

MY PRODUCT DESIGN JOURNAL



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2025

I'M SID

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I'm a passionate product designer and recent graduate from Nottingham Trent University. While my strengths lie in CAD; 3D modelling and rendering, I am enamoured with the entire design process - gathering insights, concept ideation, prototyping, and communicating ideas effectively.

I'm now eager to launch my professional career and continue pursuing meaningful design work.

PROJECTS

(01)	BLOOM	(02)	LUMIN	(03)	GOGGRIND
					
PRODUCT	AIR PURIFIER	PRODUCT	TASK LAMP	PRODUCT	COFFEE GRIND
CONTENT	↶	CONTENT	↶	CONTENT	↶

bloom.

DOMESTIC AIR CARE

type: self-directed
length: 19 weeks
year: 2024

design a product or set of products for the home that incorporate air-purifying technology into an existing household item with the aim of increasing air quality in homes in developing countries.



PROBLEM

99%

of people globally breathe air that is a threat to human health

\$8.1trln

global health costs related to air pollution

7,000,000

premature deaths a year directly related to air pollution.

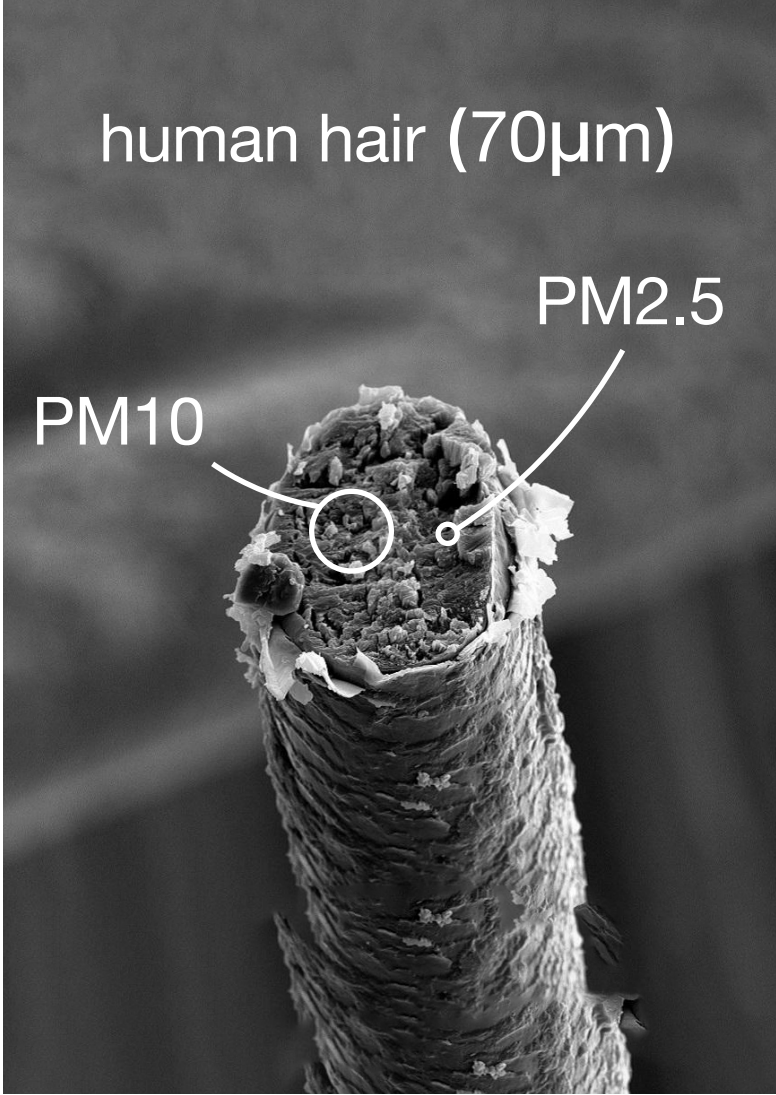


PARTICULATES

particles that are 2.5 micrometres or smaller are inhalable, and pose the greatest threat to human health, as they can carry toxins deep into the bloodstream. they are known as PM2.5.

air quality of a given area is measured in micrograms of particulate matter per cubic meter of air, or µg/m3.

the WHO recommends 0-5 µg/m3; only 13 of the 131 tracked countries were below this in 2022.



TARGET MARKET

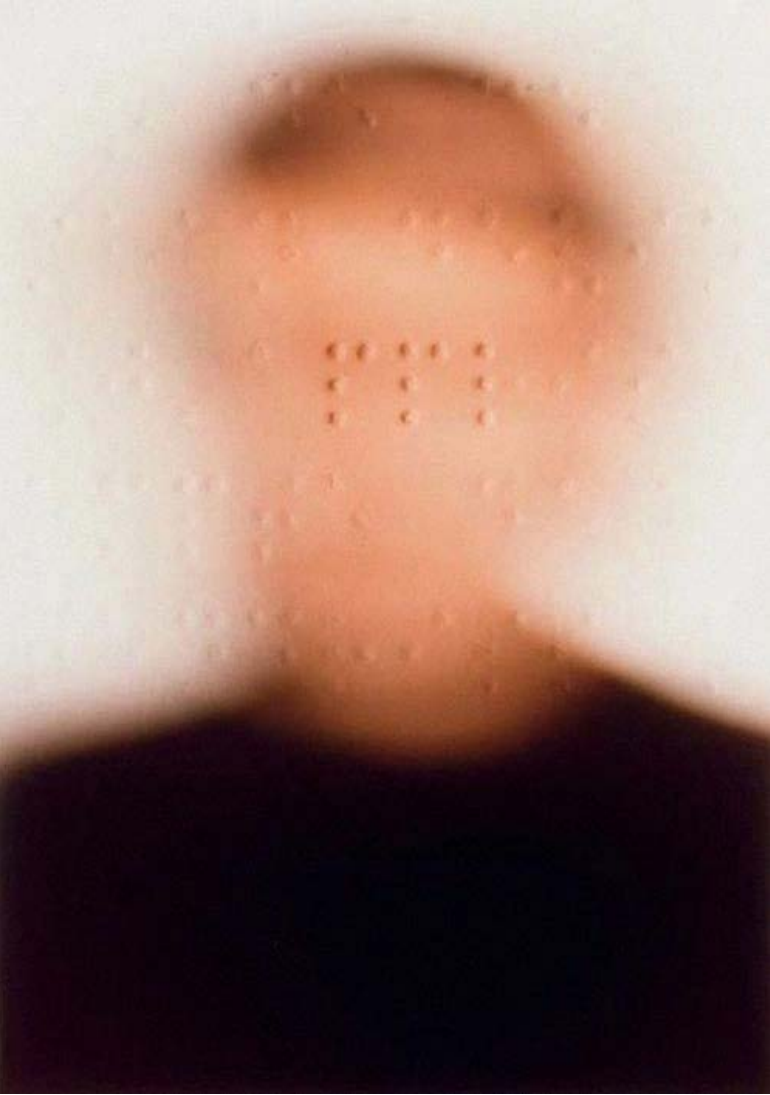
aged 30-40, lives in a densely populated. metropolitan Asian city

environmentally conscious millennials and young families.

design conscious, aware of the visual aspect of their space.

middle to upper-middle income households (\$75K-\$150KUSD annual income)

renters interested in improving indoor air quality without permanently modifying structures.

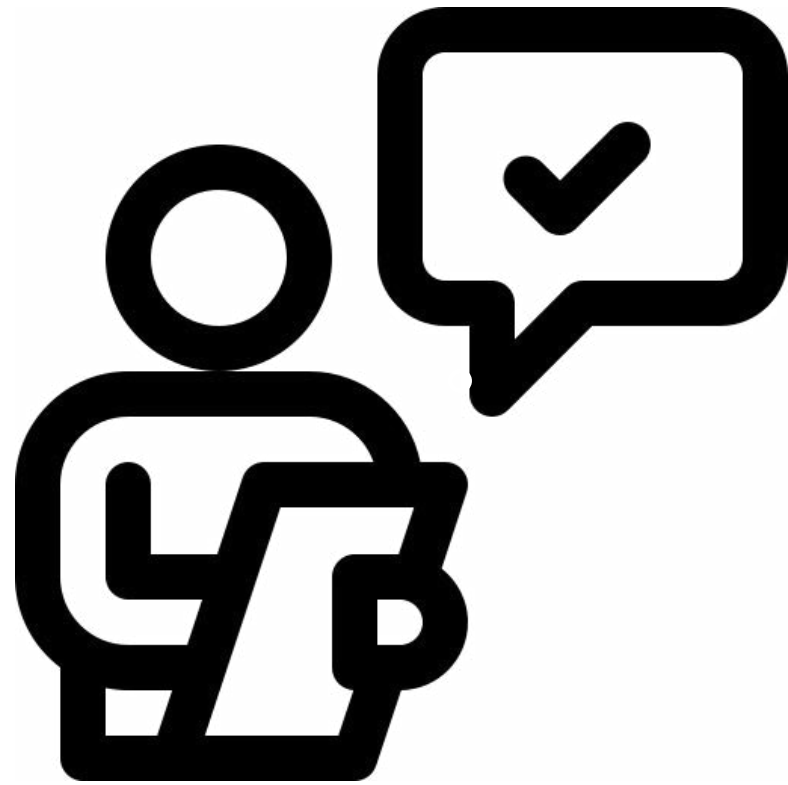


SURVEY RESULTS

117
respondents

the product should be energy efficient, offer smart automations and monitoring and be easy to repair.

the product should be visually appealing, while blending in with the environment to reduce visual clutter.



INSPIRATION

inspiration was drawn from a number of homes in articles by Architectural Digest India, with a variety of rural and city based dwellings.

pictured example:
[“This 6,000-square-foot bungalow in Maharashtra is a nostalgic ode to Indian craft forms”](#)

key takeaways:

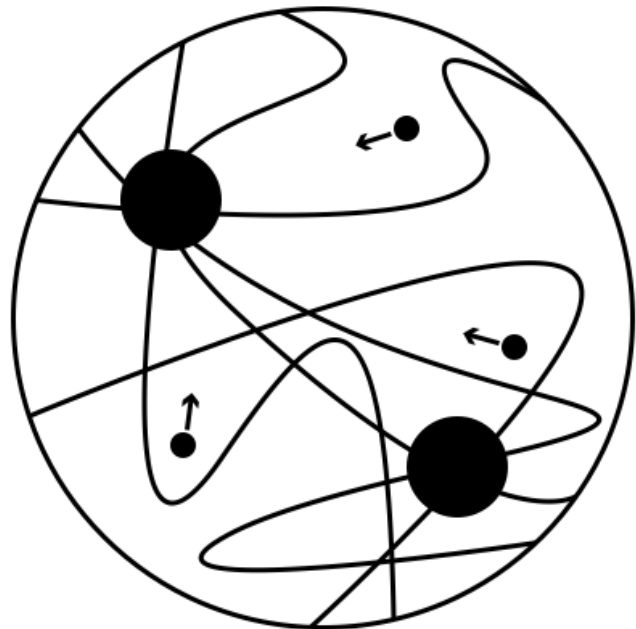
widespread use of flora indoors +
hand-finished products +
natural materials +
earthenware +
neutral colours +



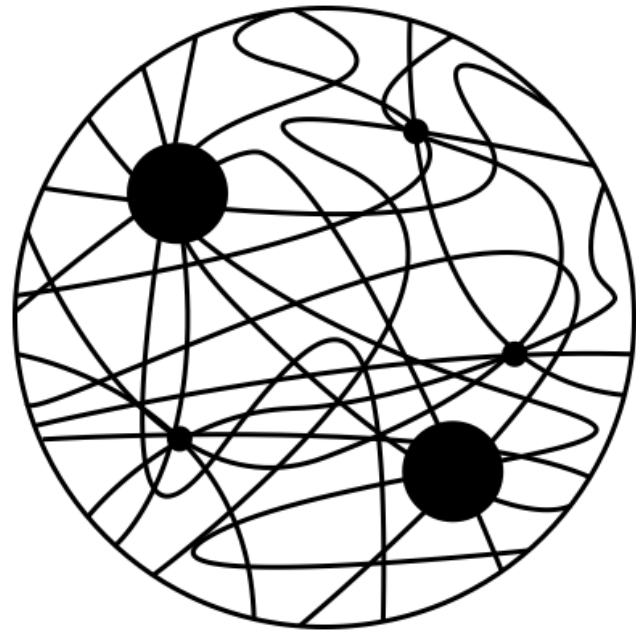
FILTER RESEARCH

HEPA (High Efficiency Particulate Air) purifiers are the most common type, making up 40% of the air purifier market in 2023. They remove 99.995% of particles using a dense mesh of fibers.

ULPA (Ultra Low Particulate Air) filters are even denser, removing 99.999% of particles and capturing smaller ones—down to 0.12 micrometers compared to HEPA’s 0.3 micrometers—making ULPA more effective in filtration.



HEPA

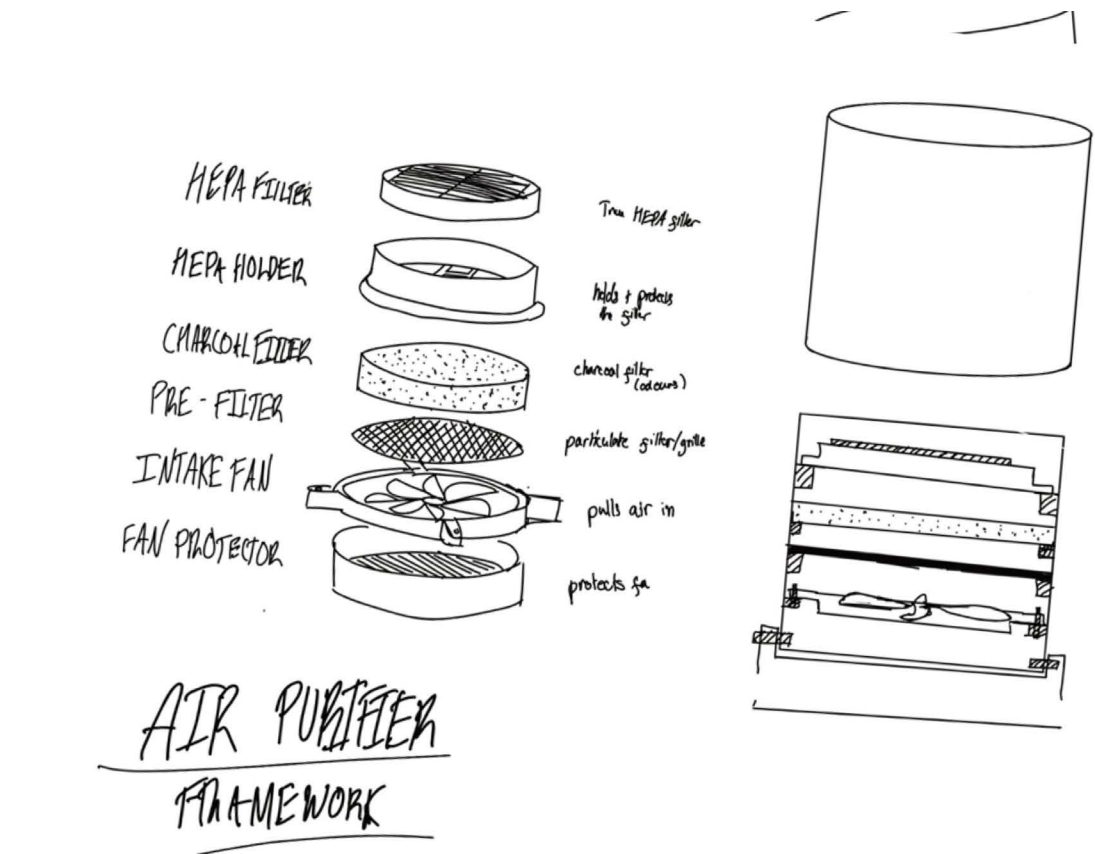


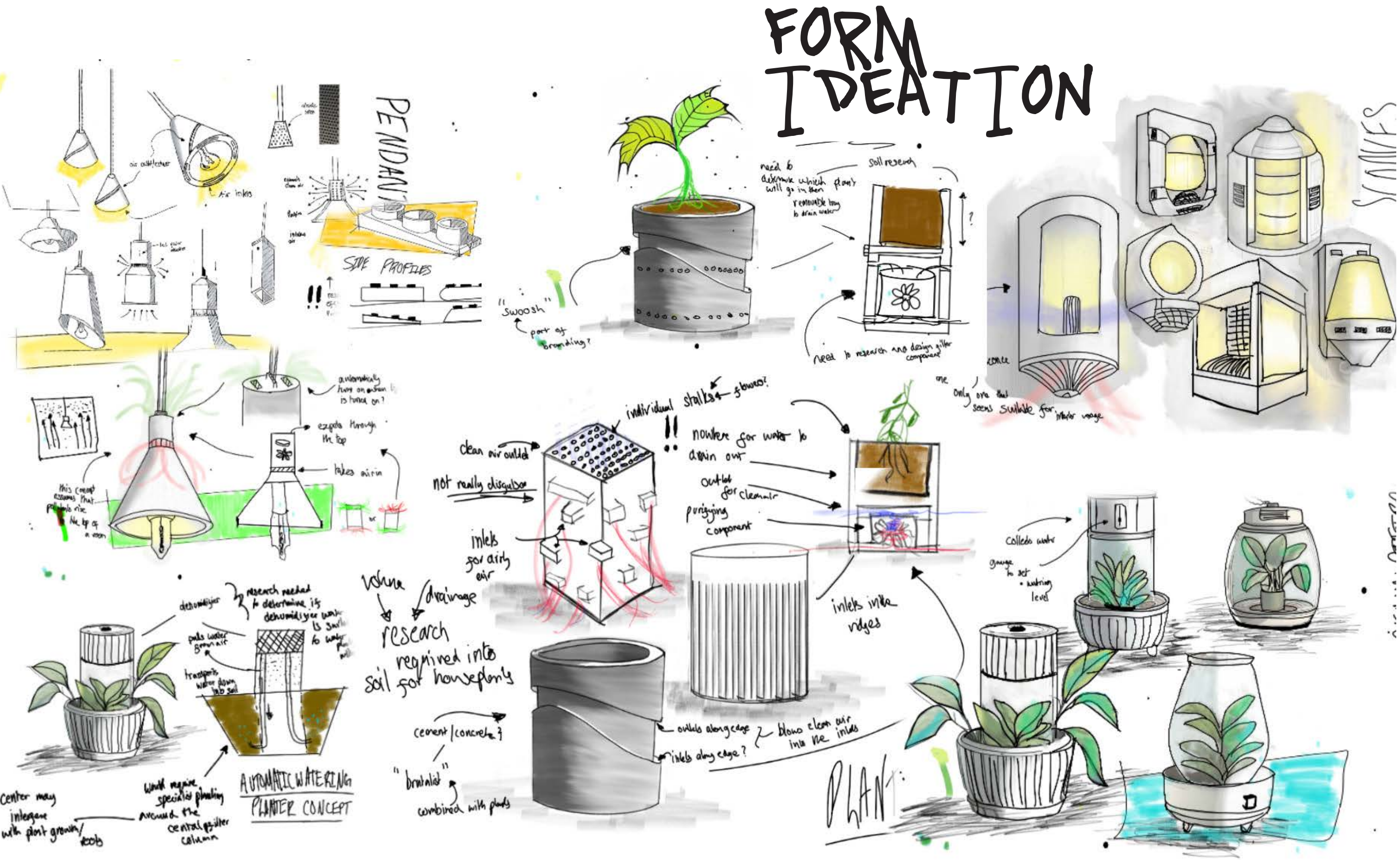
ULPA

FIILTER DEVELOPMENT

Research showed that achieving at least 5 air changes per hour (ACH) was essential for effective purification. I used an ULPA filter for its increased efficiency and filtration ability.

To boost air changes per hour while keeping noise low, I integrated two fans, allowing for higher airflow without increasing volume. The result is a compact, quiet, and highly effective filtration system.



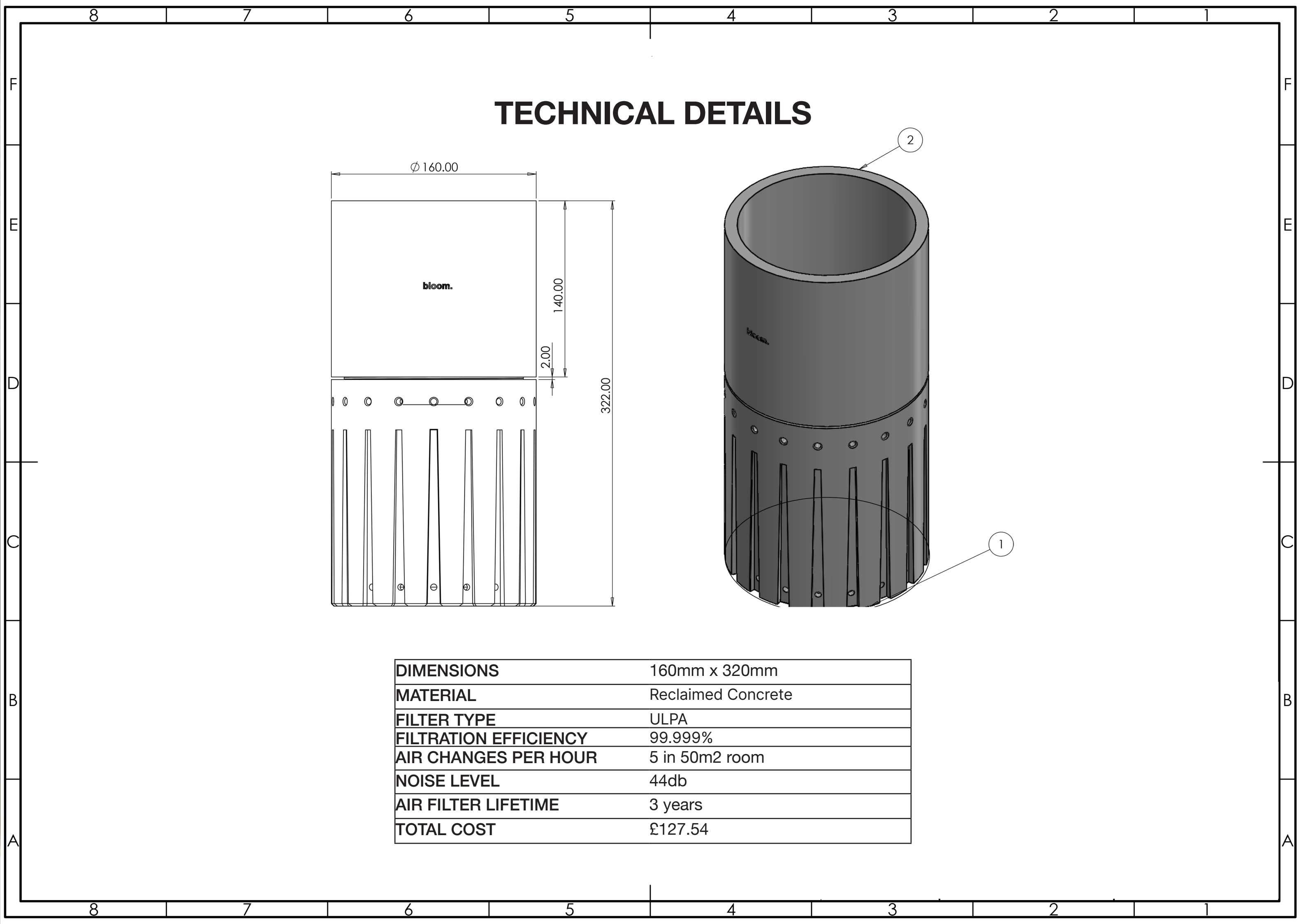


FINAL CONCEPT

dirty air enters the bottom of the plant pot through circular inlets, is passed through the filter and cleaned, and then blown out into the air.

the filter is housed beneath the plant pot, and is unseen. the plant pot section lifts away for changing of the filter.





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bloom.

THE DOMESTIC
AIR-CARE
SOLUTION



900+ reviews
Hear from our
customers.

[EXPLORE](#)

LANDING PAGES

a set of mock-up web pages to demonstrate the marketing, branding, and UI/UX of the Bloom air purifier's retail site, presented in an easy-to-understand manner.

QUESTIONS AND ANSWERS

01

What particles does bloom. filter out of your air?

bloom. monitors your indoor air quality and capture 99.95% of microscopic particles, for a healthier home environment. This includes tiny allergens, like pollen, mould spores, dust mites and pet dander, as well as toxic pollutants from outdoor sources like traffic.



Find answers to the most frequently asked questions about bloom - features, maintenance and everything else that makes it the perfect choice for domestic air care.

01

[Air Pollutants](#)

02

[Cleaning and Maintenance](#)

03

[Filter Design](#)

04

[Filter Replacement](#)

bloom.

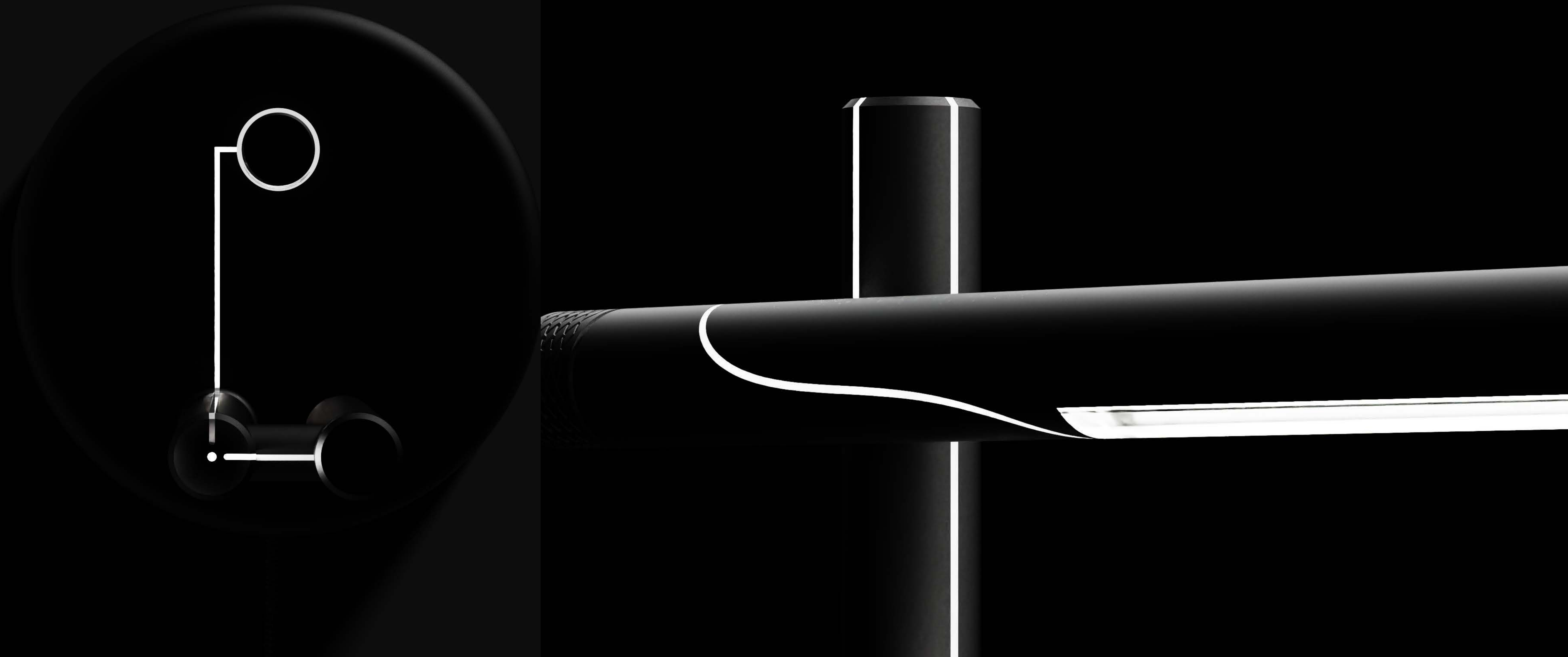
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LUMIN

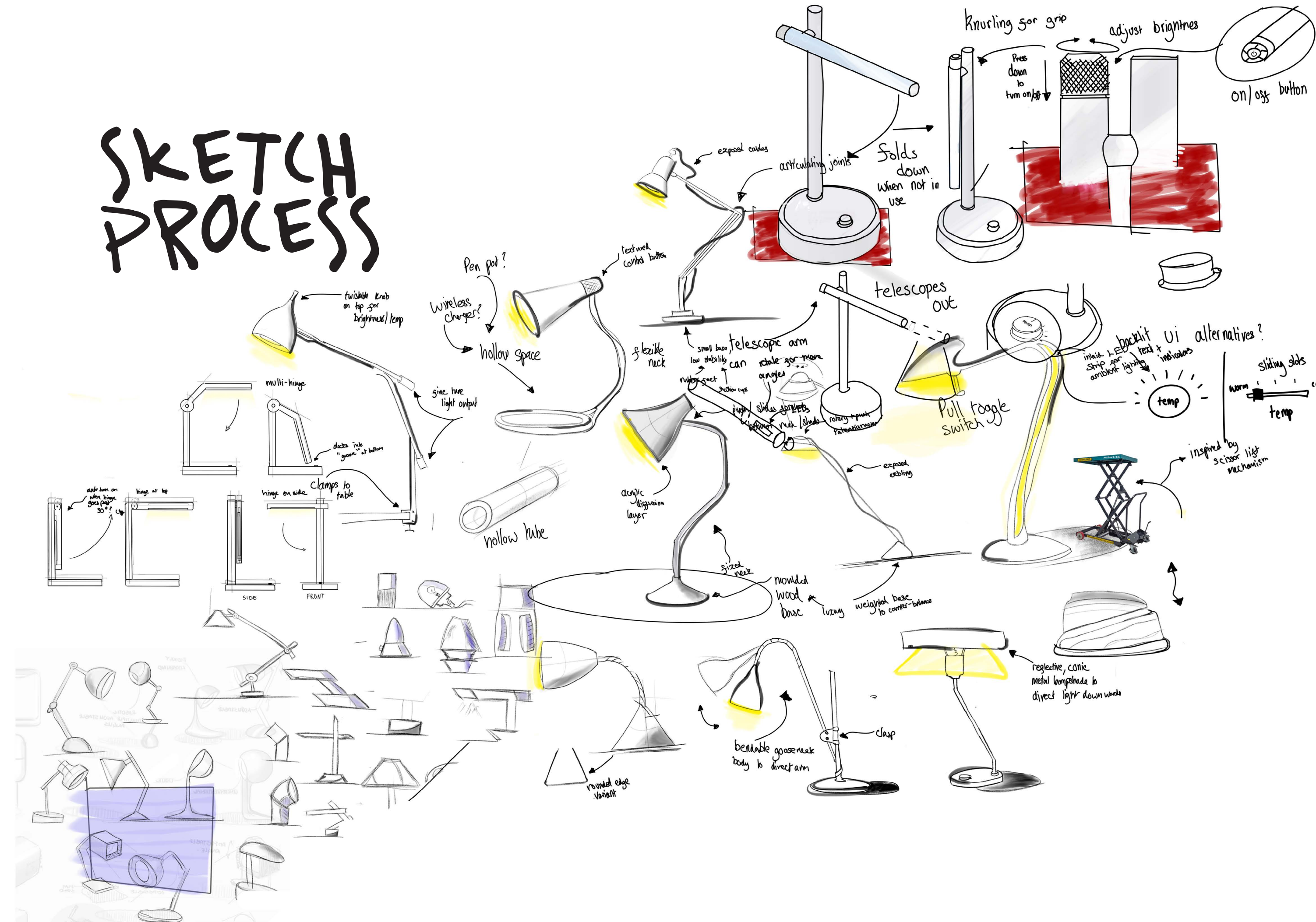
ADAPTABLE TASK LAMP

type: self-directed
length: Lighting Industry Association Competition
year: 2022

design stylish task/mood lighting for the domestic or commercial market with a luxury feel, for an under 50 professional audience. It should have a retail price of between £250 -£1500



SKETCH PROCESS



Frank Chimero, designer/author

User input becomes invaluable in driving research and design, by focussing on the user's needs and preferences, the product becomes essential to the user.

ERGONOMIC

90 degrees of articulation and telescopic arm to reach all areas of the workspace.



ADAPTABLE

easily manually user adjustable colour temperature to suit all environments, subjects and visual preferences,

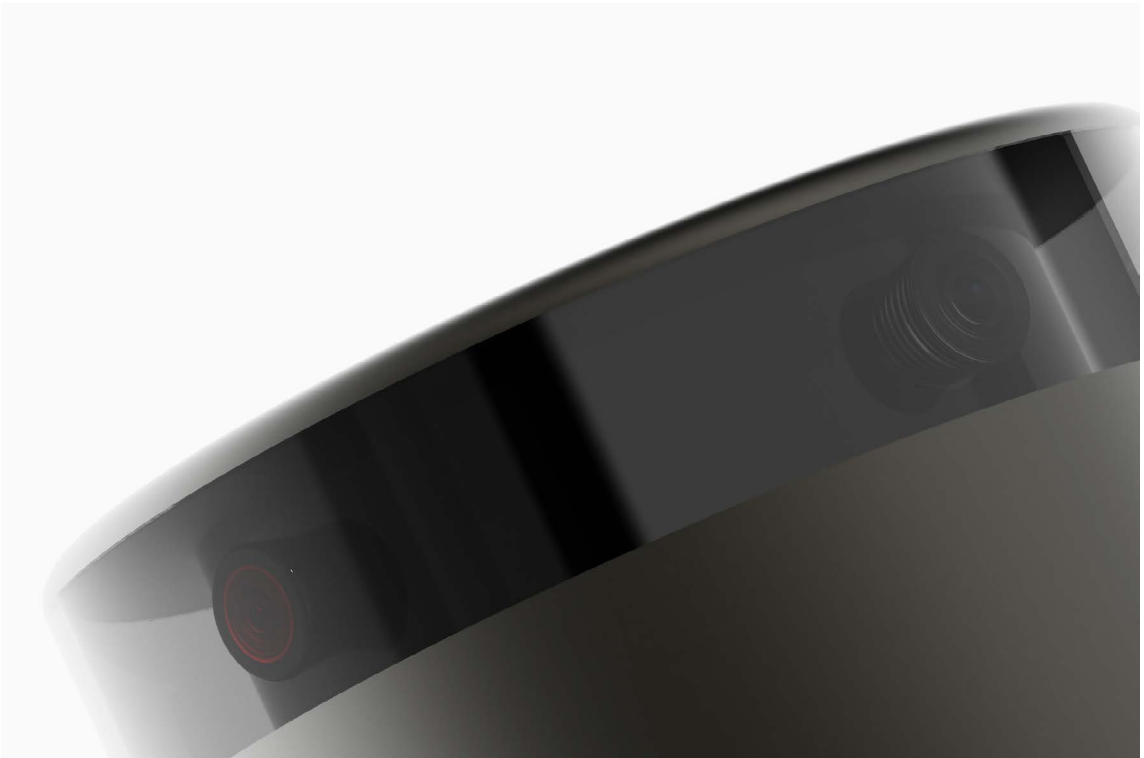


CRI 95

High-contrast lighting allows you to see objects, text, and textures as they really are.

SMART

when in auto mode, a sensor reads ambient light levels and temperature to set the perfect light output for the most accurate representation.



UTILITY

rubberized grips on knobs provide precise control; non-slip base keeps the light stable on any work surface.



INTUITIVE

touch capacitive button for simple on/off + hold to go into “auto” mode + tactile knurled knobs for adjusting brightness.



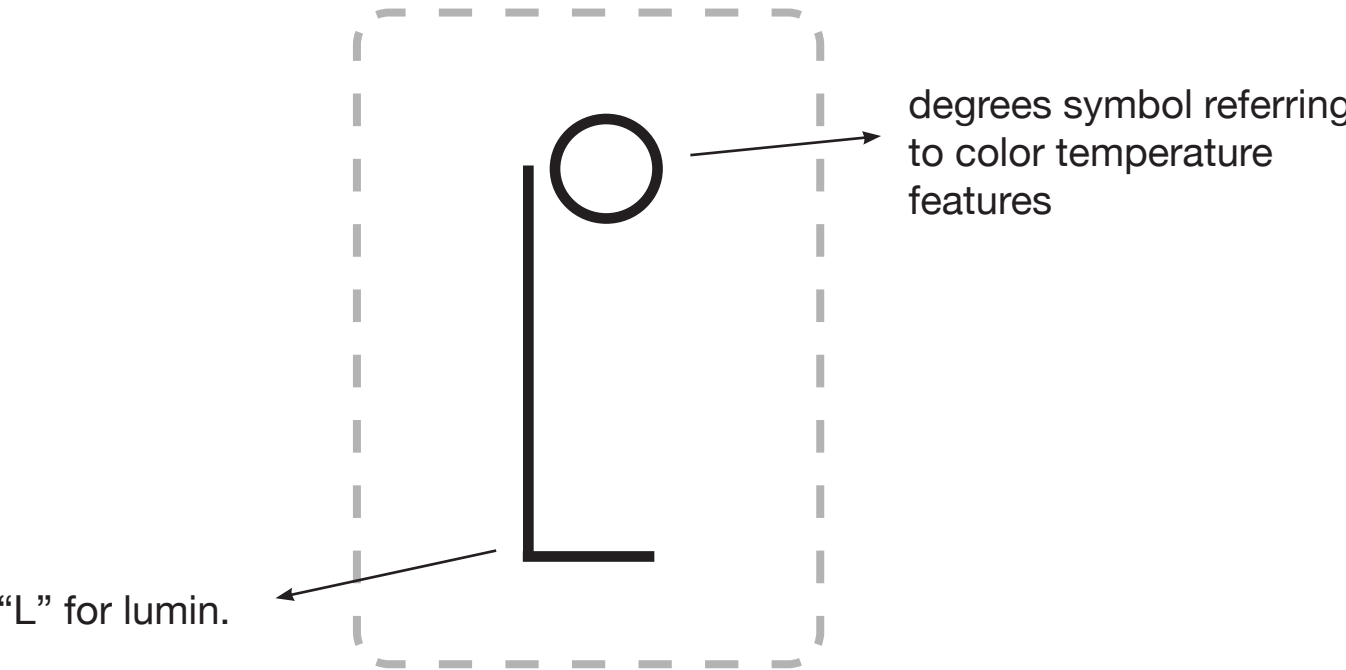
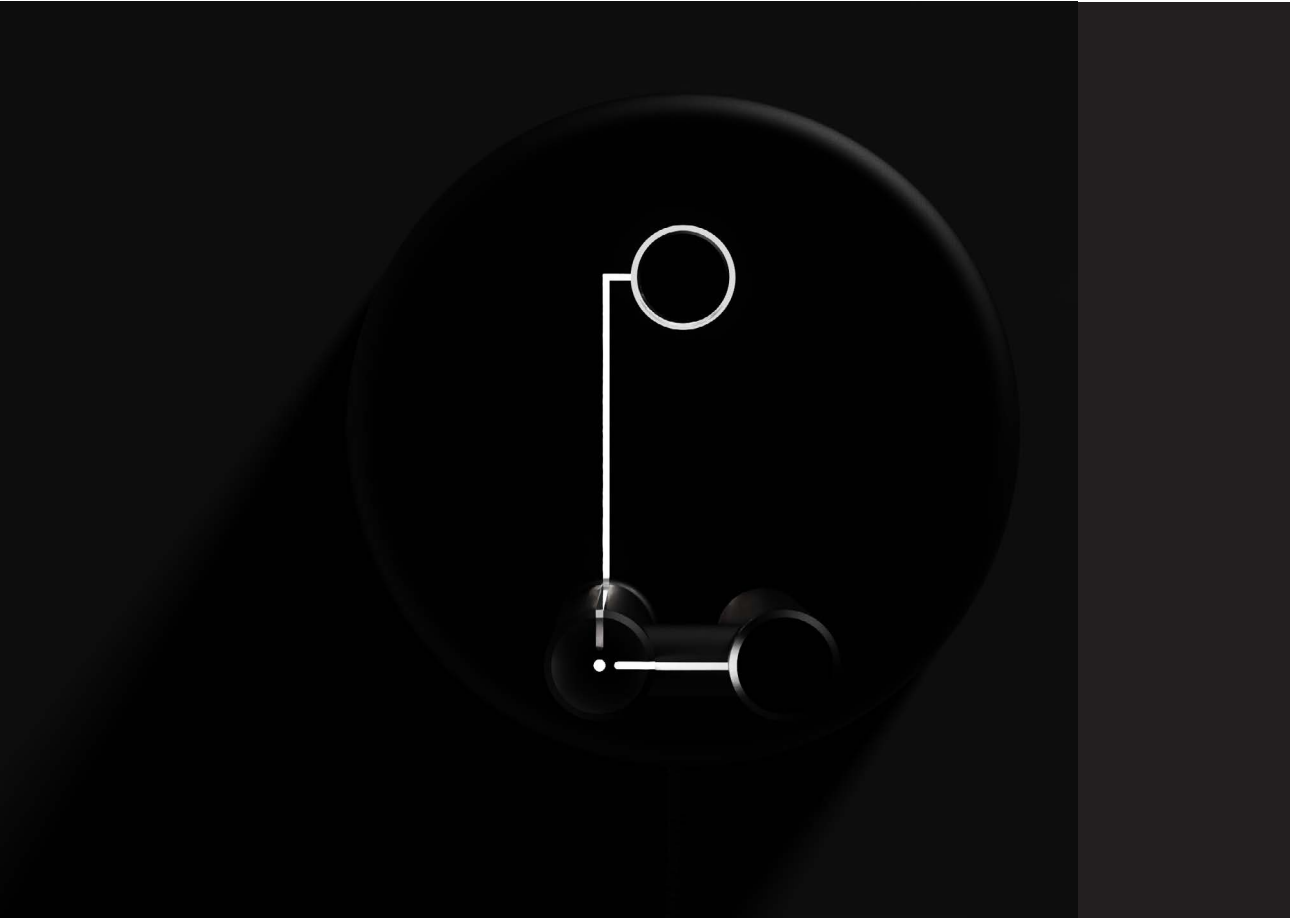
USER ASSEMBLY



<https://giphy.com/gifs/kILK93WTyaSgY2DjW7>



BRANDING



PACKAGING



GOGRIND

PORTABLE COFFEE GRINDER

type: self-directed
length: 11 weeks
year: 2022

design a functional item for the kitchen
that is a new concept or significant
improvement on an existing product, made
mainly from plastic.

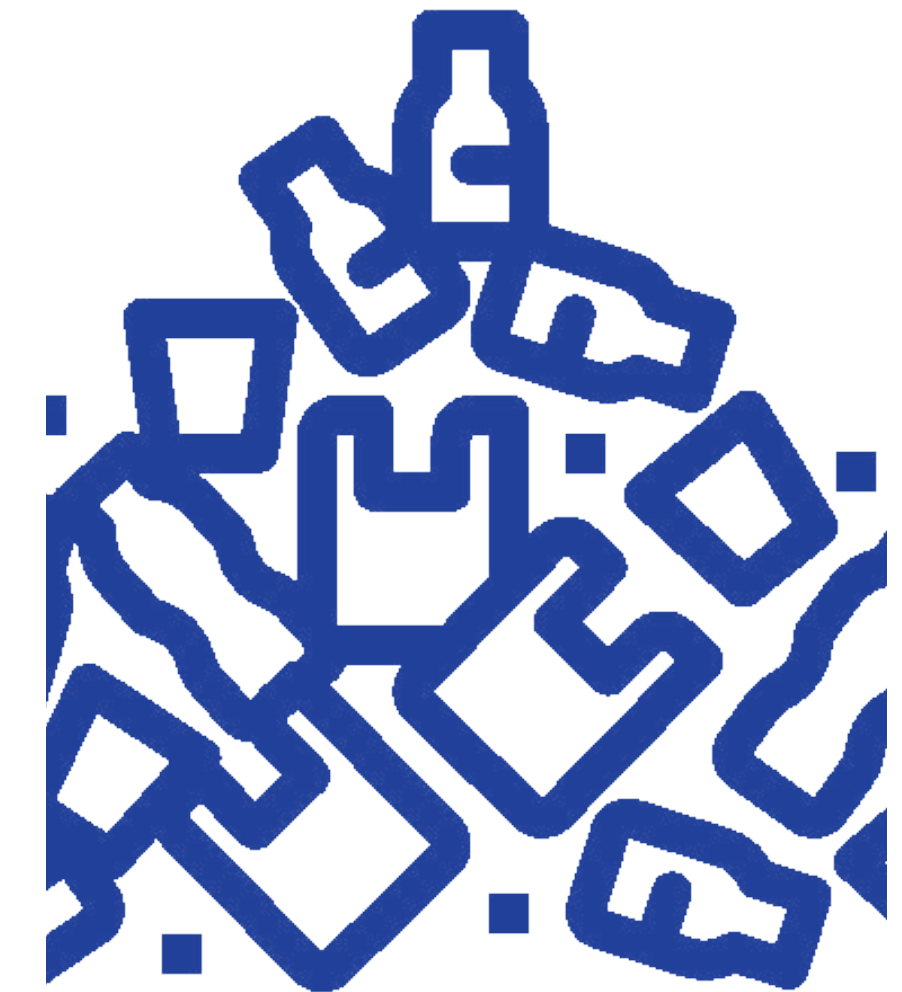


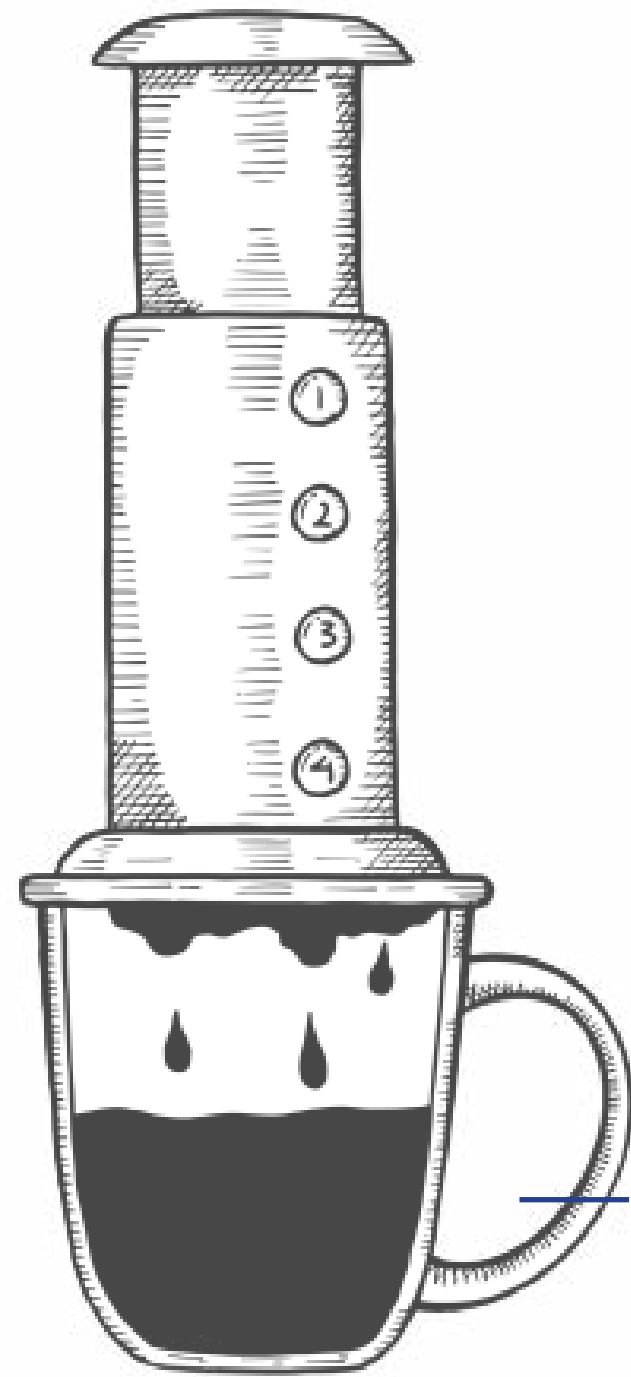
CHANGING MINDSETS

plastic is often perceived as a cheap, convenient material for consumer products, with a negative impact on the environment due to its production, disposal and low product lifetimes.

however, plastic can still be used sustainably by utilizing recycled plastic and designing for recyclability.

consumers can make more responsible choices; long-lasting plastic products, recycled materials and by educating themselves further about end-of-life procedures.





DESIGN PRINCIPLE

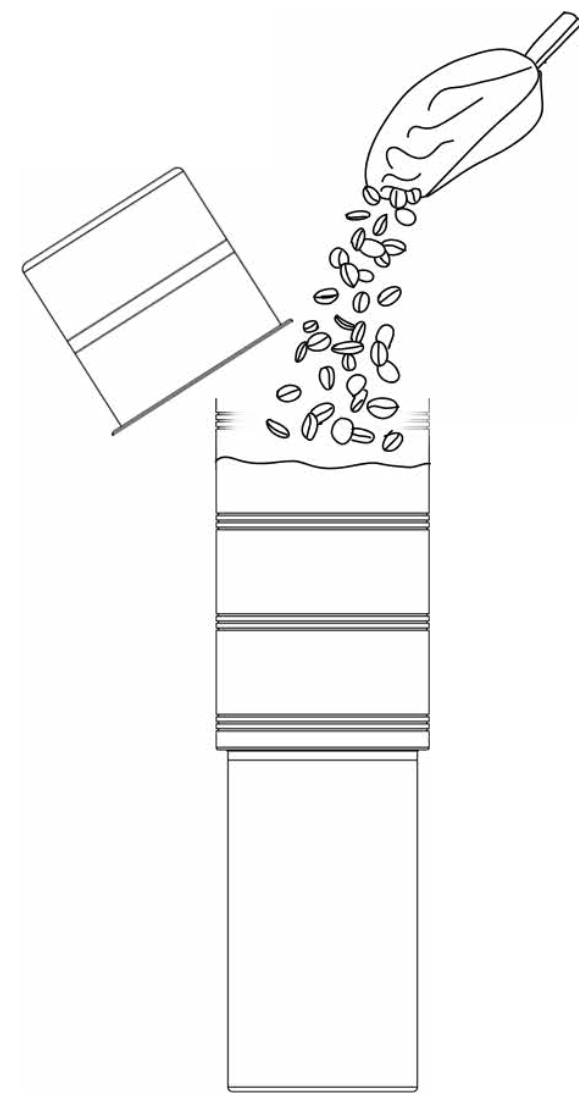
the primary concept for the product was to follow a vertical process; from beans to coffee; this allows for a more efficient and consistent brew.

taking inspiration from the aeropress, the go>grind utilizes a simple and straightforward process to produce delicious coffee without the need for complex, bulky machinery.

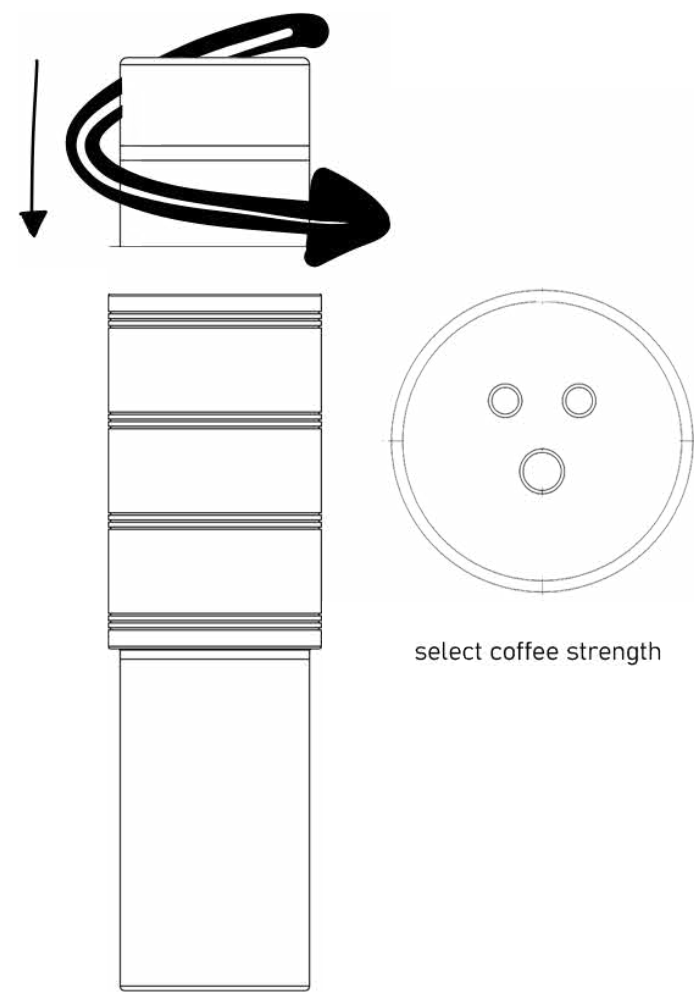
FINAL OUTCOME

a portable all-in-one coffee grinder, brewer and cup that combines the convenience of on the go coffee, with the quality of home-made.

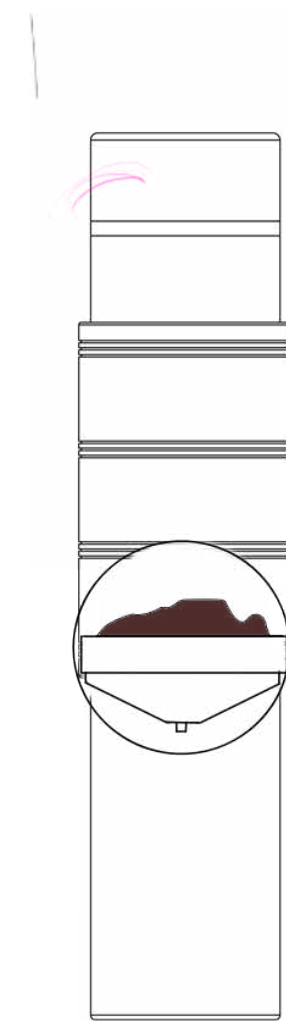




unscrew top, and add whole coffee beans of your choice up to the line in the grind chamber. the go > grind may be plugged or unplugged at this point.

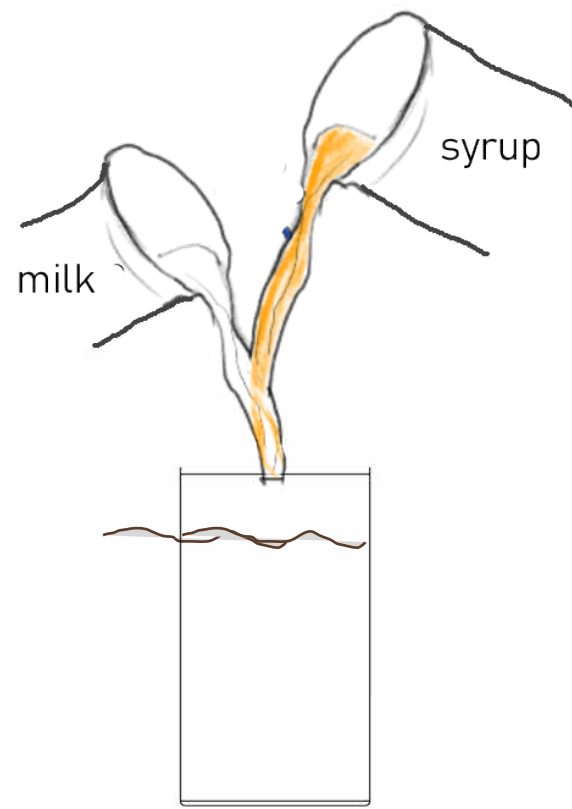


screw the top back on and choose coffee strength (1 or 2 espresso shots - for more just press again after grinding) and press the power button.



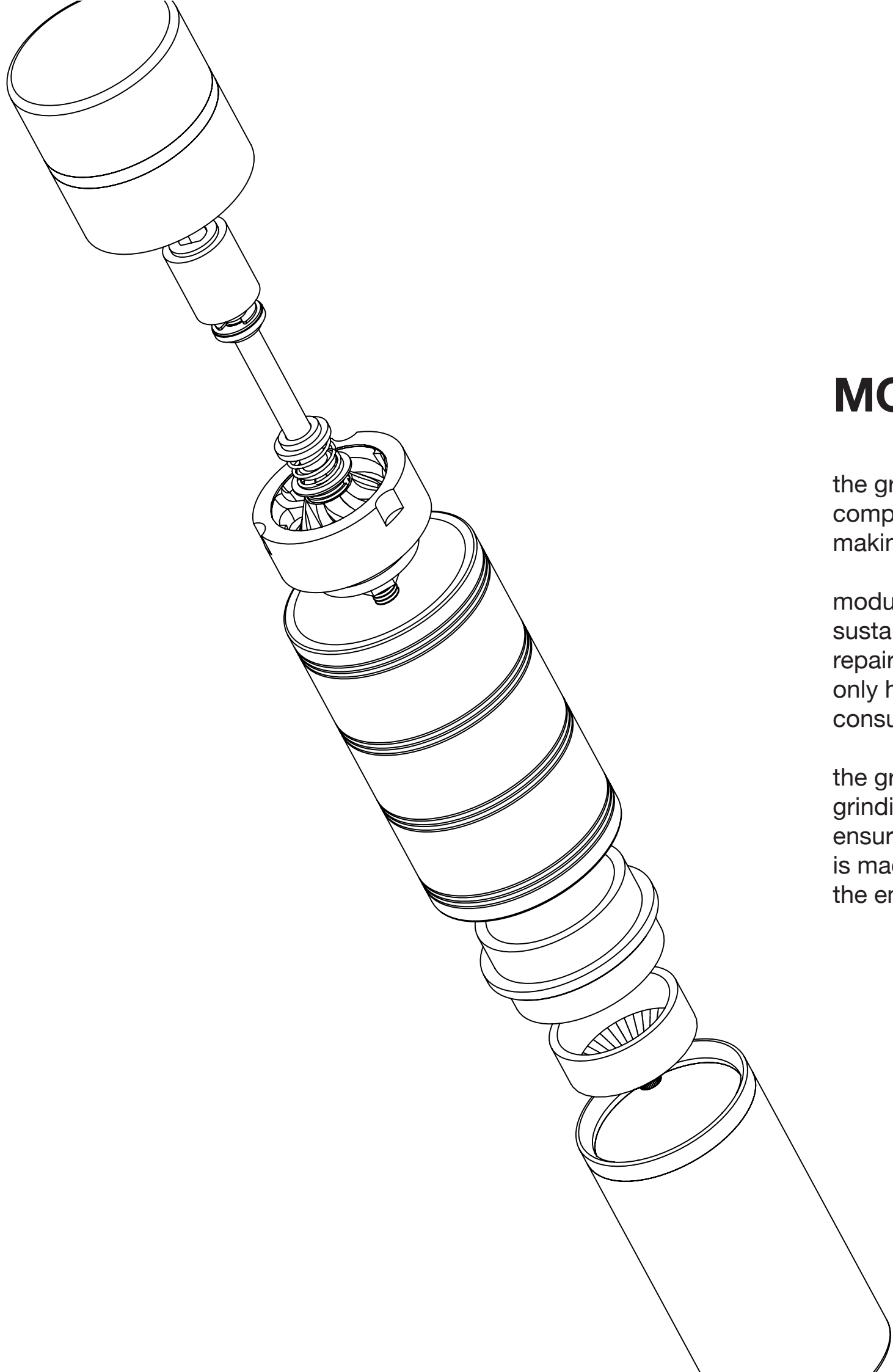
coffee will be ground and deposited in filter below grind chamber. pour hot water over this and let hot coffee filter through to the cup below.

USAGE



remove filter and screw back into top compartments. add milk, cream, syrup etc to your liking and enjoy drinking out of the cup.



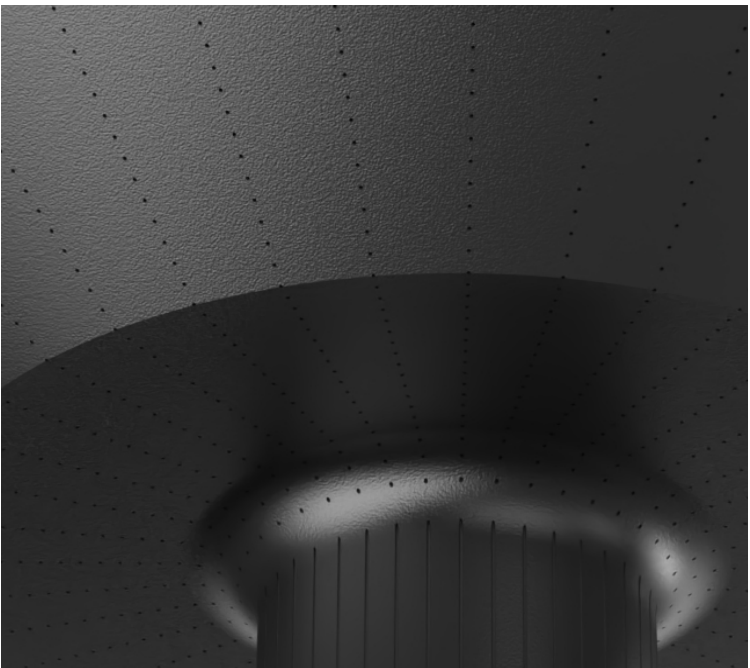
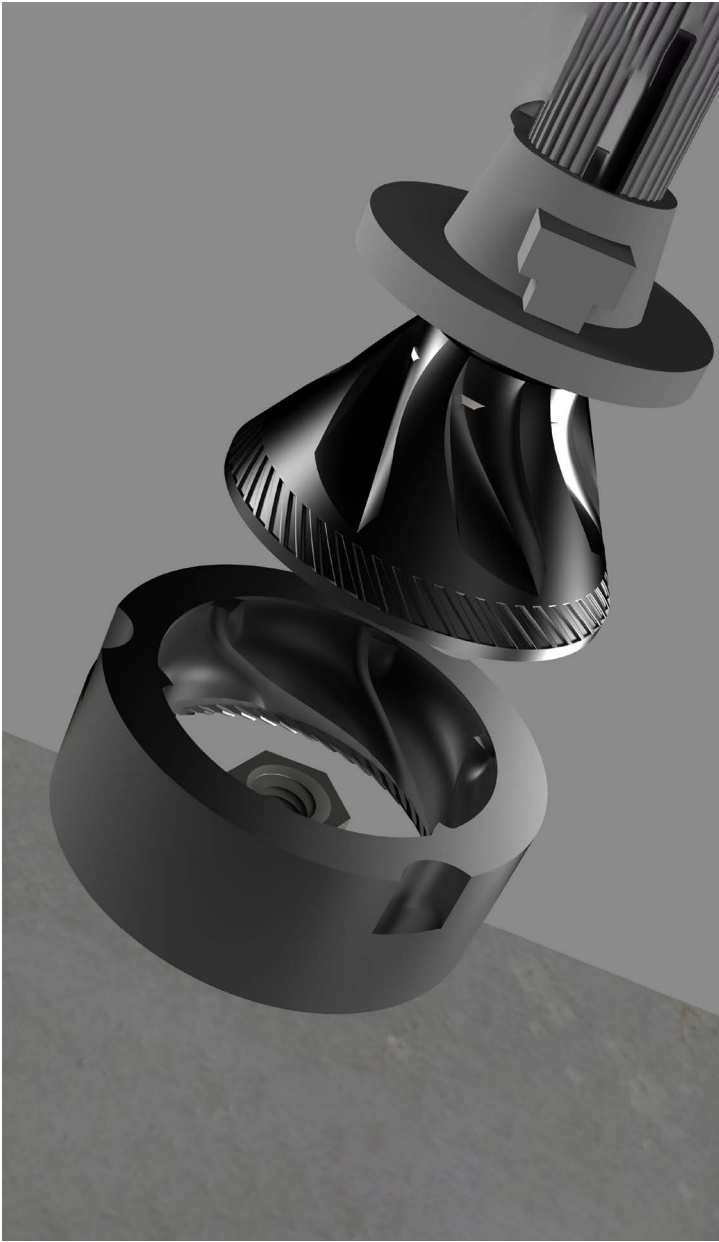


MODULAR DESIGN

the grinder is designed with modularity in mind. each component can easily be disassembled and reassembled, making it easy to clean and maintain.

modularity isn't just for convenience; it's also about sustainability. a product that can be easily taken apart and repaired reduces the need for frequent replacements. this not only helps the environment by reducing waste, but also helps consumers save money.

the grinder is also made with sustainable materials. the grinding mechanism is made from high-quality stainless steel, ensuring that it will last for years to come. the exterior casing is made from recycled plastic, further reducing our impact on the environment.

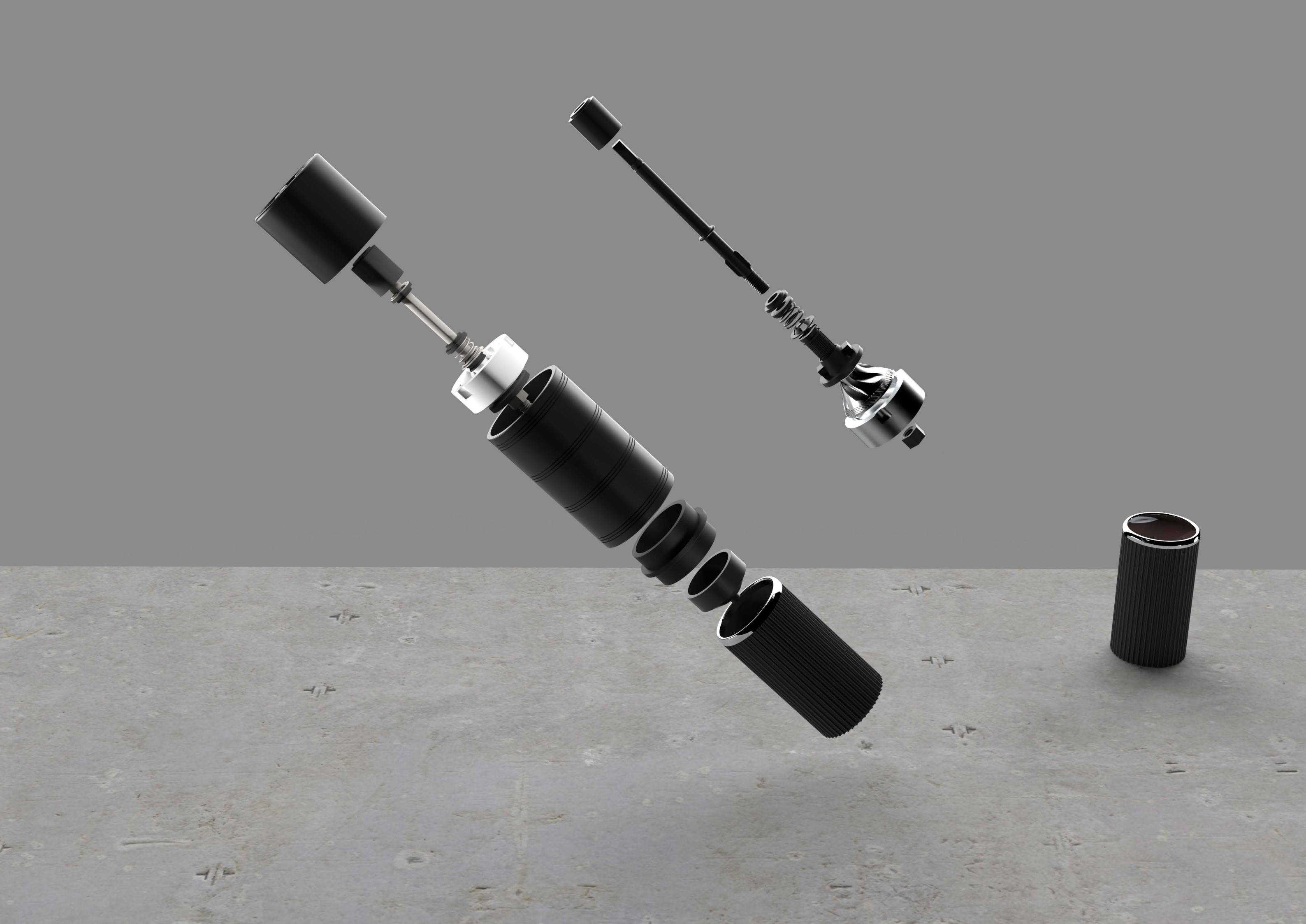


COMPONENT DETAIL

conical burr grinder
high quality stainless steel burr and blade mechanism for a fine and even grind

ultra-fine filter
1000+ 0,5mm holes = efficient filtration; ensuring purity and quality of coffee

motor unit
usb-c rechargeable battery in top module, high torque low speed DC gear motor



weight

product weight without coffee beans
= 1200 grams easy to carry in a bag

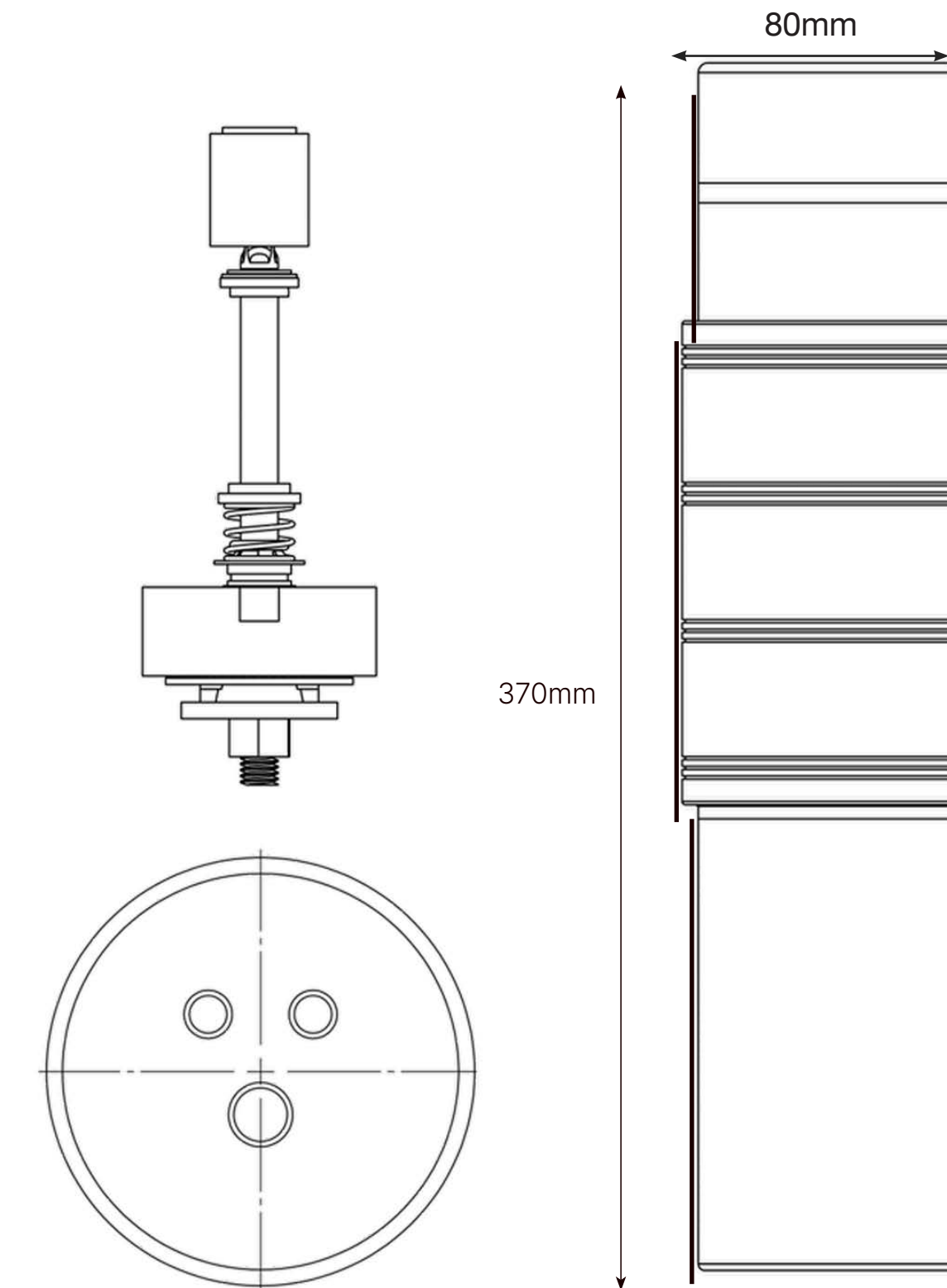
discreet

DC motor - low noise, heat generation,
power draw and long life span

grind capacity

grind compartment volume of 311cm³;
this holds 8 coffees worth of beans

TECHNICAL DETAILS



volume

340ml/12oz standard drinking cup
size for straight espresso or mixed

easy use end product

vacuum insulated double wall coffee cup
- retains drink temp and protects hands

ergonomic

80mm diameter matching average coffee
cup mug for easy to grab + go usage

**THE END
GET IN TOUCH.**

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