea that this is smaller.



This is the sketch and the new mockup of the trial kits that ended up as the final result.



MAGAZINE

I realized very quickly how little I knew about magazine design. My first draft was a bit of a nightmare with not a lot of direction. Luckily, the magazine is small, and I quickly adjusted the design.

Progression of covers. These are the three covers prior to the final.



DROP ICON

Once I figured out the project’s name and had the rough wordmark, I knew I needed to jazz it up. The “o” in drop changed into an oil drop, but finding the right look for the drop took many weeks to find.



VISUAL GUIDELINES

- Logo
- Color Palette
- Typography
- Grid & Composition
- Photography Style
- Graphic Elements
- Icon Style
- Illustration Style
- Repairs
- Voice
- Putting It All Together

Chapter



LOGO CONCEPT

The logo needed to portray an element of trust—like the trust the target audience looks for with scientists. But at the same time, the logo needed to not look boring and scientific. The font invites the audience in towards the abstract drop to learn more about the organization.

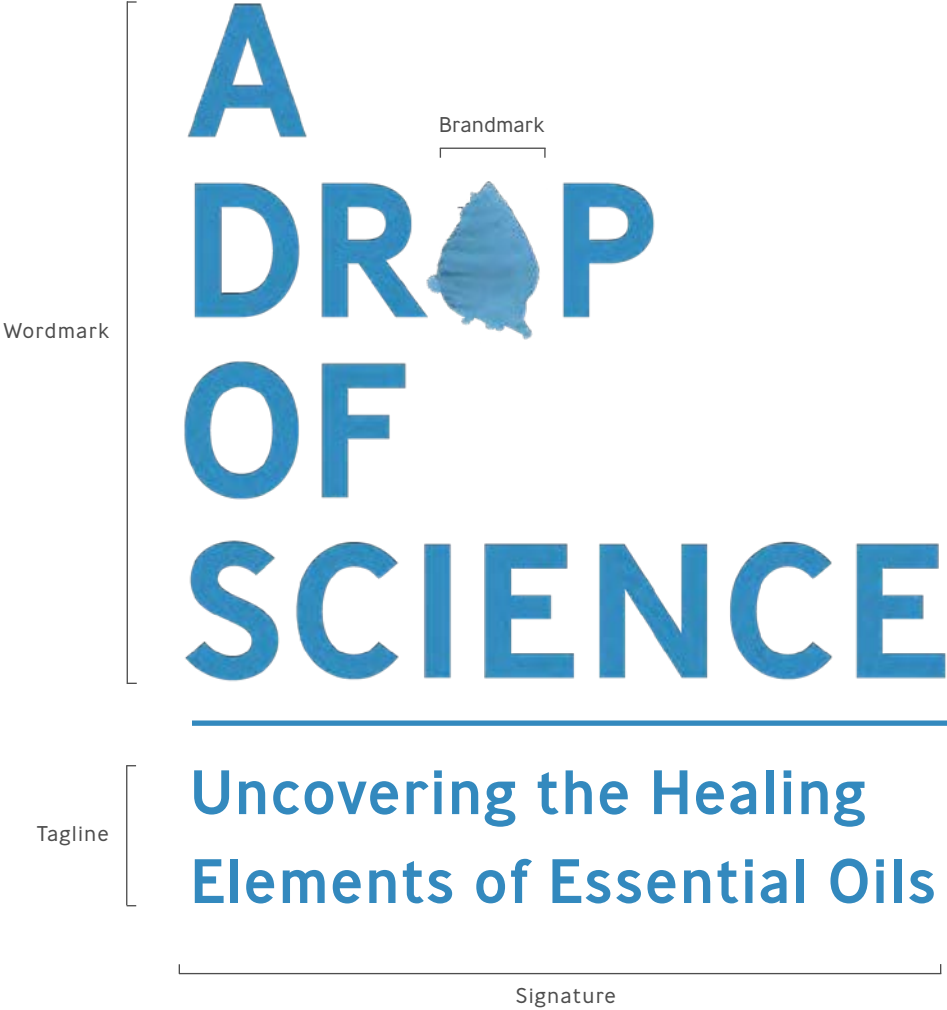
The stacked words look like the periodic table

A
DROP
OF
SCIENCE

Uncovering the Healing
Elements of Essential Oils

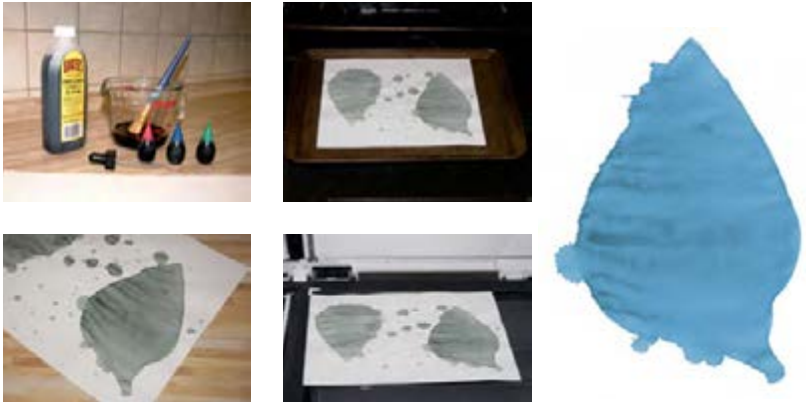
LOGO ANATOMY

The logo consists of the brandmark made out of an organically drawn oil drop that replaces the letter “O” in the word drop.



LOGO CONSTRUCTION

The logo is constructed based off the value of x, which is the logotype’s leading. The letters are 3x, while the spacing is x between the rule and tagline.



The brand mark is made from using a mixture of vanilla and food coloring and hand drawing the drop using a brush and dropper. Once it was perfect, I added flaws to it for texture and to mimic the other stains.

Next, it is dried in the oven at 200°. Once it is dry, it is scanned at 600 dpi for digital editing.


The background is erased in Photoshop and then colorized where the main part of the drop matches the brand’s blue color.

x

A

0.3x

DR



P

x

OF

0.3x

SCIENCE

0.3x

x

Uncovering the Healing
Elements of Essential Oils

LOGO CLEAR SPACE & SIZE

The clear space is defined by the height of the letter “A” from the logo around the signature or without the tagline.

The minimum sizes are listed beneath to ensure readability throughout application.



Uncovering the Healing
Elements of Essential Oils

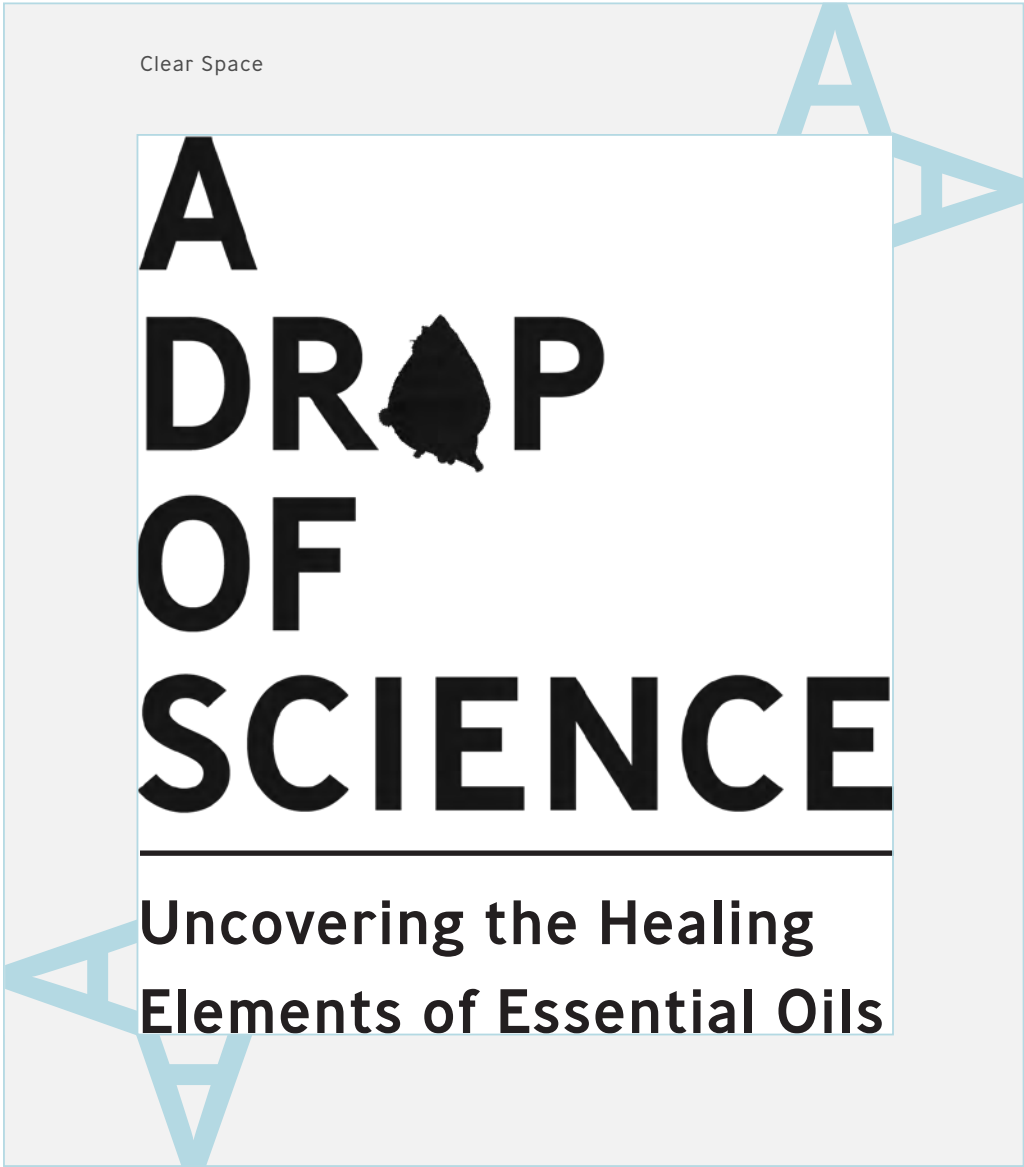
Minimum size with tagline
is 1.27” (32.25 mm) in
print and 75px on screen



A DROP OF SCIENCE

Minimum size 0.5” (12.7
mm) tall in print and 36px
on screen

Minimum size 0.1” (2.54
mm) tall in print and 7px
on screen



LOGO VARIATIONS

When possible, the logo should stay the blue color unless used during black and white printing. When the logo is on one line, the tagline is not included since that version is for use where space is limited.

A DROP OF SCIENCE

A DROP OF SCIENCE

A DROP OF SCIENCE

A
DROP
OF
SCIENCE

Uncovering the Healing
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A
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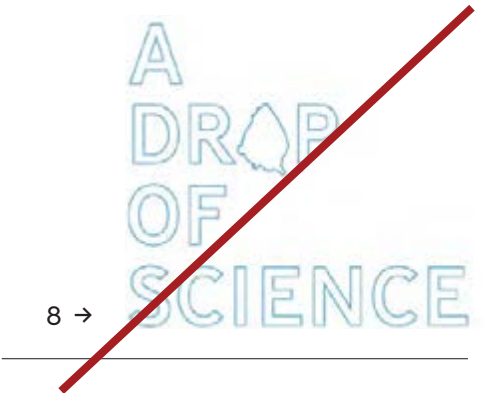
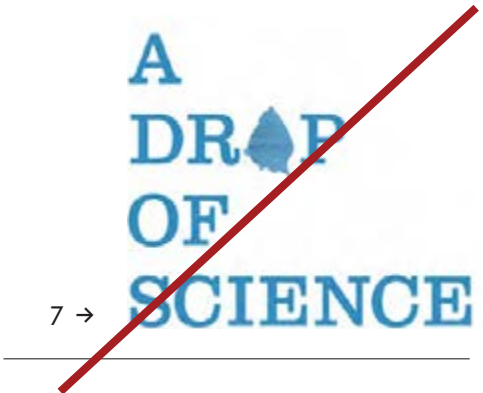
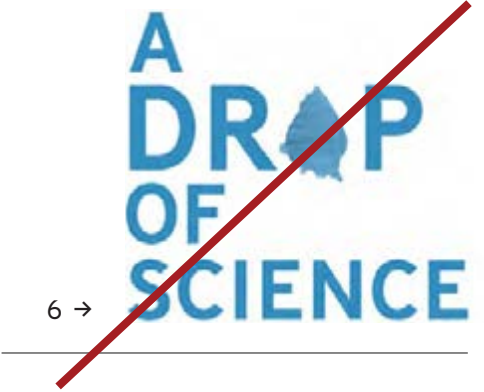
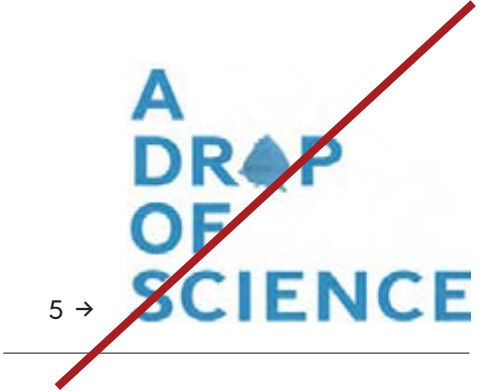
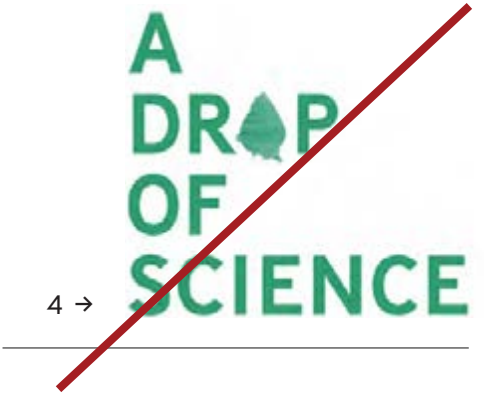
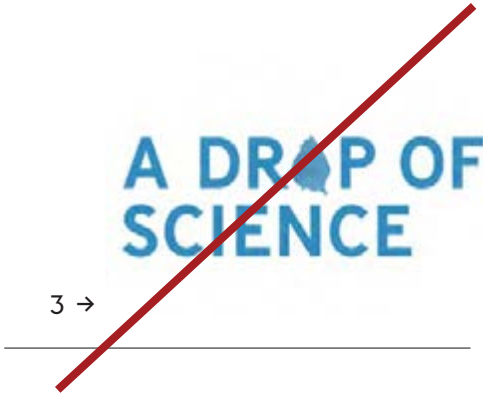
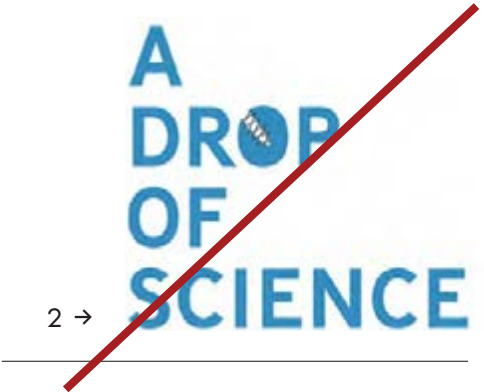
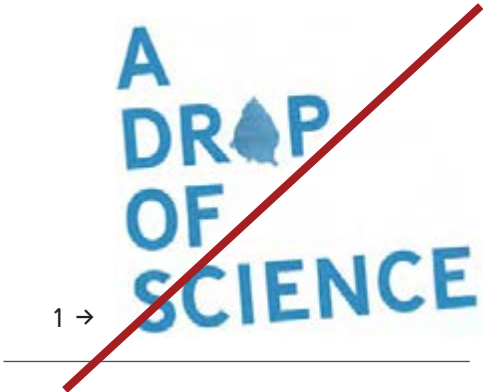
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LOGO MISUSES

- 1 → DO NOT place logo at an angle.
- 2 → DO NOT alter the landmark.
- 3 → DO NOT put the logo on two lines.
- 4 → DO NOT change the color of the logo.
- 5 → DO NOT stretch the logo.
- 6 → DO NOT change the logo's proportion.
- 7 → DO NOT change the logo's typeface.
- 8 → DO NOT outline the logo.



COLOR PALETTE

There are five primary colors, five secondary colors and four tertiary colors for accents and administrative uses.

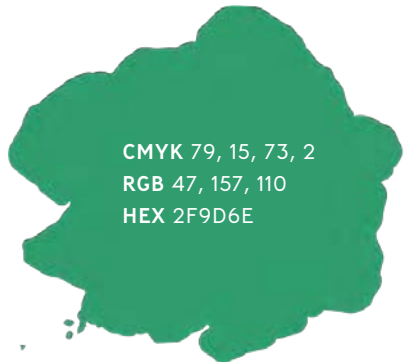
Primary Colors →



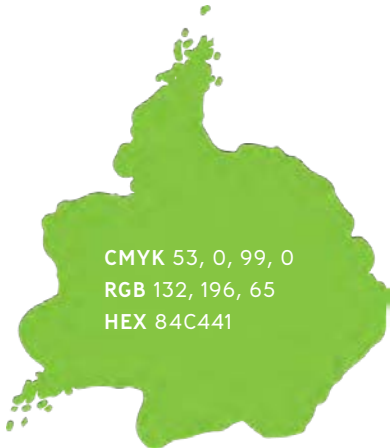
CMYK 93, 88, 4, 0
RGB 55, 66, 149
HEX 374295



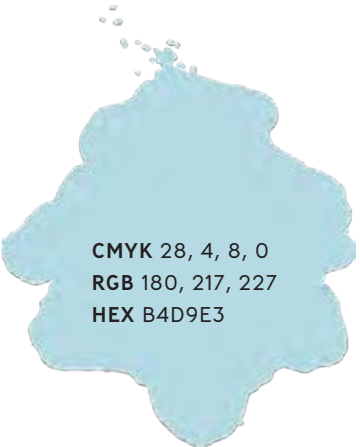
CMYK 77, 36, 7, 0
RGB 51, 137, 190
HEX 3389BE



CMYK 79, 15, 73, 2
RGB 47, 157, 110
HEX 2F9D6E



CMYK 53, 0, 99, 0
RGB 132, 196, 65
HEX 84C441



CMYK 28, 4, 8, 0
RGB 180, 217, 227
HEX B4D9E3

Secondary Colors →



CMYK 24, 100, 99, 18
RGB 164, 30, 34
HEX A41E22



CMYK 16, 96, 39, 1
RGB 205, 43, 104
HEX CD2B68



CMYK 1, 81, 99, 0
RGB 237, 87, 35
HEX ED5732



CMYK 5, 32, 98, 0
RGB 241, 178, 37
HEX F1B225



CMYK 64, 82, 0, 0
RGB 116, 77, 158
HEX 744D9E

Tertiary Colors →



CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX 000000



CMYK 65, 58, 56, 36
RGB 77, 77, 77
HEX 4D4D4D



CMYK 35, 77, 100, 41
RGB 114, 56, 23
HEX 723817



CMYK 3, 2, 2, 0
RGB 242, 242, 242
HEX F2F2F2

TYPEFACES

The only typeface used throughout this project is MINISTRY. It has a uniform structure and also a casual tone to the letters that's not distracting for print or for screen.

The cursive handwriting is my personal handwriting that is utilized sparingly and not as complete sentences.

Digital & Print Typefaces →

Ministry → Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Ministry → Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Cursive Handwriting →

Sharp

TYPESETTING

The paragraph indicator is a space after that is half the leading of the body copy.

The cursive handwriting is written on paper with a .05 gel ink pen, scanned in, image traced in Illustrator, then sized to two times the body copy to ensure good legibility and readability. It is used as a descriptor and used sparingly.

Type in red indicates a potential risk or safety consideration.

“Cells are
encased by a
membrane...”

PULL QUOTES →
Size & Leading → 64/68
Typeface → Ministry
Weight → Light
Tracking +15

Example of Header 1

HEADER 1 →
Size & Leading → 18/22
Typeface → Ministry
Weight → Light
Tracking +50

EXAMPLE OF HEADER 2

HEADER 2 →
Size & Leading → 9/13
Typeface → Ministry
Weight → Medium
Tracking +50

EXAMPLE OF HEADER 3

Example of the body copy. Throughout print and screen deliverables, the type sizes are proportional.

HEADER 3 &
BODY COPY →
Size & Leading → 10/14
Typeface → Ministry
Weight → Light
Tracking +30

*Examples of Cursive
Scientific Information
Descriptors*

CURSIVE →
Size → 20 (visually)
Leading → Evenly
spaced when stacked
Weight → Light

CAPTIONS →
Size & Leading → 8/12
Typeface → Ministry
Weight → Light
Tracking +25

TYPOGRAPHIC SYSTEM
<p>The typography is set up within a ruled system that is referencing the way older science journals labelled and set their information for quick reading.</p> <p>There’s a flexibility within the system that allows for information to fit within product design better. Labels can go vertically or horizontally.</p> <p>Header 1 → These headers are not always used on each of the pages, but they are complimentary to Header 2.</p> <p>Header 2 → Acts as a header for pages or as a descriptor about the deliverables. This header is placed above Header 1 and is also used without Header 1 depending on the situation.</p>

SPECIFICATIONS

Rules on the Rules

The Label System

CORRECT USES

- Lines are used to separate the body copy into relevant sections.
- The double lines are used to separate headers from the body copy.
- Header 2’s used within sections receive a rule underneath.
- Rules extend past the headers or body copy only on one side, not both.

INCORRECT USES

- Lines are not used at an angle other than 90° or 180°.
- Double lines are not used to separate Header 2 from Header 1.
- Do not color the rules. They are gray to decrease their hierarchical value.
- Lines do not overlap into a closed box within label.

The lined rules are set to 0.5pt in print and 1pt on screen.

The rules are always set to the gray color as per the color palette.

GRID & COMPOSITION

The grid is modular to aid in the look and feel of a periodic table and science.

Body copy does not span more than two columns, but it can create two columns. The second column is next to, diagonal, or underneath the first column of text.

Rules are used to create a sense of the modular grid and organize type.

COMPOSITION LAYOUT

Modular Grid Perks

This grid is versatile and allows for a variety of placement locations within the layout. Placement is meant to act as an aid to movement and flow and it needs to be visually appealing to the audience.

Changes in location of information is methodical and visually aligns with something else on the page. It does not move locations just to move.

These captions are good additions but should only be used around the edges of the layout.

PHOTOGRAPHIC STYLE

Images are bright, but in cool color tones to give a sense of laboratory science. The images have a small depth of field that provides a blurred background. Lastly, the images have a water stain over them by making the image an “overlay” layer with a varying opacity for clarity. The overlay provides movement and marries with the illustration style.



Original photo



Next, the photo is edited to make it brighter and in cooler tones. If the photo does not have a blurred background, then further edits are done.



Then, an image of a water stain is placed over this image, with the layer set to overlay.



Lastly, a mask is placed over the water stain so the staining does not interfere with the focal point of the image.



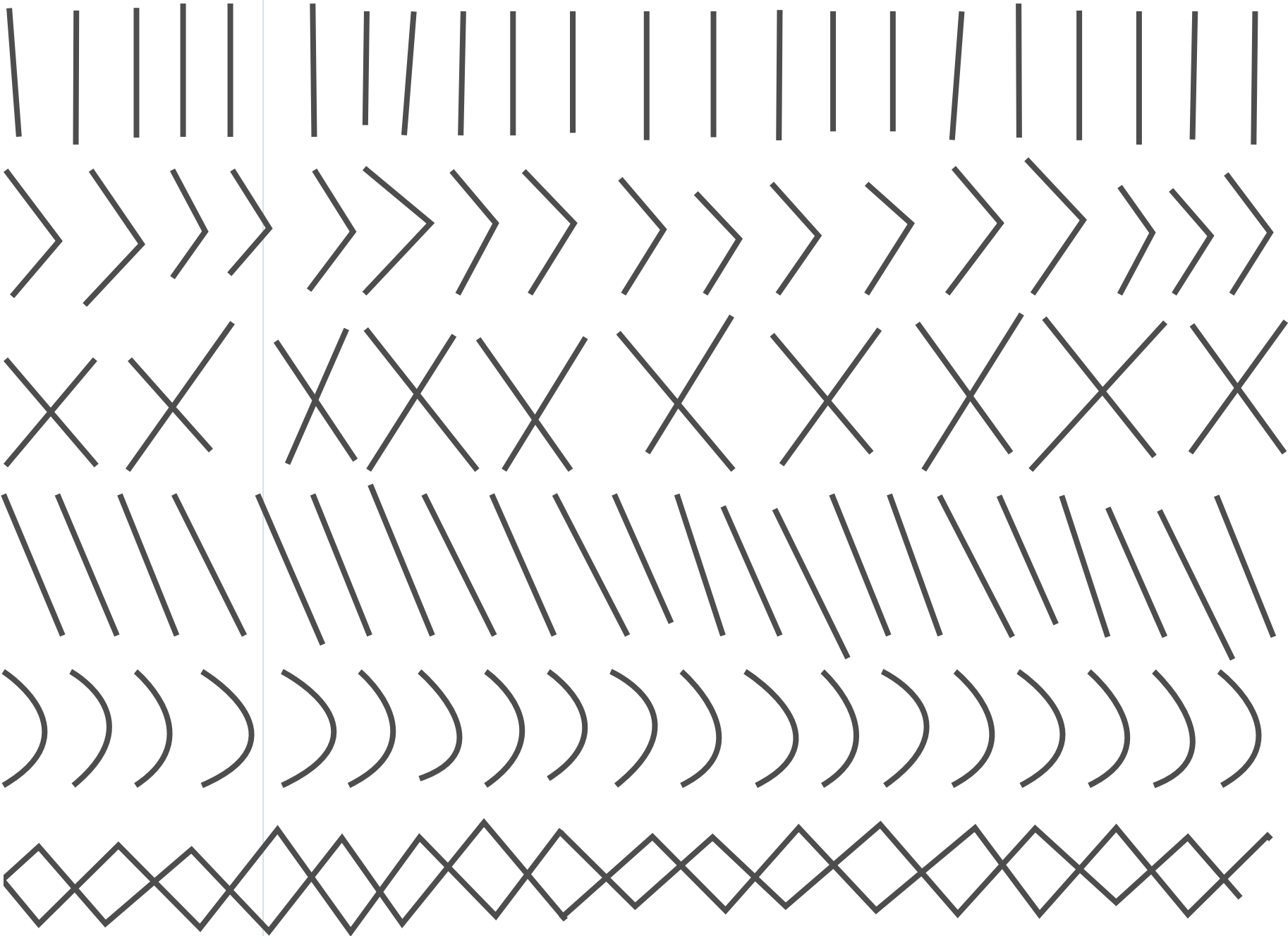
GRAPHIC ELEMENTS

There are six types of stitching used throughout the system. These stitching patterns are not perfect or necessarily evenly spaced. The gaps they bridge are not always evenly spaced, which allows for more flexibility.

All six stitching patterns have the same stroke width, which starts at 1px, but is wider depending on application.

The stitches and other strokes are always set in gray.

ARROWS →
These arrows are used only for separating bits of information. They are Merriweather typeface and they only go in four directions: →↑←↓
They are the size of the type they are dividing.



ICON STYLE

The icon style is simple and line based. When the icons are used on a small scale, like in the mobile app, they are simple allowing for better legibility. When used on a larger scale, like within the motion graphic, then the icons are more detailed and science based.

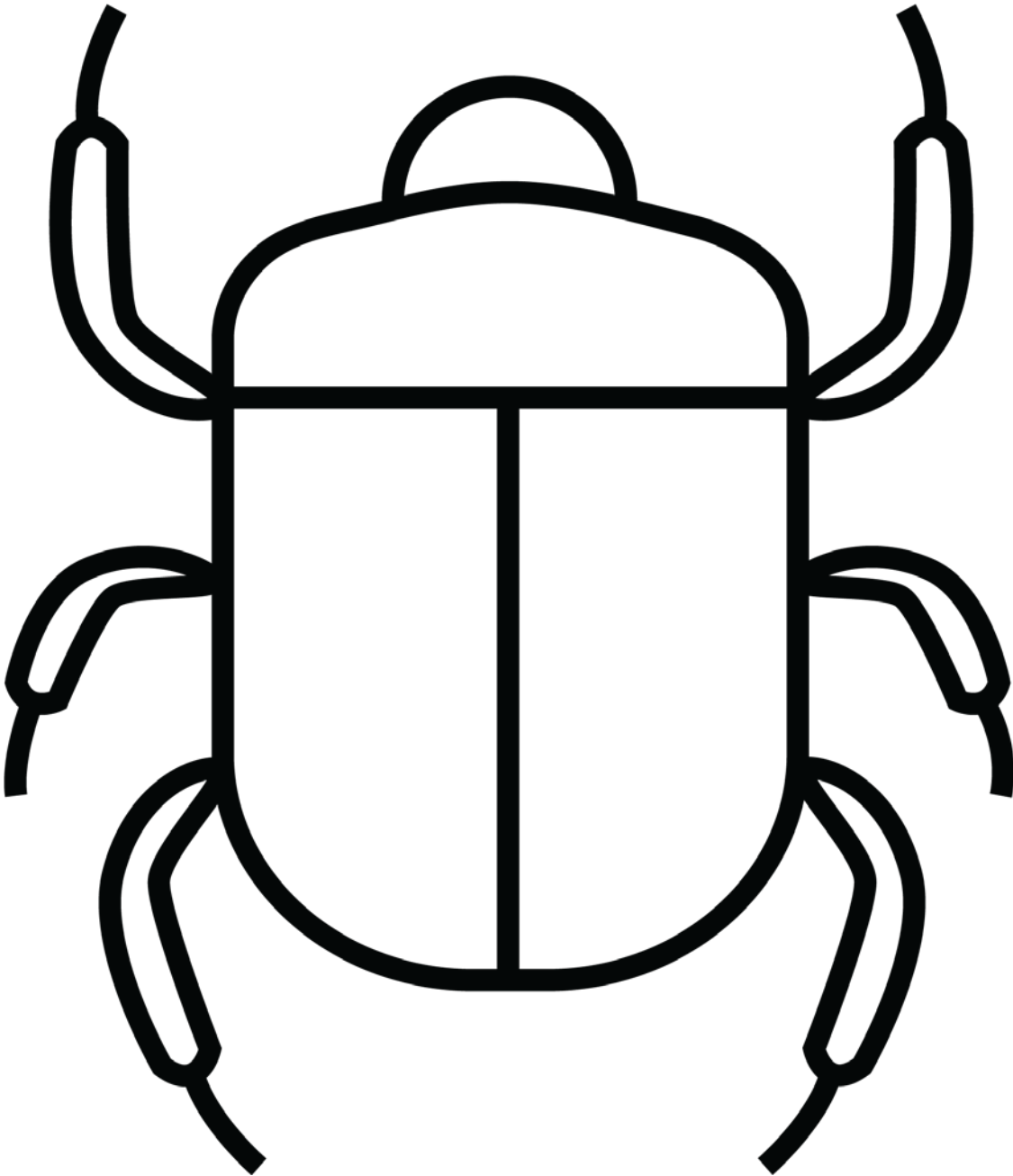
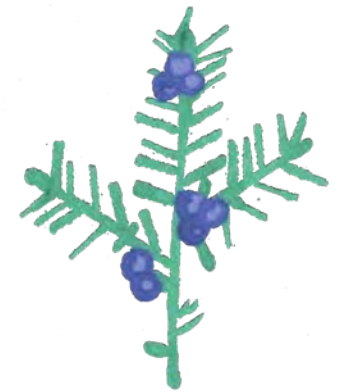


ILLUSTRATION STYLE

The main illustrations are created to look like oil stains and resemble a scientific drawing of an essential oil base. These are made by mixing vanilla, red, blue and green food coloring together, and then drawing on sketch paper using a brush or dropper. Imperfections are the better to have but the images are identifiable.

Illustrations are colorized and altered in Photoshop to achieve a consistent use of color throughout the deliverables.

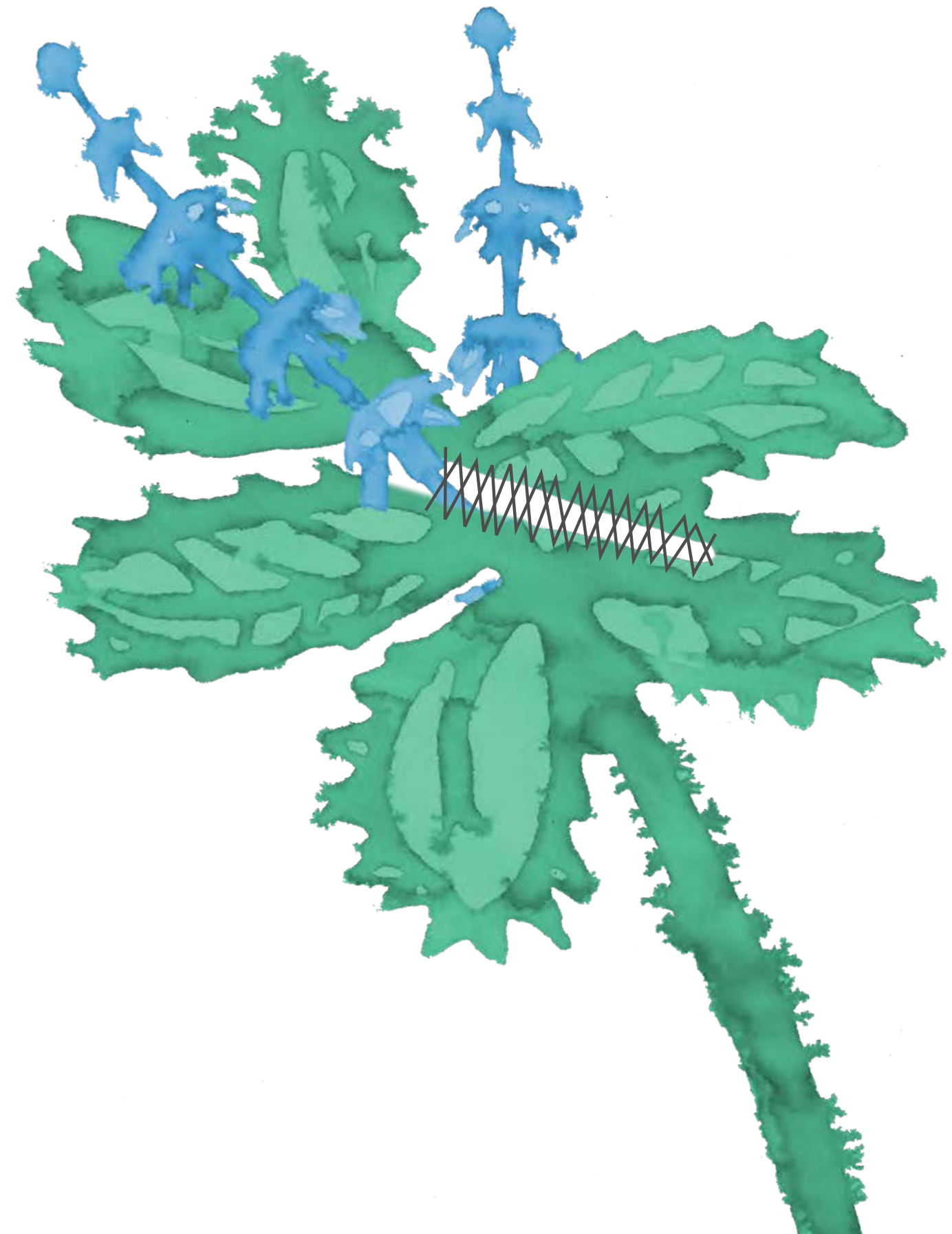
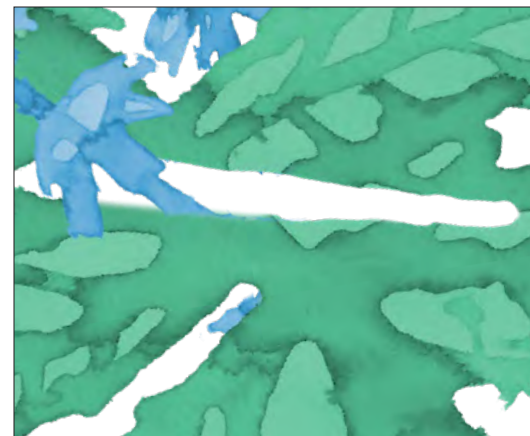


REPAIRS

Overlapping stitching and water stains are used throughout to show the idea of repairing the public's perception of using essential oils.

After the specimens are colorized and oriented, an erased portion is added to it, leaving a large, noticeable gap. This gap does not cut across the entire specimen, but is done partially. There is a larger opening on one side and the erased part decreases in size where it terminates in the specimen.

Stitching over the erased specimens creates the final look.



VOICE

Our goal is to make the science easy to follow and not make it boring to read. We replace ten-dollar words with ones that are simpler to follow. We still use science terminology to reinforce the soul of the company, but we don't overdo it.

TEN-DOLLAR WORDS & PHRASES → THE REPLACEMENTS

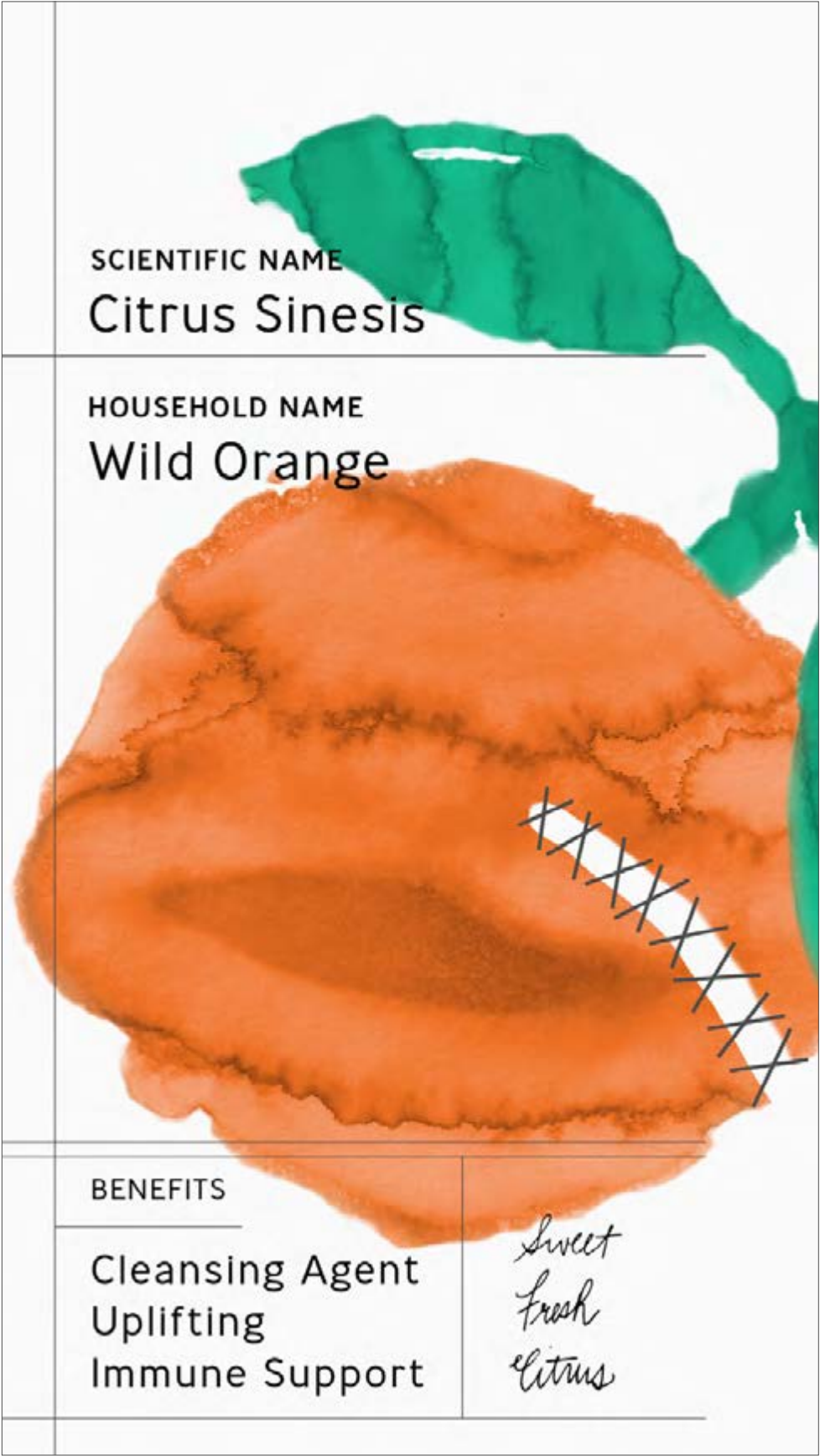
1. Membrane depolarization → Reversed charge
2. Physiologic compromise → Sickness
3. Mandibular region that innervates → By the tongue
4. Cyclic terpene alcohol → Menthol
5. Psychophysical sensations → Goosebumps

“Without getting too technical
peppermint oil has a specific
bioactivity within our bodies...”

PUTTING IT ALL TOGETHER

The off-white background is always used unless the picture has white on it that needs to be seen, then light blue is used. The image is imported after working in Photoshop and set at an angle. The type headers are moved up or down to allow for overlap, but not too much that the text is unreadable. Stitching is added to close the gap and the rules are placed on top of the imagery.

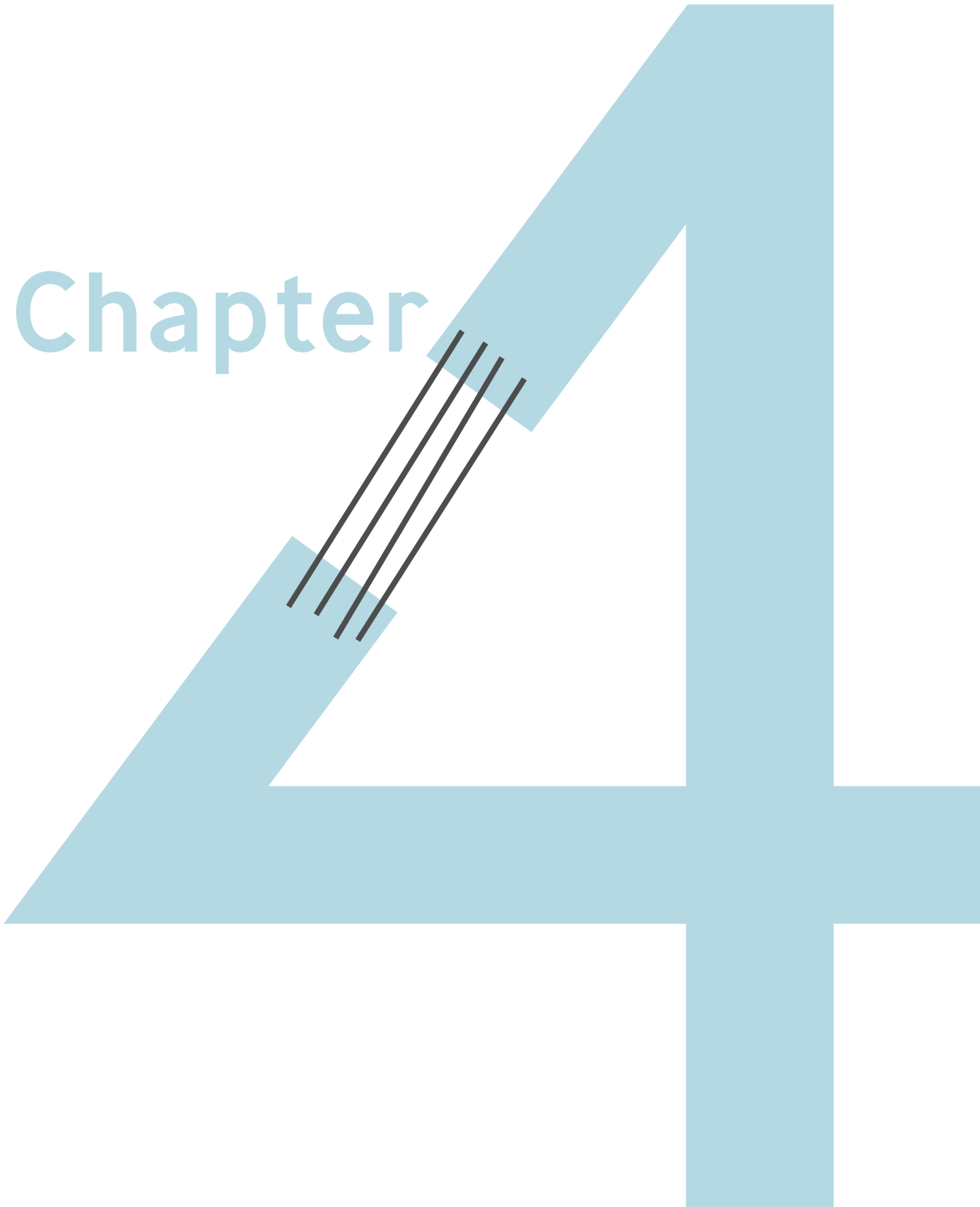
ANGLES →
Specimens can go either direction to show variation as long as they allow for readability to the smaller text.



UX DEVELOPMENT & USER TESTING

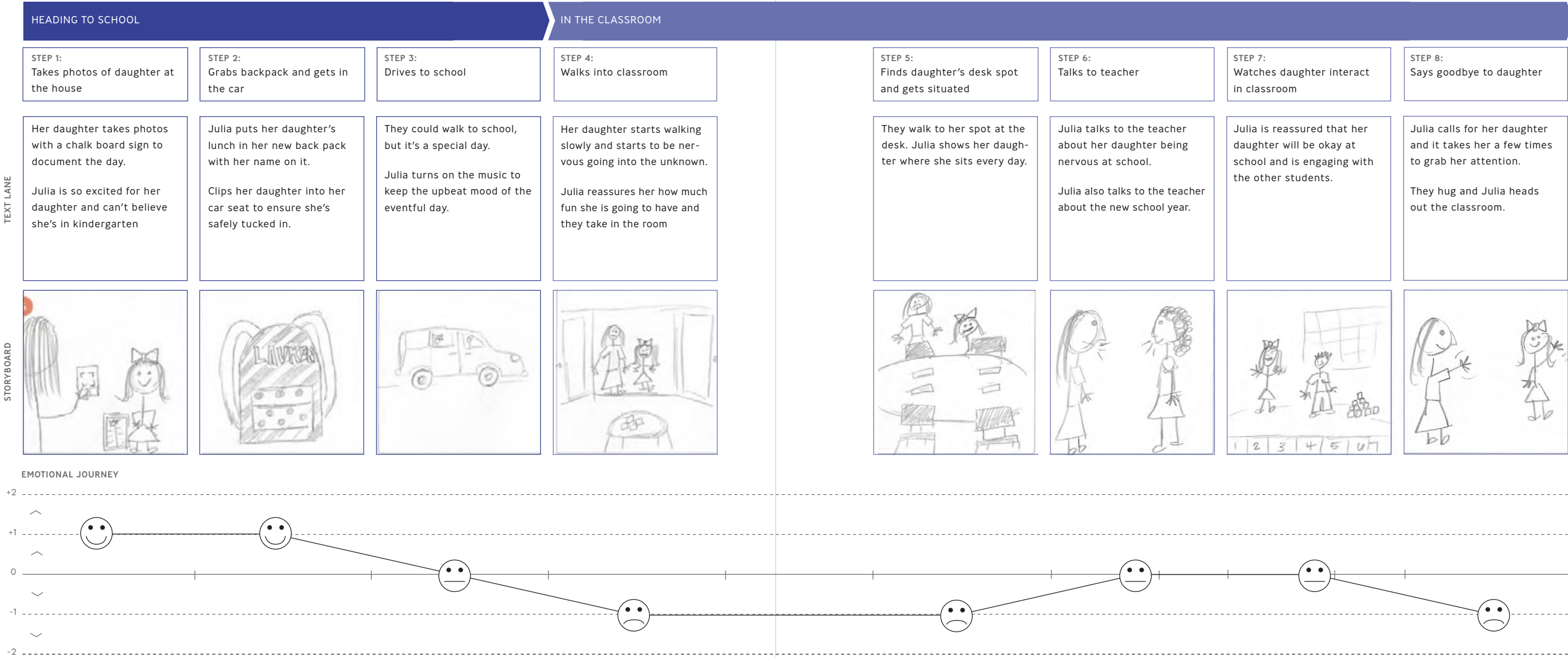
- Journey Maps
- User Flows
- Brainstorming Functionality
- Top Information Architecture
- Task Flows
- Wireframe Navigation Concepts
- Digital Wireframe Prototyping
- Lo-Fi Paper Prototypes
- User Testing Results
- Hi-Fi Digital Refinements

Chapter



USER JOURNEY MAP 1 OF 2

First Day of School 1



USER JOURNEY MAP 1 OF 2

First Day of School 2

CORRECTING THE MOOD

TEXT LANE

STORYBOARD

STEP 9:
Feels sadness about daughter growing up

STEP 10:
Drives home

STEP 11:
Looks for which essential oil to use

STEP 12:
Applies essential oils topically and aromatically

STEP 13:
Starts to think positive and happy thoughts

STEP 14:
Looks forward to picking daughter up

All the emotions hit Julia about how her daughter is growing up too fast.

She starts feeling nostalgic about when her daughter was a newborn.

She heads home in silence since she doesn't want to listen to kid music.

Julia realizes she wants to turn her mood upsidedown.

Julia looks at her app to see what oil she can use to not feel sad anymore.

Julia sees that she could us geranium, lime, peppermint or ylang ylang.

Julia only has peppermint or lime to choose from, so she grabs lime.

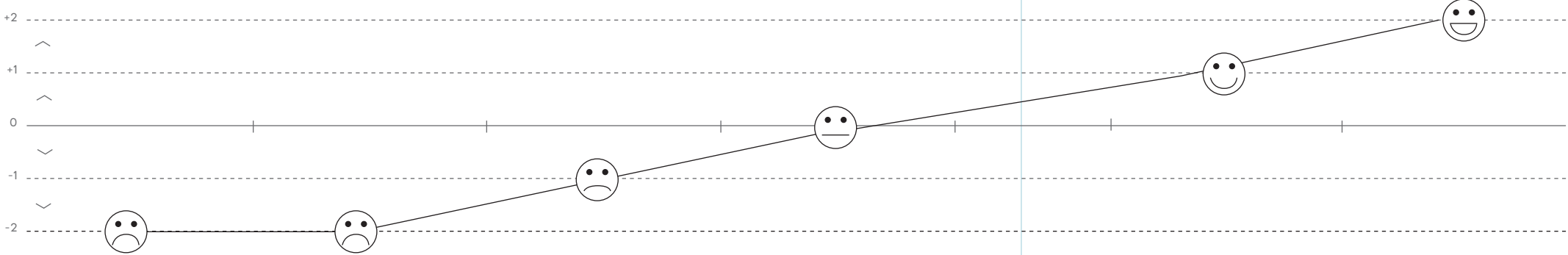
As Julia inhales, she focuses on the scent and it releases the sadness she's feeling.

Julia starts to pick up her new empty house, but is getting excited to pick her up.

She can even watch a TV show by herself.



EMOTIONAL JOURNEY



USER JOURNEY MAP 2 OF 2

New Workout Routine 1

FINDING MOTIVATION NOT TO GO BACK TO SLEEP

STEP 1: 0600 - Riley wakes up	STEP 2: Gets dressed for gym	STEP 3: Remembers EOs could help with motivation	STEP 4: Inhales essential oils
----------------------------------	---------------------------------	---	-----------------------------------

Ugh. Waking up early is rough on Riley. It seemed like a good idea the night prior.	Riley still is not motivated but knows she should do her morning spin class. She gets dressed and ready to try to get motivated.	Riley remembers an essential oil could maybe help her get out the door. She goes to her drawer after looking at the app for an idea to wake up.	She chooses Tangerine and inhales it directly from the bottle. It made her smile and not head back to bed.
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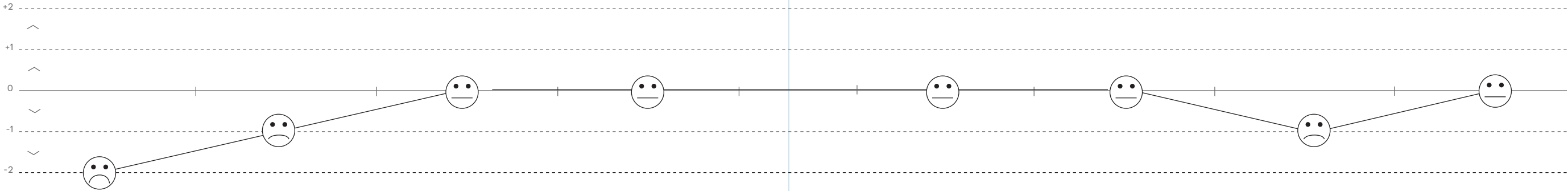
EXPERIENCE AT THE GYM

STEP 5: 0620 - Drives to gym	STEP 6: Arrives at new gym	STEP 7: 0630 - Enters spin class	STEP 8: Completes spin class
---------------------------------	-------------------------------	-------------------------------------	---------------------------------

Riley isn't quite awake so she drives slowly and in silence, but is optimistic about the spin class.	As she walks into the gym, she's a little apprehensive since it's her first time here. She doesn't want to look like an idiot.	Riley heads into spin class, finds a bike and sets it up based on how the teacher described too.	Riley REALLY hates the class at the beginning. The class is a struggle and she tries her best to not quit. She makes it through class.
--	--	--	--



EMOTIONAL JOURNEY



USER JOURNEY MAP 2 OF 2

New Workout Routine 2

POST WORKOUT RECOVERY

STEP 9:
0730 - Heads home to get ready for the day

STEP 10:
Starts to feel sore

STEP 11:
Applies oils to legs

STEP 12:
Grabs breakfast before going to the shower

Riley is proud she finished the workout and is going to try to remember how she feels at this moment to keep her motivated.

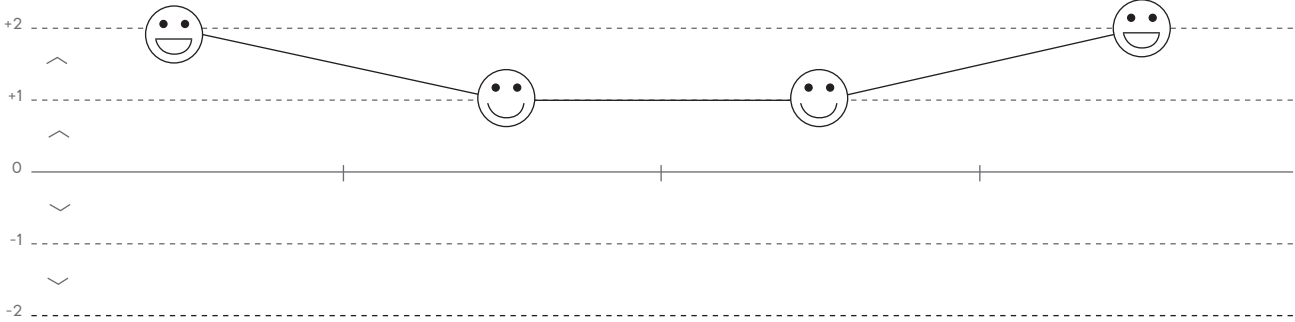
As she climbs her stairs, Riley can already feel how sore her muscles are going to be. She knows Day 2 post workout is always the worst.

She looks at the app for an oil idea. Using oils for working out is how her sister convinced her to try them.

Riley washes her hands after applying the oils so it doesn't spread or sting her eyes. She grabs a breakfast smoothie for a post workout recovery before showering for work.



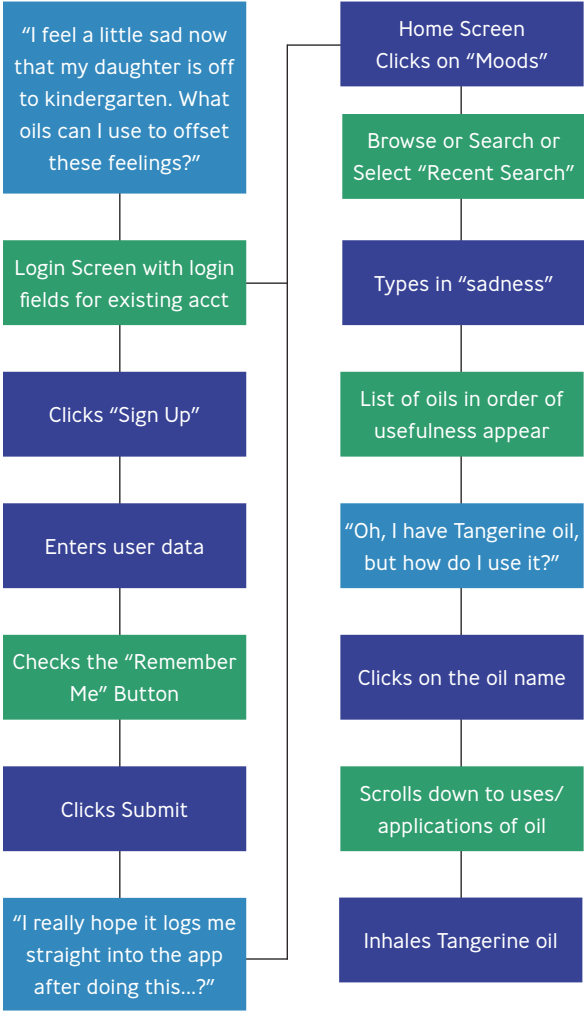
EMOTIONAL JOURNEY



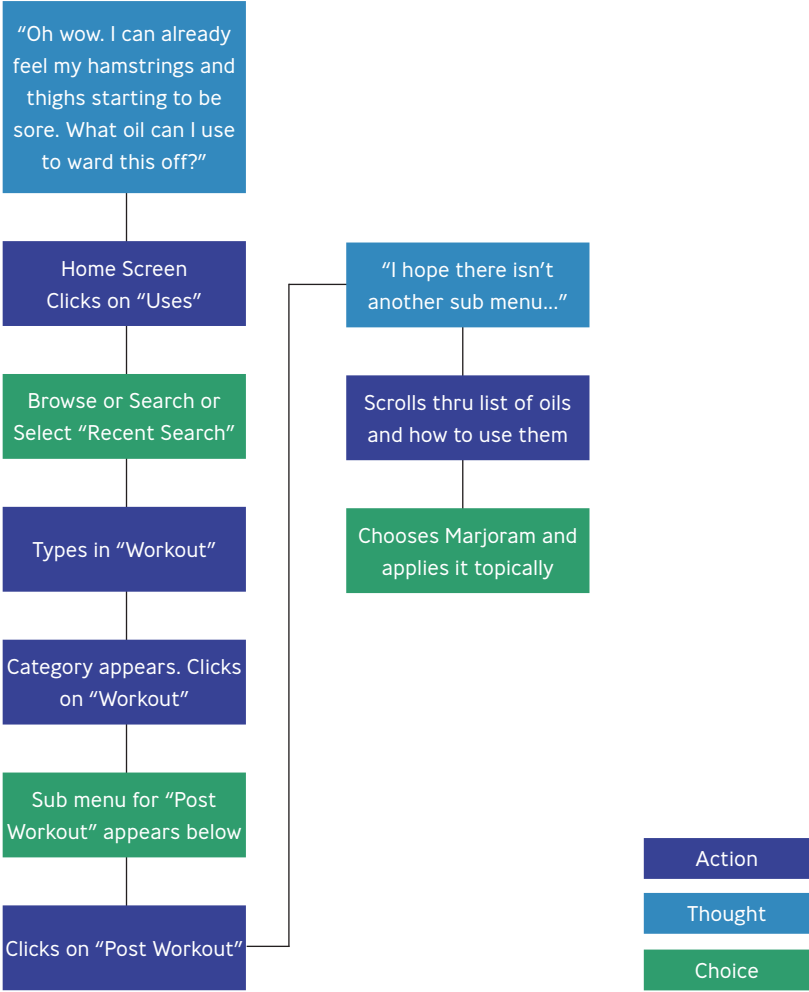
These user journeys are a reflection of how the skeptics in my audience could use essential oils. In a way, they will have already made the leap to use essential oils and start building habits to use them regularly.

USER FLOWS

1 → FIRST DAY OF SCHOOL



2 → NEW WORKOUT ROUTINE



BRAINSTORMING FUNCTIONALITY

POST IT CHART → LOGIN & DIFFUSER

The login, finding an oil for a mood, and finding information on an oil were pretty straight forward. I started my user with the login flow since it's a common function for many apps. I started using light pink stickies and drew arrows on them to show how to read the chart.

For the diffuser blend, I had an idea where people could see a diffuser blend of the day when they opened the app. However, if you did not have the oils for it, then what do you do. Initially, I had this roundabout way of getting to where you can pick your oils for a diffuser blend. But through working out the flow, there is a way to go straight into searching for a diffuser blend based on the oils you have instead of through the daily blend.



FIX →
We ended up redoing this section to make it more accessible.

AH-HA! →
She asked if there was going to be a search function for the overall app. I hadn't thought of that!

BRAINSTORMING FUNCTIONALITY

POST IT CHART → CALENDAR

This was my most challenging user flow. There are two types of events that can be added to the calendar. One, the user can create their own events like in your phone's calendar.

Two, they can add events based on the type of information. For example, they can choose to add a gardening event that populates on the calendar in the spring when it's time to start planting a garden. These types of events are set either daily, weekly, monthly, or seasonally. This way the user won't be bombarded with information if they don't want to be.

The last option is to receive reminders for all of the events each week to learn more about essential oils.



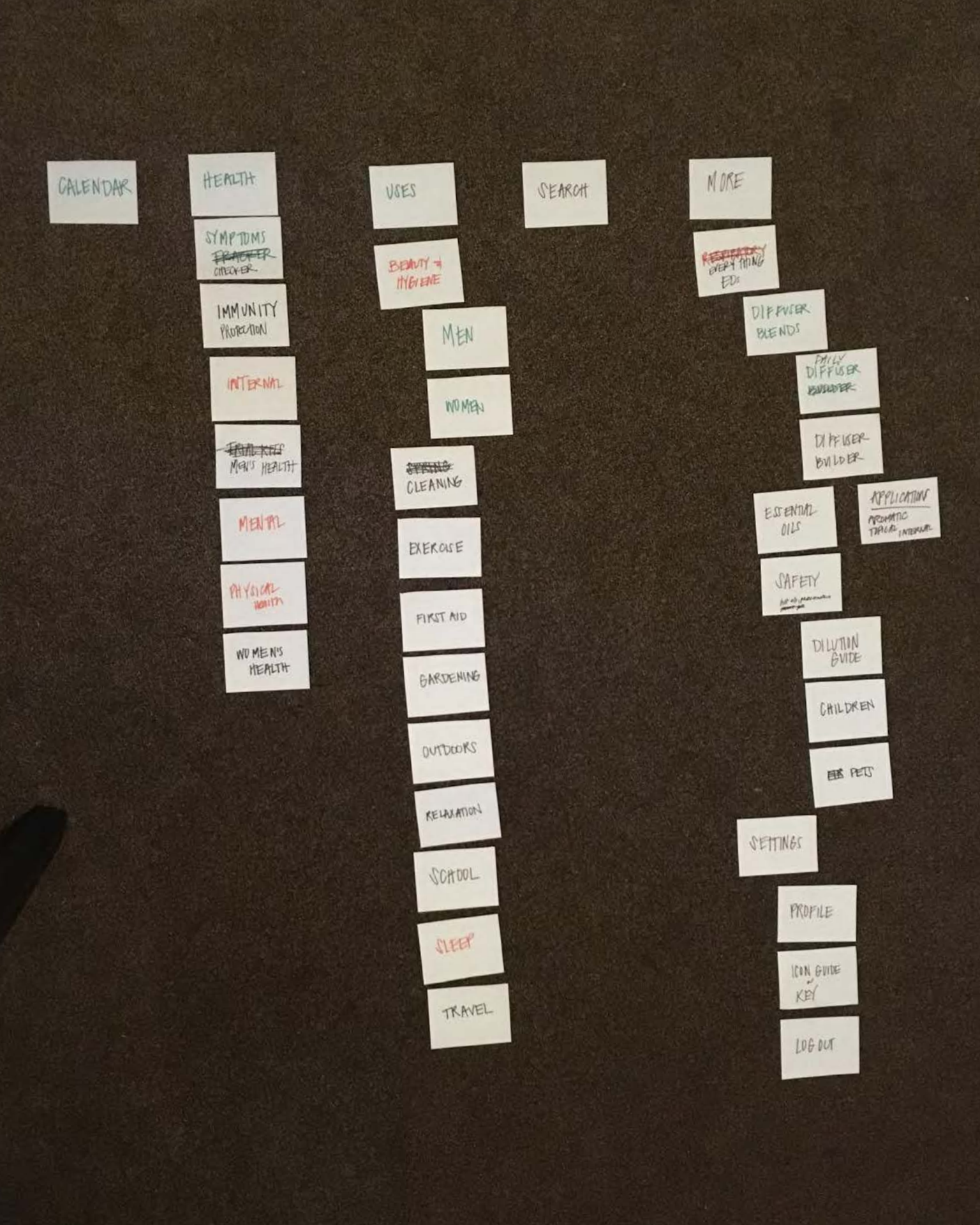
USER INFORMATION. My neighbor, Melissa, is a fellow Army spouse originally from Texas, married with three small kids. She has Southern family values and raise her kids the same way she was raised. She isn't against essential oils, but they are new and right now they are only things that smell nice to her.



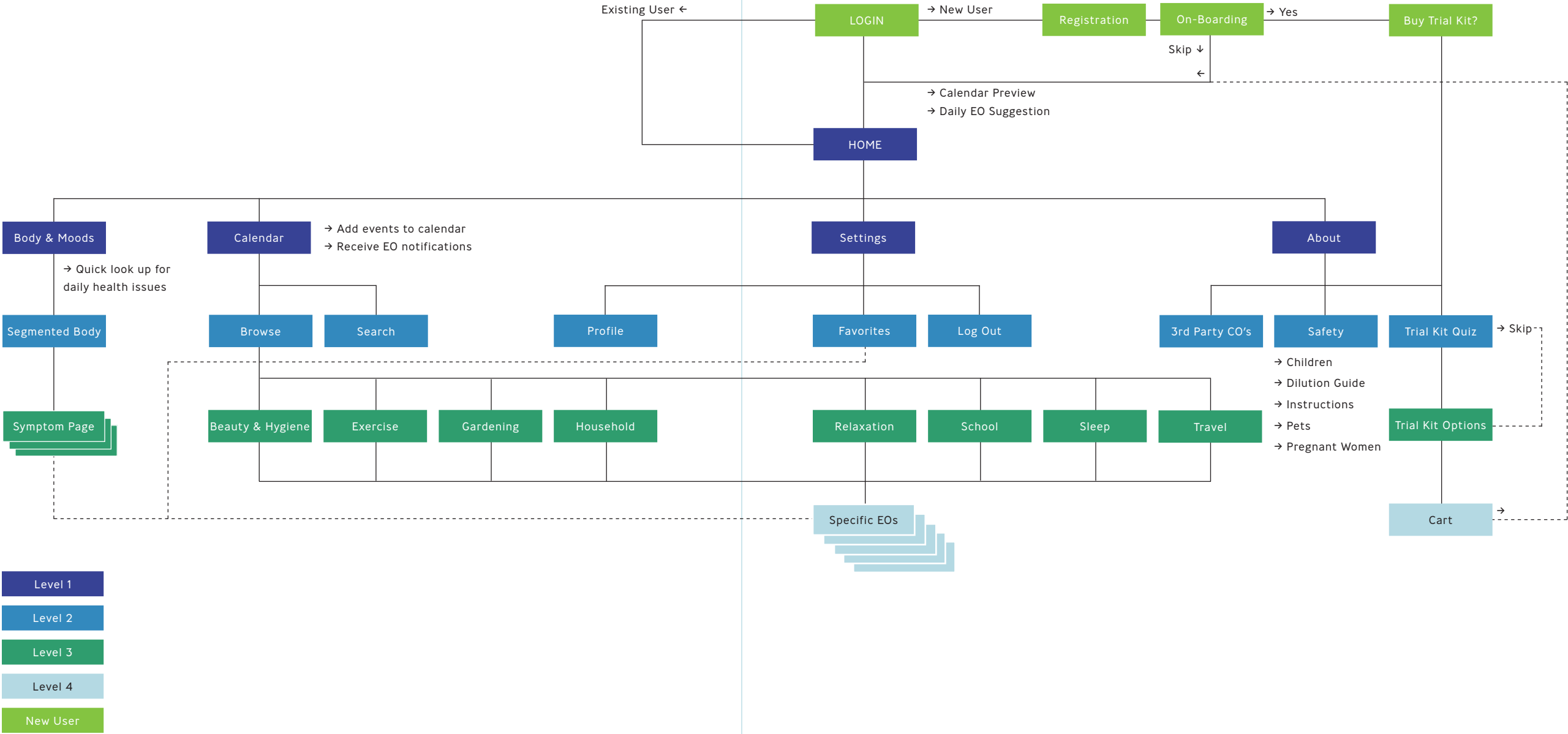
FIX →
From the feedback from Melissa, we joined the two separate paths and made the options easier to decipher.

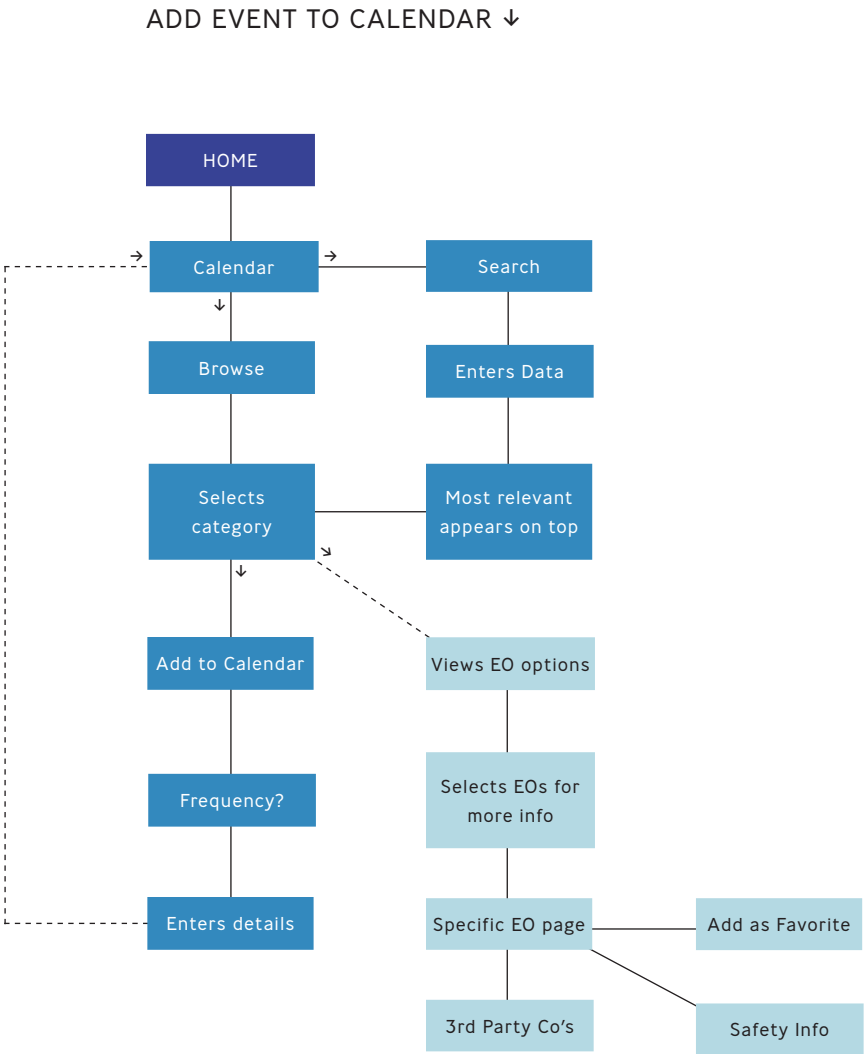
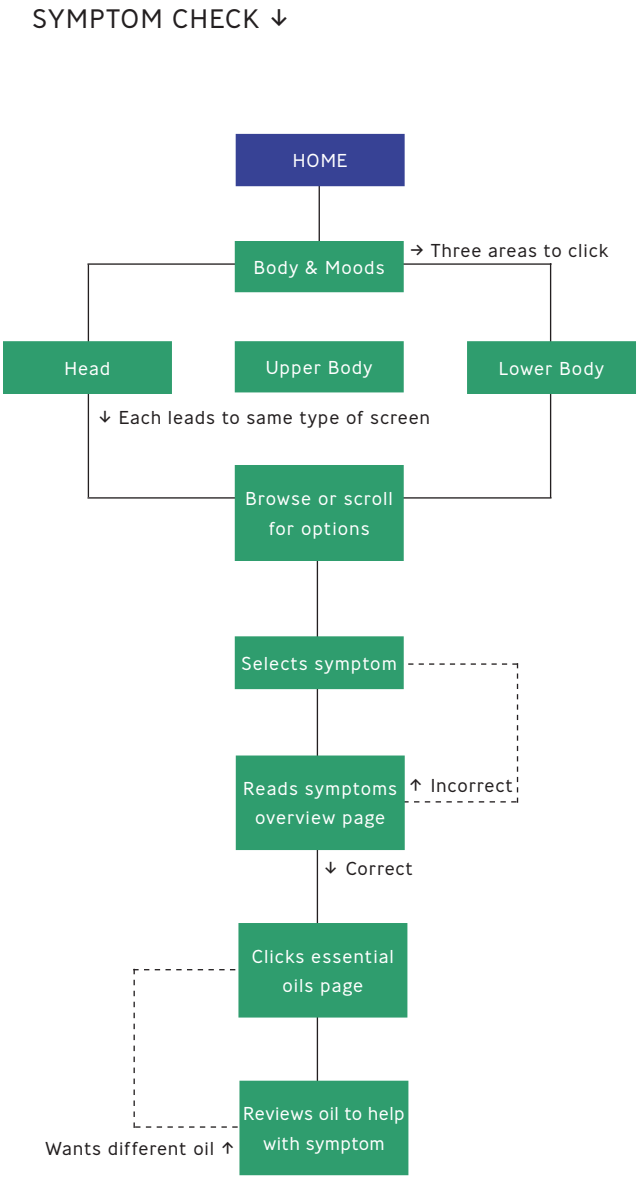
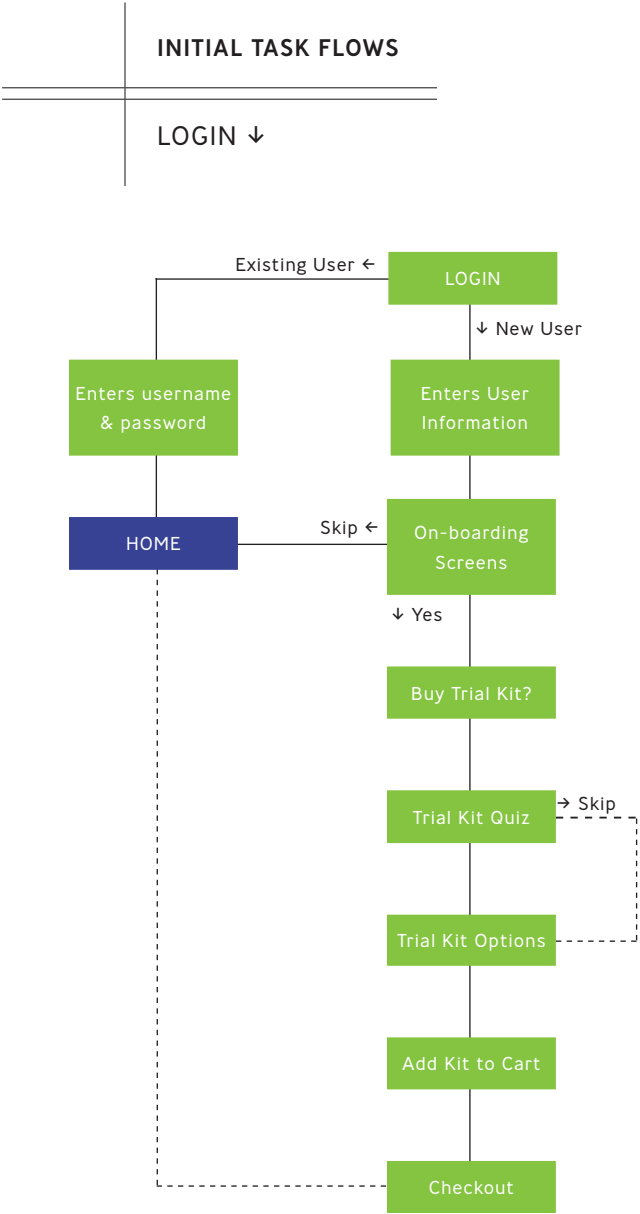
CARD SORTING

I tried a few rounds of to see what made the most sense. It took me a while to start even after I had sketched out the categories that I needed. I remembered what my user said last week about wanting to know how to find a cure for a headache. I made health a primary category that lists the symptom checker as an option.



INITIAL INFORMATION ARCHITECTURE



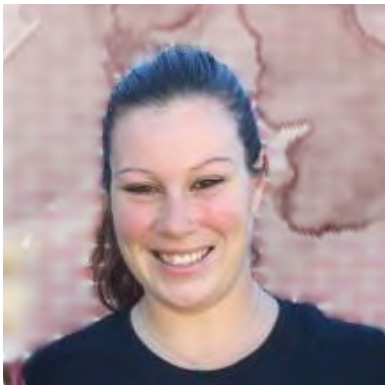


USER TESTERS



CHRISTINA P.

- Early-30s, Married
- 2 kids, Photographer
- Lives on her phone
- Likes natural options when it's easy to obtain
- Relies on others to do research for her and trusts information given to her



KELSEY G.

- Early-30s, Married
- 4 young kids; Business Owner
- Likes large imagery so she doesn't have to think too much about what she's seeing
- Lives on her phone
- Does not seek out natural options for household



MELISSA E.

- Mid-30s, Married
- 3 kids, Stay-at-Home-Mom
- No time for extra steps
- Lives on her phone
- Does not seek out natural options for household
- Relies on others to do research for her



ELIZABETH P.

- Mid-30s, Married
- No kids; Speech Therapist
- Likes natural options, but doesn't use them as regularly as she'd like
- Not on social media
- Trusting of information, but still likes to do research



STEPHANIE E.

- Mid-30s, Married
- 4 kids; Homeschools kids
- Needs lots of reminders throughout the day
- Likes to have control in her actions and purchasing
- Wants to know the why and not have to hunt for it



TRAVIS H.

- Late-30s, Married; 1 kid
- Doesn't want lots of extra information thrown at him
- Needs to be easy to navigate initially or won't bother with an app later on
- Likes control over app content and reading it at his pace

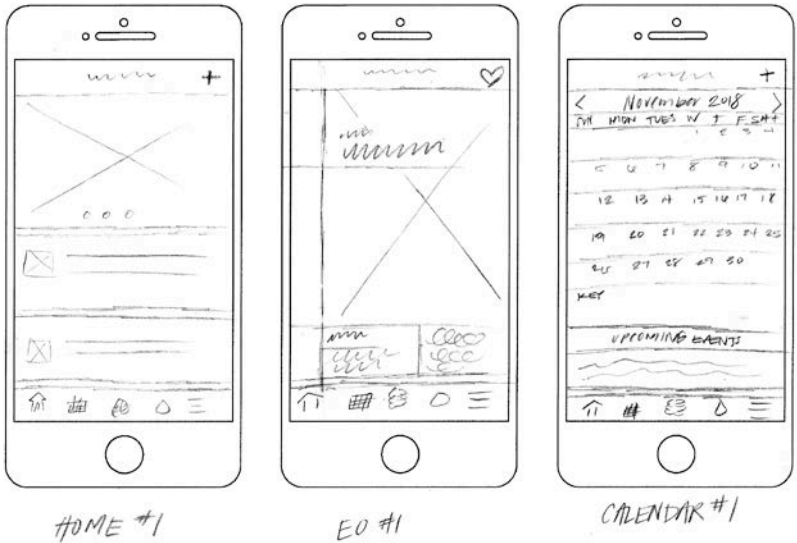
WIREFRAME NAVIGATION CONCEPTS

INSIGHT. Would rather see a Search function on the home screen over the About section.

INSIGHT. Do not show upcoming events in the calendar because they think it's that day, not future days.

INSIGHT. No one would've thought to find the Search or Browse under the calendar.

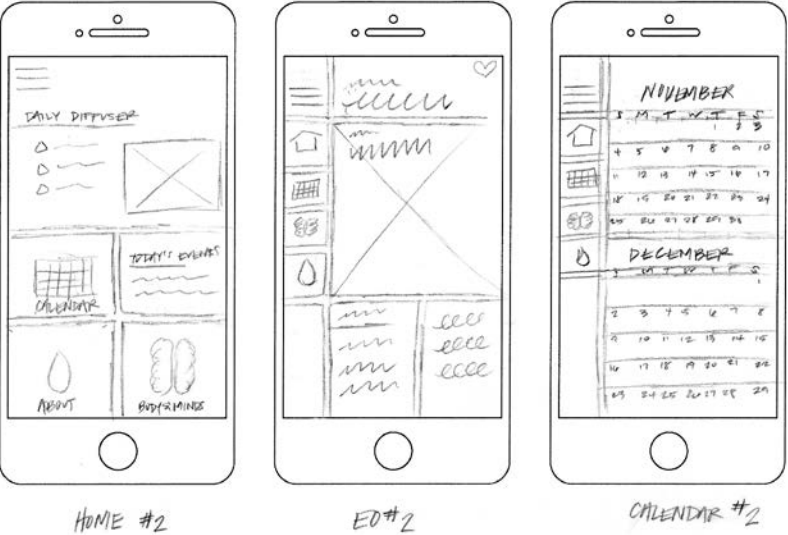
RULED CONCEPT →



Best Icon Placement



SEGMENTED CONCEPT →



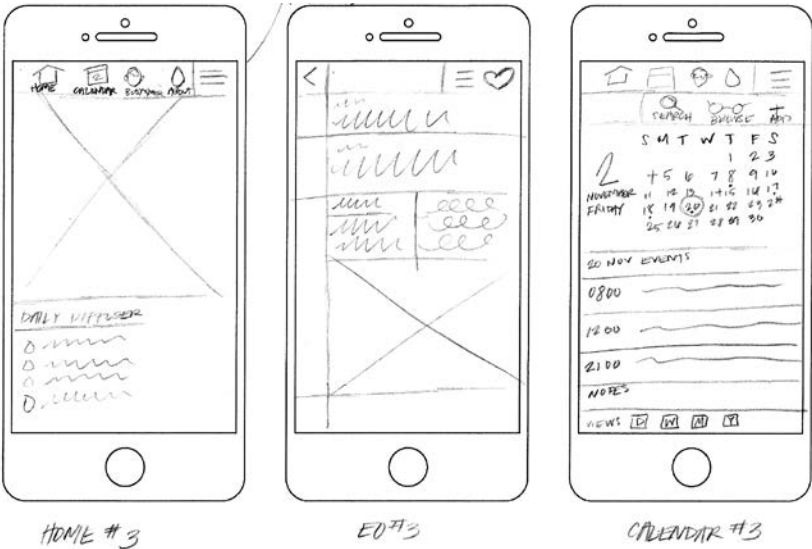
Worst Home Screen



Best Calendar



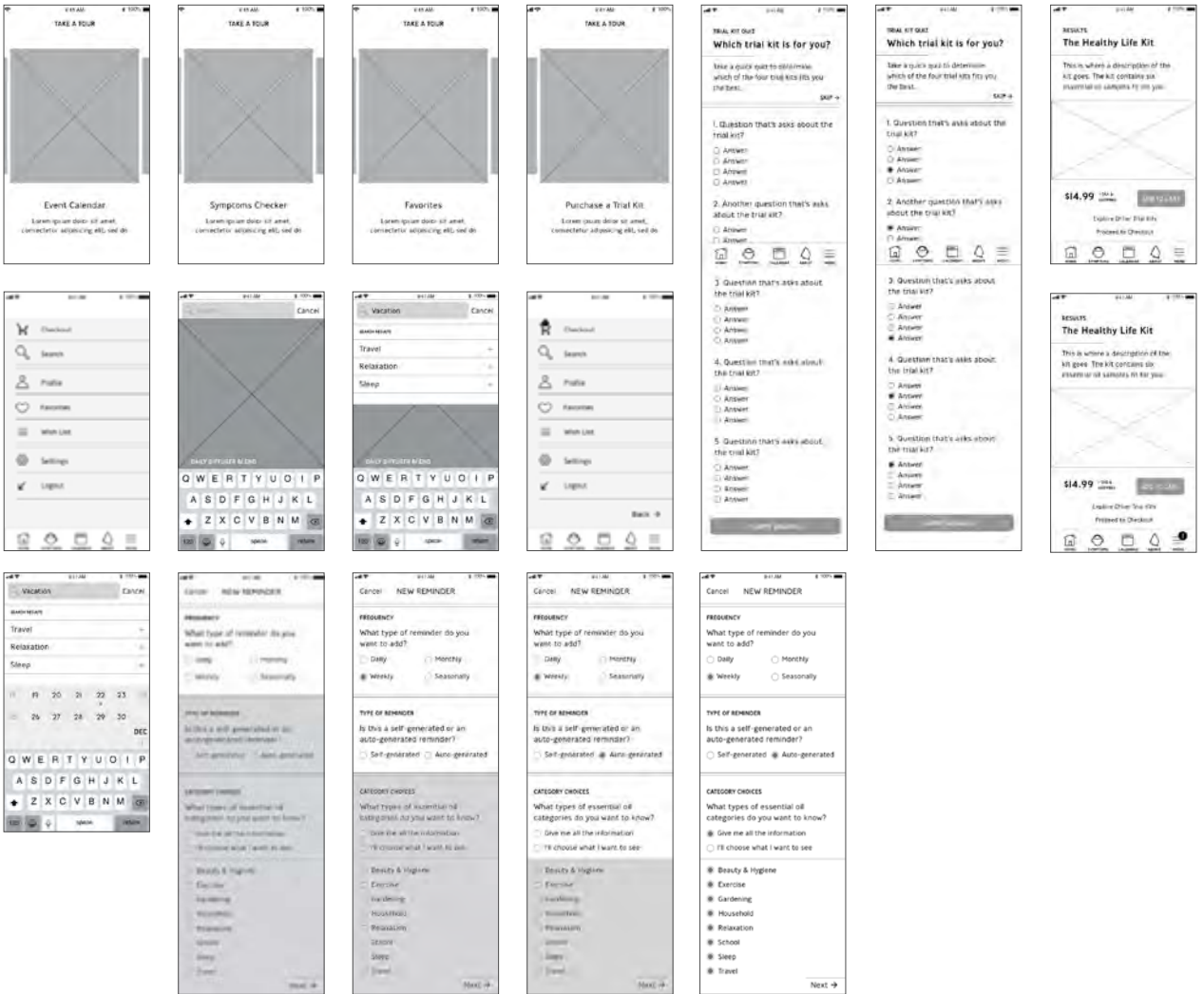
UNCOVERED CONCEPT →



Best Home Screen



DIGITAL WIREFRAME PROTOTYPES



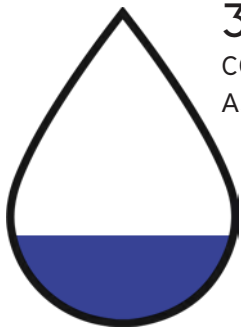
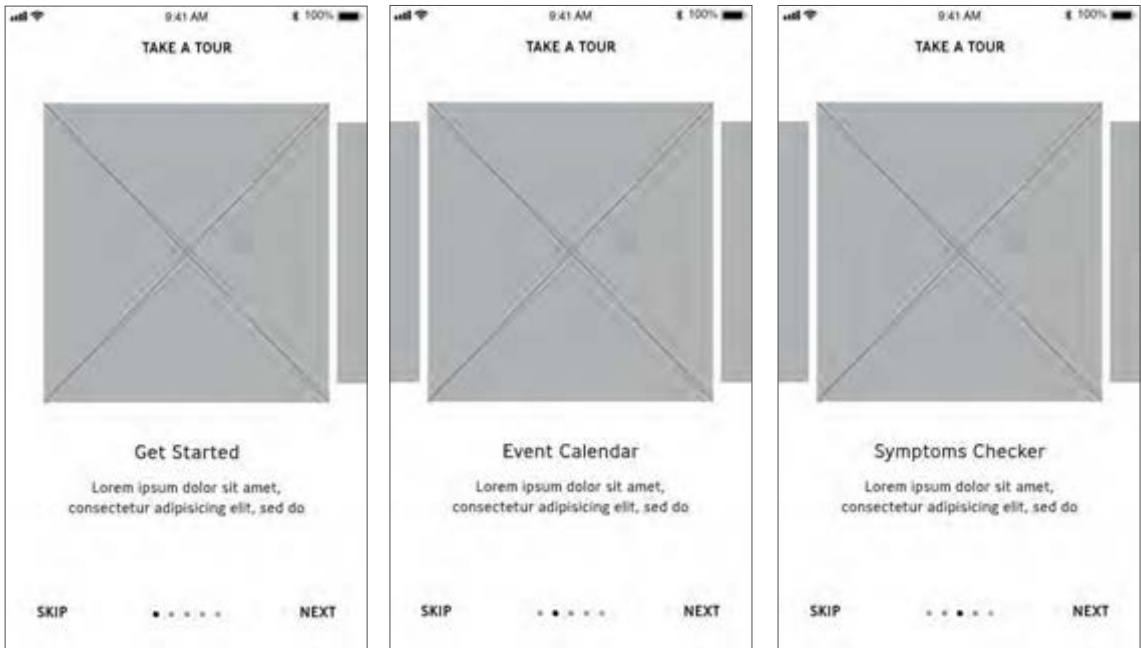
USER TESTING ROUND 1

Task 1 → Onboarding Screens

EXPECTED ACTION. Users tap on the “Next” button until the last onboarding screen, then taps “Buy Kit?”

ACTUAL ACTION. Two users did not see the “Buy Kit” button because it was put where the “Skip” was on the last screen. Those two users did not want to click on “Buy Kit” right after creating an account.

INSIGHT. Users who are skeptical do not want to see a pop-up about purchasing an item right after logging in. It does not feel genuine and feels like the company is now in the market to sell product.



33%
COMPLETED
AS EXPECTED



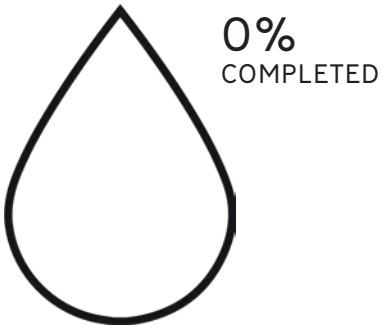
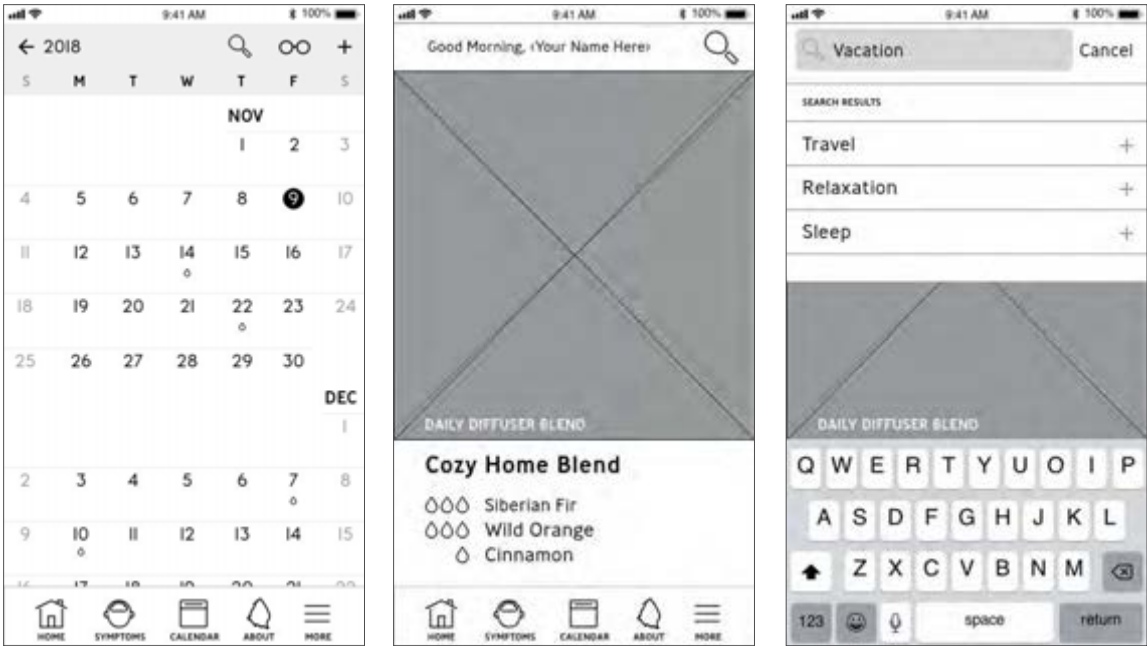
USER TESTING ROUND 1

Task 2 → Use Search Function

EXPECTED ACTION. Users tap “search” icon in the upper-right corner of the home screen or the calendar, then type within the search field.

ACTUAL ACTION. No participants found the search button on the calendar, but did find it on the home screen. However, it navigated them back to a calendar event, which they didn’t want to use.

INSIGHT. Users did not like having to add an event to know about something. They felt tricked and wanted to have more control over the actions in the app and calendar.



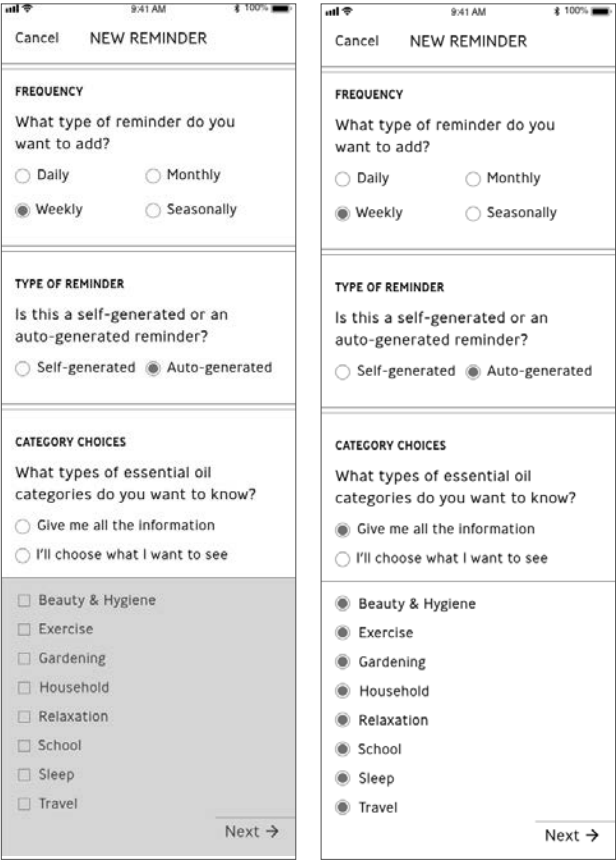
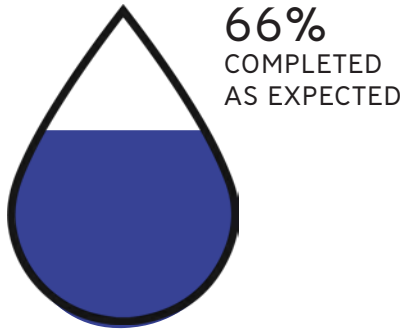
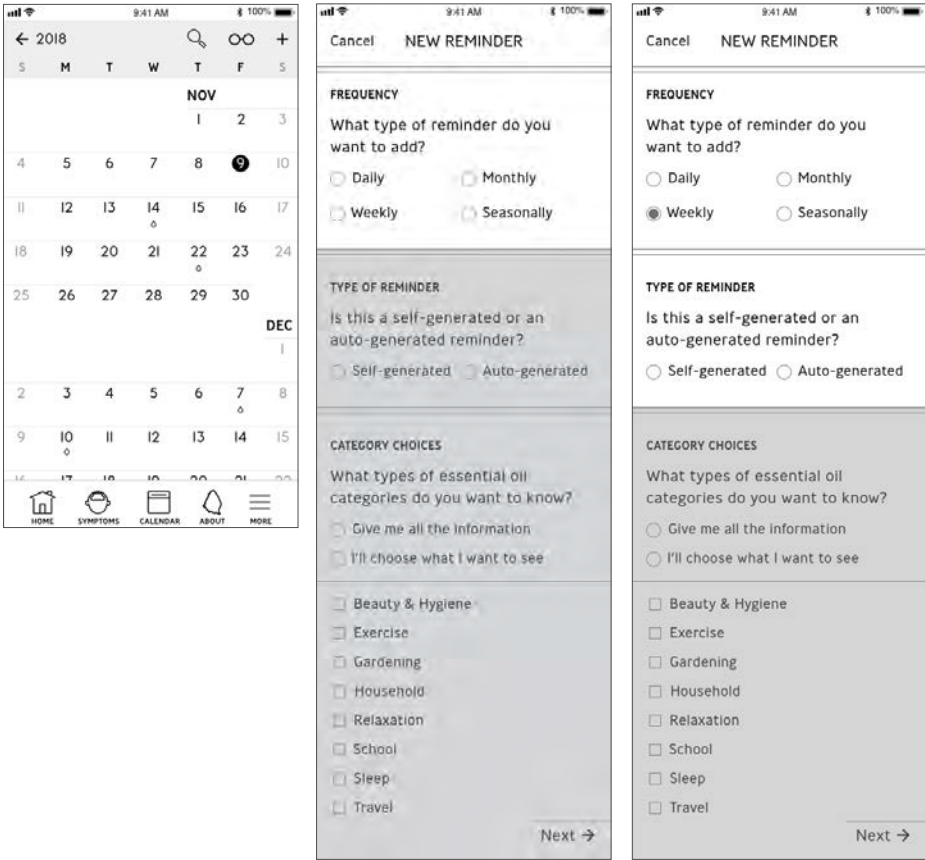
USER TESTING ROUND 1

Task 3 → Add Reminder to Calendar

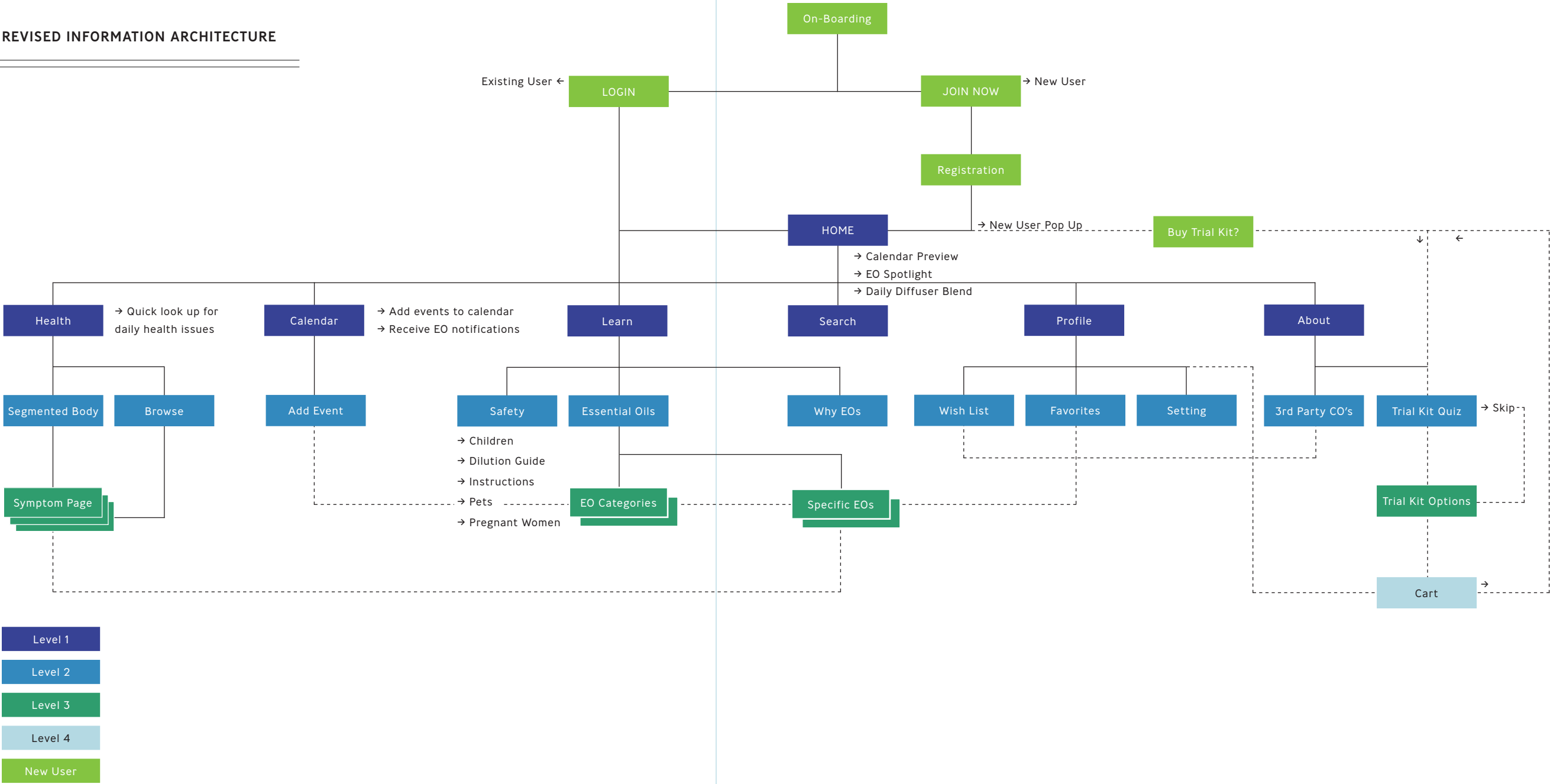
EXPECTED ACTION. Users tap calendar and tap the plus sign in the upper-right corner, then follows on-screen guides.

ACTUAL ACTION. One user went to the day to add the event, not the plus sign. Once going through the prompts, all users were confused on the process and the idea behind it. It was too foreign.

INSIGHT. Need to rework the flow of this task because it is confusing. The essential oil areas were also unclear since this is the only spot where users see the categories, which didn't make much sense to them either.



REVISED INFORMATION ARCHITECTURE



LO-FI DIGITAL PROTOTYPES

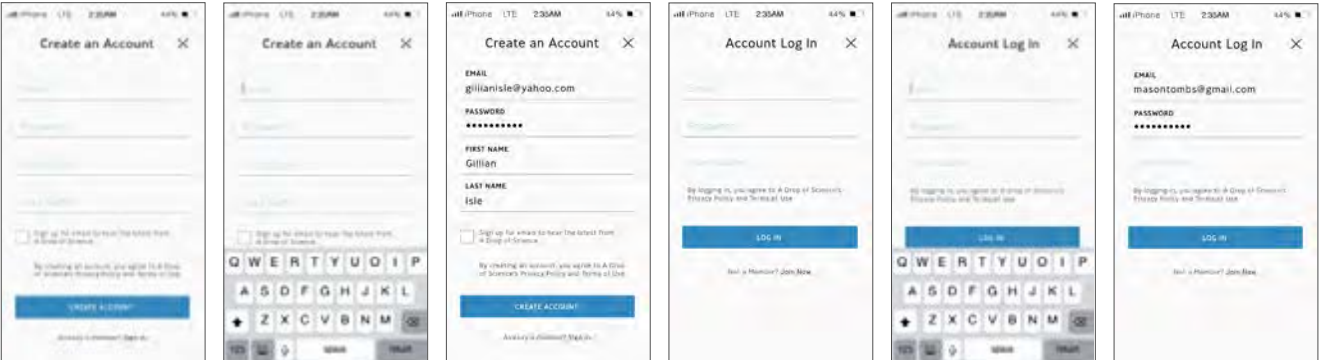
ONBOARDING →



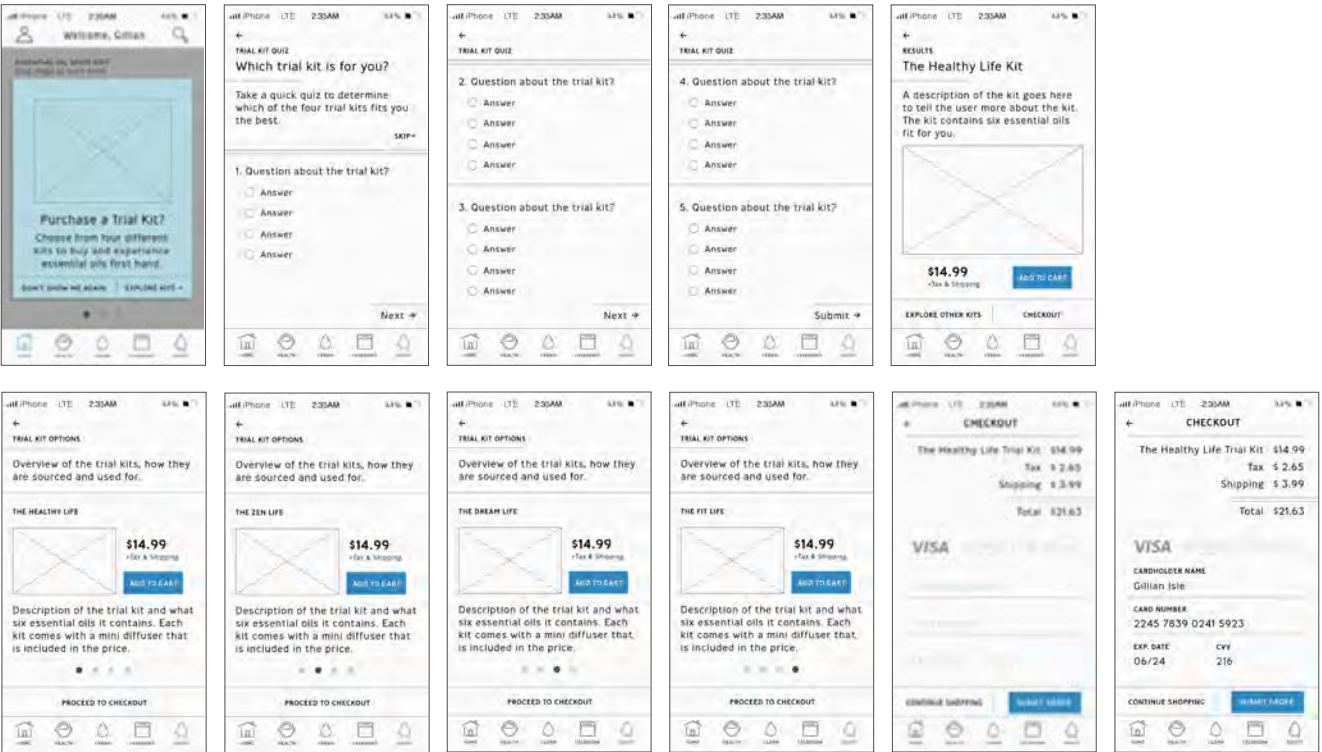
HOME SCREEN PREVIEW & SEARCH →



LOGIN →

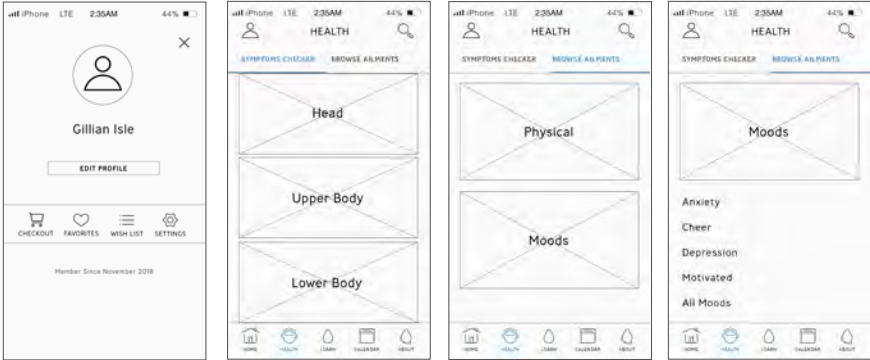


PURCHASE A TRIAL KIT →

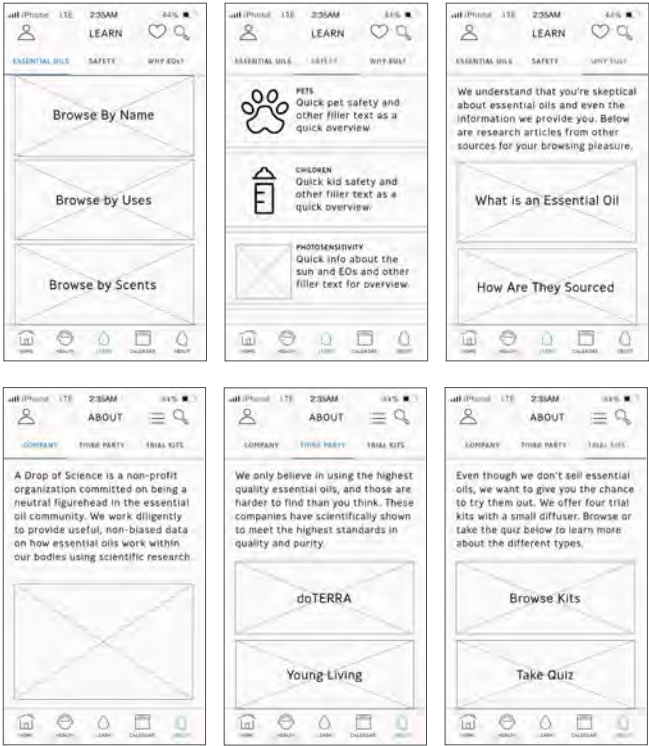


LO-FI DIGITAL PROTOTYPES

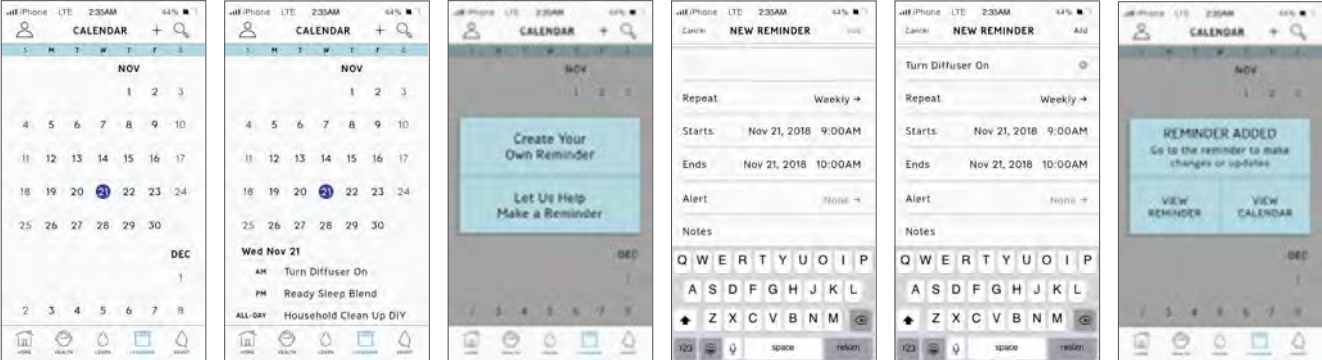
PROFILE & HEALTH →



LEARN & ABOUT →



CALENDAR & ADD SELF GENERATED REMINDERS →



CALENDAR & ADD AUTO GENERATED REMINDERS →



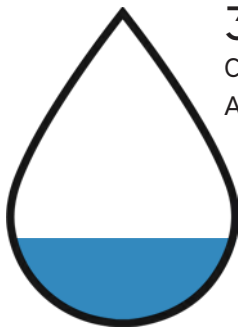
USER TESTING ROUND 2

Task 1 → Purchase Kit

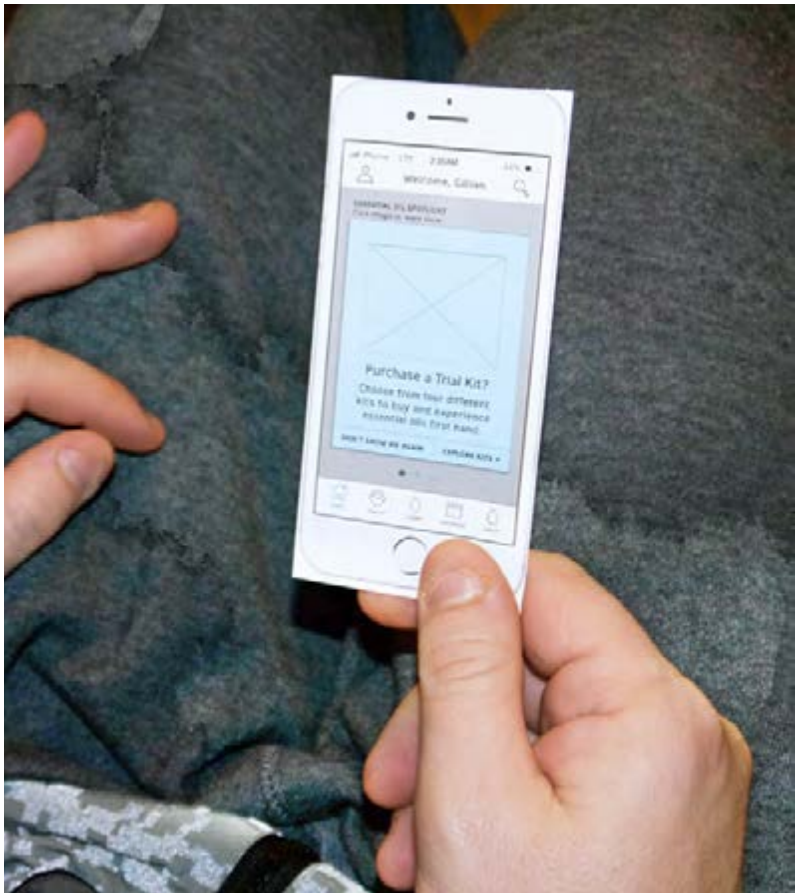
EXPECTED ACTION. User sees a pop-up after creating an account to purchase a trial kit, and user clicks on the pop-up.

ACTUAL ACTION. Two users ignored the pop-up simply because it showed up and felt like it was advertising.

INSIGHT. Users who are skeptical don't want to see a pop-up about purchasing an item right after logging in. It doesn't feel genuine and feels like the company is now in the market to sell product. Users felt less threatened if it were somewhere else on the home page.



33%
COMPLETED
AS EXPECTED



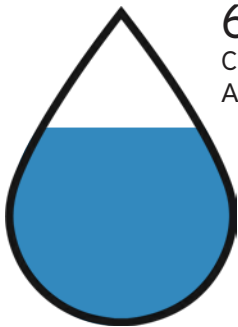
USER TESTING ROUND 2

Task 2 → Cart Location

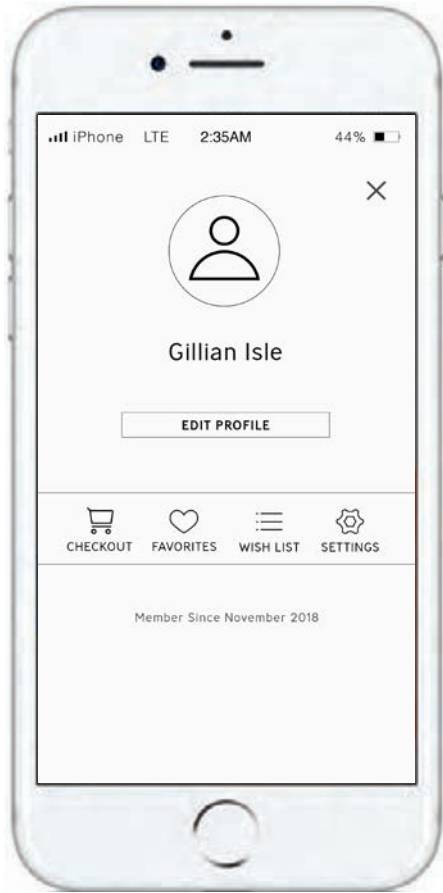
EXPECTED ACTION. Users had to locate their cart. Users are given a scenario where they placed an item in their cart, but decided to not buy it at that time.

ACTUAL ACTION. Two users located it under their profile, which was correct, while the other user wanted to search for it through the screens she'd looked through before.

INSIGHT. Place a notification icon over the profile button so it's faster to find. The users who did find it were unsure and guessing.



66%
COMPLETED
AS EXPECTED



USER TESTING ROUND 2

Task 3 → Add Event

EXPECTED ACTION. Users click on the plus sign while on the calendar screen.

ACTUAL ACTION. One user could not find it after multiple attempts. She kept trying to add it from the day, but wouldn't look in the corner to the plus sign.

INSIGHT. She wanted to hold down the time on the day to add an event. When asked how often she adds events to her iPhone calendar, she said rarely.



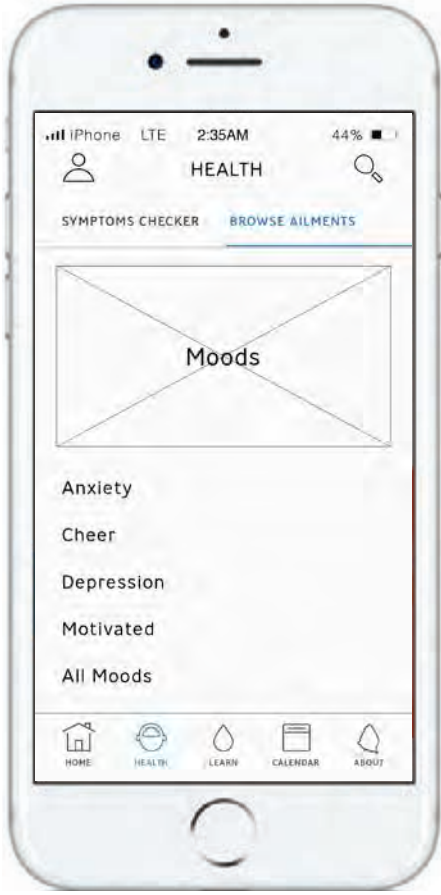
USER TESTING ROUND 2

Task 4 → Find Symptom

EXPECTED ACTION. Users click "Symptoms" then clicks on the symptoms checker or they browse through them manually.

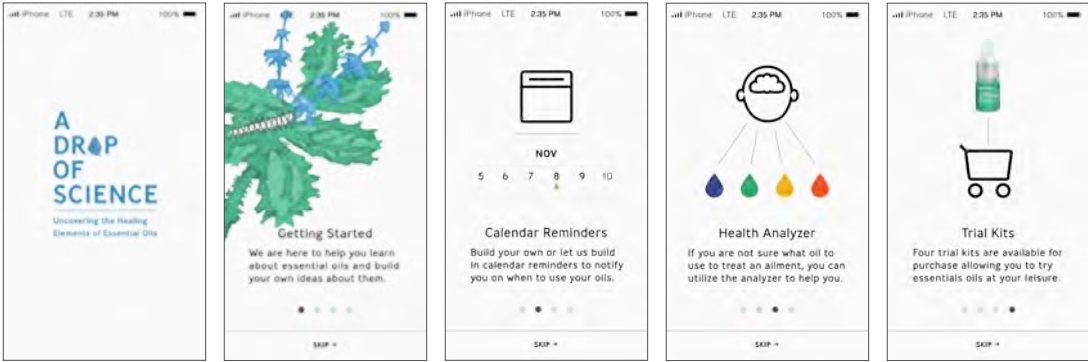
ACTUAL ACTION. All users navigated to it accurately. When asked how they would like to be able to see the results in the browse category, they wanted to see all of the categories in a quick snapshot instead of having to scroll too much.

INSIGHT. Create an easy scroll page with the different categories.



HI-FI DIGITAL PROTOTYPES

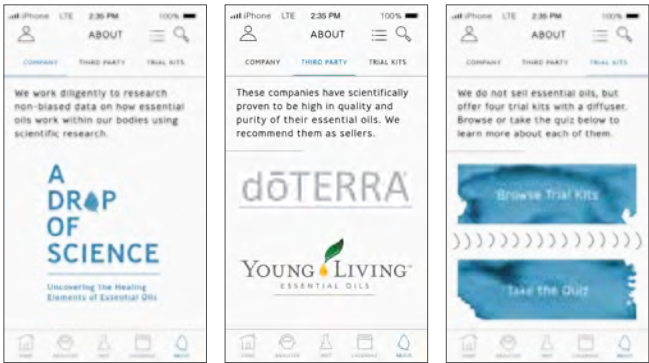
ONBOARDING →



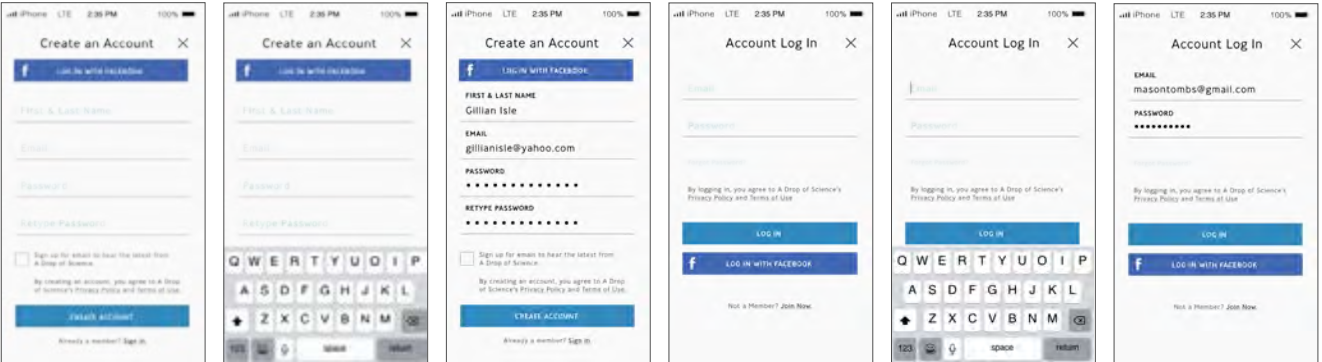
HOME SCREEN, SEARCH & PROFILE →



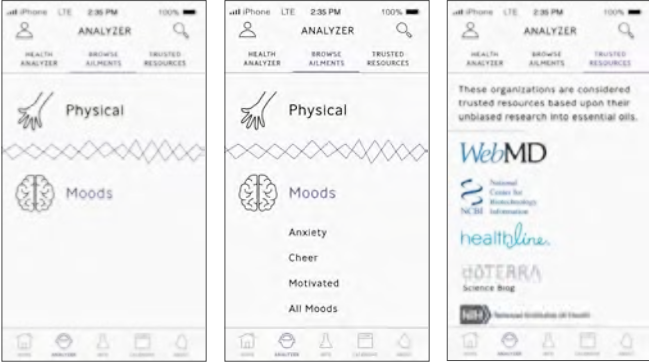
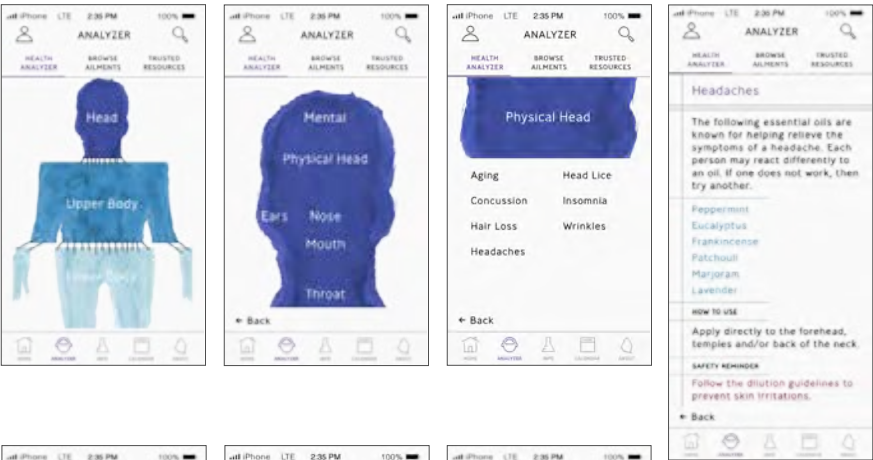
ABOUT →



LOGIN →



HEALTH ANALYZER →

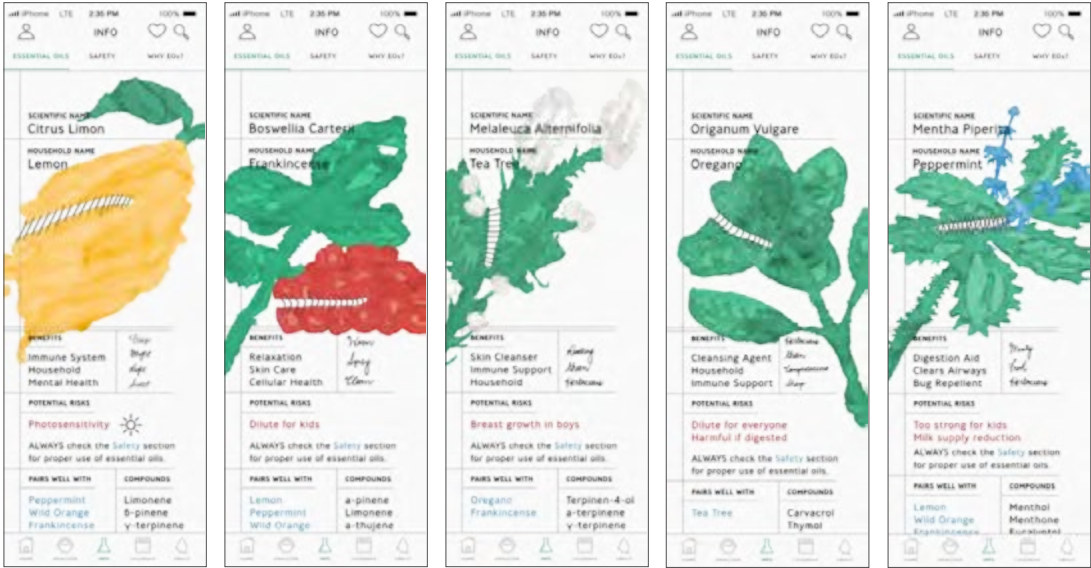


HI-FI DIGITAL PROTOTYPES

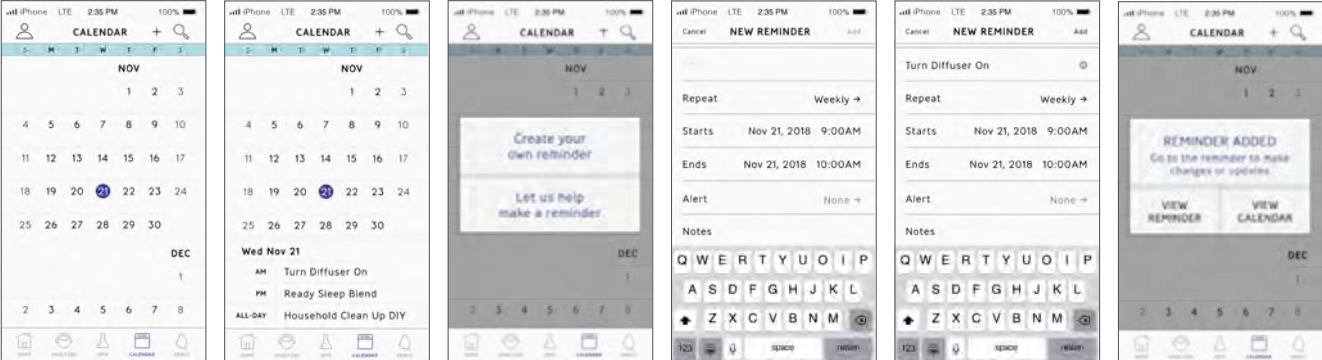
INFORMATION →



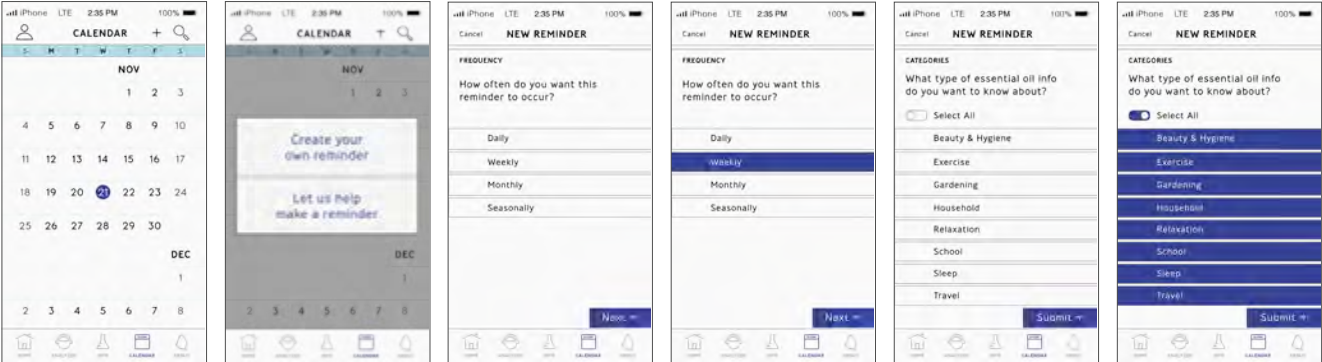
ESSENTIAL OIL PAGES →



CALENDAR & ADD SELF GENERATED REMINDERS →

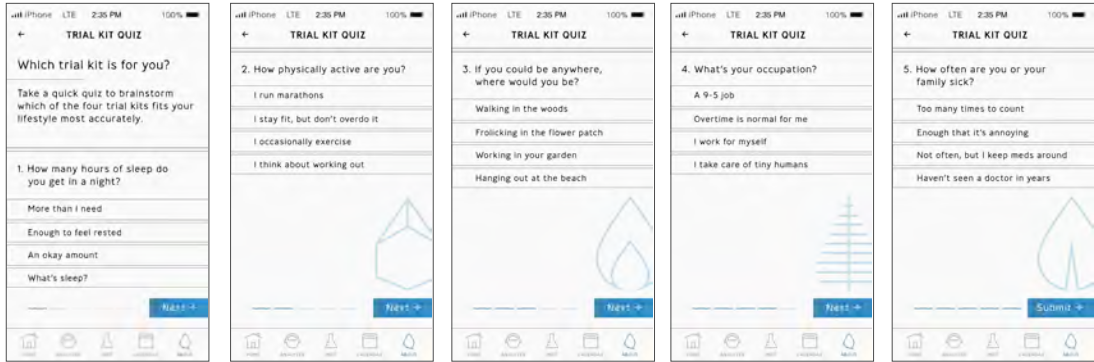


CALENDAR & ADD AUTO GENERATED REMINDERS →

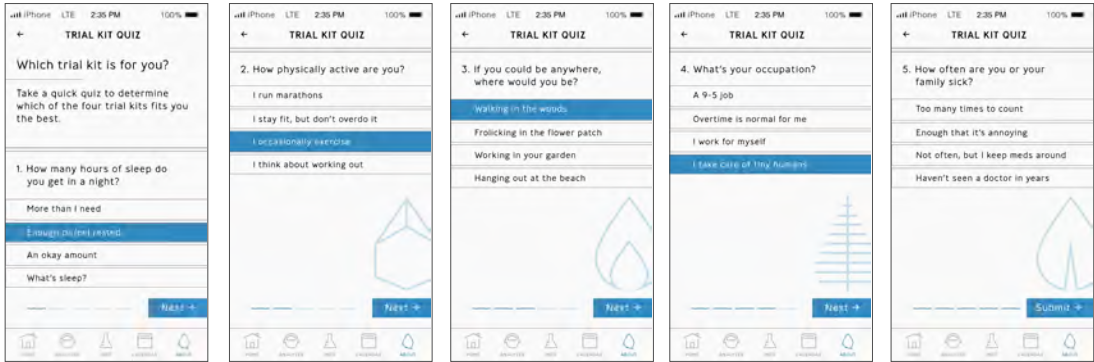


HI-FI DIGITAL PROTOTYPES

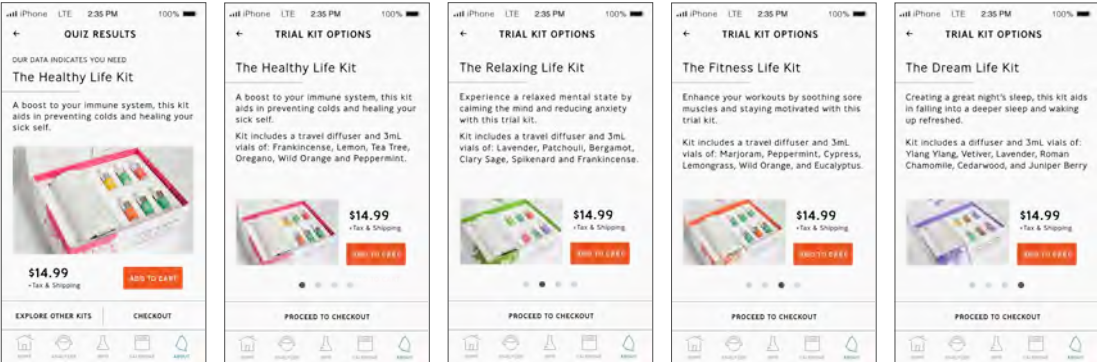
TRIAL KIT QUIZ QUESTIONS →



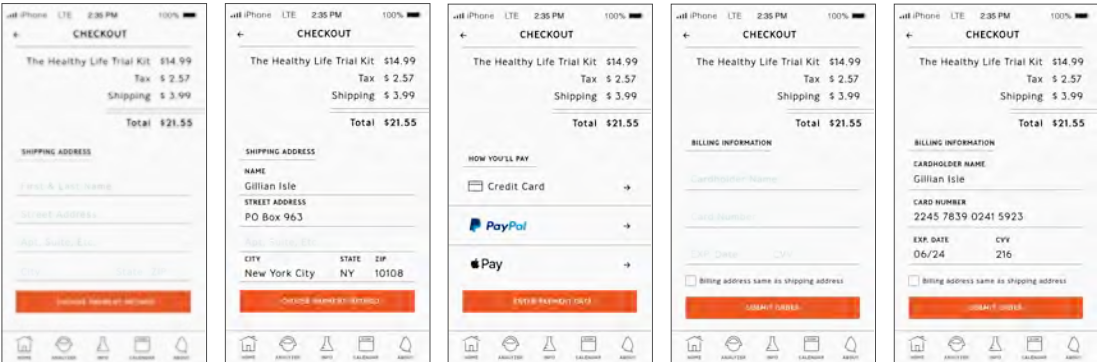
TRIAL KIT QUIZ ANSWERS →



TRIAL KITS RESULTS & BROWSE →



CHECKOUT →



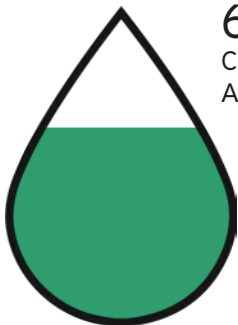
USER TESTING ROUND 3

Task 1 → Take Quiz

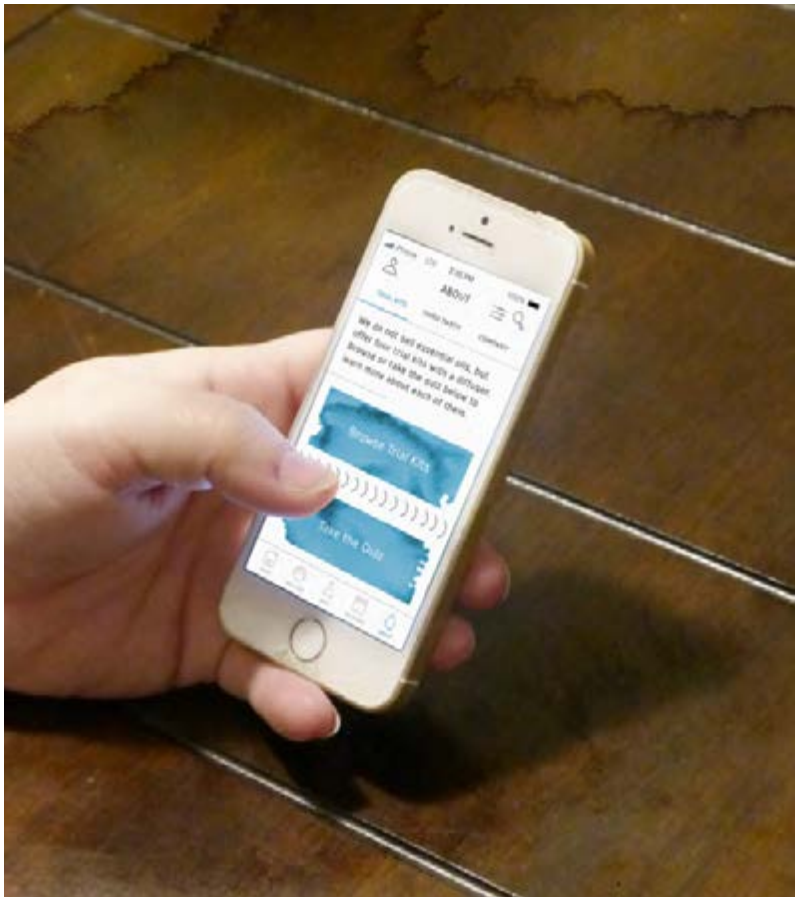
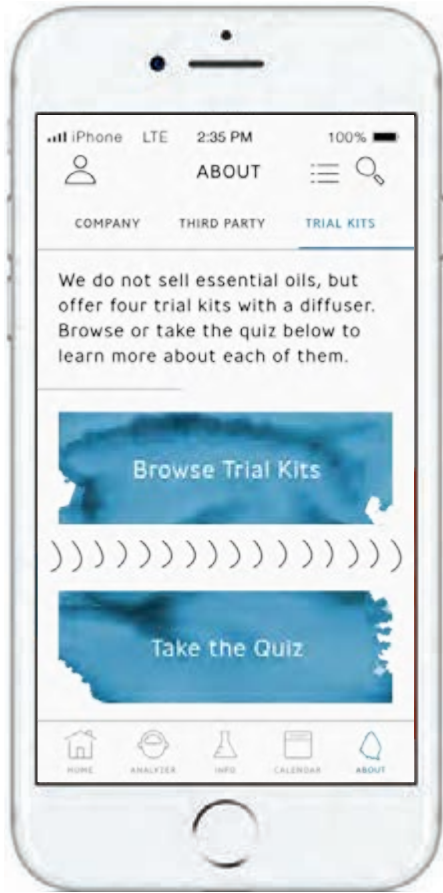
EXPECTED ACTION. User would navigate to the trial kit quiz off of the home page or through the About tab.

ACTUAL ACTION. Most users found it by exploring the app and found it under the About tab. However, one user had a hard time finding it.

INSIGHT. Users originally did not want it in too obvious of a place, but now the quiz was too hidden. The decision was made to move the trial kits quiz to be the first thing you see under the About tab instead of the last.



66%
COMPLETED
AS EXPECTED



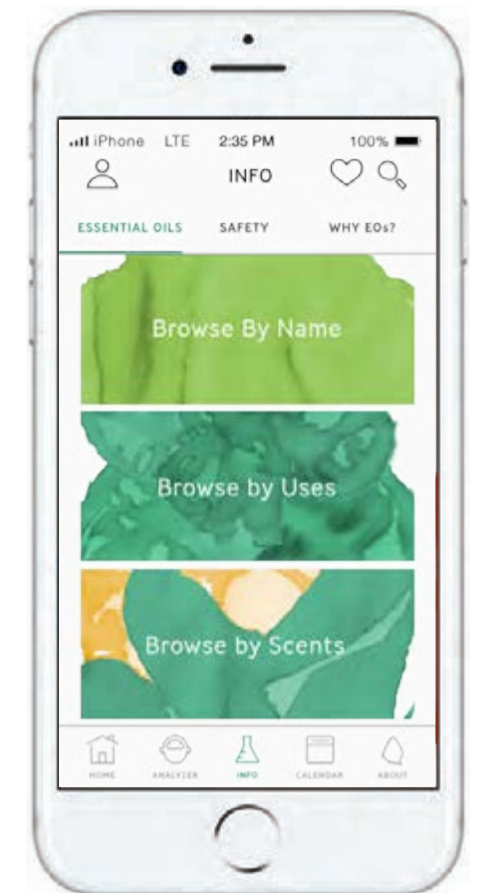
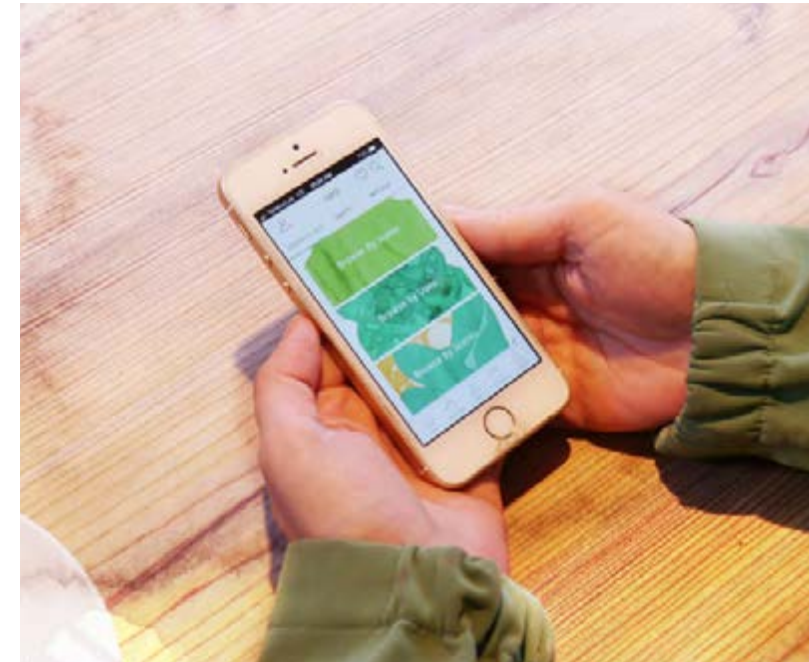
USER TESTING ROUND 3

Would You Use the App?

INSIGHT. All users stated they would absolutely use the app to understand and use essential oils more.

"I would use the
info screens
the most for
daily use."

-Melissa



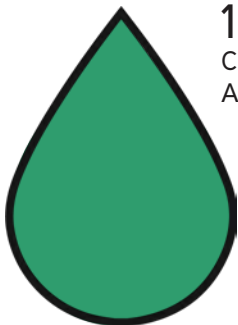
USER TESTING ROUND 3

Task 2 → EO Screens

EXPECTED ACTION. Users arrive at the screens after looking at the headaches analysis and scroll through the info.

ACTUAL ACTION. All users went to the screens directly from the health page and enjoyed the information. But, users did want quick access to where to buy essential oils.

INSIGHT. After reviewing the essential oil information, users wanted to be able to purchase them through third party sites. The screens needed external links for easy access to the essential oils.



100%
COMPLETED
AS EXPECTED

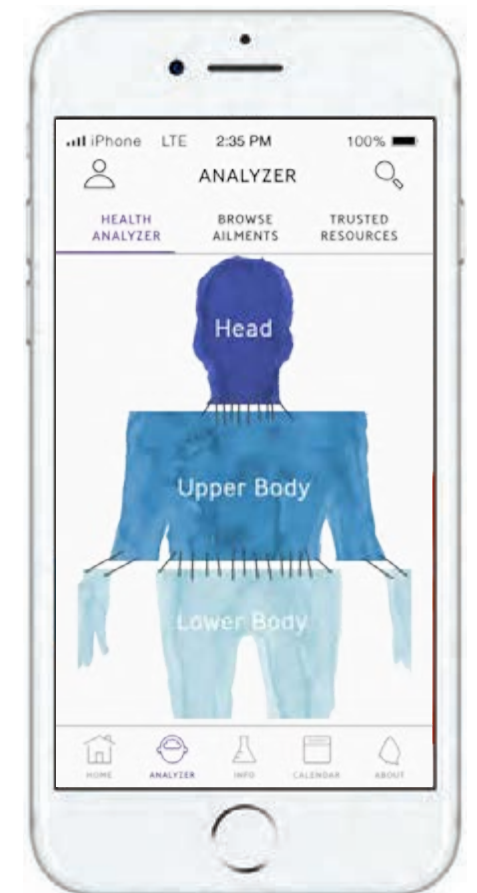


USER TESTING ROUND 3

What Feature is the Best?

INSIGHT. The most useful sections were the health analyzer and the information sections because it allowed users to browse and research essential oils as their leisure.

“I wish the app was real so I could *explore* this more.” -Stephanie



DELIVERABLES

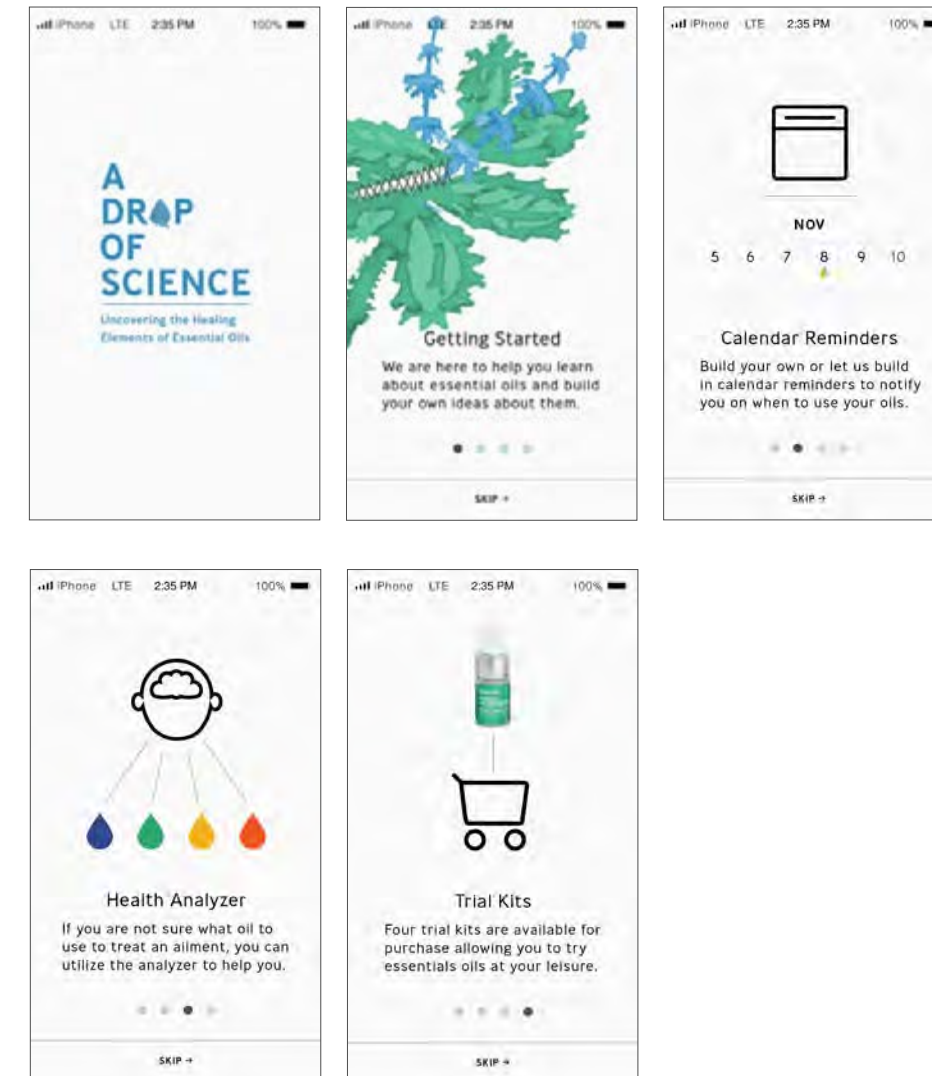
- Mobile App
- Trial Kits
- Magazine
- Website

Chapter

MOBILE APP

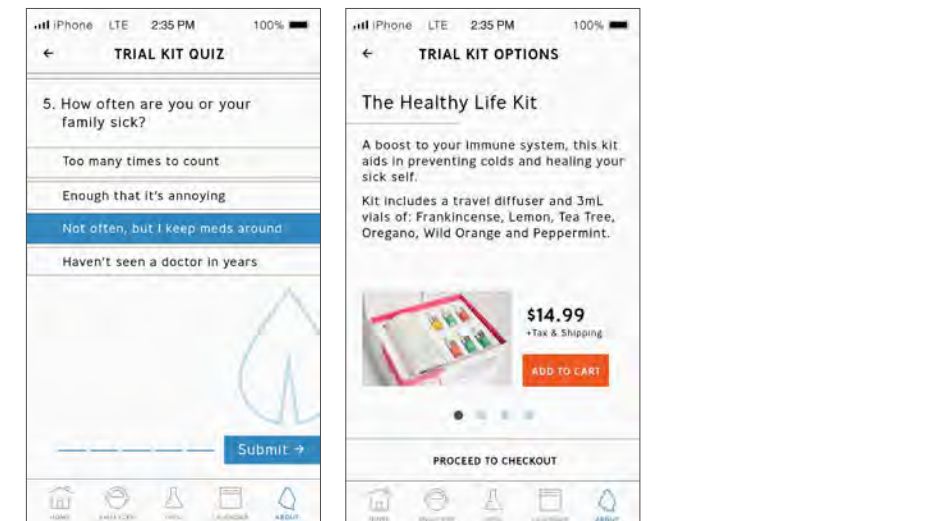
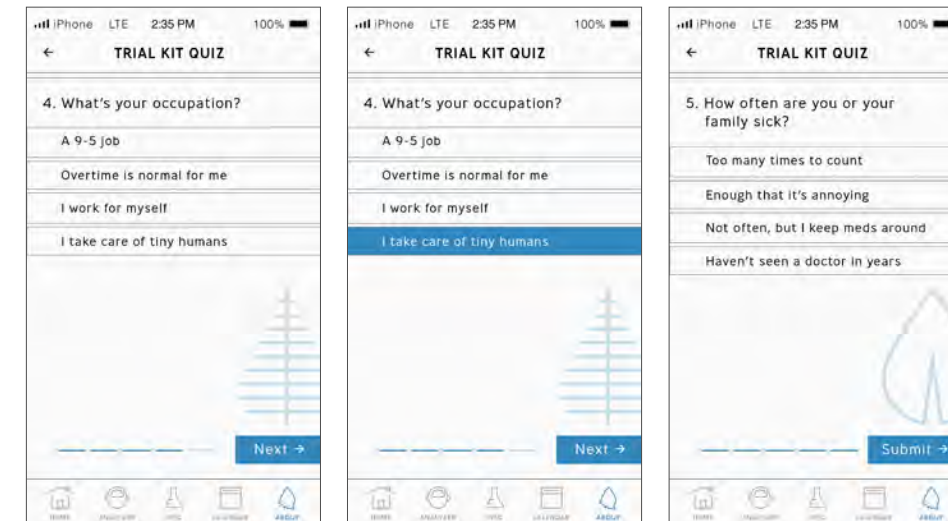
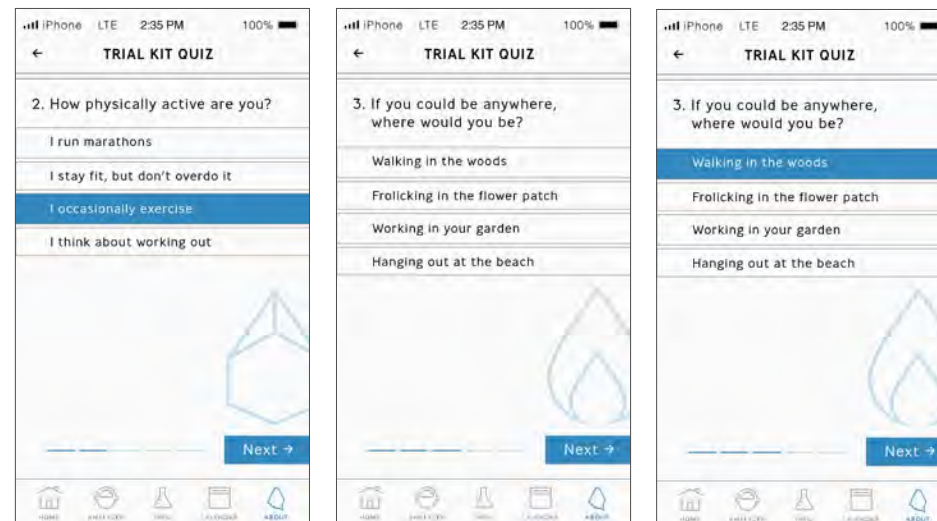
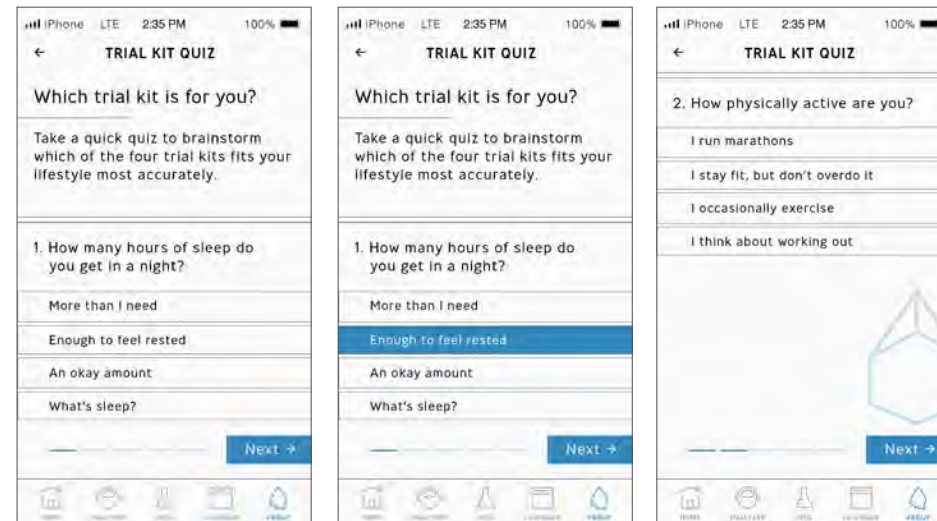
This mobile app is designed as a quick guide to learning about essential oils based off of unbiased, scientific research. Additionally, the app provides a calendar to create habits, a health analyzer for help with medical ailments, and further information on essential oils allowing users to learn about them independently. Consumers can also take a quiz to see which trial kit suits their lifestyle the best.

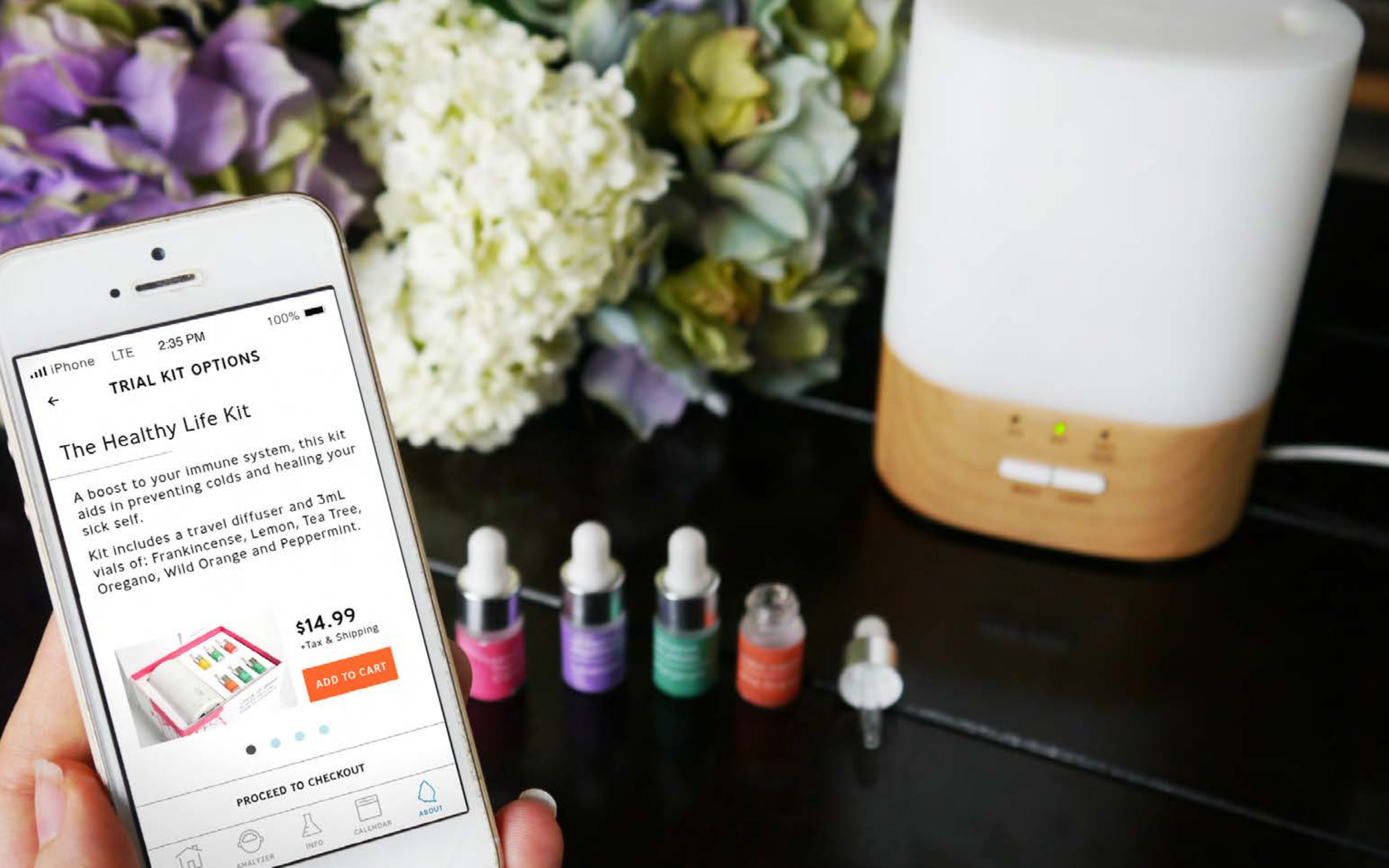
ONBOARDING →



HI-FI DIGITAL PROTOTYPES

TRIAL KIT QUIZ →





iPhone LTE 2:35 PM 100%

TRIAL KIT OPTIONS

The Healthy Life Kit

A boost to your immune system, this kit aids in preventing colds and healing your sick self.

Kit includes a travel diffuser and 3mL vials of: Frankincense, Lemon, Tea Tree, Oregano, Wild Orange and Peppermint.



\$14.99
+Tax & Shipping

ADD TO CART

PROCEED TO CHECKOUT

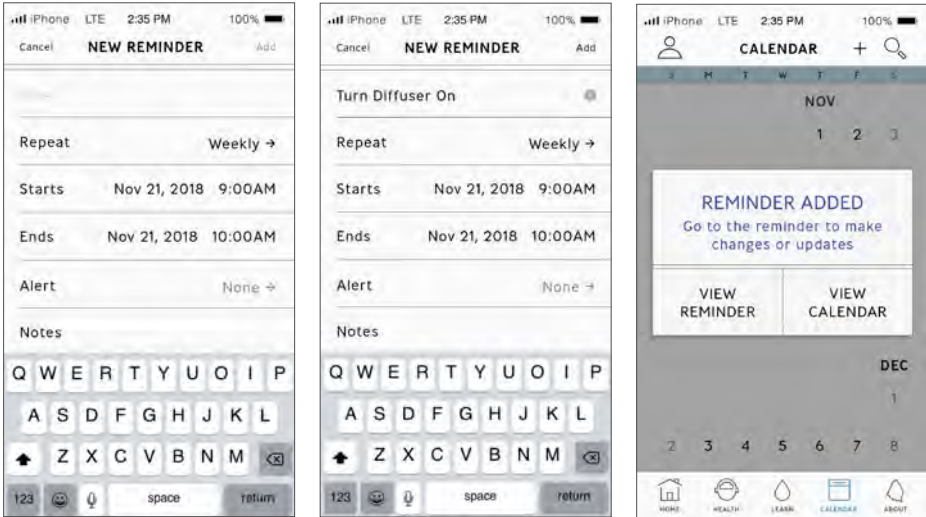


HI-FI DIGITAL PROTOTYPES

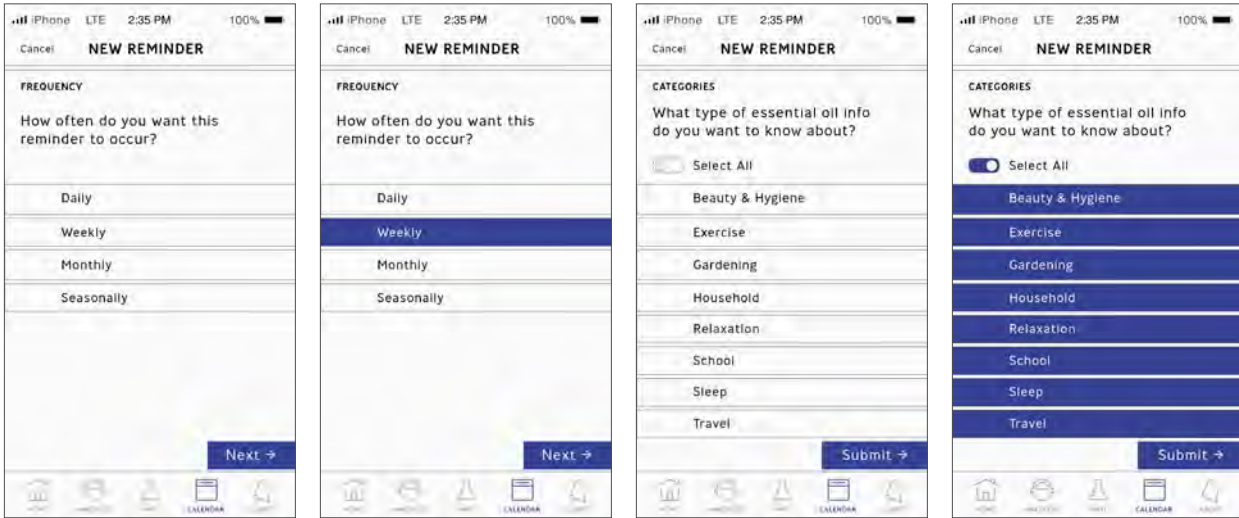
CALENDAR →



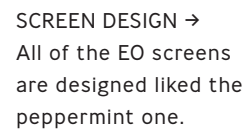
CREATE OWN REMINDER →



LET US CREATE REMINDER →



ESSENTIAL OIL PAGES →



ESSENTIAL OIL PAGES →



TRIAL KITS

The trial kits provide a way to experience essential oils in an easy and convenient way. Each kit is tailored towards an area a person might want to use essential oils for. They include six sample vials, booklet, and a travel diffuser.



THE FITNESS LIFE TRIAL KIT

Experience essential oils as they work within your body to enhance your workouts. These six oils aid in soothing sore muscles and keeping you motivated.

CONTAINS 6 (5ml / 0.17 fl. oz.) bottles of:



Lemon
Aids in clearing
detoxifying, mood
boosting, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Orange
Aids in clearing
detoxifying, mood
boosting, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



THE DREAM LIFE TRIAL KIT

Experience essential oils as they work throughout your body to create the best sleep of your life. These six oils aid in falling into a deeper sleep and waking up refreshed.

CONTAINS 6 (5ml / 0.17 fl. oz.) bottles of:



Ylang Ylang
Aids in clearing
detoxifying, mood
boosting, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



THE RELAXING LIFE TRIAL KIT

Experience essential oils as they work throughout your body to create a relaxing connection to your head. These six oils aid in reducing anxiety and calming the mind.

CONTAINS 6 (5ml / 0.17 fl. oz.) bottles of:



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



THE HEALTHY LIFE TRIAL KIT

Experience essential oils as they work throughout your body as a boost to your immune system. These six oils aid in preventing colds and healing your sick self.

CONTAINS 6 (5ml / 0.17 fl. oz.) bottles of:



Orange
Aids in clearing
detoxifying, mood
boosting, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care

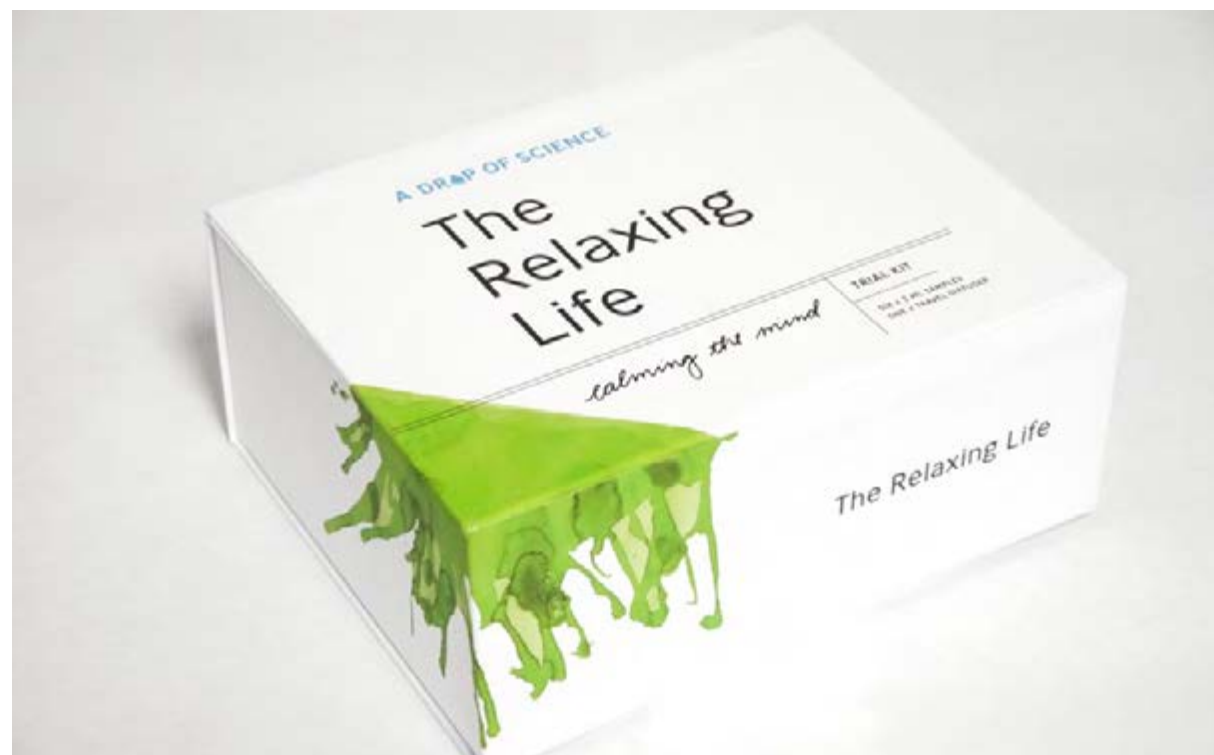


Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



Eucalyptus
Clears sinuses,
relieves congestion,
refreshing, skin care



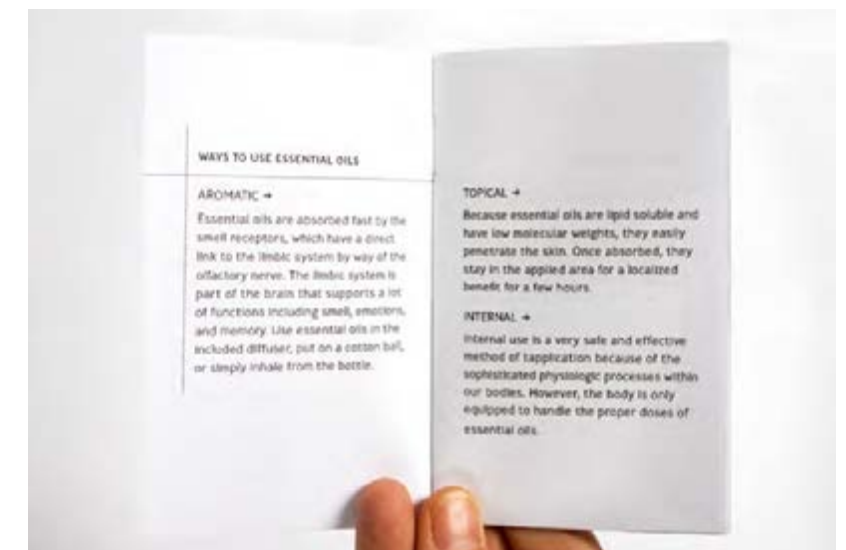




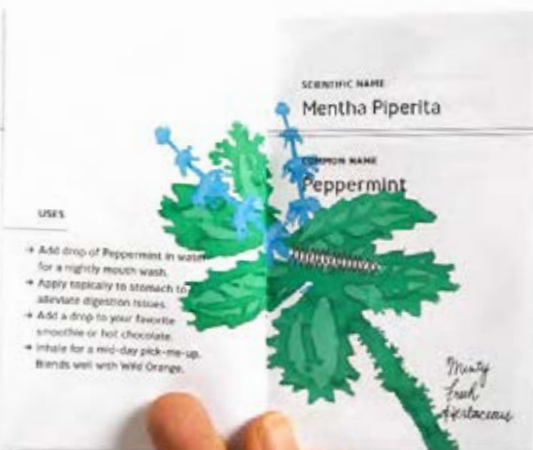


COVERS →

These are the covers of each booklet. The next three spreads are the same in each booklet.







MAGAZINE

The magazine is a quarterly publication highlighting a seasonal theme to marry the information provided. These are found at doctor offices or where free publications are offered.





Combating Cold + Flu Season

Written by David Threlkeld

The use of essential oils for health purposes goes back to ancient times. History credits the ancient Egyptians with being the first society to use these oils. Hippocrates, from ancient Greece, is credited with using essential oils for their curative properties and healing. Using oils has become a popular way to promote optimal health using a holistic method.

— **Lawrence**

- Lavender has antibacterial, antidepressant and anti-inflammatory effects.
- Clears a stuffy nose, when caused by allergies or a common cold.
- Place 5 drops in humidor to break up congestion.
- Helps keep your skin hydrated and healthy during the cold, dry months.



IRELAND

- Oreganum essential oil has very powerful immune boosting activities: antifungal, antiparasitic, antimicrobial and antibacterial properties.
- Makes your immune system stronger to prevent illness and to alleviate symptoms associated with the flu (like the cold and flu).
- It is especially helpful for relieving a sore throat.



LEWIS

- Lemon essential oil has antiseptic, mood-boosting and antibacterial effects.
- Helps prevent illness or to help fight illness if you are already sick.
- Simply acts as a surface cleaner like it would your home to remove germs and bacteria.
- Naturally reduces your desire to eat sweets.



and the following results:

- Peppermint has immune-boosting properties and works to reduce your appetite.
- Stimulates your immune system and helps with several symptoms common with winter illnesses.
- Helps relieve sinus pressure and drain the sinuses to alleviate pain and stuffiness.



Pharmaceuticals

- Frankincense has immune-boosting and purifying properties which helps to prevent you from getting sick during the winter season.
- Use frankincense regularly before getting a cold to go through the season without getting sick.
- When combined with frequent hand washing, your immune system is stronger and resistant to illness.

© 2005 Blackwell Publishing Ltd, *Journal of Internal Medicine* 258: 103–110

essential oil

"Essential oils have a unique ability to interact with the cell and within the cells."

The Transient Receptor Potential (TRP) channels are the "coolest" evidence on how the menthol in peppermint works with our bodies. These channels are our body's sensors to physical stimuli such as temperature, pressure and even peppermint intake. This channel

SCIENCE OF OUR HEALTH SPOTLIGHT

SCIENCE OF OUR HEALTH SPOTLIGHT

peppermint

From using it to freshen your breath to healing sun-burned skin to relieving bloating, peppermint oil is truly versatile. If almost sounds too good to be true, right? Essential oils are physiologically active meaning they interact within our body to influence cellular activity. Without getting technical, peppermint oil has a specific bioactivity within our bodies allowing for many applications, eight of which are referenced on the other page. Before diving into the uses, peppermint plant's history is long and it is worth mentioning.

The pepperwort plant is a perennial plant, meaning it comes back every year and you do not have to replant it. Pepperwort's first appearance is from 5000 BC when archaeologists discovered dried pepperwort leaves in the ancient pyramids tombs. Many people don't realize how pepperwort oil has been used throughout a variety of industries and commercial goods for years. It is a versatile essential oil with many practical uses for the common household.

01

TABLE 1

instead of using gully to feed them good, healthy, rich, a drop of peppermint oil in water, and swirl it around your mouth as a mouthwash. Peppermint contains menthol an ingredient used for generations to freshen and cleanse.

02

1007-1276/98/0005-0000\$05.00/0

Apply a limited drop of oil to your lips for a quick way to relieve your lips of chapping. It is nourished skin. The coating effects found in natural helps to make your overworked skin feel cool and as if it begins again. Continue treatment with lavender and tea tree oil for a skin recovery treatment.

Article continued
on the next page

04

HAIR & SCALP CARE

Peppermint is a great oil for muscle relaxation when added to your shampoo or conditioner. The peppermint takes and cools the scalp when it's needs some jolting or is itchy with dandruff.

05

DISCUSSION

The stimulating properties of peppermint help make the most out of a workout or if you are feeling under the weather. Apply it to the top of your chest, the arms and your chest area to breathe easier, clear your sinuses and soothe a sore throat.

06

WILEY

If you, Denise, Ann, Nathan, and other true friends, are interested in your best friend, then you have the spirit of preparation and will not go near it. Place a cotton ball with a drop of tea on it and let it sit at the entrance of an ant trail to stop a potential invasion.

07

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

When taken internally, peppermint helps to calm down an upset stomach. Place one to two drops of essential oil in a glass of water to ensure the oil reaches your stomach quickly.

08

ENDING STRIKE

On hot days, apply a 2-3 drops of peppermint oil to the bottoms of your feet and up your spine to stay cool. The menthol interacts with the cooling receptors in your body to help regulate your body temperature and cool it down.

Article continued onto the next page.

Have you ever noticed how effortlessly you can feel about these appliances, but they are unable to tell you how they work? More is where the *little details* of structure is important – to explain how they interact within our bodies. Explanations have a unique cellular structure allowing them to interact on the surface of a cell and within the cells. Think back to your high school science class and recall the structure of a cell. Our cells are enclosed by a protective barrier called a membrane, which houses surface receptors. These receptors act as communication nodes to the rest of our body. When certain substances interact and bond with these receptors, cellular structures are activated. Within the plasma membrane are ion channels, each with a different function and charge and allows for the passing of ions between the membrane



"Essential oils have a unique cellular structure allowing them to interact on the surface of a cell and within the cells."

The Transient Receptor Potential (TRP) channels are the "canine" evidence on how the meeting in paganism works with our bodies. These channels are our body's sensors to physical stimuli such as temperature, pressure and stretch, when paganism interacts and activates with this channel, it also activates the TRPA4 receptor. Another example, isn't Don't worry about this one. Scientists simply said it TRPA4, so we see too. The TRPA4 receptor is our cold indicator. So when we get goosebumps, the TRPA4 receptor is triggered. Further research was conducted to show about this cold indicating receptor was discovered after an initial hypothesis 50 years earlier.

really what we perceive as hot and cold. Those of whom you've traveled to another city during a colder month, for instance, you live in Los Angeles but traveled to Seattle in November. It is only-degree outside, but you're freezing while your friends from Seattle and enjoying a heat wave. Each person's TRP receptors are perceiving and regulating their ownest slightly different because of what they are acclimated to. These receptors are the TRPM8 receptors.

In 1955, studies conducted by scientist Hans von Dürckheim were able to show how alcohol created the cooling sensation, but they could not figure out how the body was doing it, or more importantly, where. Fast forward to 2005, when two different research teams did

experiments to find that TRPM8 receptors stimulated cold sensitivity. This was the first discovered cold-activated ion channel and it established the role about TRP channel's ability to regulate temperature. Throughout the testing to find TRPM8, menthol was used to act as the cooling sensation, which showed how the cold feeling from the weather and menthol did the same thing within the TRPM8 receptors to create a cooling sensation.

One thing to note: eating these herbs in high doses of mouthfuls caused burning sensations and pain. Please do not take a peppermint bath when you're hot and think it's cool you down. Remember that essential oils are safe when properly used and taken in moderation.

That was a lot of science talk and might be hard to visualize. The peppermint essential oils has the ability to aid in digestion, cool down our body, help with skin care, repel bugs, act as a respiratory aid, and gives us a boost of energy when we need it. ■

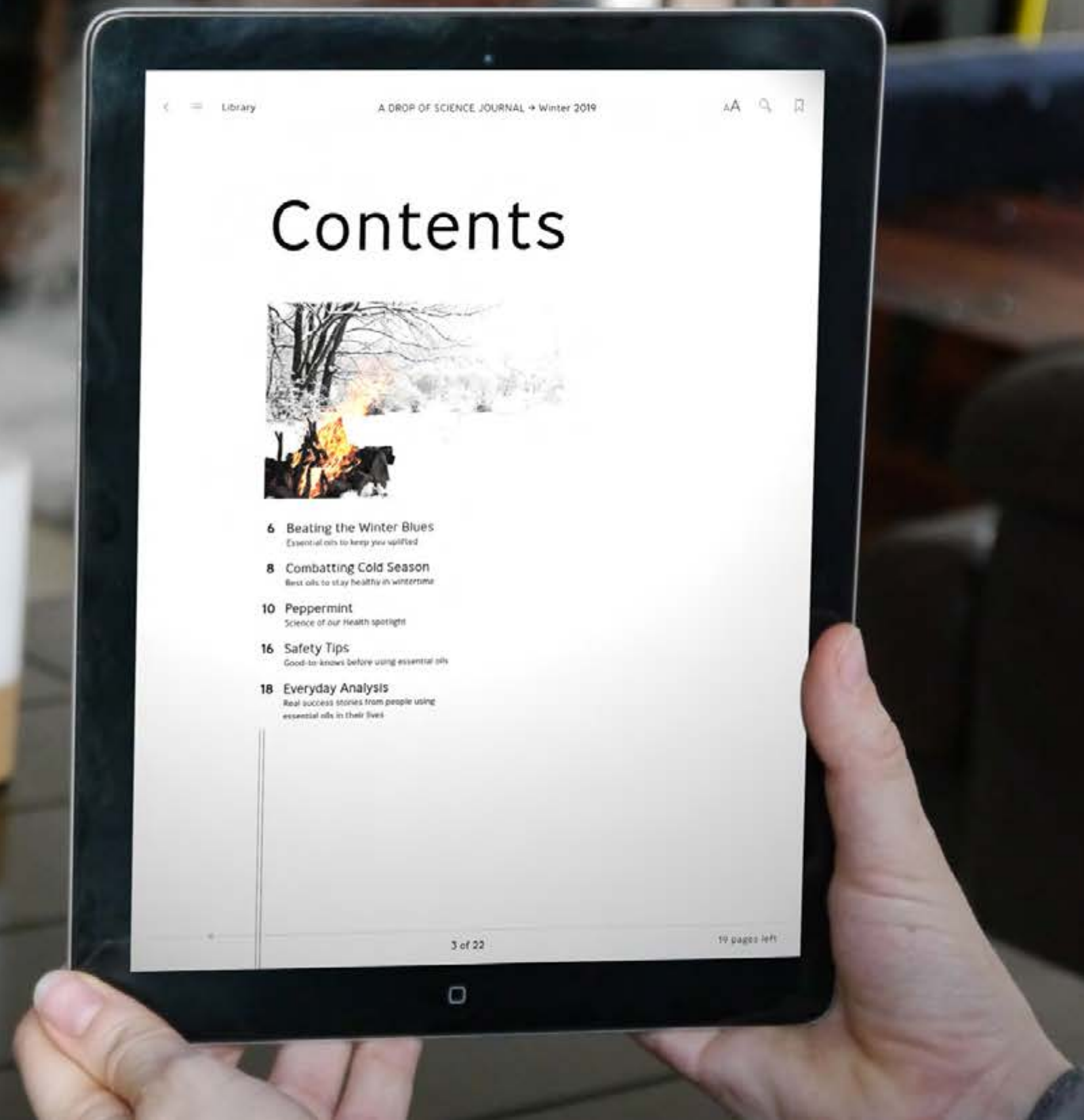
Tips

Categories: neat, dilute or
oil directly to your skin
e means an oil needs to
e time regardless of
an oil that only needs
ole, like young kids

reaction, though you're
within ten minutes of
p a carrier oil, like
oil, avocado oil, raw
oil or grapeseed oil
y reduce the effects

afe for everyone
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, or "hot," oils
enefits when
are worth the





Contents

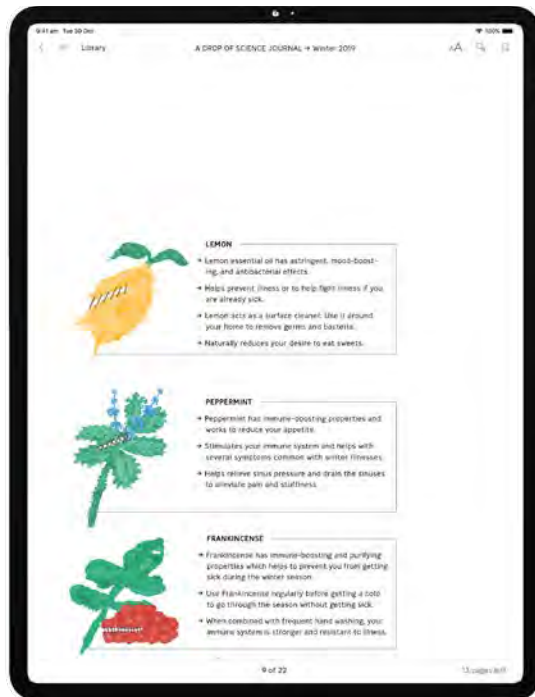


- 6 Beating the Winter Blues
Essential oils to keep you uplifted
- 8 Combatting Cold Season
Best oils to stay healthy in wintertime
- 10 Peppermint
Science of our Health spotlight
- 16 Safety Tips
Good-to-knows before using essential oils
- 18 Everyday Analysis
Real success stories from people using essential oils in their lives

MAGAZINE (DIGITAL VERSION)

The magazine is a quarterly publication highlighting a seasonal theme to marry the information provided. The digital version is accessible through Apple News and other digital storefronts.

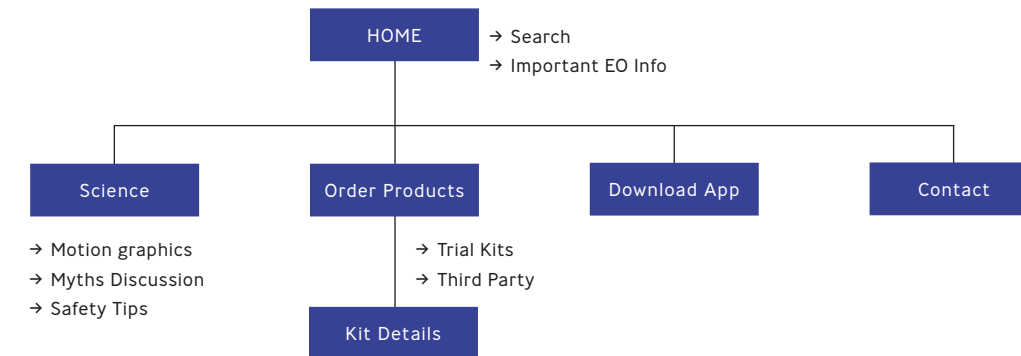




WEBSITE

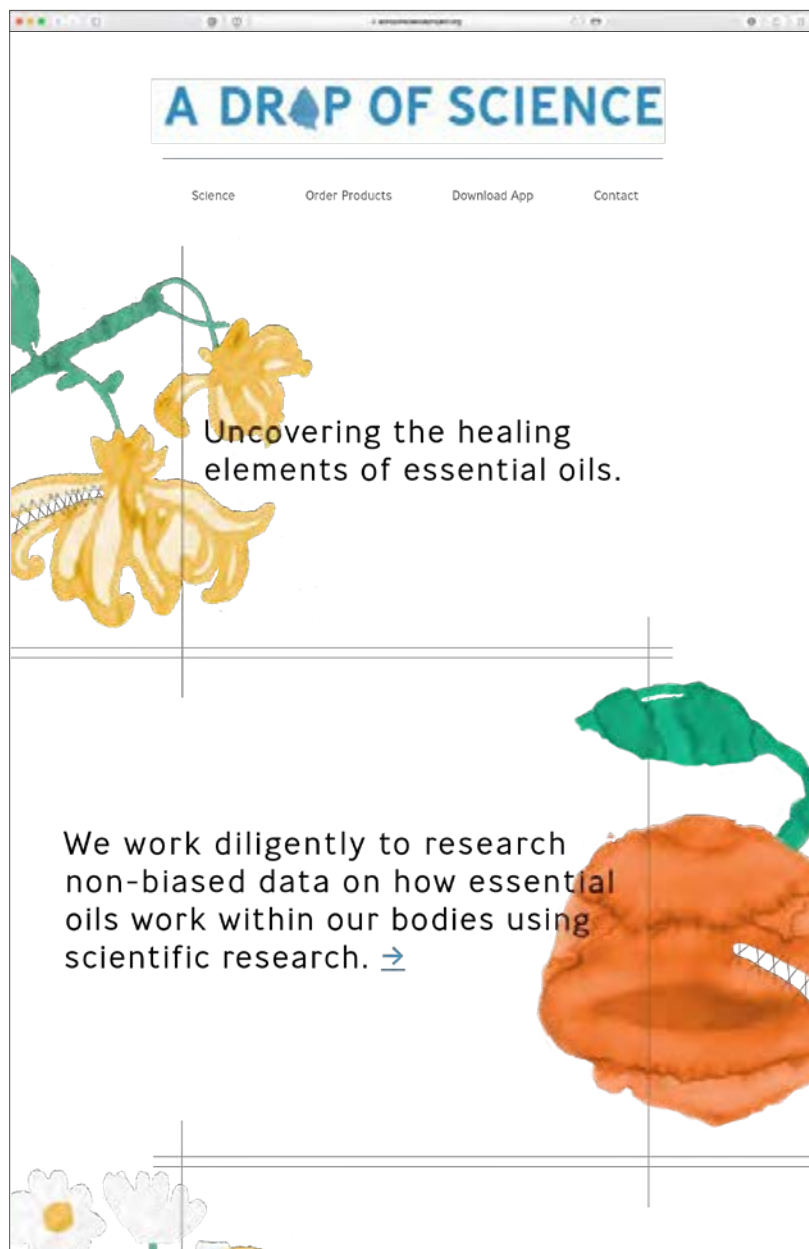
The website is a location to house each of the deliverables. It also includes a motion graphic showing how the science of essential oils works within our bodies.

[SITE MAP →](#)



WEBSITE

[HOME PAGE →](#)

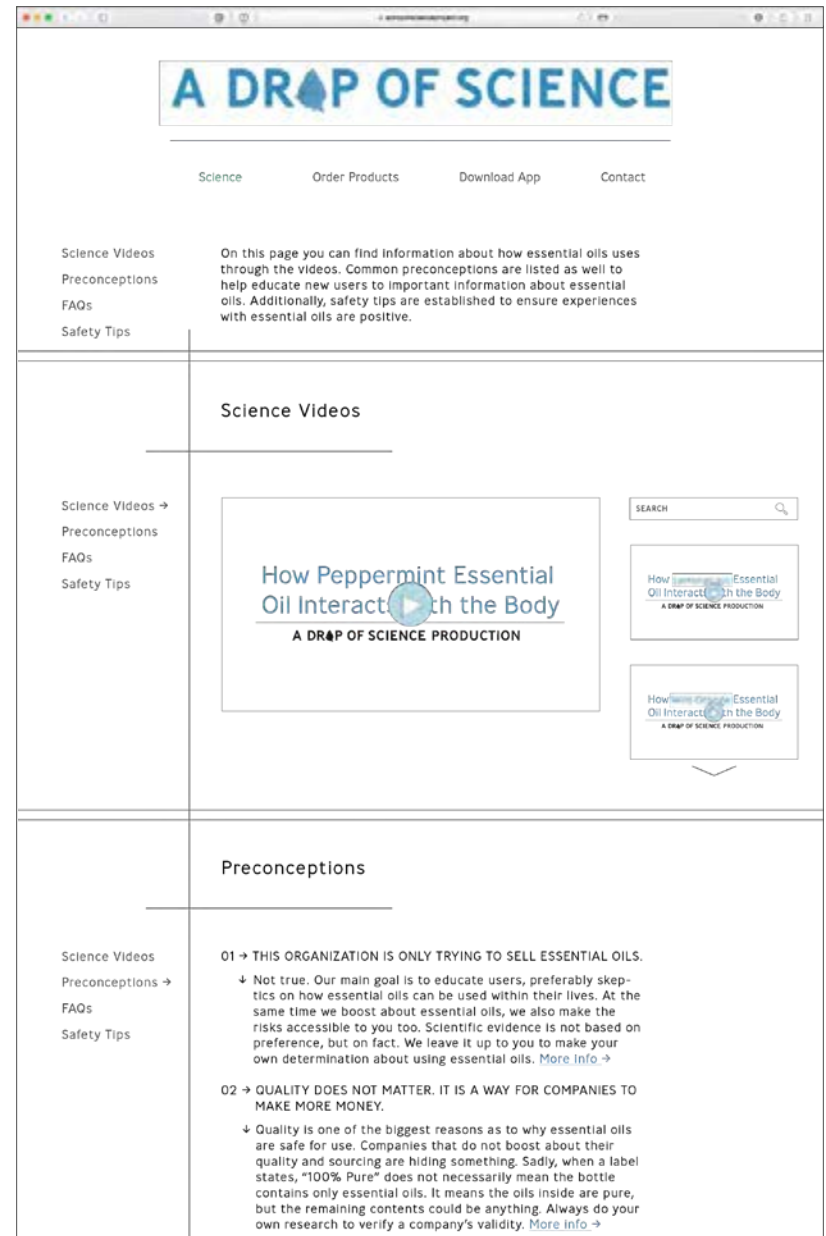
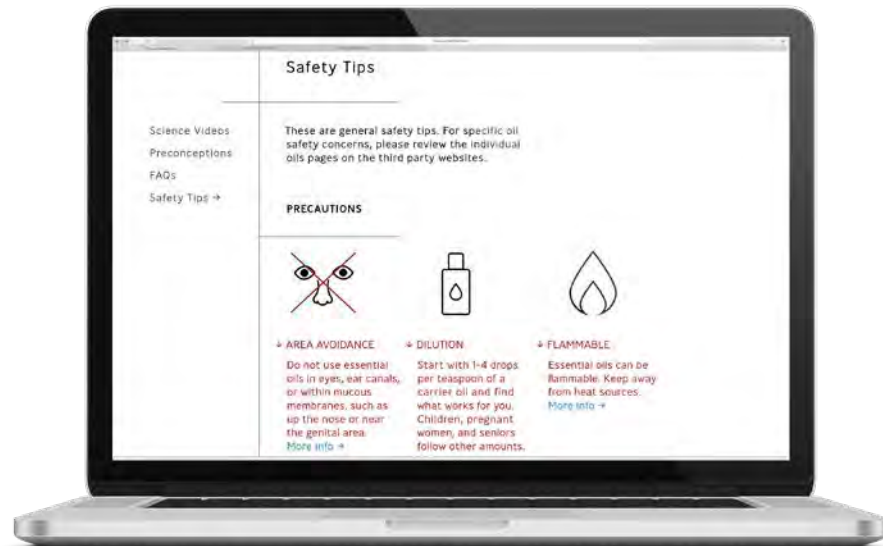


Essential oils are safe for all ages, when specific precautions are taken. Always read and follow the safety instructions when using them for the first time. ➔

Quality matters when it comes to which essential oils to use. Each company has different standards. We take the guess work out of figuring out which companies are better than others. ➔










The Food & Drug Administration has not evaluated essential oils to diagnose, treat, prevent or cure any disease. →

SCIENCE PAGE. Within the science page, users can access videos about individual oil application, browse safety tips, and review preconceptions about essential oils.



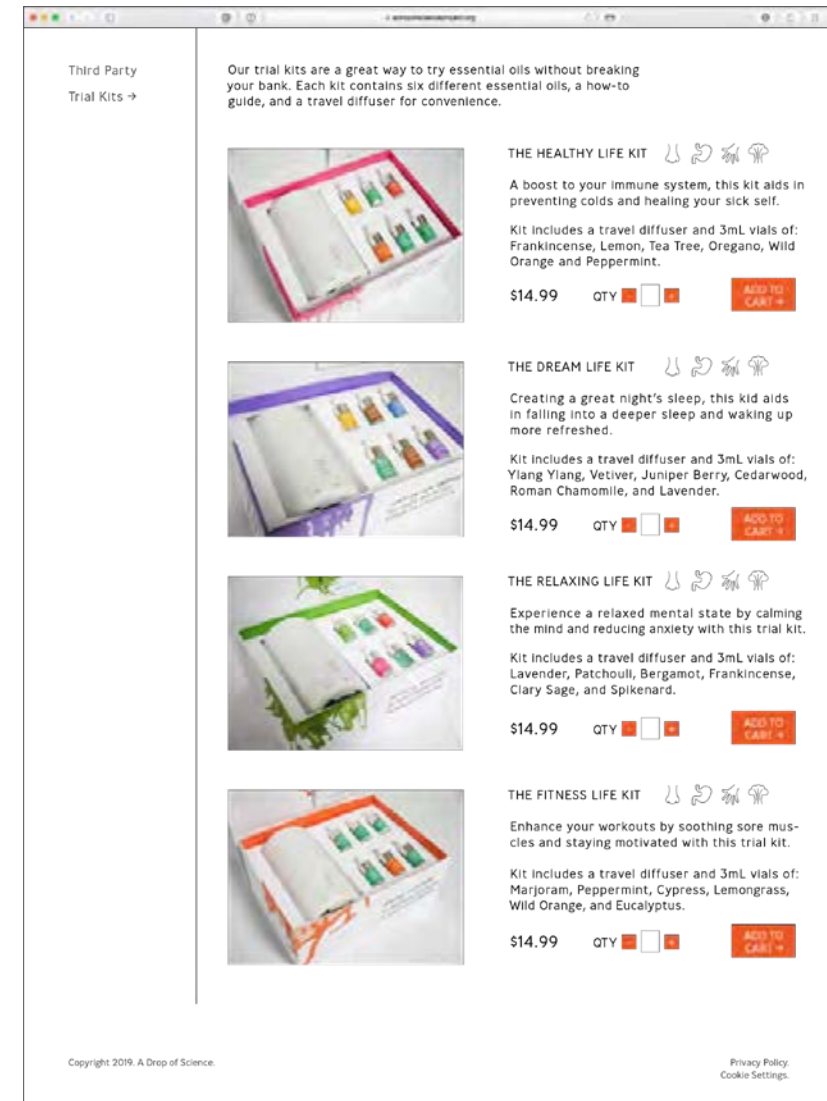
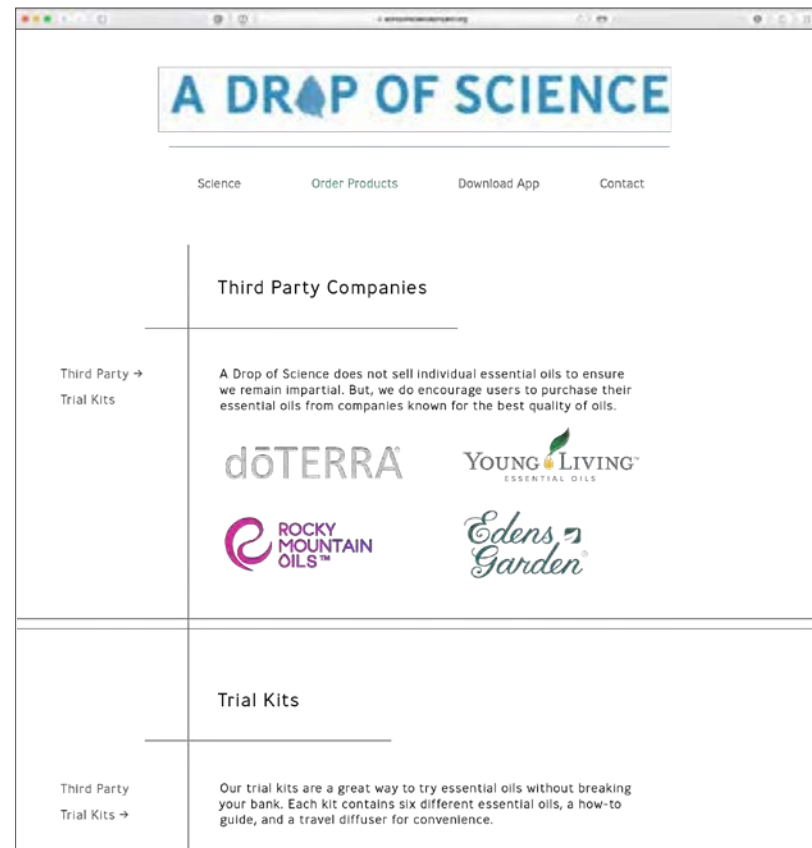
	<p>03 → THE FDA DOES NOT APPROVE OF ESSENTIAL OILS BECAUSE THEY ARE UNSAFE FOR USE.</p> <p>↓ The FDA does not approve of essential oils because each essential oil does not always work the same for everyone, not because they are not safe. Also, the FDA focuses on uses that could prevent, diagnose, or treat illnesses. Essential oils have a wide range of uses, so it is also difficult to specify only one use for testing. For more information, visit the FDA's website.</p> <p>04 → ESSENTIAL OILS ARE NOT SAFE FOR CHILDREN.</p> <p>↓ Essential oils are safe for children, BUT they must be diluted. Children have more sensitive skin than adults and will have a reaction to the oils if given to them in their pure state. Also, use the highest quality essential oils ensures for the safest deliver to children. More info →</p>																				
	<h2>Frequently Asked Questions</h2>																				
<p>Science Videos</p> <p>Preconceptions</p> <p>FAQs →</p> <p>Safety Tips</p>	<p>01 → WHAT ARE ESSENTIAL OILS?</p> <p>→ Essential oils are pure, liquid extracts that are steam-released or pressed from plants. They have therapeutic properties that support wellness and soothe many concerns. They are 100% plant derived with no-additional processing, preservatives, or other ingredients.</p> <p>02 → HOW DO ESSENTIAL OILS WORK IN THE BODY?</p> <p>→ Each essential oil works differently but they interact within the body's cellular structure. Scientists, researchers and other medical personnel state the oil's uses based off of experiments. Some oil's aromas interact on an emotional level to the user also.</p> <p>03 → HOW DO YOU USE OILS?</p> <p>→ AROMATICALLY. Use oils in a diffuser or inhale deeply from the open bottle.</p> <p>TOPICALLY. Apply to skin in areas of concern or the bottoms of feet.</p> <p>INTERNALLY. Essential oils marked with a "supplement facts" box are for dietary use. Add a drop to an empty gel capsule or glass of water.</p> <p>04 → HOW MUCH SHOULD I USE?</p> <p>→ Essential oils are ultraconcentrated, and a little goes a long way. Just a drop or two is enough for topical or internal use.</p> <table border="1"> <thead> <tr> <th rowspan="2"></th><th colspan="2">ADULTS</th><th colspan="2">CHILDREN</th></tr> <tr> <th>Ideal Amount</th><th>Max. in 24 hours</th><th>Ideal Amount</th><th>Max. in 24 hours</th></tr> </thead> <tbody> <tr> <td>ORAL</td><td>1-3 drops</td><td>4-18 drops</td><td>none</td><td>none</td></tr> <tr> <td>DERMAL</td><td>3-6 drops</td><td>12-36 drops</td><td>1-2 drops</td><td>3-12 drops</td></tr> </tbody> </table> <p>05 → WHAT SHOULD I LOOK FOR IN AN ESSENTIAL OIL COMPANY?</p> <p>→ Essential oils vary in quality. Look for those committed to:</p> <p>SOURCING from expert growers in ideal environments who harvest and distill plants at precisely the right time.</p> <p>TESTING every batch of oil for purity and composition both after distillation and upon delivery at the production facility.</p> <p>CERTIFYING that every bottle of oil has the correct chemical composition and is Certified Therapeutic Grade, allowing the delivery of the desired result.</p> <p>06 → ARE ESSENTIAL OILS SAFE TO TAKE INTERNALLY?</p> <p>→ Internal use should be embarked on with careful thought, personal research, or the guidance of an experienced practitioner. DO NOT INGEST arborvitae, cedarwood, cypress, eucalyptus, white fir, or wintergreen. If you are pregnant, breastfeeding or have liver or immune issues talk to a health care provider.</p> <p>07 → ARE THERE ANY OILS I NEED TO AVOID FOR MYSELF OR FOR MY CHILDREN?</p> <p>→ ALWAYS HEAVILY DILUTE and be careful when using cassia, cinnamon, clove, oregano, or thyme essential oil. These oils may be very hot on your skin and can cause discomfort or blistering. Avoid using these oils on broken or tender skin.</p> <p>Other oils that can feel uncomfortable are black pepper, citrus oils, eucalyptus, fennel, ginger, lemongrass, peppermint and wintergreen.</p>		ADULTS		CHILDREN		Ideal Amount	Max. in 24 hours	Ideal Amount	Max. in 24 hours	ORAL	1-3 drops	4-18 drops	none	none	DERMAL	3-6 drops	12-36 drops	1-2 drops	3-12 drops	
	ADULTS		CHILDREN																		
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ORAL	1-3 drops	4-18 drops	none	none																	
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These are expanded views to show all of the content, but on the site they are collapsed.

	<div> <div>08</div> <div>→ WHAT KIND OF DIFFUSER IS PREFERRED FOR DAILY USE?</div> <div>→ Some brands are better than others, but most can be found on Amazon. Look for ones with various timer settings, approximately 100mL capacity, and lighting options.</div> </div> <div> <div>09</div> <div>→ HOW DO YOU MAKE A ROLLER BALL BLEND?</div> <div>→ Purchase rollers with steel balls through Amazon, ShareOils, or Aroma Tools. Blend ideas are available through sites such as Rollerball Make & Take or through essential oil companies. Place the oils into the rollers (these will not fill the bottles up), then fill the rest of the roller with a carrier oil.</div> <div>A carrier oil helps to dilute the oils and provide another method of delivery. Types of carrier oils include fractionated coconut oil, avocado oil, sunflower oil, grapeseed oil, or olive oil. Each carrier oil has a different shelf life, so select one that suits your needs.</div> </div>
<div> <div>Science Videos</div> <div>Preconceptions</div> <div>FAQs</div> <div>Safety Tips →</div> </div>	<div> <div>Safety Tips</div> <div>These are general safety tips. For specific oil safety concerns, please review the individual oils pages on the third party websites.</div> <div>PRECAUTIONS</div> <div> <div>  <div>↓ AREA AVOIDANCE</div> <div>Do not use essential oils in eyes, ear canals, or within mucous membranes, such as up the nose or near the genital area. More info →</div> </div> <div>  <div>↓ DILUTION</div> <div>Start with 1-4 drops per teaspoon of a carrier oil and find what works for you. Children, pregnant women, and seniors follow other amounts. More info →</div> </div> <div>  <div>↓ FLAMMABLE</div> <div>Essential oils can be flammable. Keep away from heat sources. More info →</div> </div> </div> <div>WHILE USING</div> <div> <div>  <div>↓ FLUSH WITH MILK</div> <div>If oil gets into eyes, use milk or other fatty liquid to flush the oils out. More info →</div> </div> <div>  <div>↓ BAD REACTION</div> <div>If oil is uncomfortable, apply a carrier oil, not water. More info →</div> </div> <div>  <div>↓ APPLYING TO KIDS</div> <div>Avoid putting oils in places where they cannot spread them to sensitive areas. More info →</div> </div> </div> <div>SITUATIONAL</div> <div> <div>  <div>↓ PHOTOSENSITIVITY</div> <div>Citrus oils increase sensitivity to the sun and burning. Allow 12 hours between application and exposing skin to sun. More info →</div> </div> <div>  <div>↓ MEDICATIONS</div> <div>Be aware of their side effects as the oils can cause negative reactions. More info →</div> </div> <div>  <div>↓ CATS</div> <div>They may not metabolize oils well and are susceptible to toxicity. More info →</div> </div> </div> </div>

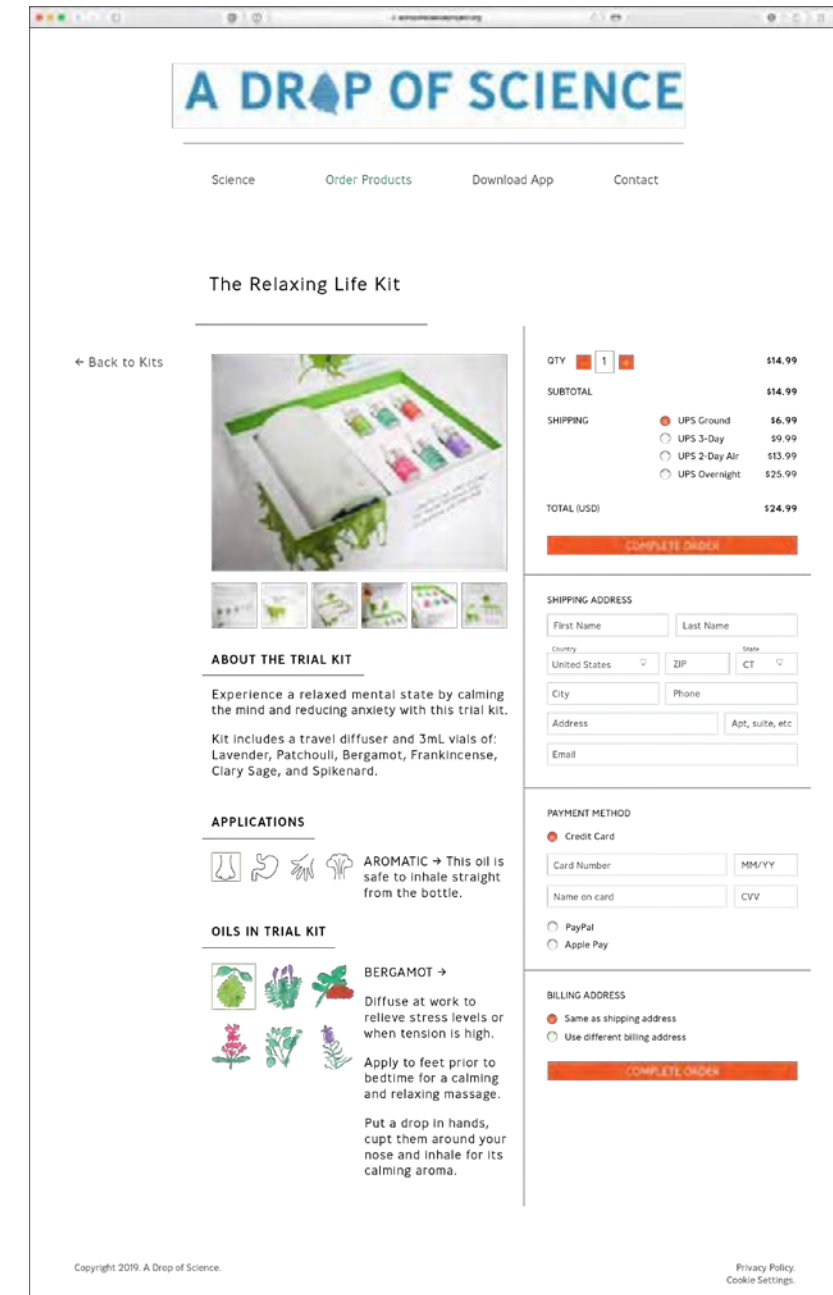
WEBSITE

ORDER PRODUCTS PAGE. Here, users can review the trusted sources A Drop of Science uses for their unbiased research. Also, this is where users can purchase one of the trial kits.

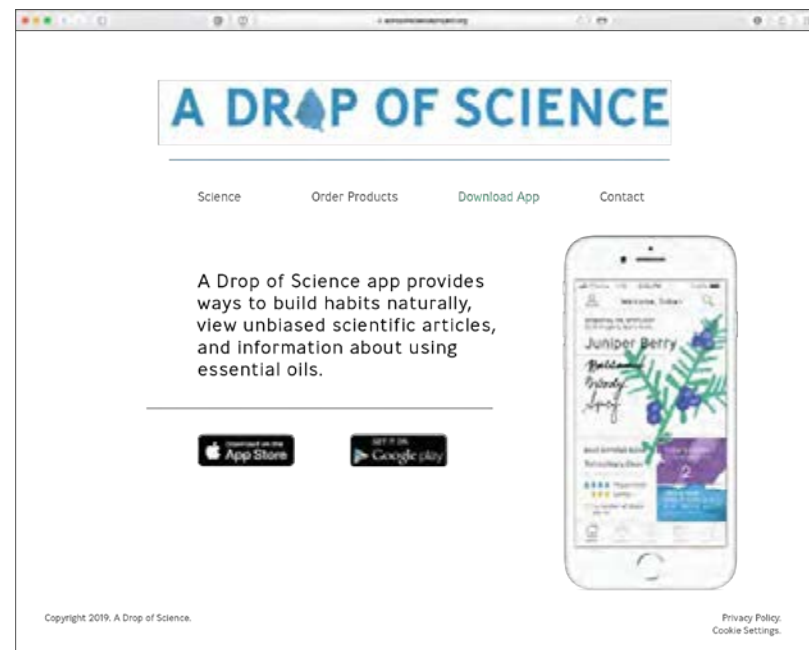


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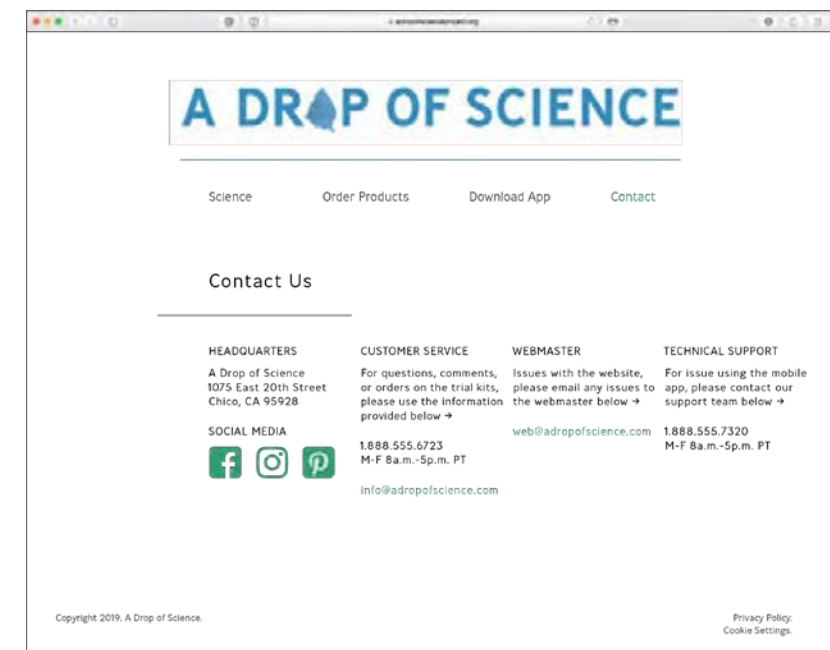
DETAILS / CHECKOUT PAGE. These pages provide further explanation of each of the kits. The option to checkout is also available on the sidebar of these pages.



DOWNLOAD APP PAGE. Users can see an overview of the app and they are able to download the app through the App Store or through Google Play.



CONTACT PAGE. This is a specific page where users can find the right department to contact for their needs.



MOTION GRAPHIC

These videos provide another avenue to express how the science of essential oils works within the body. Some audience members preferred videos over reading and this is a good balance of science without being overwhelming. There's only one for this project, but they can evolve into a series for each essential oil.

1 →

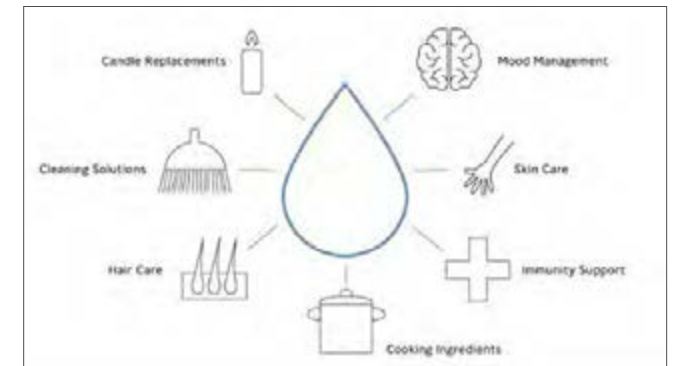


IDEA → (1) Title Slide

VFX → Text cascading in by line from mask. A drop splash-
es down, fills the screen to transition to next screen.

SOUND → Music starts and continues throughout video.

2 →

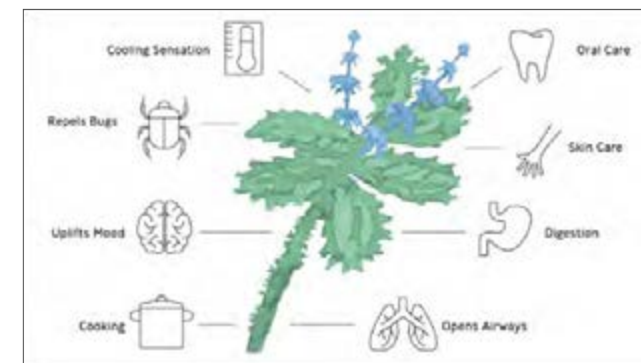


IDEA → (2) Intro to essential oil uses

VFX → As script is read, the uses pop up around the oil drop. Word Essential Oil appears. EO remain at 100% opacity, while other letters slowly fade away while the EO move next to each other show acronym.

SCRIPT → Essential oils provide alternate solutions to everyday problems such as mood management, skin care, immunity support, cooking ingredients, hair care, cleaning solutions and as a scented candle replacement.

3 →



IDEA → (3) Showing peppermint oil uses

VFX → Peppermint plant get painted on screen by moving a mask to have it appear in strokes. Uses pop up around the plant to show uses.

SCRIPT → Each oil has specific function and interaction with the body. Peppermint oil is used for oral care, skin care, digestion, opening airways, cooking, uplifting your mood, repels bugs and cools down the body.

4 →



IDEA → (4) Peppermint plant connected to cells.

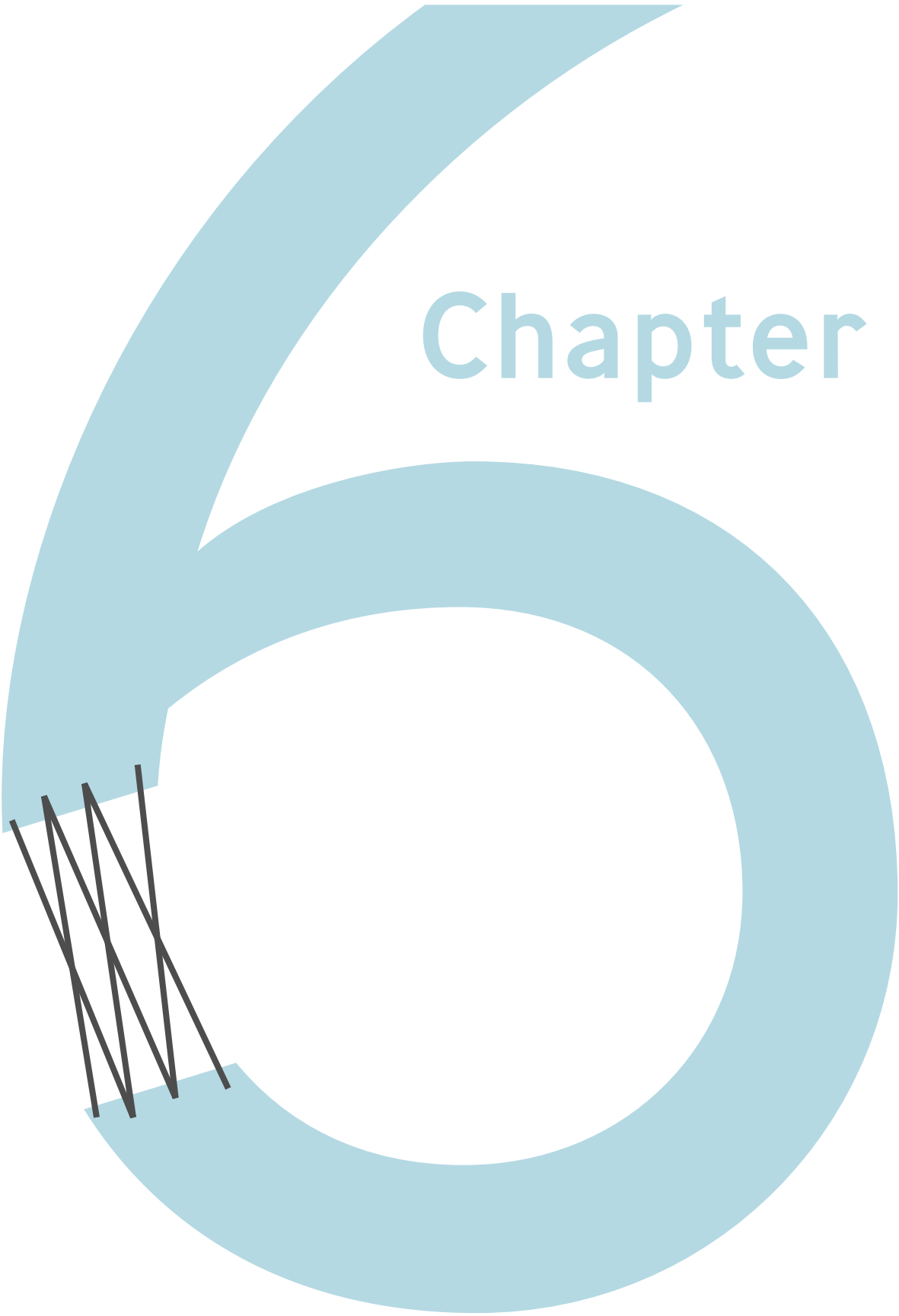
VFX → Peppermint plant cut and oil moves downward that the shot follows.

SOUND → Plant ripping and music.

THE END

- Future of the Project
- Conclusion
- Thank You

Chapter



FUTURE OF THE PROJECT

Since this project is comprehensive for new consumers to find all information about essential oils, it will continue to evolve and reflect new information presented. It will go through a variety of checks and balances, so to say, to ensure it remains unbiased and the data is focused on scientific research, not personal opinion. I'd want the audience to continue to use these resources for their daily essential oil usage and find new ways to use them in ways that best suits their lifestyle.

CONCLUSION

This project has been fun to work on. I've gained a lot of knowledge in knowing how to design a project based off of research. It has driven me crazy at times with the ever changing visual system and our move to Germany. But, I absolutely love the end result and it's nice to reflect on how far I've come with this.

One of the things I have learned is how design plays within a business. There's a reason for every decision we make for the designs and it needs to relate back to the business. Those directions create a better emotional connection with the consumers to the business.

thank you

To my family and friends for the support
throughout this crazy journey of my life.

- | | |
|-------------------|-------------------|
| Travis Hertlein | Rhys Hertlein |
| Darlene Patterson | Paul Patterson |
| Kyle Patterson | Marlene Patterson |
| Matt Patterson | Liselle Pires |
| Candis Crossley | Stephanie Estrada |
| Chelsea Fourie | Pierre Fourie |
| Melissa Elolf | Kelsey Godfrey |
| Christina Peach | Elizabeth Podojil |
| Ryan Reilly | Jenny Valdez |



MFA Thesis Project
Spring 2019
