

Experience

Process

Results



Relevant Experience

Frederick Cruz



Sole designer for start-up company.
Furniture Design
Graphic Design
Advertising Design

Developed 300 plus SKU's of furniture and home decor accessories.

Best in Show the first two years in business.

Interhall Acceptance at The High Point Furniture Show.



Relevant Experience

Frederick Cruz



Lead Designer for Home Decor Category
Member of Garage/Basement Team
Member of Lawn and Garden Team

Developed product for The Rubbermaid, Graco
Levolor, Sharpie and Eldon powerbrands.

Chosen from the pool of 23 designers to design the
flagship SKU for the Pet category.

Office Products design competition winner.

Extensive Consumer Research and Development
done in the U.S. and Europe for the Lawn and
Garden and Garage Teams.



{ SHOP TALK }

Overhaul Your Garage

Workshop

Ideas for restoring and
fine-tuning these very
important spaces.

Some folks can actually remember when a garage was used for its intended purpose as a shelter for the car. And there was actually room for a workshop, too. Today the average American accumulates possessions that were unthought-of a few decades ago, and with so much stuff to stow, a typical garage is now a warehouse filled with all kinds of outdoor and indoor objects. The car sits outside, and there's no way to reach the workshop.

However, with a good plan and a little motivation, you can reclaim these two important spaces.

Get in Gear

- To jump-start your garage organizing, try the following.
- Keep athletic gear in order. There are a number of systems available to help you do this. You can also make simple, inexpensive racks from scrap lumber attached to wall studs.
- Store bicycles up and out of traffic zones. They can be sus-



Freestanding units offer flexibility of design and let you make changes in the future. Such a unit can also be used as a room divider.



The walls offer the best storage options. Make use of this vertical space with easy-to-install shelves and racks.

perended from walls with simple clips or on sturdy racks available in hardware stores, bicycle shops and home centers. Some designs include shelves, or baskets for biking gear such as helmets, gloves, and water bottles. Fasten the racks into the wall studs with screws.

- Wall organizer systems now come in a vast array from simple to room-size. Most offer a variety of interchangeable hooks and snap-on pieces to hold garden hoses, clippers, shovels, rakes, hoes, and other tools. Wall-mounted mop and broom brackets organize cleaning tools.

- Shelving makes use of the space you have in the vertical plane and helps get your stored items off the floor. This can increase your garage's overall storage capacity considerably and provide a safer, more productive work area. You can still

Relevant Experience

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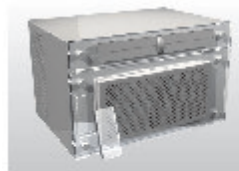
Manager of Air Product Category
Manager of Freezer Category

Developed product for The Electrolux, Kenmore and Frigidaire powerbrands.

Sign-off and gatekeeper of product development for all Air Conditioners, Air Purifiers and Dehumidifiers and Freezers .

Independently developed the most important appliance line in the company.

Involved in extensive development and research for the home including Air, Refrigeration, Cooking, and Laundry.



Room A/C



Air Purifier

Food Preparation



What if you had a cyber library with every recipe at your disposal.

A step-by-step guide, that walks you through every step of the cooking process.

And like Tivo, you can pause the cooking show!



Relevant Experience

Frederick Cruz

LANDS' END
1-800-734-5437 landsend.com

Manager of Hardgoods Category

Sign-off and gatekeeper of product development for all hardgoods, including Outdoor and Indoor Furniture and accessories, Grill and Patio, Bed and Bath, Children's Hardlines and Holiday and Seasonal.



Folding Bistro Furniture: 39" round table and any two chairs, only \$750

Result and Outcome Driven Product Development

Frederick Cruz

Process

This segment will focus on the proper strategic process of result and outcome driven product development.

The synthesis of all variables will result in products that will change the lives of the company involved as well as the consumer.

There are 6 major areas of concern for successful product development...

- A. Competitive Analysis. Product and Category Emersion.
- B. The Consumer Experience.
- C. Innovation Exercises
- D. Aesthetic, Ergonomic and Human Factors Design
- E. Branding and Corporate Identity
- F. Global and Social Implications

I will illustrate that this process has the desired results of innovative and life changing consumer products.



Result and Outcome Driven Product Development

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A. Competitive Analysis. Product and Category Emersion.

What is it?

It is finding every example from your competition, past and present through internet, catalog, store walk or any other means of attaining information. It is noticing patterns in your competition and the marketplace in general. It is learning of all relevant products and using that knowledge to your advantage.

Why do it?

To build on the success of successful products. To not make the same mistakes that they have made before you.

When it takes place?

Before any other aspect of the product development process.



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B. The Consumer Experience.

What is it?

The entire consumer experience from start to finish. Your particular product and brand specific demographic. How do they research your product? Where do they purchase your product? What variables go into their decision making? How they get your product home? How do they return it? How do they use it? How often do they use it? What do they like most or least? How can we make it better? It involves the use of relevant products to gain knowledge of the experience.

Why do it?

To learn the preference or non-preference of your product. To make positive changes or to innovate completely new product. Not only for development but for proper strategic placement in the marketplace.

When it takes place?

Directly following Category and Product Emersion.



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C. The Innovation Exercise.

What is it?

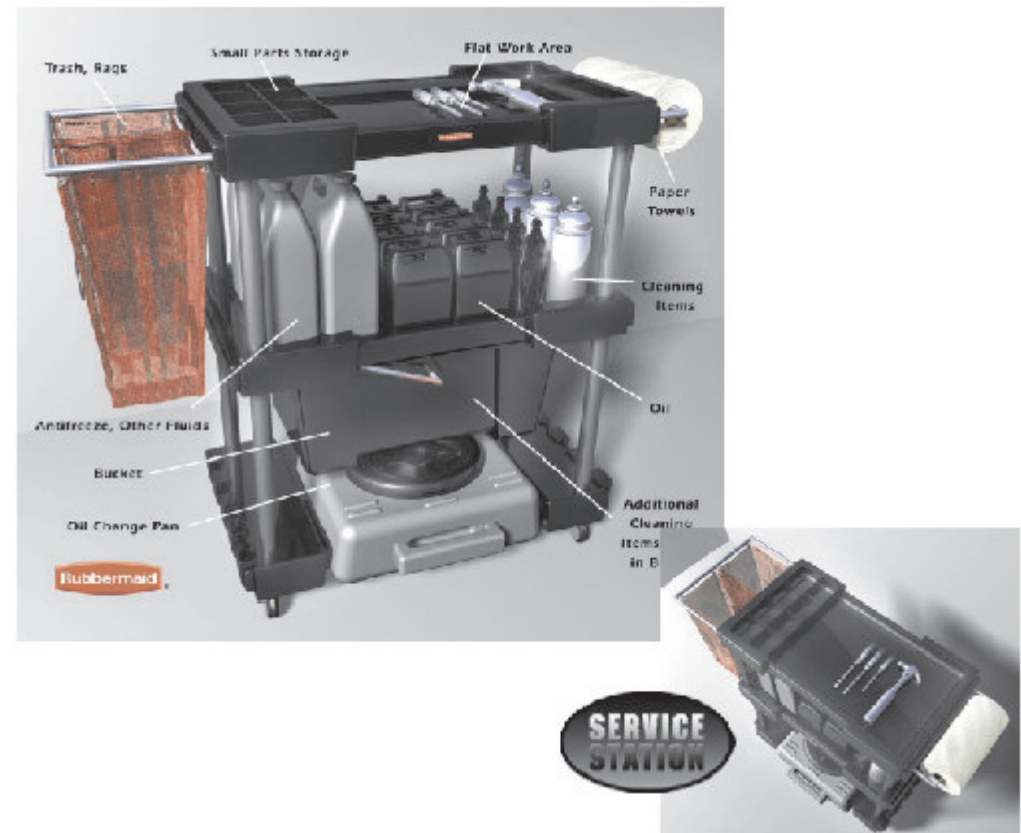
It is taking what you have learned in competitive analysis and the consumer experience and applying it to new product development. It is proper brainstorming and ideation sessions with experienced innovators. Innovation comes not through problem solving but through problem identifying. The consumer does not realize that there is a problem until the manufacturer innovates.

Why do it?

You must innovate to survive as a company. You must provide superior products with superior quality and feature. You must offer the consumer something that they can not find elsewhere in the market. The only way to insure this is to innovate.

When does this take place?

After Competitive Analysis and Consumer Research and before Aesthetic, Ergonomic and Human Factors Design.



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D. Aesthetic, Ergonomic and Human Factors Design

What is it?

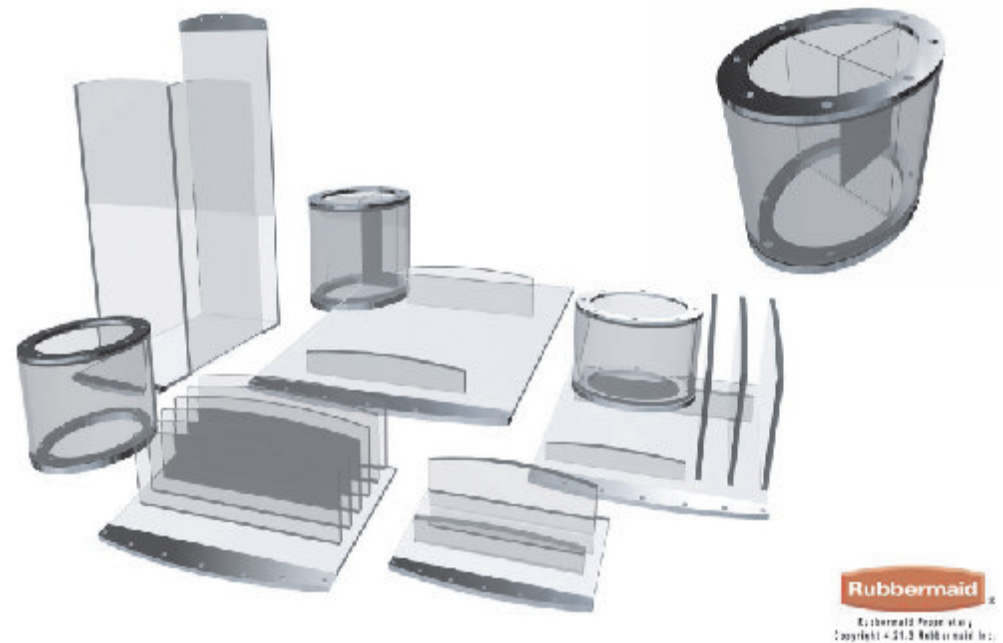
The exercise of the industrial designer. The proper utilization of relevant aesthetics for the particular product and the particular brand. The proper utilization of the ergonomics and human factors sciences.

Why do it?

To solve or fulfill a need of your consumer. To create an emotional response in the consumer that drives them to purchase your product.

When it takes place?

In conjunction with Branding and Corporate Identity.



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E. Branding and Corporate Identity

What it is?

It is the successful visual and emotional reference between the consumer and your product or product lines.

Why do it?

Successful Brand Building creates value in your product, product lines and company as a whole. Consistency drives brand recognition. Brand recognition creates explosive success.

When it takes place?

Constantly...in everything from product development to packaging and advertising.



Result and Outcome Driven Product Development

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E. Regional, Global and Social Influences

What it is?

The Implications on product development related to regional or Global and Social trends affecting the buying habits of the consumers.

Example: The rise in the sales of Generators during the Y2K scare. Or the rise in home improvement sales since 911.

Why apply it?

This may be the difference between a marginally successful product or an explosively successful product.

When it takes place?

Constantly...in everything from product development to packaging and advertising.



Growing Family
EVIDENT • JOYFUL • SURE



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Being the best also requires this process:

The 4F process

Fit

Do the seams line up? Do the parts fit together perfectly?

Feel

Surface, Texture, Ergonomics and Human Factors

Finish

Resilience, Quality, Color

Feature

Innovation, Innovation, Innovation

If these variables are superior you will net
successful products.

The Results

Frontgate may benefit from this process.

I have gone through this process to illustrate the benefit of proper product development methodology.

These are the results by category.

Outdoor Category

Outdoor, Deck and Patio



The Frontgate Rechargeable Umbrella Light.

If one thinks of the consumer experience of the umbrella one word should come to mind. Atmosphere. The comfort and emotional experience is dependant upon air, wind, sun, light, temperature and humidity. These are some of the things that an umbrella helps to control.

How can they be further controlled and enhanced?

I have created 4 products that can alter and enhance the experience of using the umbrella.

They can also be used as stand alone products to enhance the general outdoor experience.



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Outdoor Category

Here are the 4 products:

The Rechargeable Umbrella Misting System

Just add water. This product clamps onto the umbrella and time releases a fine, comforting cool mist for relaxing fun in the sun.



The Rechargeable Umbrella Fan

This foam, soft bladed fan creates a welcome breeze in the hot summer sun. Works great in conjunction with the Umbrella Misting System.



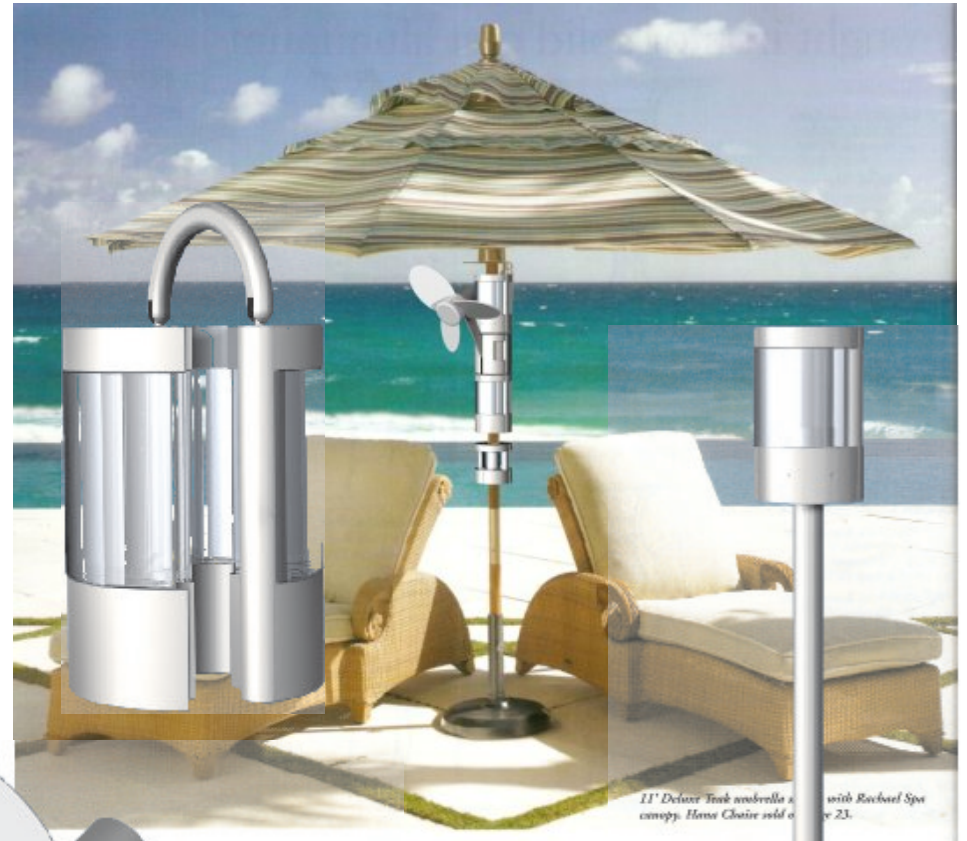
The Rechargeable Umbrella Light

This Light doubles as a removable lantern complete with handle.

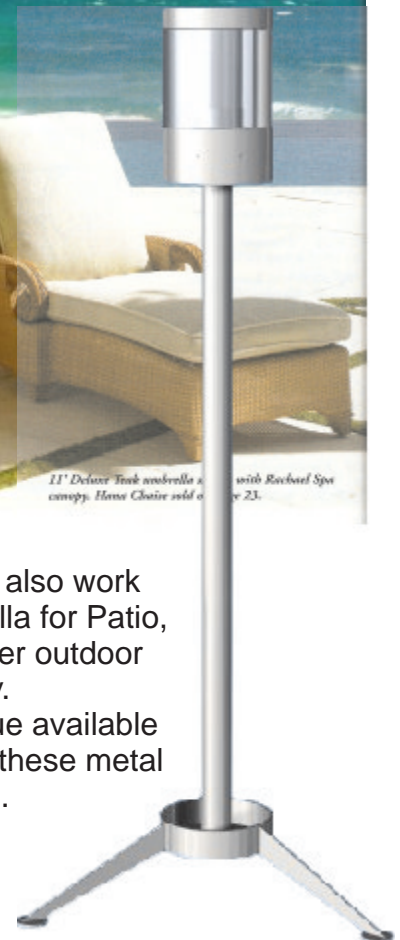


The Citronella Bug Repellent Candle Holder

This product takes care of those pesky bugs at dusk.



These products also work without an Umbrella for Patio, Deck or any other outdoor activity.
Additional revenue available from the sales of these metal stands.



Indoor Category

Home Theater and Home Decor



After looking at some of the competitive marketplace for home theater I have come to this conclusion.

There exists a significant portion of the market that would like to hide-away the television or purchase a TV with a more blend in aesthetic. The competition is flirting with this idea but none have quite put all of the peices together.

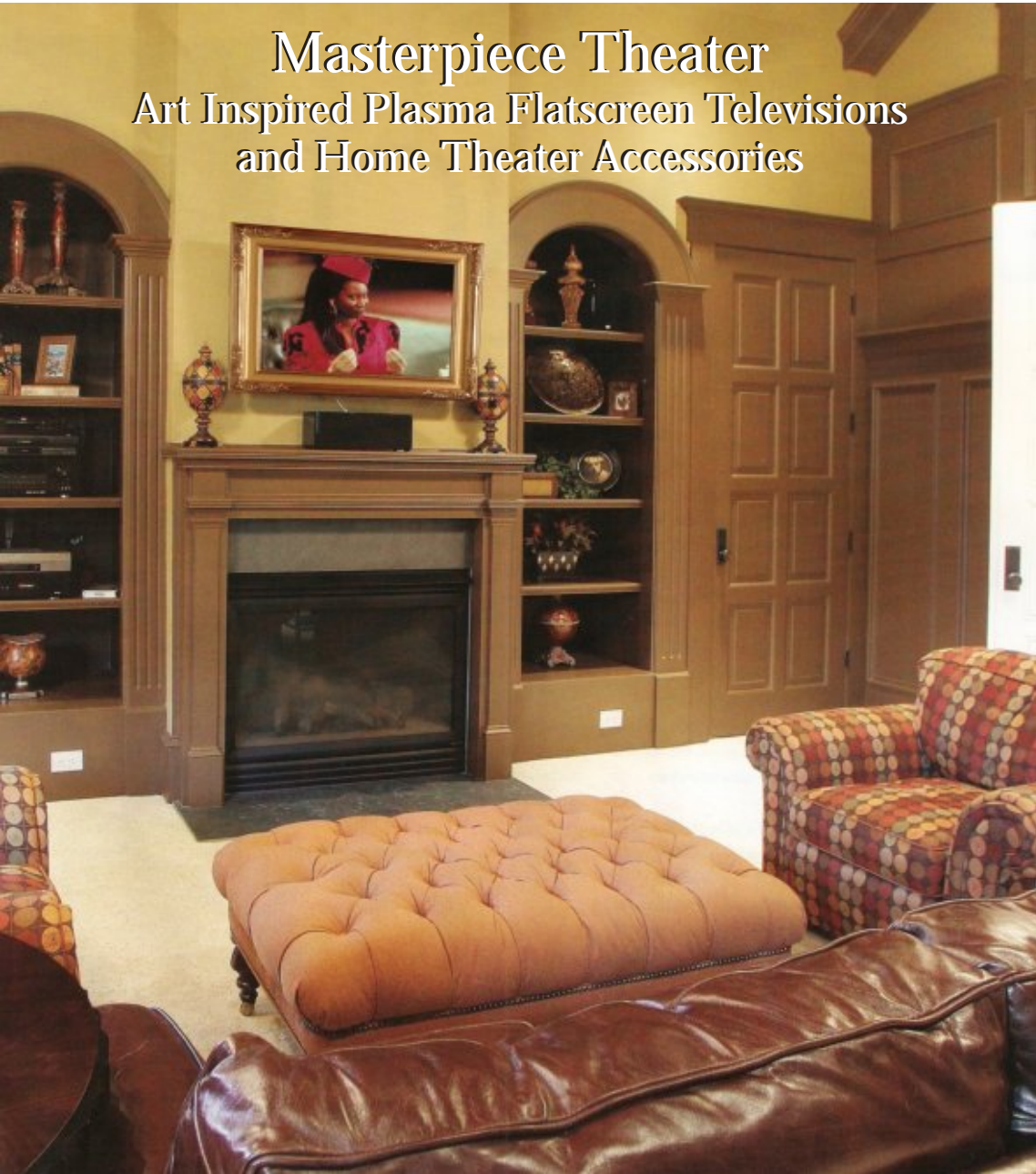
The solution for Frontgate is simple.

Result and Outcome Driven Product Development

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Indoor Category

Masterpiece Theater Art Inspired Plasma Flatscreen Televisions and Home Theater Accessories



Home Theater and Home Decor



Solid, Exotic Hardwoods, hand-carved and water-gilded with 24 Karat Gold.

Of course the Flatscreen is of the highest quality.

Inspired by fine art and meant to fit the upscale homes of today.

Art-Carved, Framed Home Theater Wall Speakers also available.



The Ice In Case Combination Ice Tray/Ice Pack

The World's Best Non-Electric Ice Cube Maker doubles as an Ice Pack.

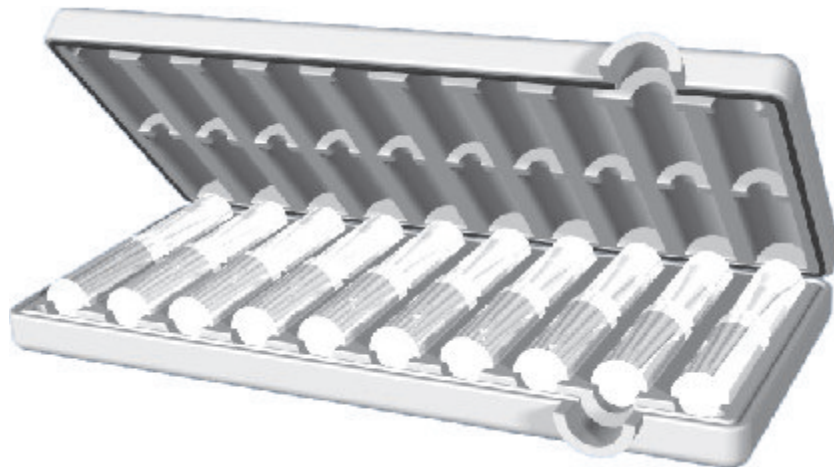
This is a hinged, clamshell, blow molded plastic Ice Tray.

The first Icecube tray that doubles as a portable ice pack for your cooler or lunchbox.

The blow-molded unit is filled with dry ice liquid. Keep it in your freezer and make ice 50% faster than conventional ice cube trays.

The cylindrical ice is easily removed from the tray.

The ice also fits easily into the opening of a soda or water bottle.



A. PORTABLE ICEMAKER NEEDS NO PLUMBING

Indoors or out, the portable icemaker can automatically make up to 30 pounds of ice a day, freezing 12 cubes (in a choice of three sizes) every six to eight minutes. Stainless steel insulated compartment stores up to 2½ pounds of ice. When using outdoors, keep in a protected area. 110V.

13894 PORTABLE ICEMAKER
(14"W x 15½"D x 18"H, 47½ lbs.) **\$399.00**

B. DRINKS STAY REFRESHINGLY COLD (OR HOT) IN DOUBLE-WALL GLASSWARE

What appears to be clear, thin glass is actually stronger and more durable borosilicate glass that Bodum® has found to be resistant to temperature swings, scratching and clouding. So cold drinks stay cold without leaving condensation rings, and hot drinks stay hot without burning your hands. Ultra-Lite™ is clear, these glasses are both dishwasher and microwave safe.



D. CROWD PLEASING PARTY SERVERS CHILL APPETIZERS FOR HOURS

These mirror-polished 18/10 stainless steel servers conceal a bed of ice underneath appetizers and party dips. The insulated tray, as well as the base, can function individually as servers. Frontgate exclusives.

23350 INSULATED DIP SERVER
(14½" dia. x 3½"H) **\$79.50**

23444 INSULATED DIVIDED SERVER
(16½"L x 6½"W x 4"H) **\$79.50**

19988 SET OF 12 WOVEN PLACEMATS
\$29.50



The Clean Chamber Bathroom Accessories



Don't let the corner of your bathroom be a hangout for germs and bacteria.

The Clean Chamber Sanitizes your Plunger or Toilet Brushes.

They sanitize the dirtiest tools in the house with specialized chemical submersion and UV lighttrays.



The Cleaver Retreiver

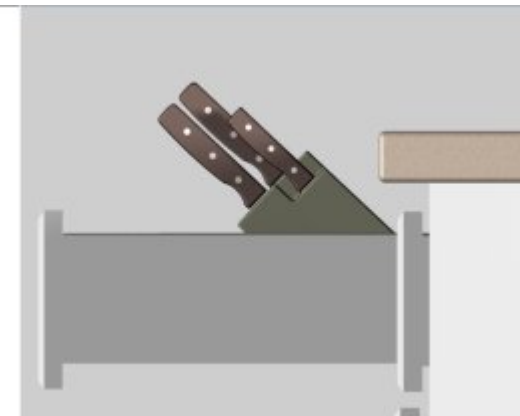
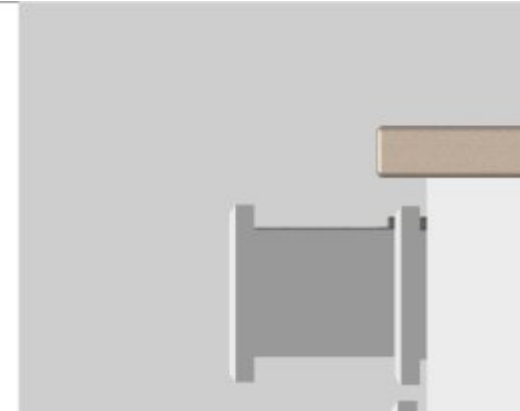
A conventional cutlery storage system is comprised of a slotted wood block that sits on the counter.

The optimized reach for utensils is somewhere between the drawer and the counter.

This is the type of product that you want. The kind that when the neighbors see it they want to know where you bought it.

Many consumers would also like to keep these items away from small children.

This solution brings the cutlery up to meet the consumer as the drawer is pulled out. It neatly tucks away as the drawer is closed.



Result and Outcome Driven Product Development

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End of Presentation

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