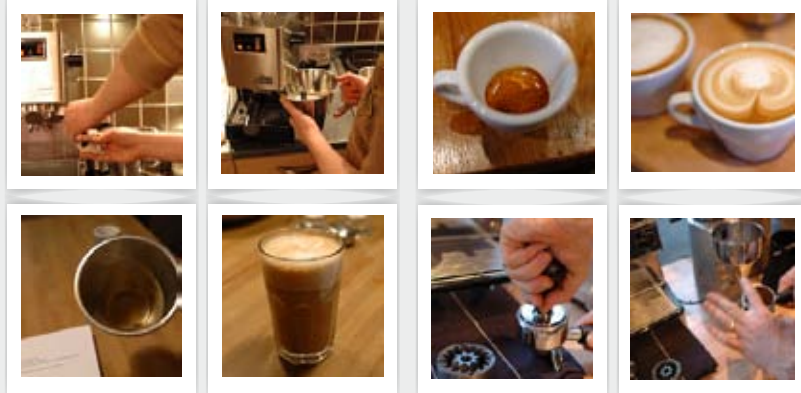


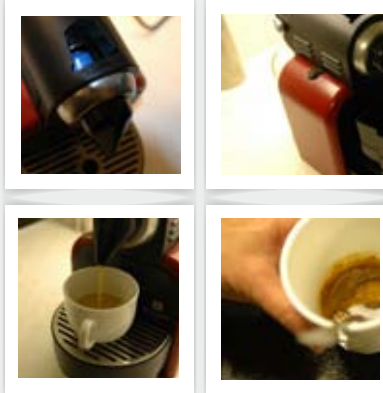
RESEARCH & ANALYSES

"THE ESPRESSO MACHINE NEVER GETS USED SINCE IT TAKES TOO LONG TO PREPARE"

HOME VISITS

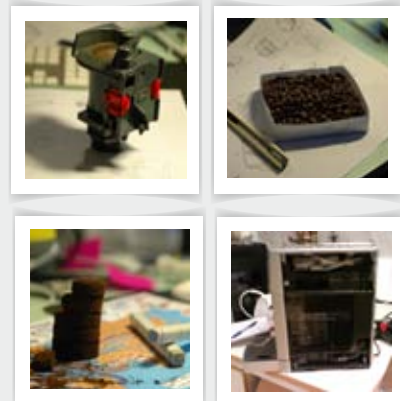


INTERVIEWS WITH PROFESSIONALS

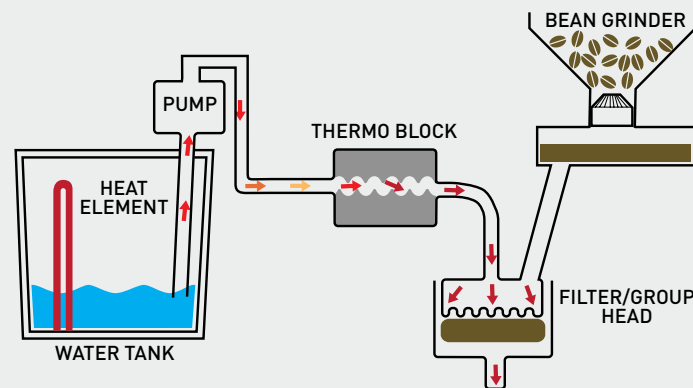


ANALYSES OF EXISTING PRODUCT TO GAIN A BETTER UNDERSTANDING HOW IT COULD BE OPTIMIZED

PRODUCT ANALYSES



BREW PROCESS



IDEATION SKETCHES

BIC SOFT FEEL MED