



Nutrilett bottle/shaker

Insights

- Most shake bottles are opaque - they are trying to hide what's inside, which creates a feeling of shameful experience
- People like having options to choose from, it makes them feel like their opinion is valued.
- People like the feeling of belonging.



Possible commercialisation

Nothing impossible about manufacturing and selling a bottle. It can always be used after the diet is over.



Benefits

- Wide variety of colours to pick from.
- The ring with the logo can be taken off and worn as a bracelet creating a community of users who can recognise and support each other
- Big opening - easy to clean
- The shake in the clear bottle might be seen as a smoothie or it might be given as an answer if the user really doesn't want to say about the diet, still, clear bottle is more honest.