

**Work-in-progress*

DESIGN SPRINT

CONCEPT WORK | MEABH CROZIER

ABOUT THE PROJECT

This project began as a **design sprint brief to choose a real or imagined product or brand and build a promotional campaign around it.**

I chose to create an original aromatherapy candle brand from scratch, which gave me room to develop both physical product mock-ups and more conceptual, surreal scenes inspired by sensory escape.

I've worked on this alongside my full-time job, and it's still a work in progress. I'm also expanding it beyond the original deliverables by building a full website prototype in Figma, both to push the concept further and to deepen my skills with the tool.



DEVELOPMENT WORK

The following pages include the main parts of my research and development work and some experiments behind the final designs.

[SKIP TO THE DELIVERABLES INSTEAD](#)

RESEARCH

I knew that developing the brand name, story and purpose would help guide my decisions for creating the visuals, so I used AI as a collaborator to craft something that lent itself to some more exciting concepts than just a standard candle product.

The main concept I kept coming back to was "scents that transport you somewhere else". AI helped with suggestions on a demographic; detailing what the demographic was likely to value etc. I kept prompting it with questions to expand more on some of the points I especially liked until I had worked through a foundational idea for the brand purpose and its USPs.

Brief for Aromatherapy Candles concept:

"Scents as portals"

Brand Names

- Aim for names that hint at place / memory / transport / memories / culture / travel.

Brand Purpose

- Tie to emotional wellbeing & memory
- Small sensory escapes
- Feel how you want to even if it's physically impossible to go elsewhere.
- Everyday rituals / scent as time travel / Plot points

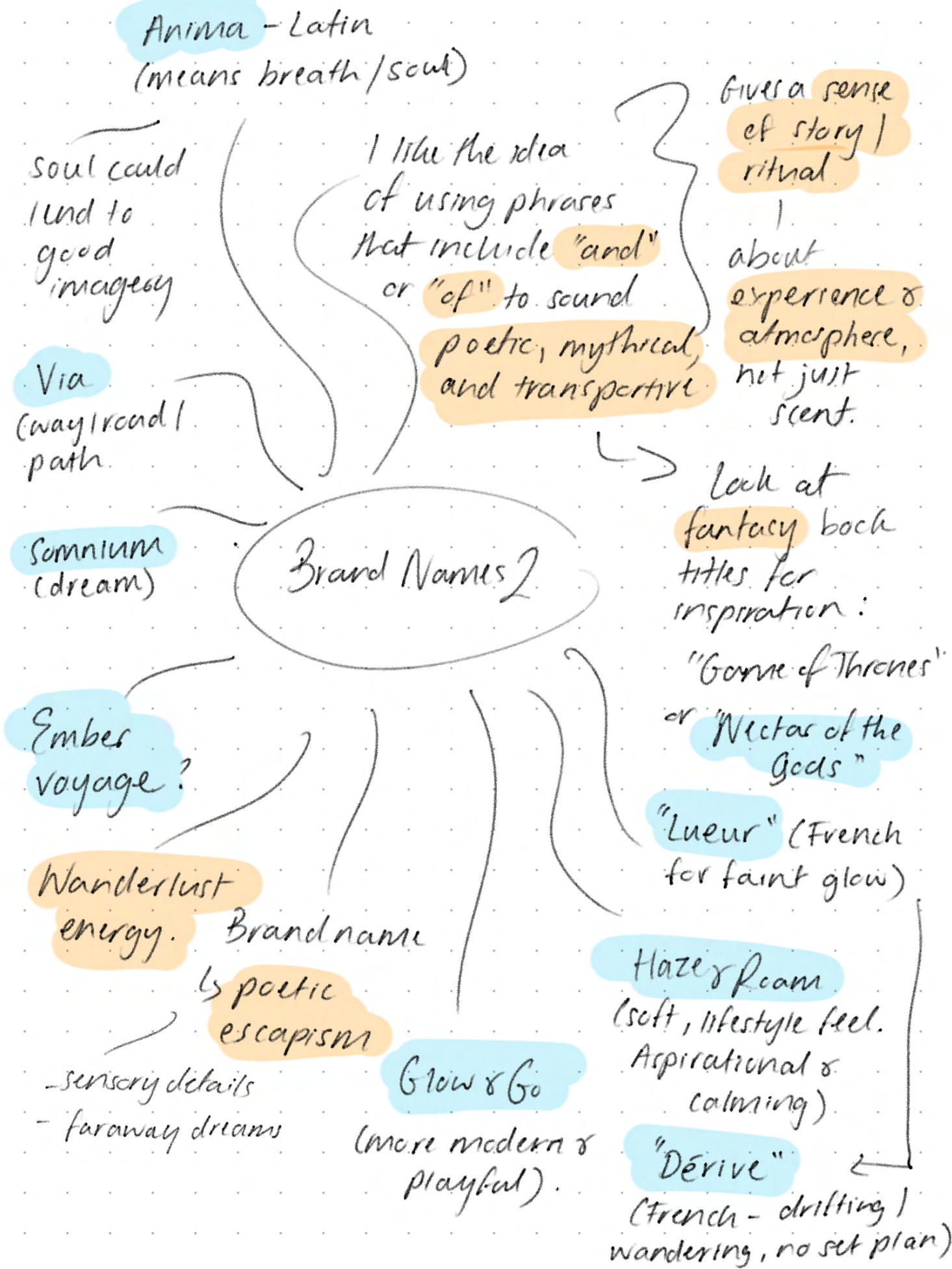
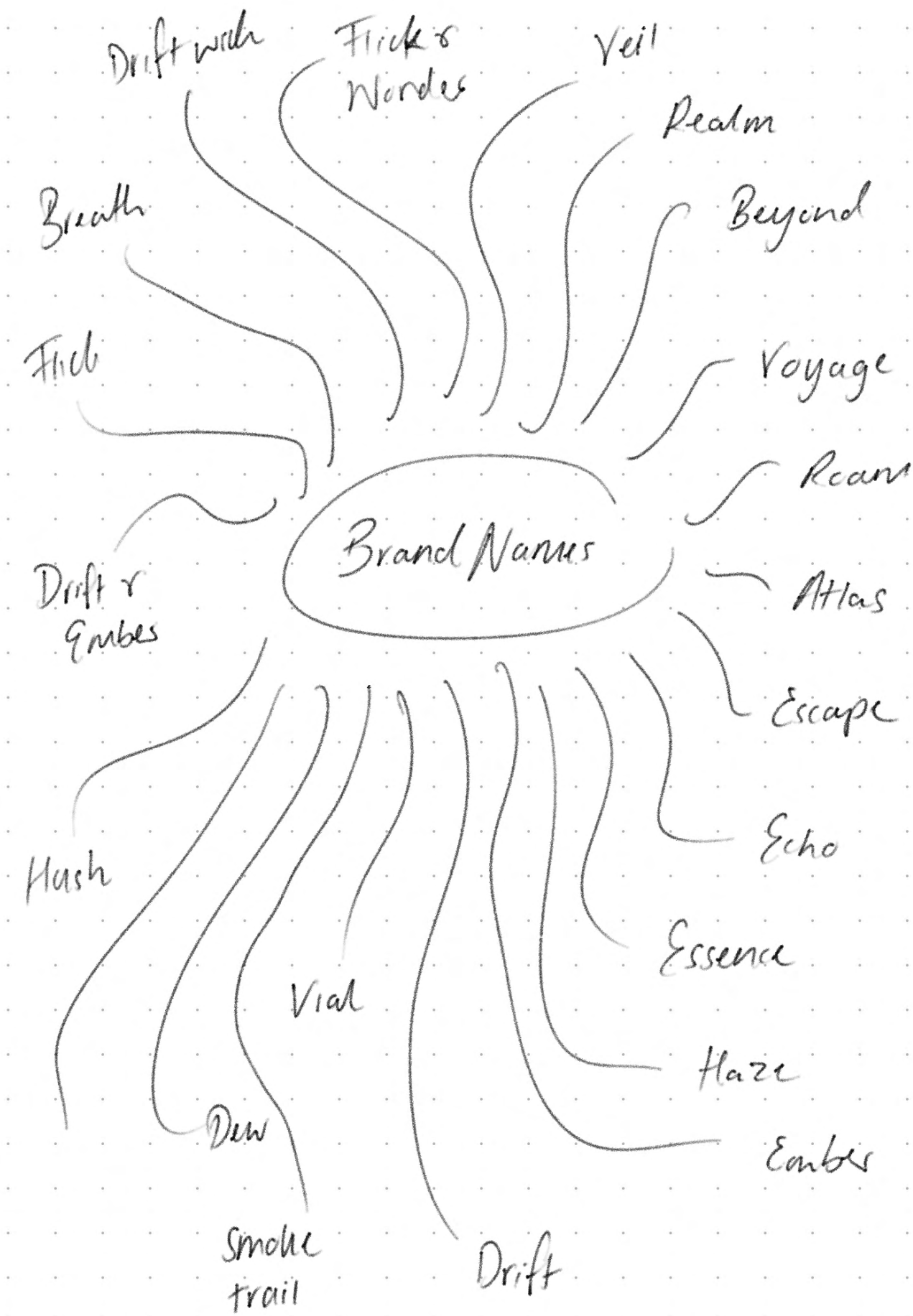
Narrative Hook

- "Every candle is a doorway into a scene: rain on an old stone / late train in a foreign city / quiet of a Sunday morning kitchen"

↳ Poetry, sensory language, Instagram sound trend. ^{another word?}

Target audience

- Demographic: 24-40, mainly urban, creative / knowledge workers (design, media, tech, education)
- Psychographic
 - > values mood, ambience, and "little rituals" (reading / journaling / working from home)
 - > enjoys travel / "aspirational travel" may not have time / budget to go.
 - > interested in mental wellbeing, nervous system regulation & sensory tools (sound, light, scent)
- Positioning:
 - > For people who collect moments, not things
 - > Specific channel choices (eg. Instagram, Pinterest, email storytelling) & a refined editorial look.



Haze & Ream

- ↳ and = ampersand visual opportunities
- ↳ Fantasy book esque title for name.
- ↳ Dreamy wanderlust, drifting between here & elsewhere.

- ↳ "Where daydreams travel further"

- ↳ Scent = the "haze" that lets the mind "room" beyond the everyday.

- ↳ Each product = a new chapter / route

- ↳ Bookish / cinematic aesthetic maybe?

- ↳ split imagery { slider / toggle (half sharp, half blurred) } animation?

Brand Names Final Refine

Anima

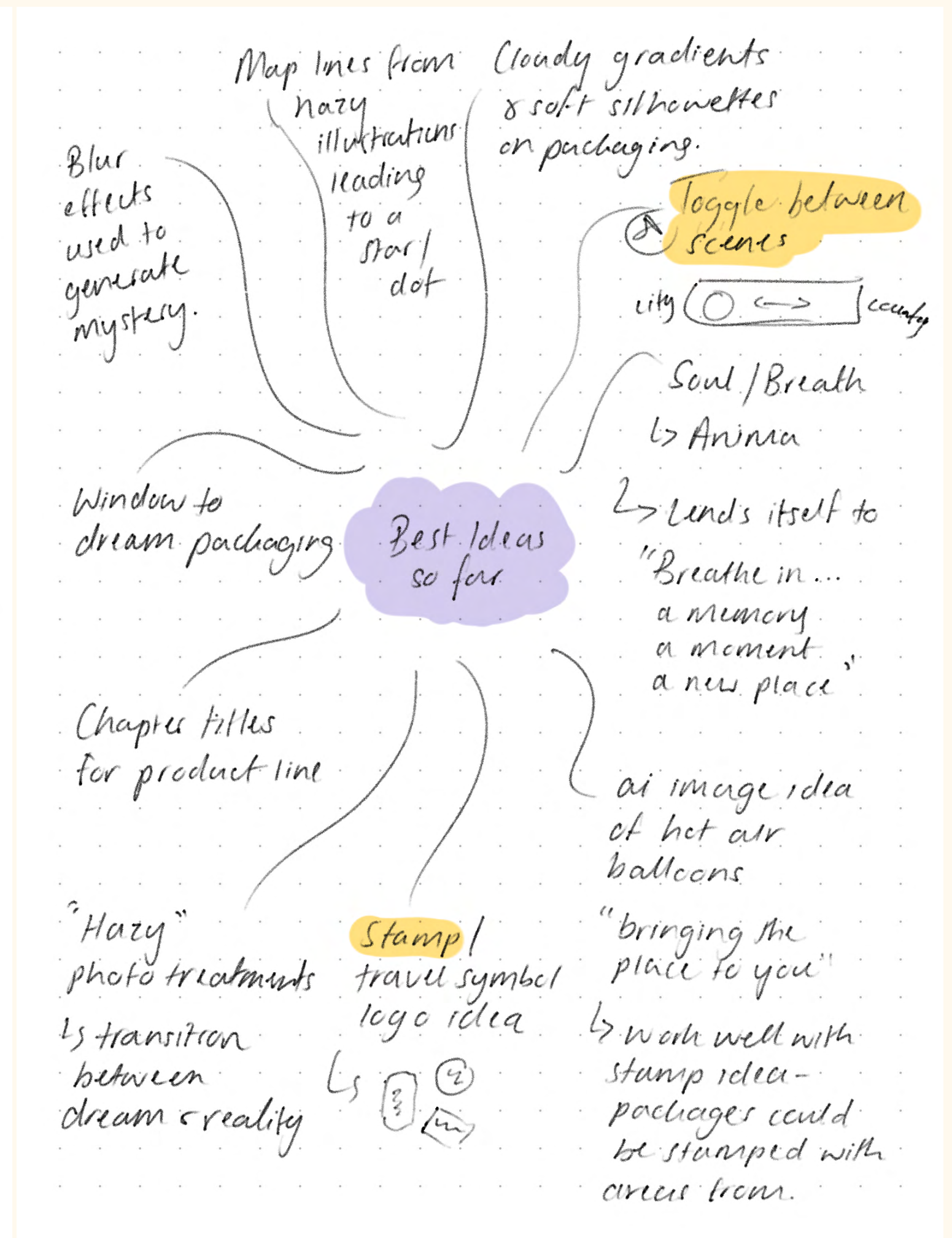
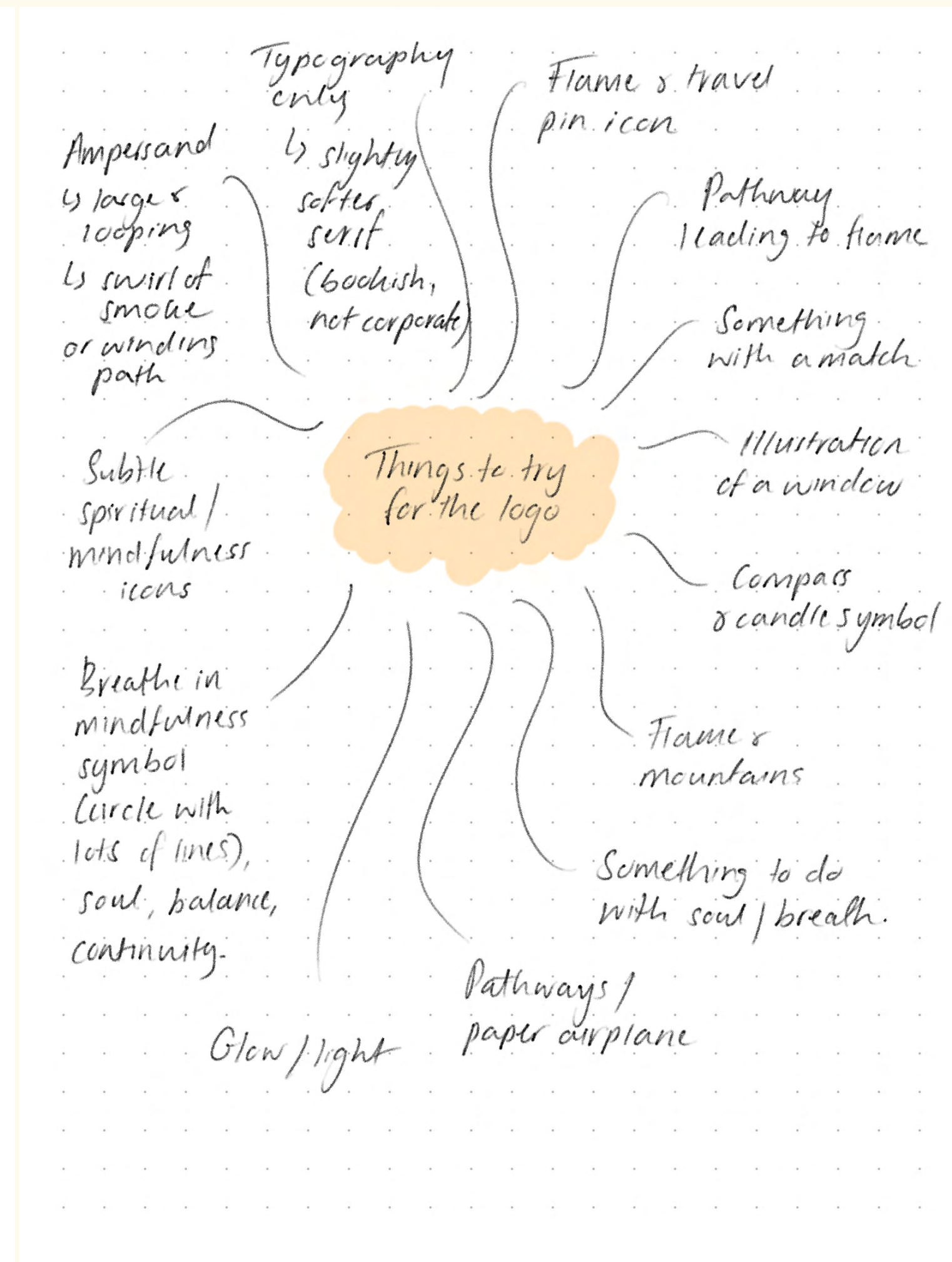
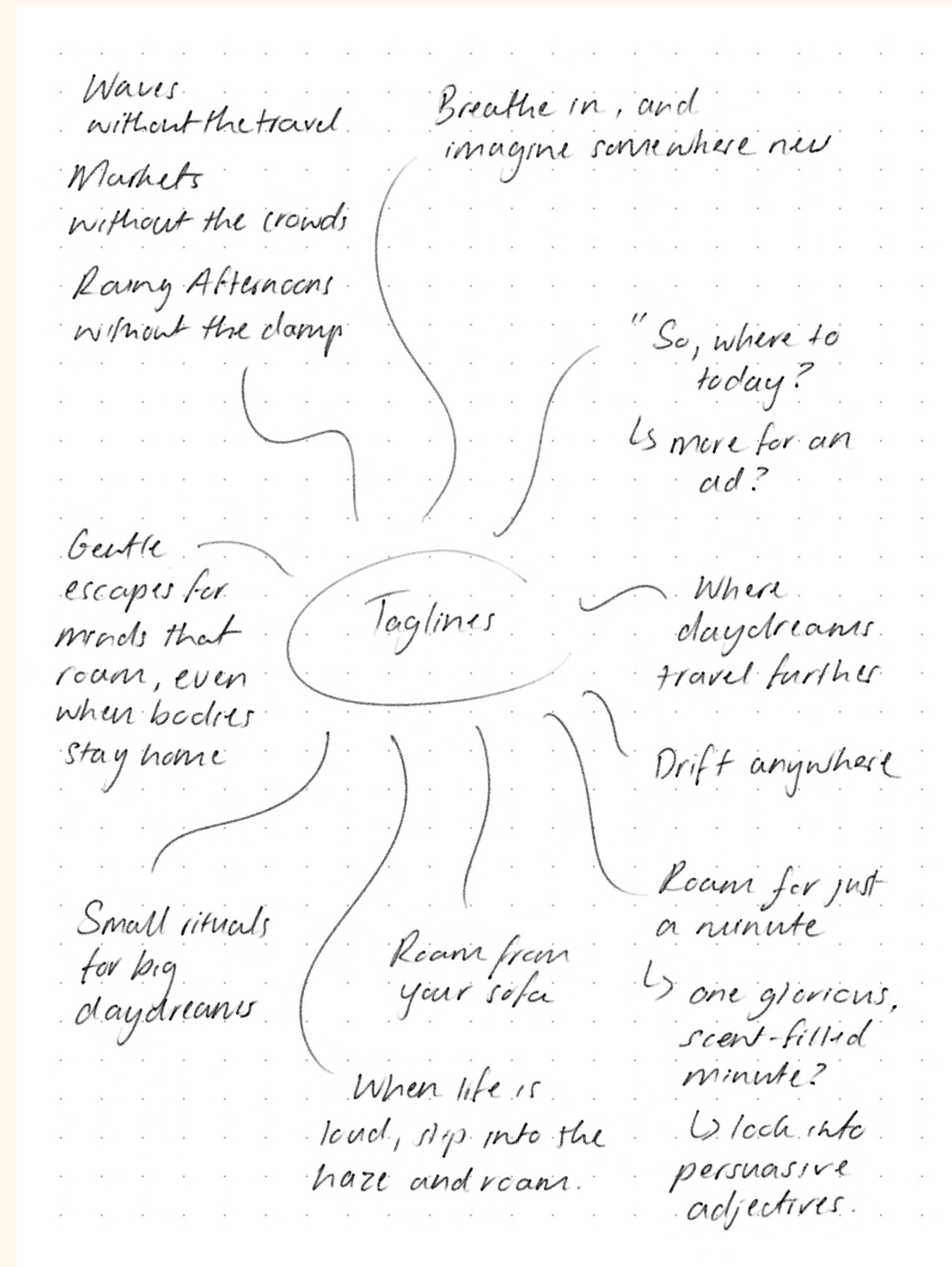
- ↳ inner journeys, breath, soul, setting your spirit free while your body stays at home.
- ↳ Scent as a vehicle for inner travel & emotional freedom.
- ↳ soul itinerary

Lueur

- ↳ Glow, elegance, soft light, gentle radiance returning after burnout.
- ↳ The idea / purpose = even when life feels dim / grey, you can rekindle a quiet inner light.
- ↳ evening city lights / golden hotel lobbies / candle lit cafes

Longing for a glow again

↳ "a little lueur from elsewhere"

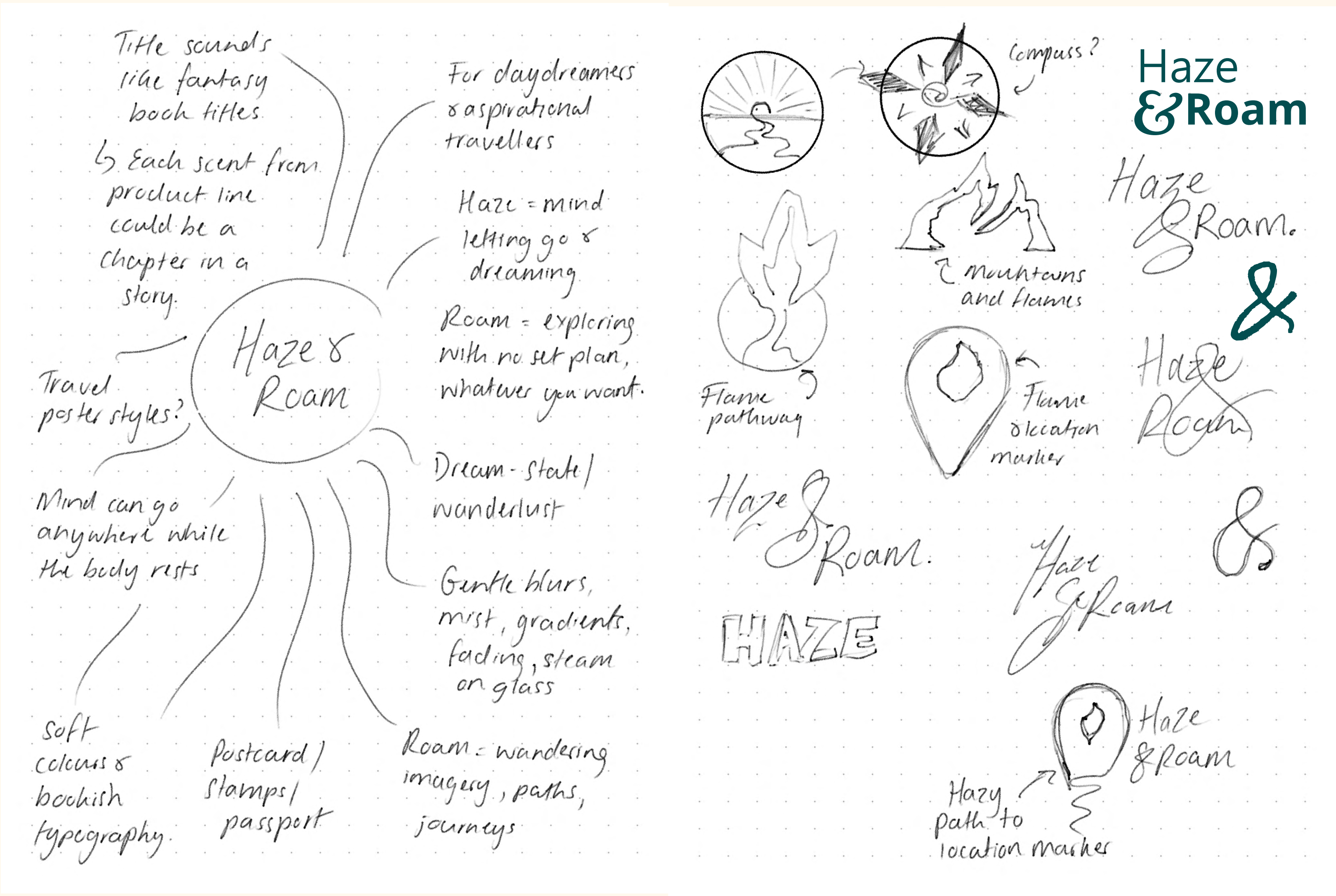


CHOSEN CONCEPT

Brand name: Haze & Roam

A luxury aromatherapy candle brand, developed from scratch to explore branding, packaging, and marketing ideas inspired by scent-led escapism and imagined travel.

A brand for daydreamers and aspirational travellers who live half in reality, half in imagined landscapes. Scent becomes the “haze” that lets the mind “roam” beyond the everyday.



PACKAGING/ PRODUCT IDEAS

I want the packaging to be fairly simple (so when I'm using AI tools for mock ups it won't struggle too much with creating realistic products) but also adaptable to add some personalisation and novelty.

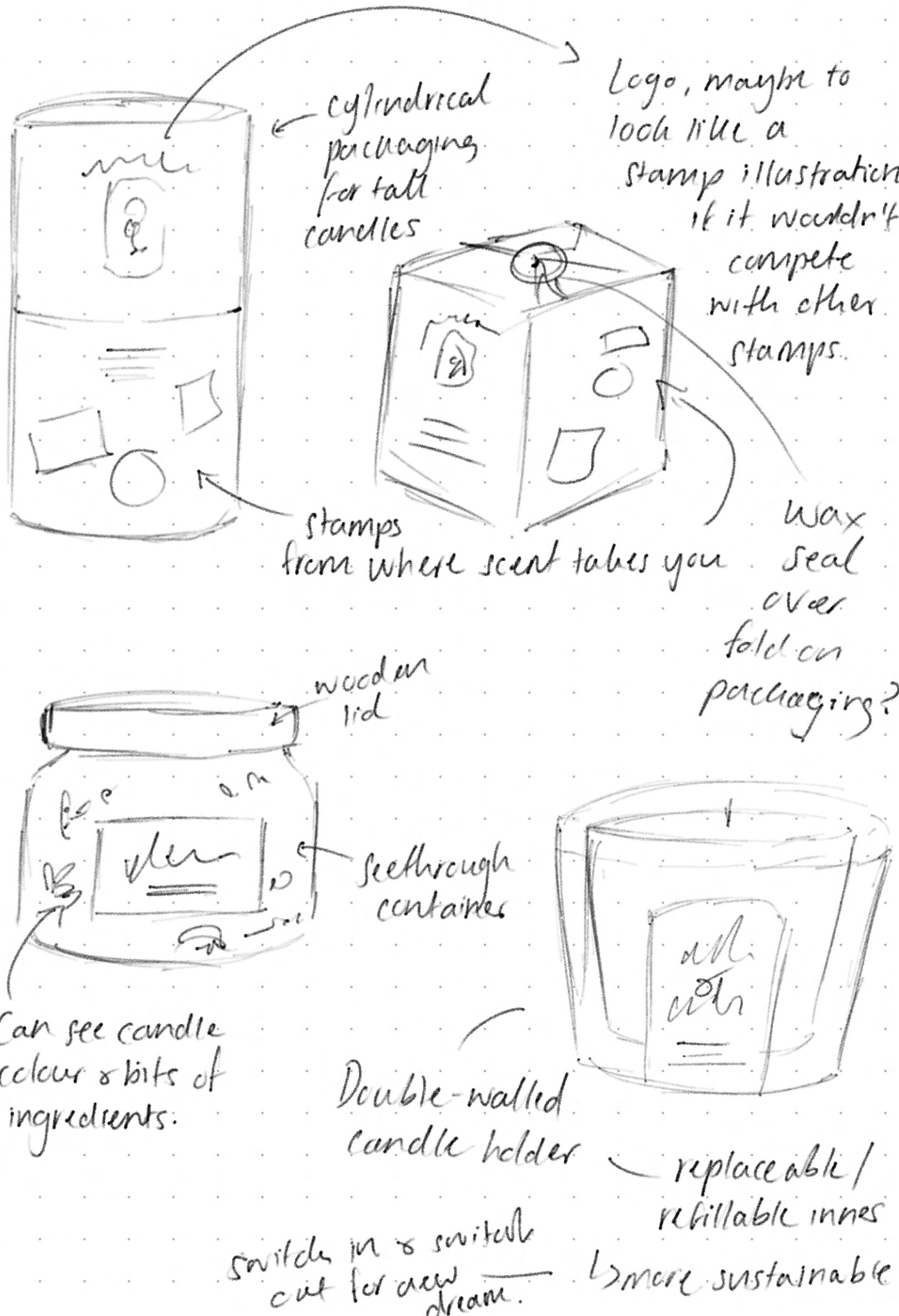
I found the honey jar reference and thought it would be perfect for "a window to another place". It could be used in multiple ways like framing devices on posters, a frame for a video ad that zooms out and it transitions into the candle etc. If I craft it to reflect the shape of airplane windows, it will also tie into the travel element of the brand.

The inspiration reference



Created by Tahid Dayhani

Window could work well for a graphic device in other "portal" themed ads.



cylindrical packaging for tall candles

Logo, maybe to look like a stamp illustration if it wouldn't compete with other stamps.

Wax seal over fold on packaging?

wooden lid

see-through container

Can see candle colour & bits of ingredients.

Double-walled candle holder

replaceable / refillable inner

switch in & switch cut for new dream.

more sustainable?

stamps of places or ingredients

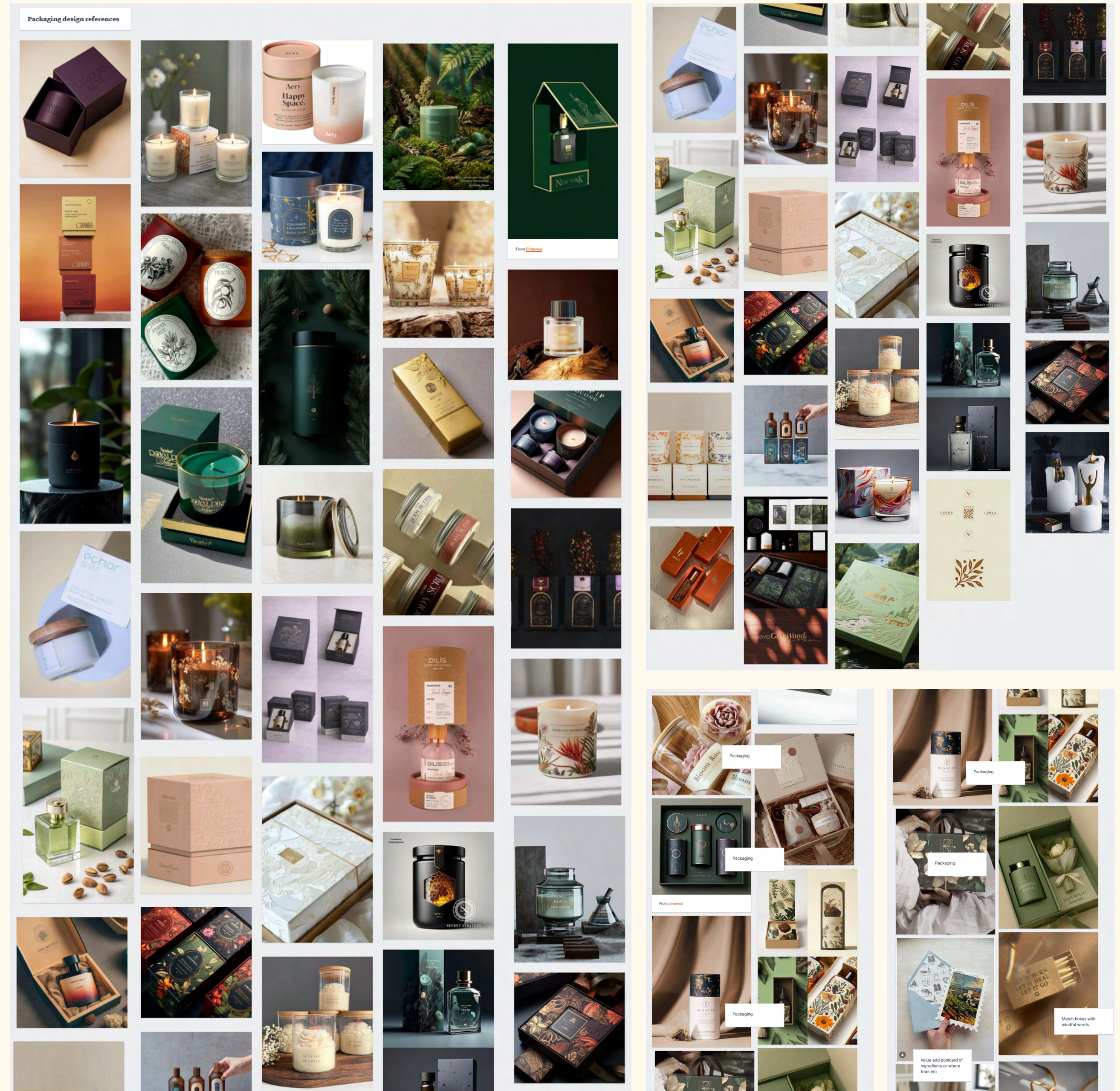
Like an airplane window

see through to candle or an illustration of a place etc.

Logo (typographical)

I think keeping the packaging fairly simple will work well. I like the tall cylindrical designs best because they feel more elegant and interesting. If I choose that option, then I'd maybe add little touches like postage stamps that give hints to the places the scent is reminiscent of or even the ingredients included. Just to add to the idea of travelling with your mind and feeling like you've been somewhere (got the stamp).

There are also options for add-ons, if there's time, like little match books or information cards on the scent and ingredients (and the benefits - e.g lavender calming and good for sleep).



AI PACKAGING EXPERIMENTS

A photorealistic studio product shot of a scented candle jar for a wanderlust-inspired aromatherapy brand called "Haze & Roam". The jar is a smooth, matte deep navy blue cylinder with softly rounded shoulders and a warm oak-effect wooden lid. On the front of the jar there is a small inset glass window in the shape of an airplane window, with gently rounded corners.



Krea1

A photorealistic studio product shot of a scented candle jar for a wanderlust-inspired aromatherapy brand called "Haze & Roam". The jar is a smooth, matte deep navy blue cylinder with softly rounded shoulders and a warm oak-effect wooden lid. On the front of the jar there is a small inset glass window in the shape of an airplane window, with gently rounded corners.



Krea1

A photorealistic studio product shot of a scented candle jar for a wanderlust-inspired aromatherapy brand called "Haze & Roam". The jar is a smooth, glossy deep navy blue gradient cylinder with softly rounded shoulders and a warm oak-effect wooden lid. On the front of the jar there is a small inset glass window in the shape of an airplane window, with gently rounded corners.



Krea1

A photorealistic studio product shot of a scented candle jar for a wanderlust-inspired aromatherapy brand called "Haze & Roam". The jar is a smooth, glossy deep navy blue gradient tall, narrow cylinder with a warm oak-effect wooden lid. On the front of the jar there is a small inset glass window in the shape of an airplane window, with rounded edges at the top and bottom of



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A photorealistic studio product shot of a scented candle jar for a wanderlust-inspired aromatherapy brand called "Haze & Roam". The jar is a tall, narrow cylinder with a warm oak-effect wooden lid. The colour of the jar is a misty feeling soft gradient of different soft colour hues. On the front of the jar there is a small inset glass window in the shape of an airplane window, with



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AI PACKAGING EXPERIMENTS

I had to really hone my prompting skills for this project (alongside some manual retouching in Photoshop) to get consistent looking products and scenes. It took far more iterations than I can reasonably show in these pages but there's a knack you can learn for prompting with the right phrases to get the right textures, angles etc.



AI SCENE EXPERIMENTS



A photorealistic image of an unlit candle product sitting in a lavender field. A grand chateau style manor house is seen in the distance. Low camera angle among the lavender flowers, shallow depth of field with the candle clear, detailed and vivid with drops of dew forming on the flowers and the jar. The lighting is soft and atmospheric, creating gentle gradients and a hazy, cinematic

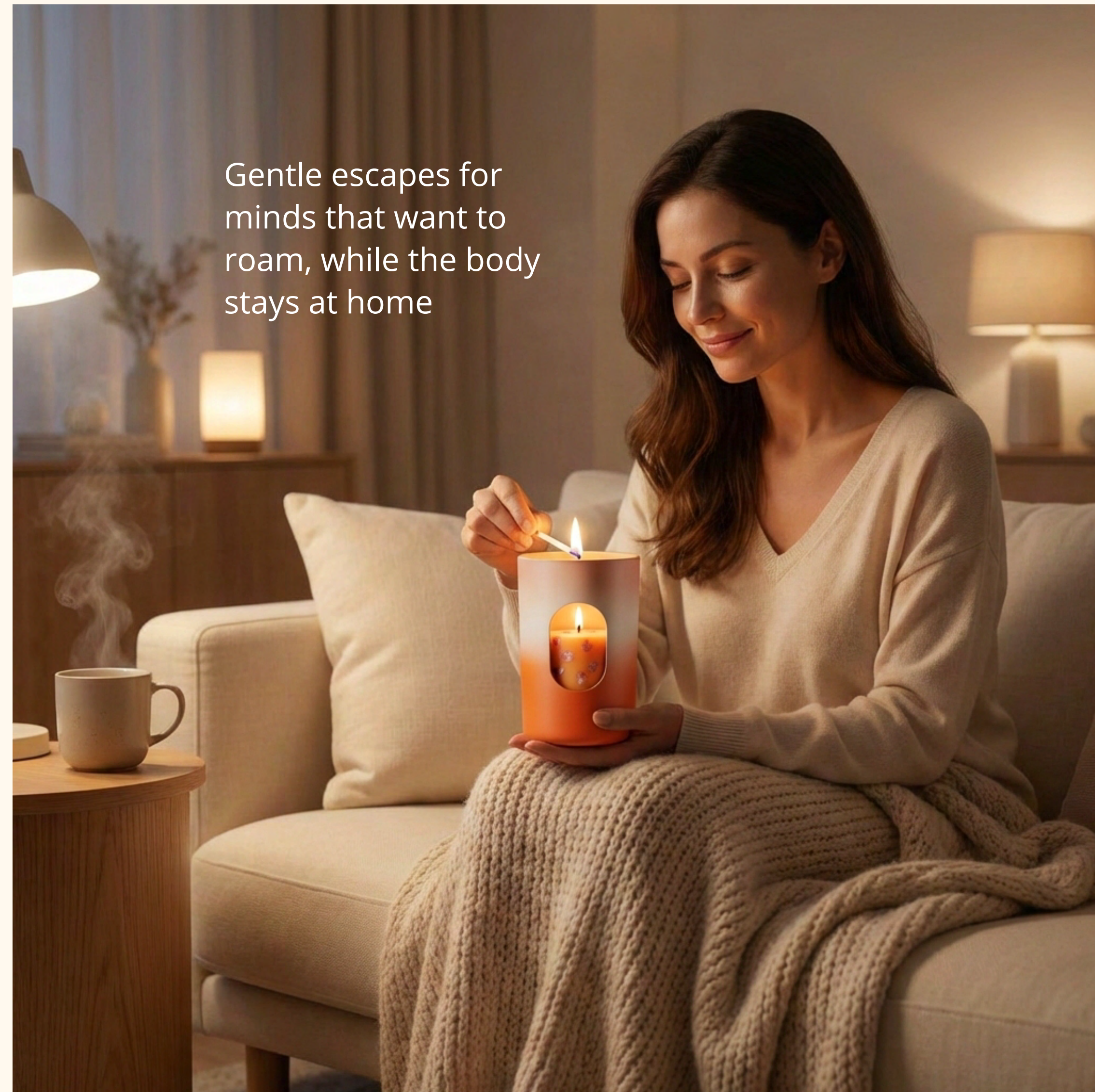
A photorealistic close-up image of an unlit candle product sitting in a lavender field. A grand chateau style manor house is seen in the distance. Low camera angle among the lavender flowers, shallow depth of field with the candle clear, detailed and vivid with drops of dew forming on the flowers and the jar. The lighting is soft and atmospheric, creating gentle gradients and a hazy,

A photorealistic image of a candle product sitting in a lavender field. A grand chateau style manor house is seen in the distance. Low camera angle among the lavender flowers, shallow depth of field with the candle clear, detailed and vivid with drops of dew forming on the flowers and the jar. The lighting is soft and atmospheric, creating gentle gradients and a hazy, cinematic

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Design Sprint 2026 Concept | AI Experiments



Haze
& Roam

Small rituals for big daydreams



Haze & Roam

MAIN LOGO AND TAGLINE

Haze: the soft dreamlike mental state, the fog that softens reality.

Roam: the mind's wandering; movement without a fixed destination

&: the bridge between internal state and external exploration. Can be used playfully in brand visuals.

LOGO MARK (WIP)

Wax seal outline, with a pathway for journey and a flame linking to the main logo and candle symbolism.

Possibility to add elements from a compass to the circle. Needs more refining to get right.

Can be used for favicons and packaging stickers etc.

SECONDARY LOGO

Used when vertical space is limited on website, ads or other brand materials.

Haze & Roam

Small rituals for big daydreams



CLOUDED FOREST
Notes of pine, moss, damp earth, eucalyptus, hints of foggy citrus.

Misty woods, quiet trails, boots on soft ground...

CHOOSE YOUR NEXT ESCAPE:

www.hazeandroam.com

Haze & Roam

Small rituals for big daydreams



LAVENDER MIST
Notes of crushed dew, flowers, thyme, chamomile.

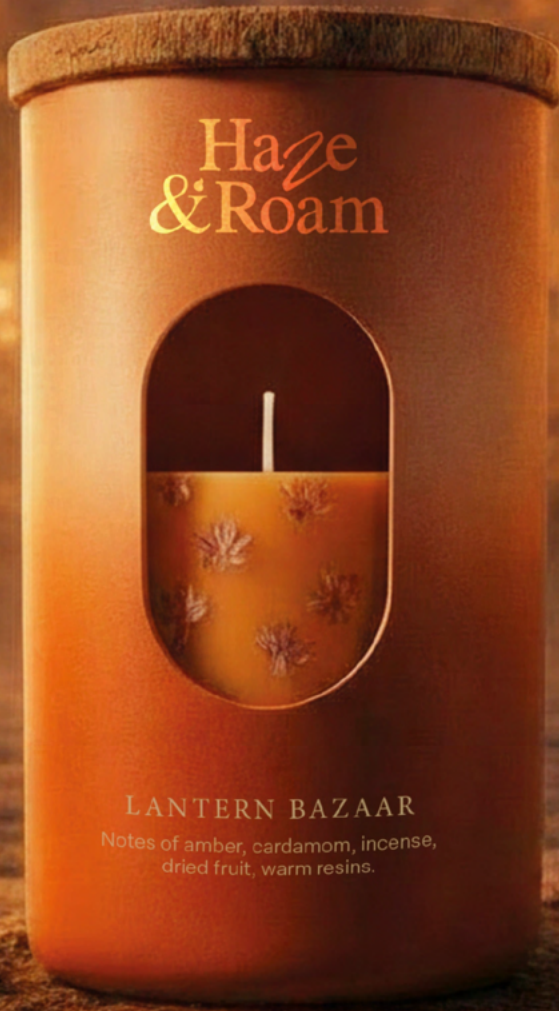
Humming bees, crushed herbs, chateau lights...

CHOOSE YOUR NEXT ESCAPE:

www.hazeandroam.com

Haze & Roam

Small rituals for big daydreams



LANTERN BAZAAR
Notes of amber, cardamom, incense, dried fruit, warm resins.

Soft smoke, cobblestone streets, glowing stalls, spices in the air...

CHOOSE YOUR NEXT ESCAPE:

www.hazeandroam.com

MARKETING CONCEPTS

I'm playing with options for an idea around switching between dream and reality. This one is an idea for a marketing campaign, maybe on social media, where the toggle at the bottom would be animated and the scene would morph between two options.

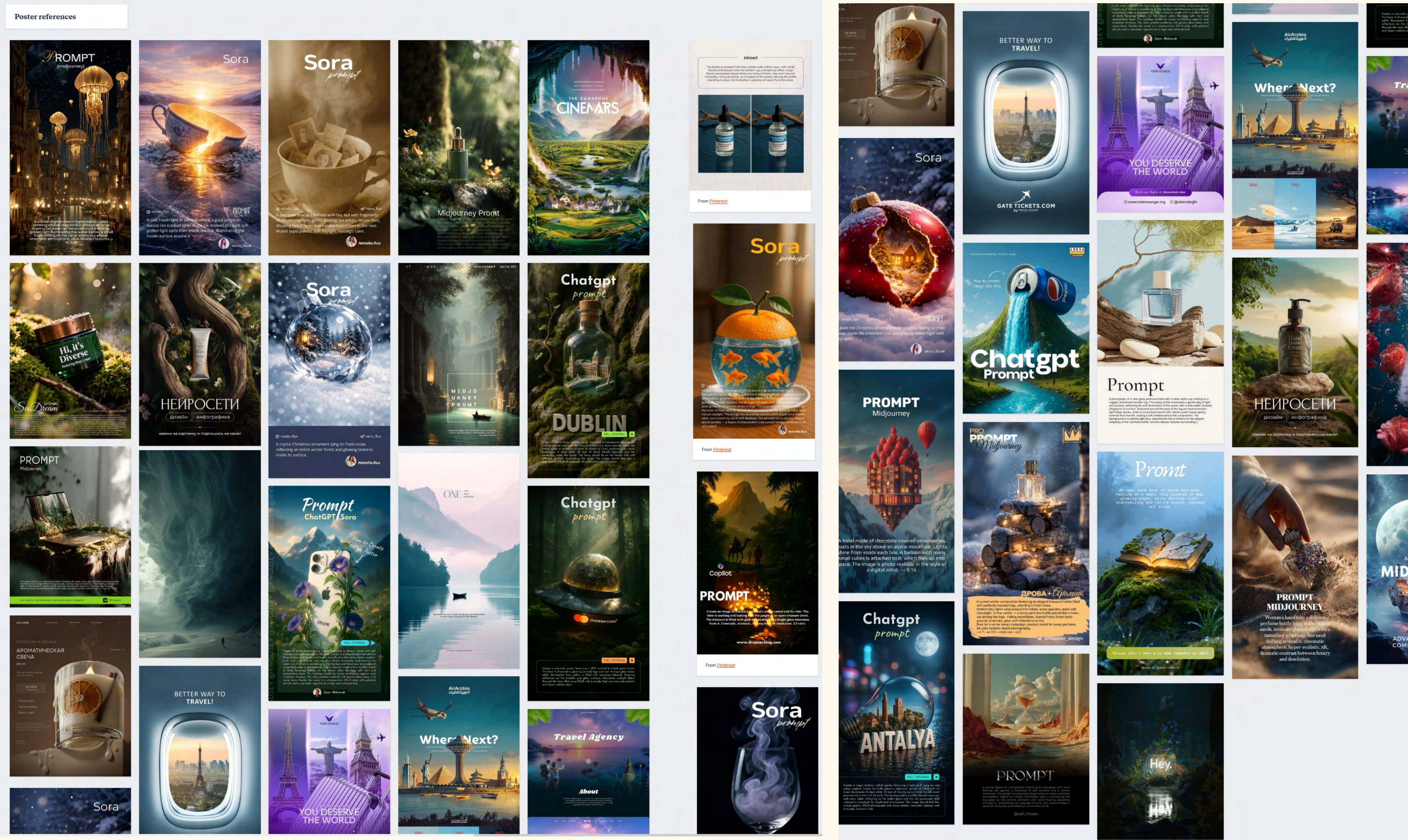
I'm hoping to work out a way to show a transition from a boring everyday scene to a surreal fantasy style image but I'm not sure how I'll achieve that yet.



MARKETING CONCEPTS

I've been looking into references to help me refine prompts and ideas for more surreal concepts for poster and web designs.

My favourites are ideas to do with the product itself being oversized and surrounded by the landscape or maybe having the candles being suspended like lanterns in the air in an exciting, dream-like place.



tone of voice & copywriting

The tone should come across as dreamy, whimsical, and slightly bookish. It should tap into daydreams, soft escapes, wandering thoughts and a gentle rebellion against routine. Framing the product as an experience, not just a "thing" will help when it comes to connecting with an audience.

Since candles are already a sensory experience, I thought it would be a good idea to tap into words that build on that further for ad copy. I'm experimenting with ideas that include onomatopoeia words and other phrases that help you to imagine the surroundings, past the scent, into sounds, textures and memories.

The soft phrasing should help to connect with the aspirational travellers and worn out workers who need a break and a retreat without any fuss.



VISUAL DEVICES

Visually I want to include elements that link to "Haze" like smoke, mist, clouds etc. This could be realistic representations or vectors and shapes like wavy lines and misty gradients (like on the packaging).

This should also lend itself nicely to transitions in videos and website animations (hazy morphs between scenes, cloudy lights floating in backgrounds etc.)

I can also introduce calm lighting techniques like glows, small sparks, flickering flames to add to the cinematic/ immersive experience.

The biggest challenge so far has been trying to get the imagery to look like a consistent set.



PORTAL SCENES

Since the idea behind the brand is to allow customers to feel like they've travelled somewhere, without having to physically go anywhere, I decided to create some portal scenes.

Using the airplane window shape from the candle packaging, I've created scenes like the one on the right. It shows a woman wearing pyjamas, standing before a portal to another place (very romanticised), with vague shapes from a living room on her side, blurred slightly to depict the blurring of dream and reality from the candle experience.

I want to find a way to video transition this scene into one of the candle mock ups, to show that the candle is the trigger behind this experience.



VIDEO STORYBOARD

I've been experimenting with AI video generation tools to create a short ad using the portal and lavender candle scene images as frames for the prompt.

The idea is that the camera will zoom into the image of the woman in front of the portal, with her hair gently blowing from a portal breeze, creating a sense of anticipation. The woman will then step into the portal as it glows more intensely, as if to step through into the lavender field scene. With a strong glowing light transition, the scene switches to zooming in on the lavender candle product, with text appearing and asking "So, where to next?".



WEBSITE DESIGN MOCK UP

I've created an initial mock up of what I would like the website to look like in Figma. It's still a work-in-progress, especially in terms of animations, interactions and transitions.

The end goal is to import my Figma designs into Framer to create some interesting animations, transitions and interactions when I have more time.

[VIEW THE PROTOTYPE](#)

