

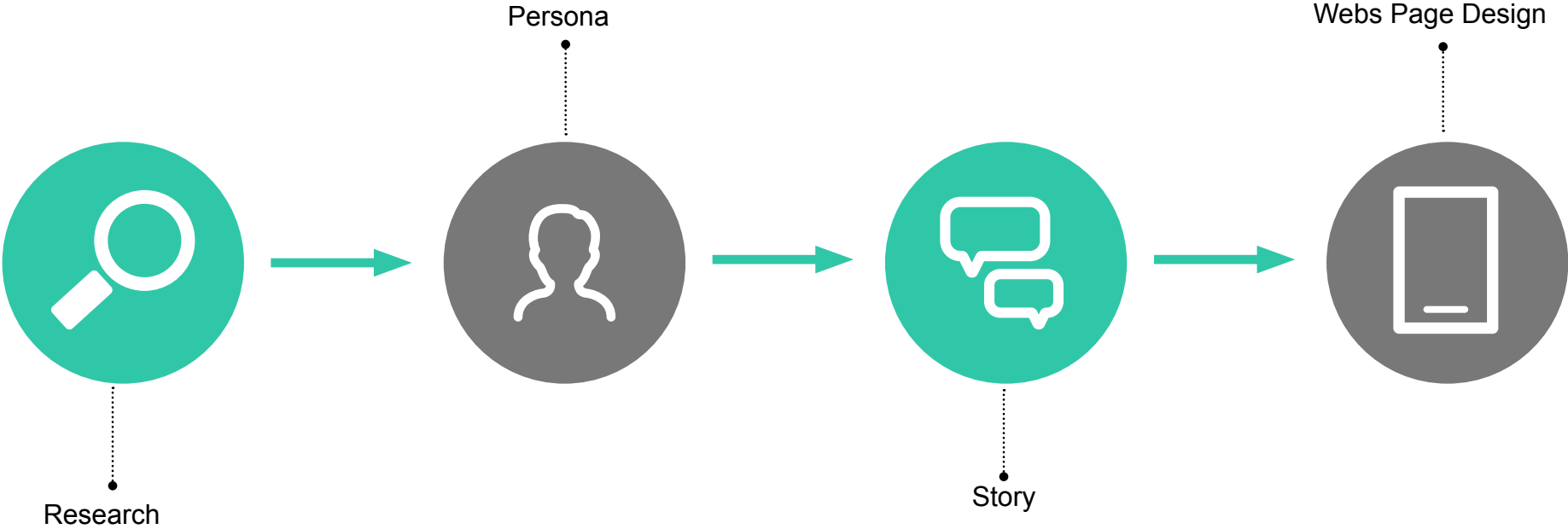


### • 3

## Doreen Product Web Page Design

Platform: PC & Mobile

# Design Process





## Research

### Introduction

Most of the people suffer from various physical pains, such as headache, backache, cramps, menstrual pain, and fatigue, for which they consume a great number of painkillers. Many people don't want to have drugs to release pain at daily life. The physical product-Doreen was invented. Doreen is drugfree solution to muscle pains.

### Influence

"Flat Design: Flat design eschews shading and detailing for two-dimensional renderings to create a more minimalist design. it is not always intuitive how to interact with an object." I influenced by flat design style to create icons, logo, and illustration for Doreen web page design.

### Citation

<https://www.masterclass.com/articles/flat-design-explained>

### Goal

Doreen was new product for market and presell at online store at kickstart.com. It required flat design cooperated with modern and simple Doreen product design.

### My Roles

Web Page Designer

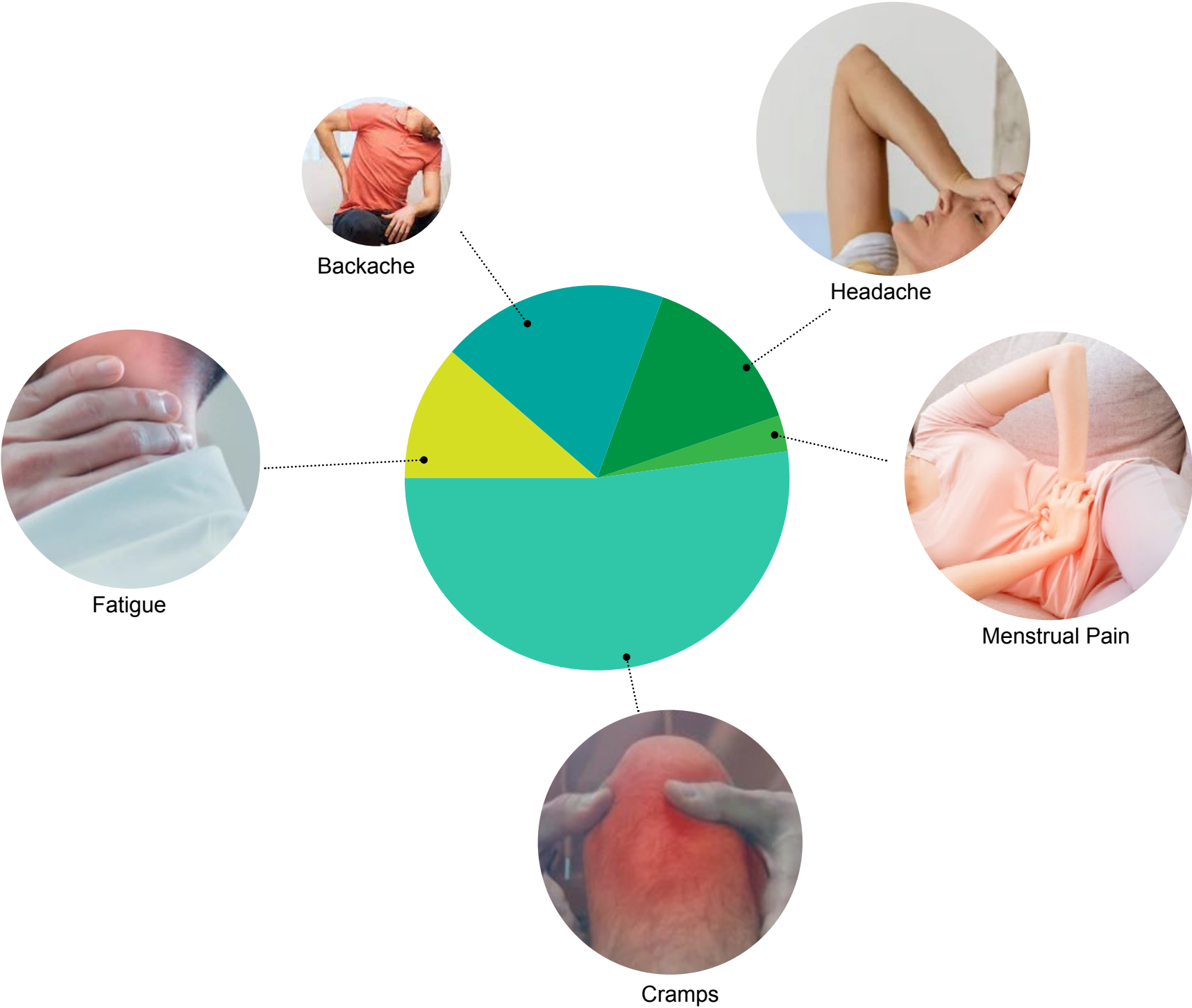
### Tools

Photoshop, Illustrator, Indesign, After Effect, Premiere

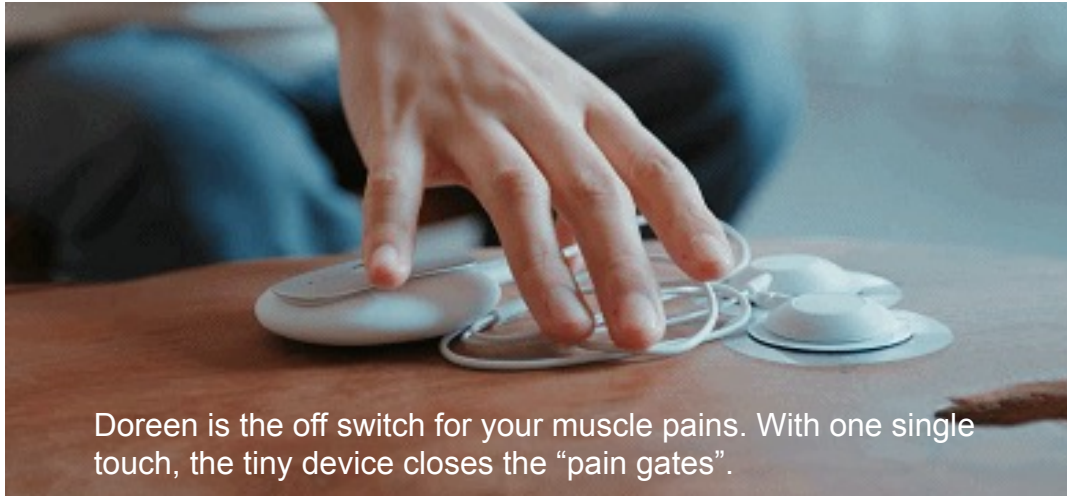
### Learned

Illustration, Web page design

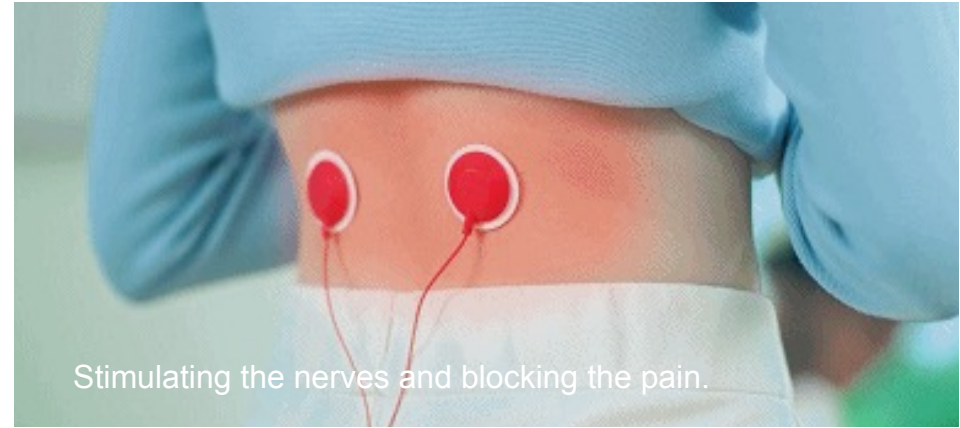
# Research



## Doreen's Story



Doreen is the off switch for your muscle pains. With one single touch, the tiny device closes the "pain gates".



Stimulating the nerves and blocking the pain.



Doreen uses a pain relief method that does not involve drug consumption.



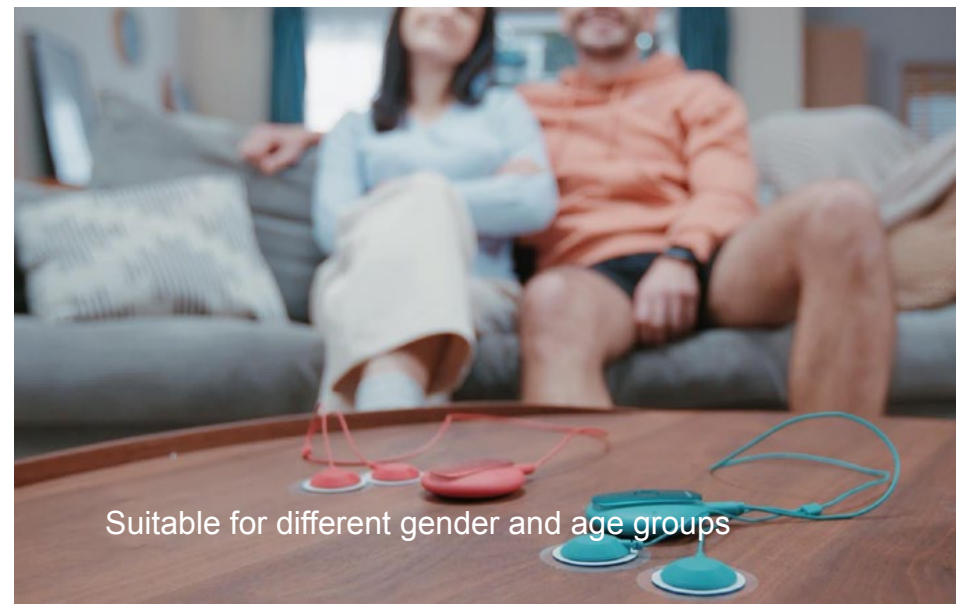
USB Type-c

Type-C for charger



IP6 Waterproof

IP6 waterproof



Suitable for different gender and age groups

# Persona



**Name:** Annie Xu

**Gender:** Female

**Age:** 23

**Occupation:** Student

**About:**

Annie struggled with painful periods for many years, and she doesn't always have painkiller to stop every month special time.

**Need:**

If other way relieve pain, she prefers to seek it instead of painkiller.



**Name:** Mike Brown

**Gender:** Male

**Age:** 37

**Occupation:** Software engineer

**About:**

Mike works programing and coding a long time at sitting at front of computer, and he is disturbing by back and lumber pain daily. He tries do some excises after work for alleviating pain.

**Need:**

He tries to some physical massages get relax to solve the problems.

# HOW IT WORKS



# Web Page Design in PC

This is **doreen**



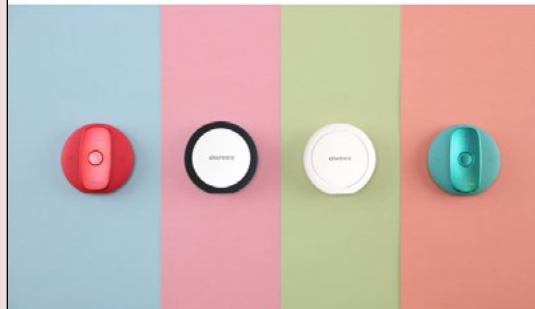
“ The new solution for instant pain relief from your Muscle pain - no more pills, no more nonsense. ”  
 Many people have experienced pain caused by muscle cramps, such as back shoulder pain, back pain, leg pain. We've been working on a high tech solution for years, and we couldn't be prouder to present Doreen. Doreen is the off switch for your muscle cramps. Doreen is a drug-free solution for muscle pain. With one single touch, the tiny device closes the "pain gates" by stimulating the nerves and blocking the pain from passing to the brain. No more pain, no more pills.

# doreen

R:48 G:198 B:168  
 C:68 M:0 Y:47 K:0

R:119 G:119 B:119  
 C::62 M:53 Y:49 K:0

## HOW IT WORKS









Doreen's technology is based on the "Gate Control Theory". Doreen is transmitting a pulse that is keeping the nerves "busy". Busy nerves means that the nerve-gate is closed, therefore pain signals cannot pass through and are unfelt.

 **Certification** (In process)



## Benifits

 Drug Free	 Pain Relief
 Work Instantaneously	 Relieves Pain As Long As It's On
 TENS Shock Tech™	 Buy once and use for years

## Testimonials From Our Testers



“ Seriously, pain killers tend not to work for me, but once I put this on it actually got rid of the worst backache. It kind of "mutes" them.”



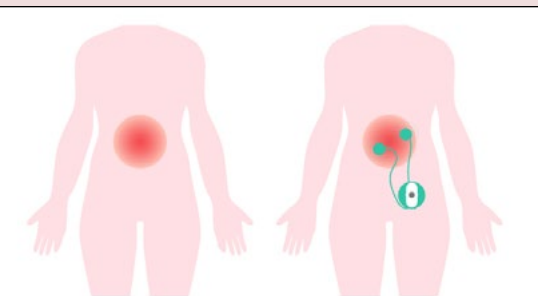
“ I've struggled with painful periods for years. This little stuff does work on me. Doreen is a godsend! ”



“ It's so slim and portable. I can use it anytime, anywhere and nobody notices.”



“ It looks adorable and the quality is quite good. Like the product and it is easy to use.”

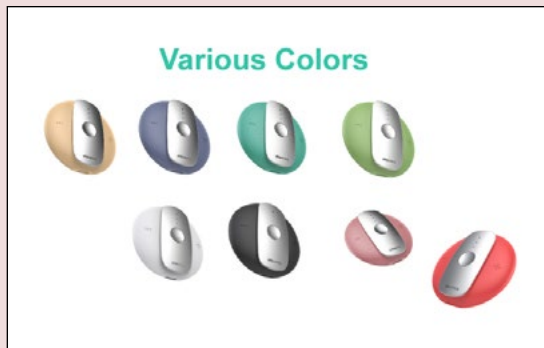
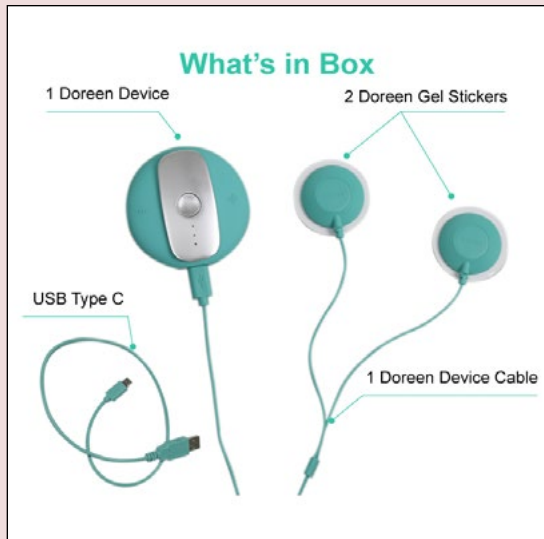


“Over 50% of people suffer from muscle cramps pain, for which they consume large amounts of painkillers. Doreen uses a pain relief method that does not involve drug consumption. The idea is to close the "pain gates". The device stimulates the nerves, making it impossible for pain to pass. The method Doreen uses has been proven effective in several clinical studies and I strongly recommend the use of the device to relieve muscle cramps pain at any time.”

**TANG Zheng-Yu**  
 Centre for Pain Research, Leeds Beckett University



# Web Page Design



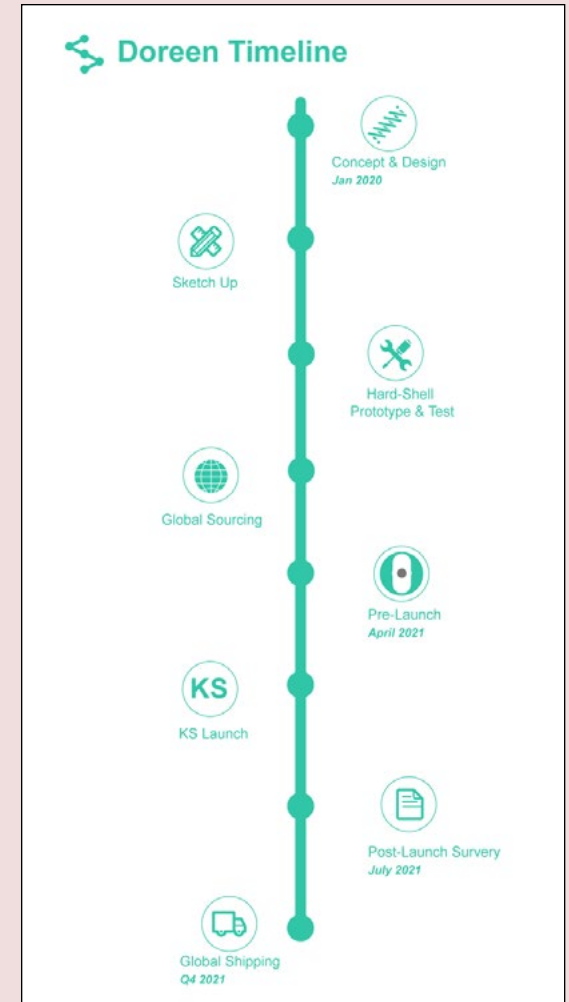
### Rewards

	Virtual High-Five Thanks for your support	\$1
	Doreen Me Time DoreenX1 CableX1 Pad x2 Color 1 out of 4	\$99 10% Off MSRP
	Doreen Couple DoreenX2 CableX2 Pad x4 Color 2 out of 4	\$189 12% Off MSRP
	Doreen Family DoreenX3 CableX3 Pad x6 Color 3 out of 4	\$279 14% Off MSRP
	Doreen Share DoreenX4 CableX4 Pad x8 Color 4 out of 4	\$369 15% Off MSRP
	Add-on Station Replaceable Pads Hygiene spare parts for Covid-19 pandemic	\$9

**Laurence Xu**-The Founder of Doreen


**Renay Lloyd-Co** Founder  
Ten Years of design experience, former design director of Well know home appliance companies, Won many times IF Design Award Red Star Award Responsible for the overall management and operation.

**Hong-Chief Designer**  
Worked for a Fortune 500 electronics company, in charge of R&D Doreen structural and fnctional design.



# Web Page Design in Mobile


This is **doreen**



“The new solution for instant pain relief from your Muscle pain - no more pills, no more resistance.”

Many people have experienced pain caused by muscle cramps, such as back/shoulder/pain, neck pain, leg pain. We've been working on a high tech solution for years, and we couldn't be prouder to present Doreen. Doreen is the off switch for your muscle cramps. Doreen is a drug free solution for muscle pain. With one single touch, the key device closes the "pain gates" by stimulating the nerves and blocking the pain from passing in the brain. No more pain, no more pills.

### HOW IT WORKS



Doreen's technology is based on the "Gate Control Theory". Doreen is transmitting a pulse that is keeping the nerves "busy". Busy nerves means that the nerve-gate is closed, therefore pain signals cannot pass through and are unlet.



“Over 50% of people suffer from muscle cramps pain, for which they consume large amounts of painkillers. Doreen uses a pain relief method that does not involve drug consumption. The idea is to close the "pain gates". The device stimulates the nerves, making it impossible for pain to pass. The method Doreen uses has been proven effective in several clinical studies and I strongly recommend the use of the device to relieve muscle cramps pain at any time.”


**TANG Zheng-Yu**  
Centre for Pain Research, Leeds Beckett University

### Benefits

- Drug Free
- Pain Relief
- Work Instantaneously
- Relieves Pain As Long As It's On

TENS Shock Tech™ Buy once and use for years

Certification (in process)




### Testimonials From Our Testers


- “Seriously, pain killers tend not to work for me, but once I put this on it actually got rid of the worst backache. It kind of "mutes" them.”
- “I've struggled with painful periods for years. This little stuff does work on me. Doreen is a godsend!”
- “It's so slim and portable. I can use it anytime, anywhere and nobody notices.”
- “It looks adorable and the quality is quite good. Like the product and it is easy to use.”

### What's in Box

- 1 Doreen Device
- 2 Doreen Gel Stickers
- 1 Doreen Device Cable
- USB Type C



### Various Colors



### Rewards

- Initial Production: Thanks for your support **\$1**
- Doreen-Mk1 Preorder: Doreen-Mk1 Custom 1 Paid in Color 1 out of 4 **\$99**
- Doreen-Custom Preorder: Doreen-C2 Custom 2 Paid in Color 2 out of 4 **\$189**
- Doreen-Party Preorder: Doreen-C3 Custom 3 Paid in Color 3 out of 4 **\$279**
- Doreen-Party Preorder: Doreen-C4 Custom 4 Paid in Color 4 out of 4 **\$369**
- Global Shipping: Repurchase Parts, Upgrade to new color for Covid-19 pandemic **\$9**

### Doreen Timeline

- Concept & Design: Jun 2020
- Sketch-Up
- Hand-Drawn Prototype & Test
- Global Sourcing
- Pre-Launch: April 2021
- KS Launch
- Post-Launch Survey: July 2021
- Global Shipping: Q4 2021

**Laurence Xu-The Founder of Doreen**

**Renay Lloyd-Co Founder**  
Ten Years of design experience, former design director of Mid-More home appliance companies, Win many times iF Design Award Red Star Award Responsible for the overall management and operation.

**Hong-Chief Designer**  
Worked for a Fortune 500 electronics company, in charge of R&D Doreen structure and functional design.



“Over 50% of people suffer from muscle cramps pain, they consume large amounts of painkillers. Doreen is a relief method that does not involve drug consumption, is to close the “pain gates”. The device stimulates making it impossible for pain to pass. The method Doreen has been proven effective in several clinical studies. We strongly recommend the use of the device to relieve muscle cramps both at any time.”

**TANG Zheng-Yu**  
Centre for Pain Research, Leeds Beckett University

**Benefits**

- Drug Free
- Pain Relief
- Work Instantaneously
- Relieves Long Acting
- 30
- Buy once and

TERS Shock Tech™

This is **Doreen**



“The new solution for instant pain relief from your Muscle pain - no more pills, no more nonsense”

Many people have experienced pain caused by muscle cramps, such as back shoulder pain, back pain, leg pain. We've been working on a high tech solution for years, and we couldn't be prouder to present Doreen. Doreen is the off switch for your muscle cramps. Doreen is a drug-free solution for muscle pain. With one single touch, the toy device closes the "pain gates" by stimulating the nerves and blocking the pain from passing to the brain. No more pain, no more pills.

**HOW IT WORKS**

