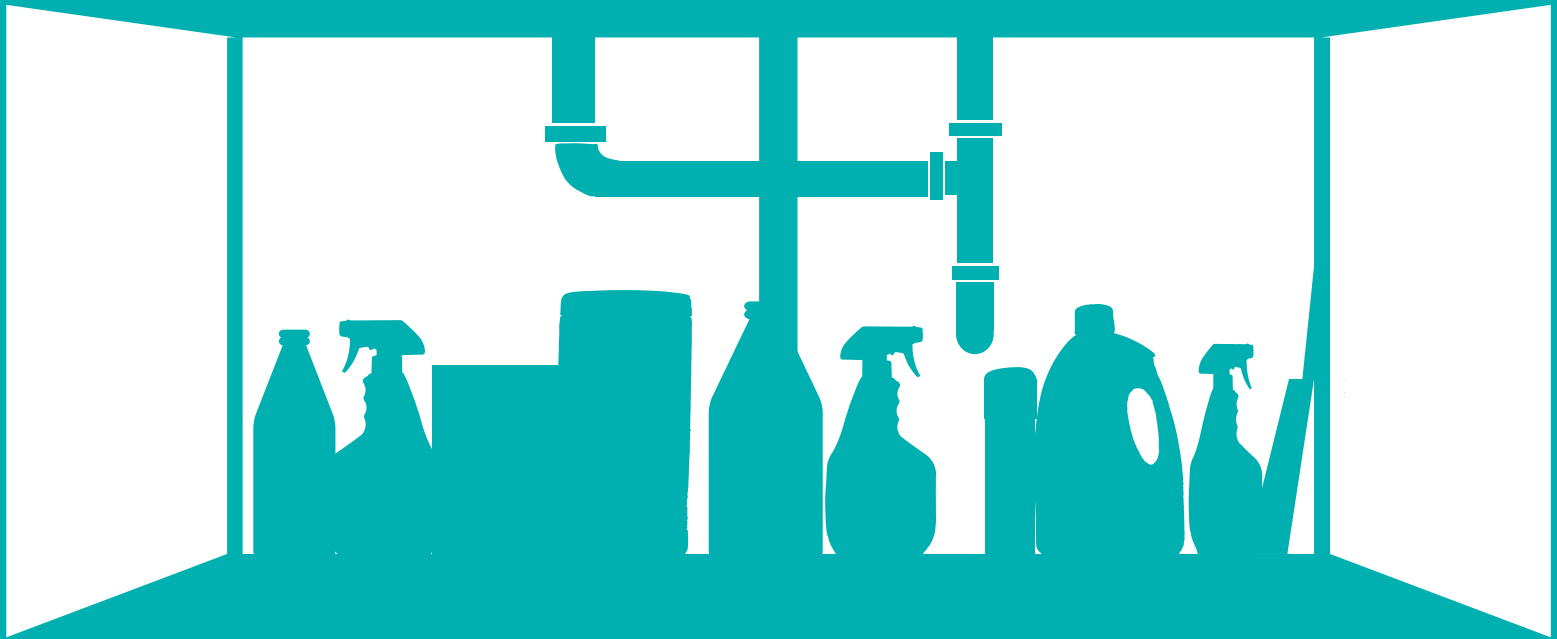


Think outside the sink

a **F.A.S.K** reimagination



SDES 704 Applied Theory in Design

. Frances Manning . Alison Wittenmyer . Srujana Akkiraju . Kathy Dixon .

Project Brief

Re imagining the space under the Kitchen sink

Consider the items that one generally keeps beneath the kitchen sink. It would not be uncommon to find items such as dish soap, sponges, bleach, buckets, paper towels, and trash bins. These are all items needed in order to function in the kitchen, yet stored in a space that is not integrated in the function of the space. They exist as a disordered heap in the dark void located south of the faucet, like a dirty little secret... for cleaning supplies. For this reason, the space below the kitchen sink has become a neglected area of opportunity, destitute of a defined functionality yet charged with potential.

Re-imagining the space in order to integrate it with the functionality of the rest of the kitchen requires an investigation into how users interact with this space.

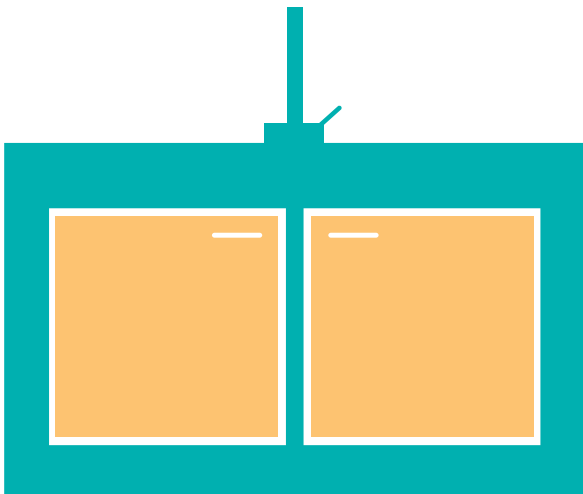


Table of Contents



Research6

Reframe26

Reimagine32

Refine38

Research



Introduction

The Work Triangle

Function of the Under Sink Area

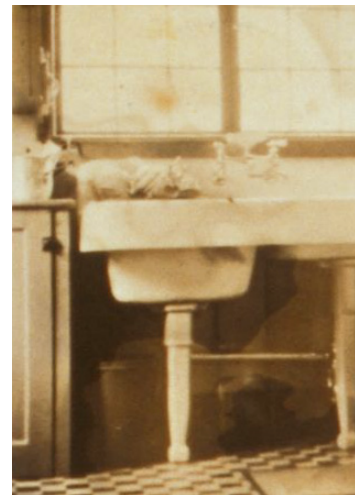
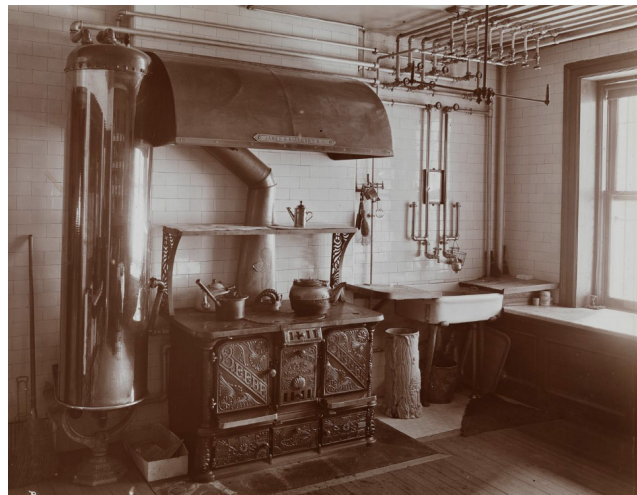
Future of the Kitchen

Personas

Introduction

History of the Kitchen Sink

As the Kitchen as evolved, All has progressed.....except the Under sink area.



Looking back to the 19th century, kitchens were a strictly service space with stand-alone fixtures.

Continuous counter tops emerged in the 1940's and 50's. Instead of a separate unit, the sink became a basin integrated into the counter top and cabinets.



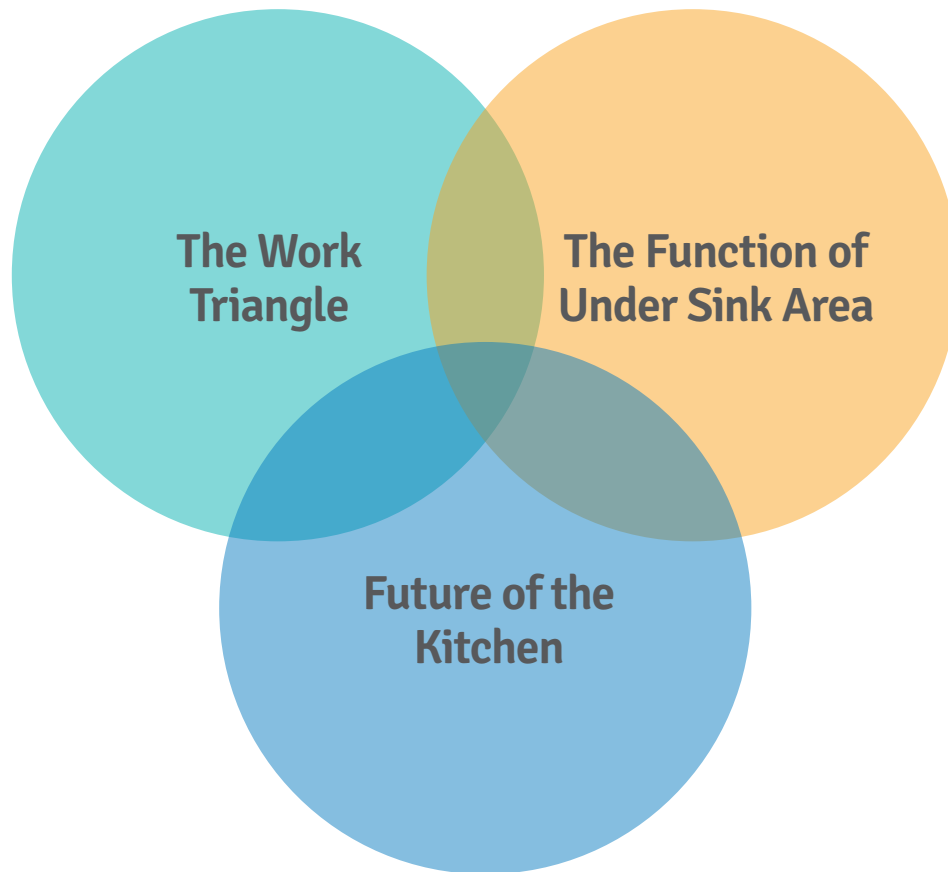
The dominant paradigm of the space beneath the Kitchen sink is that it is damp, dark and dirty.

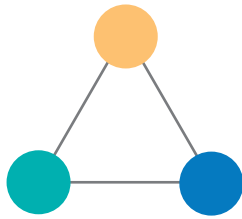
Is that true..... or is it just our perception?

The team set out to answer this question through primary and secondary research. A series of interviews and a survey was conducted in order to collect qualitative as well as quantitative data. Contextual inquiries and shadowing enabled the group to uncover some insights undetected by the previous methods.

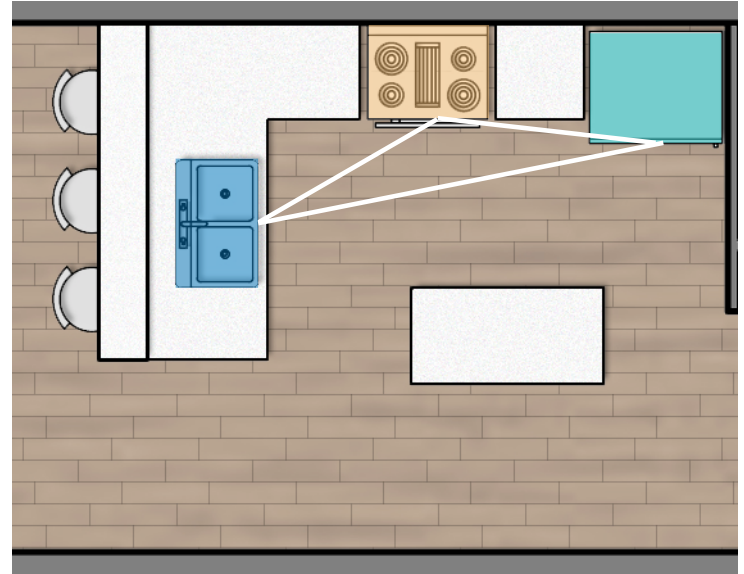


In order to identify gaps and design opportunities, the team investigated three topics pertaining to our scope.





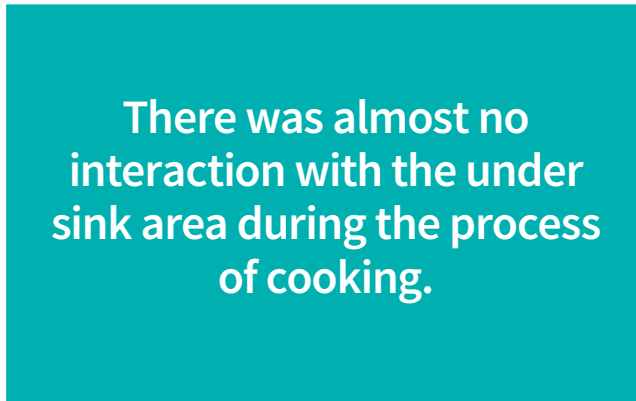
Storage
Preparation
Cooking



In order to develop an in depth understanding of the end-user, it is important to look at how the user interacts with the kitchen space. Mapping activity patterns in the space lead to insightful discoveries of how people use their kitchens and where the sink and its under part fall within that equation. The spatial layout of the kitchen poses a huge constraint on how the user adapts and operates within the work-triangle. Understanding these different patterns played a significant role in developing a new perception of the kitchen functionality.

The Work Triangle





There was almost no interaction with the under sink area during the process of cooking.





The Kitchen layout dictates how each person lays out their work triangle.



The sink area is the only part of the kitchen without vertical alignment of functionality.



Help us with our research

& Enter for a chance to win a \$25 Visa gift card

Answer these questions and send us a picture of your under-the sink area

1. How long have you lived in your home?
2. Without looking can you recall several items stored under your kitchen sink.
3. What is your biggest complaint about the space under your kitchen sink?

Additional comments or ideas on this subject are welcome!

*Submissions accepted until midnight, Monday, January 21 and the winner will be announced on Wednesday, January 23.



During the primary research phase, the team reached out to as many people as possible. This flyer was distributed online, mostly via social media site Facebook, on Facebook groups and Facebook statuses. The team offered the chance to win a \$25 Visa gift card as an incentive for participating. This method yielded more than 30 responses that would later be analyzed..



The Function of the Under sink area





“It’s just a **big empty space** with no organization.”

“The **garbage disposal and piping** take up too much room.”

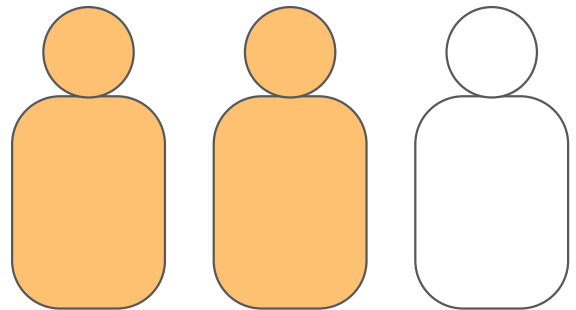
“It is pretty much **wasted space.**”

“**Too low** to the floor.”

“It holds cleaing supplies but **looks and feels dirty.**”

“What if there is a **leak?**”

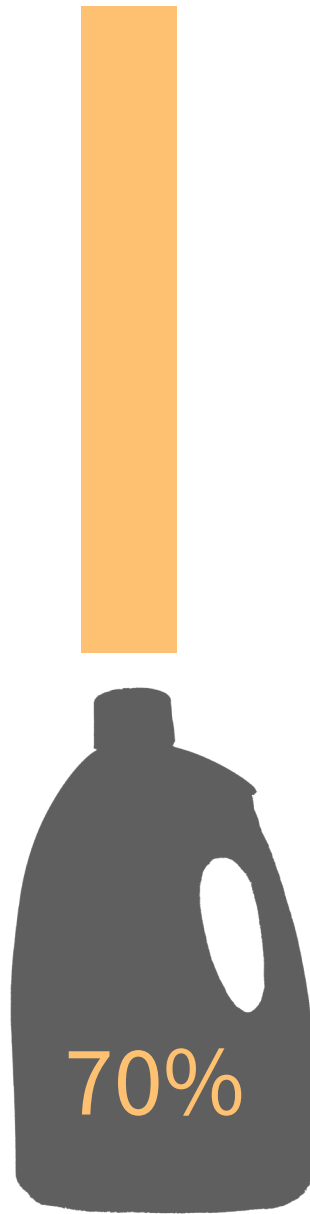
“I **don’t really care** about this space”



2/3rds of survey participants had items from 3 or more product categories



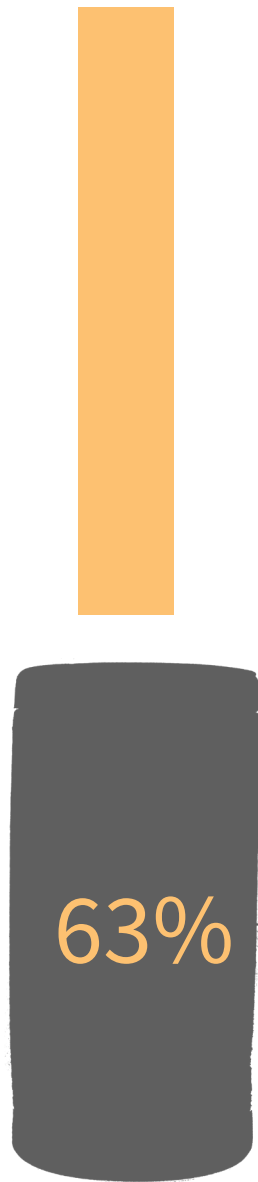
Liquid Cleaning Supplies



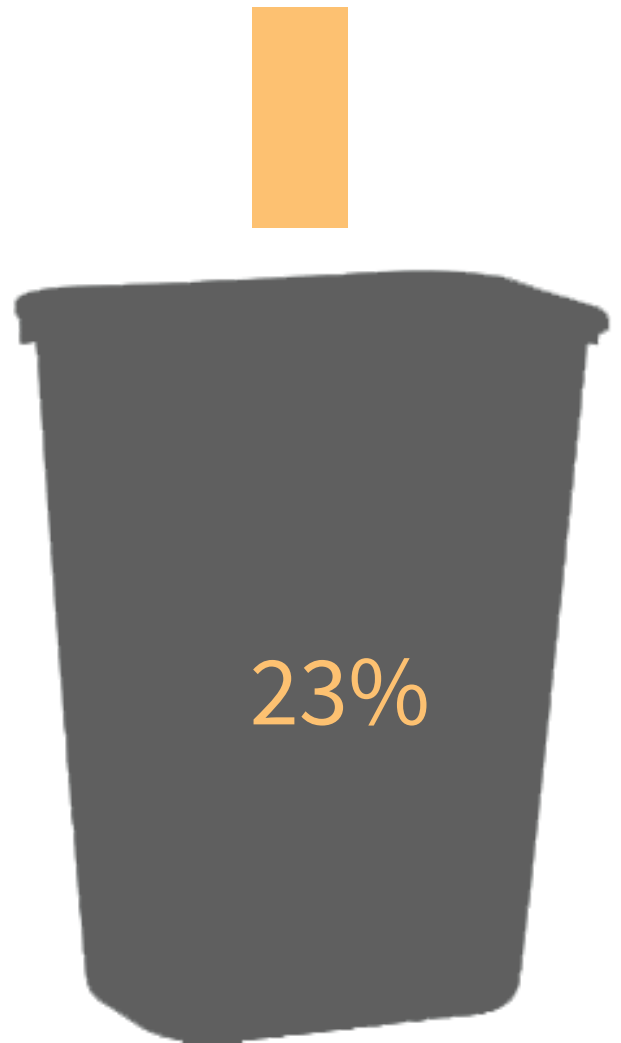
Dishwasher Supplies



Cleaning Tools



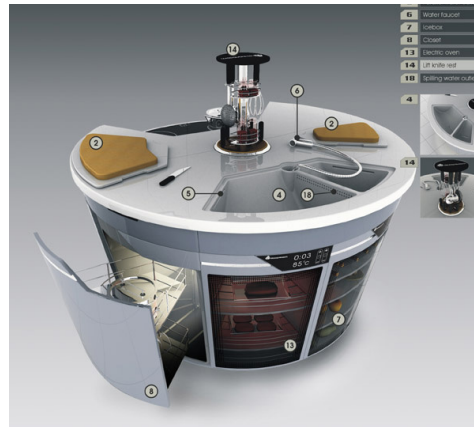
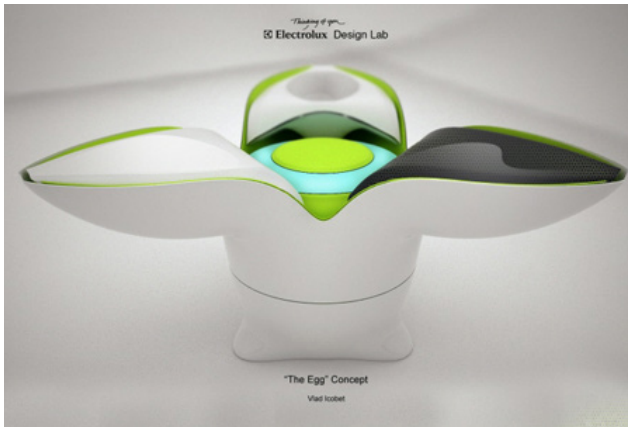
Paper/ Plastic Goods



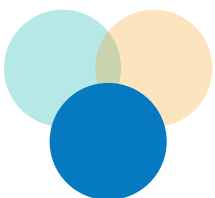
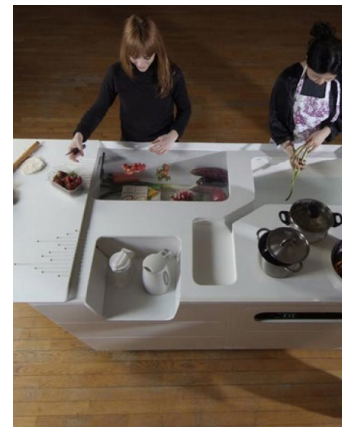
Trash Can / Recycling

In order to develop a vision for our product, the team looked at and analyzed some future kitchen concepts.

The perception of kitchen has gradually evolved from being an isolated space meant simply for cooking, into a space for gathering and interaction with the family embodying one's cooking habits.



Optimum
space usage

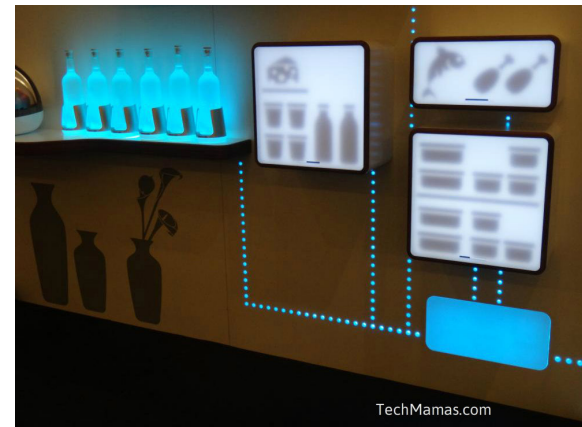


Future of the Kitchen

Future kitchen concepts bear an emphasis on optimum space usage through integrated space saving solutions for compact living. Mechanisms used include fold-outs, rotate-ability, retract-ability and remote controlled and sensor based systems.



Sink integrated into function of the kitchen



The kitchen as a 'system'



While these future trends center on elevating the functionality of the kitchen, some other concepts divulge an interest in going beyond merely the functional aspect of the kitchen. Integrating the kitchen in a larger system of services and experiences surrounding the activity of cooking has become an insightful vision for the future kitchen experience.

Personas

Based on our survey and interviews, we created 3 personas from different parts of USA addressing kitchen usage. The team acknowledged these personas while ideating and making design decisions.

Karim
The Chef

“For me, the kitchen is a space to socialize...”



“My Kitchen is a place for me to explore my culinary skills...”

Marissa
The Homemaker



“The kitchen is a place where i de-stress at the end of the day...”

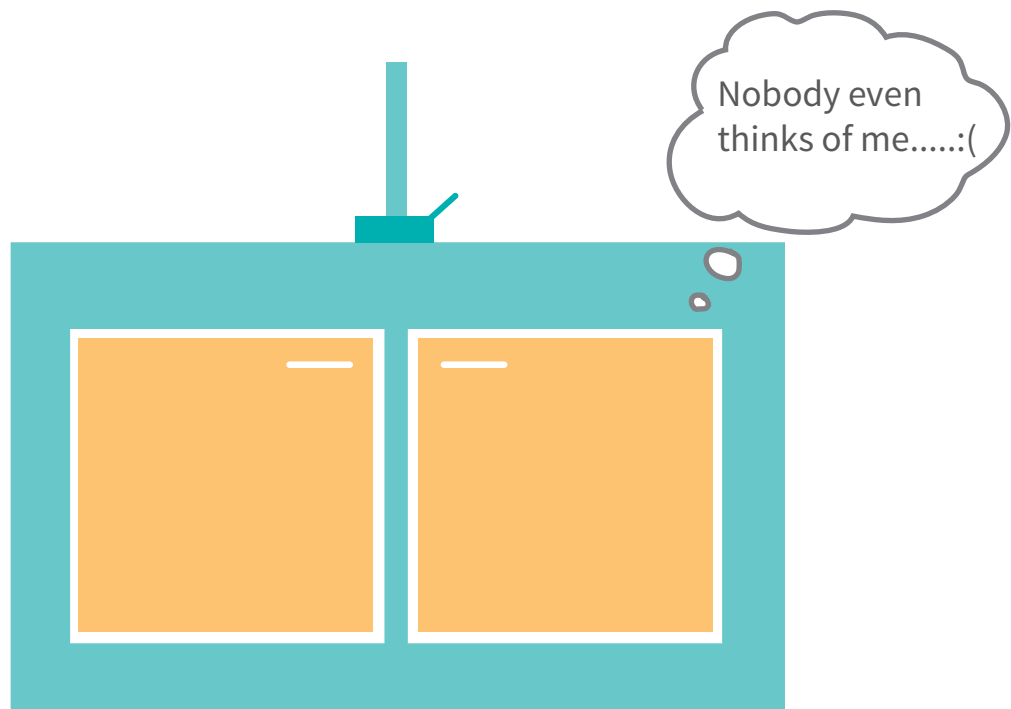
Katie
The Career woman

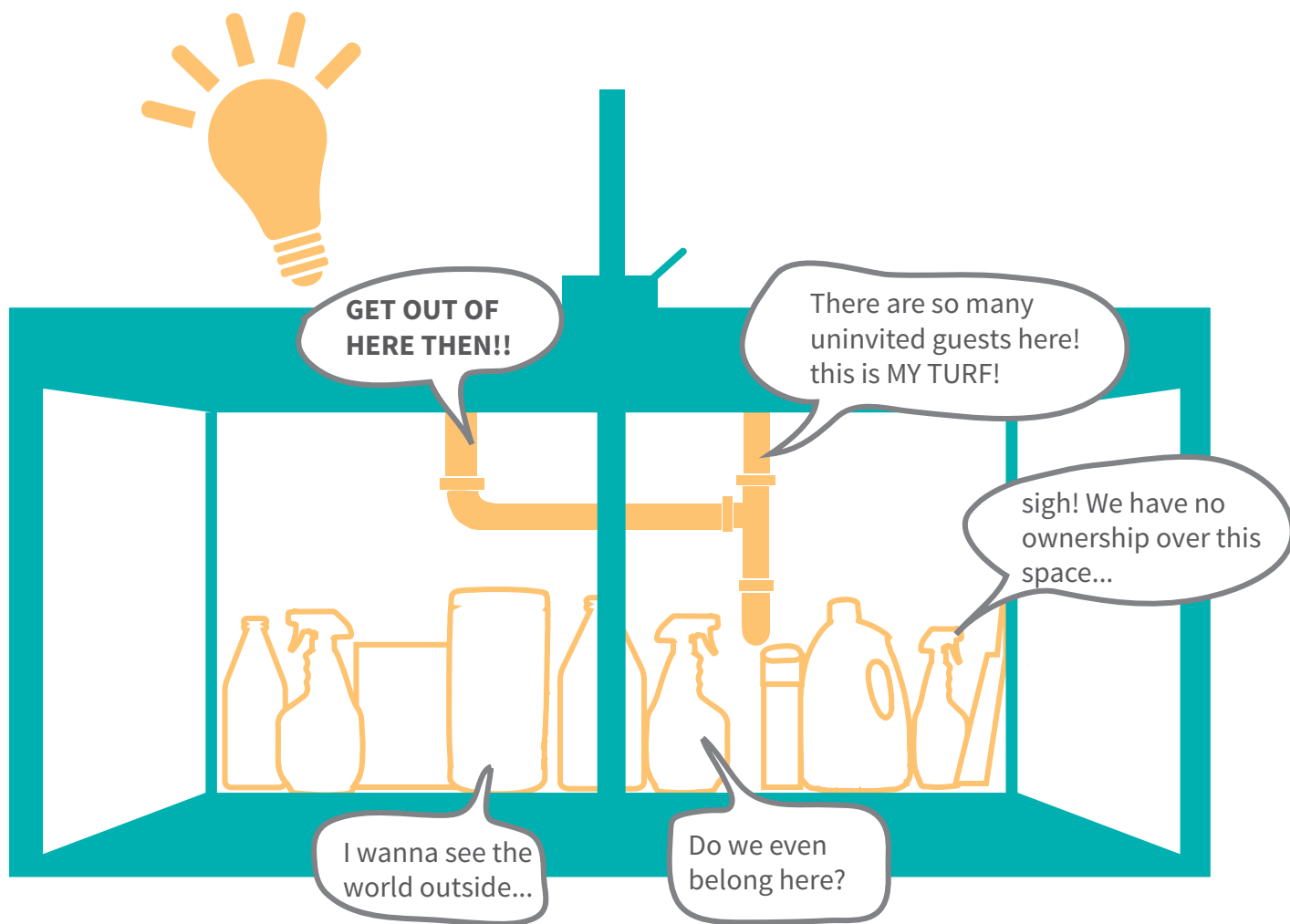


Reframe

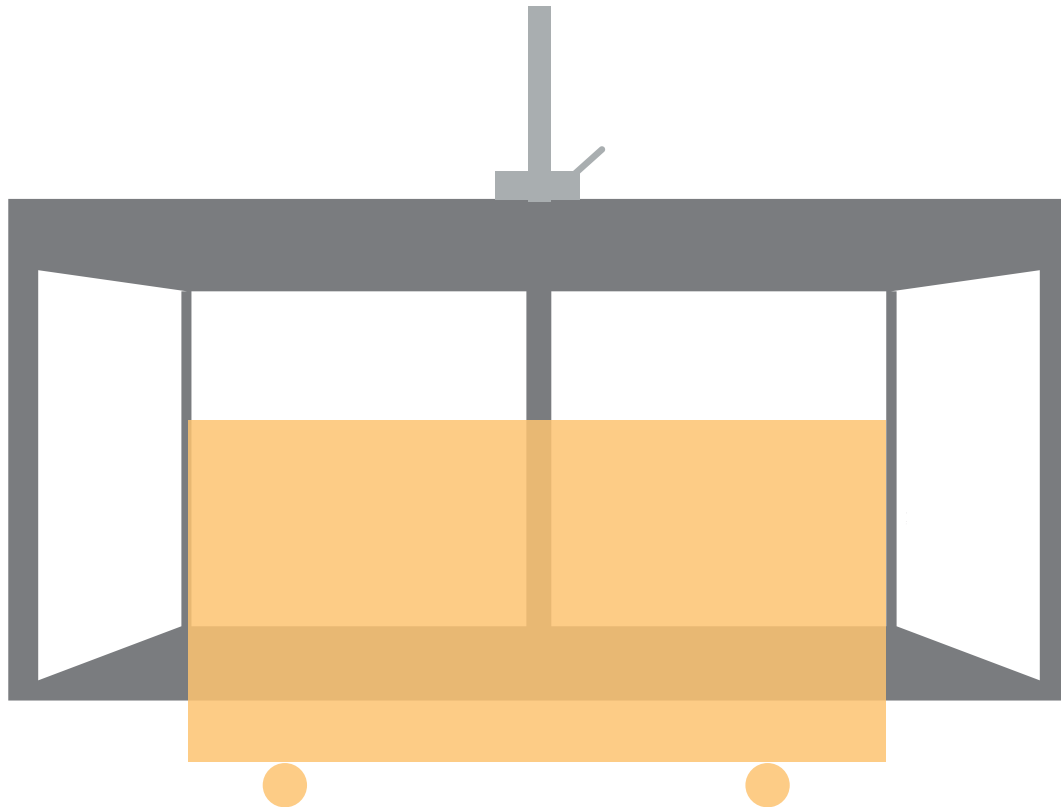


Why is the space beneath the kitchen sink destitute of purpose?





What if this space was mobilized? What if you could make it come to you?



Could that allow the Under sink area to play a new role in the kitchen?

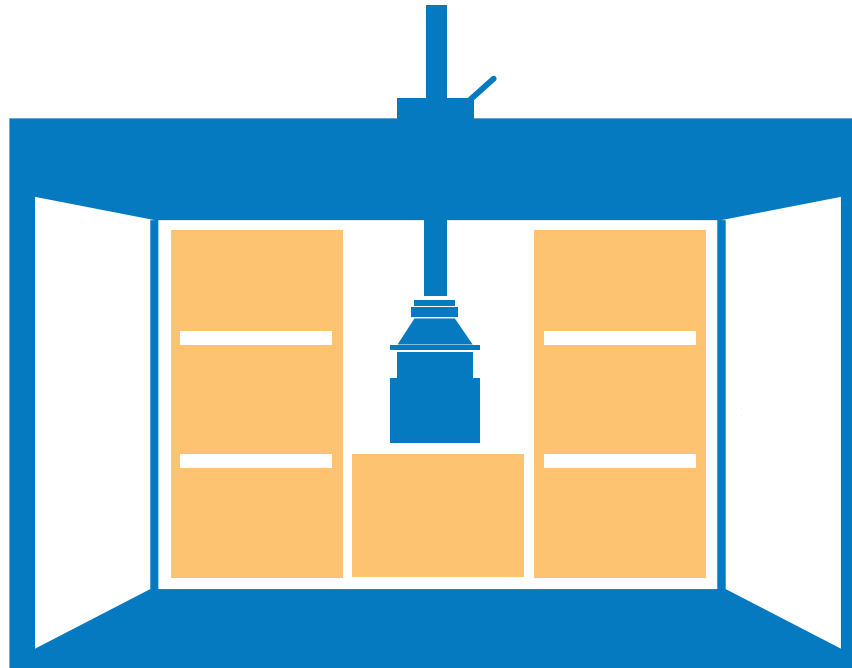
“A solution that utilizes the unclaimed real estate beneath the kitchen sink. Mobilizing the existing space will integrate it into the functionality of the kitchen.”

Reimagine

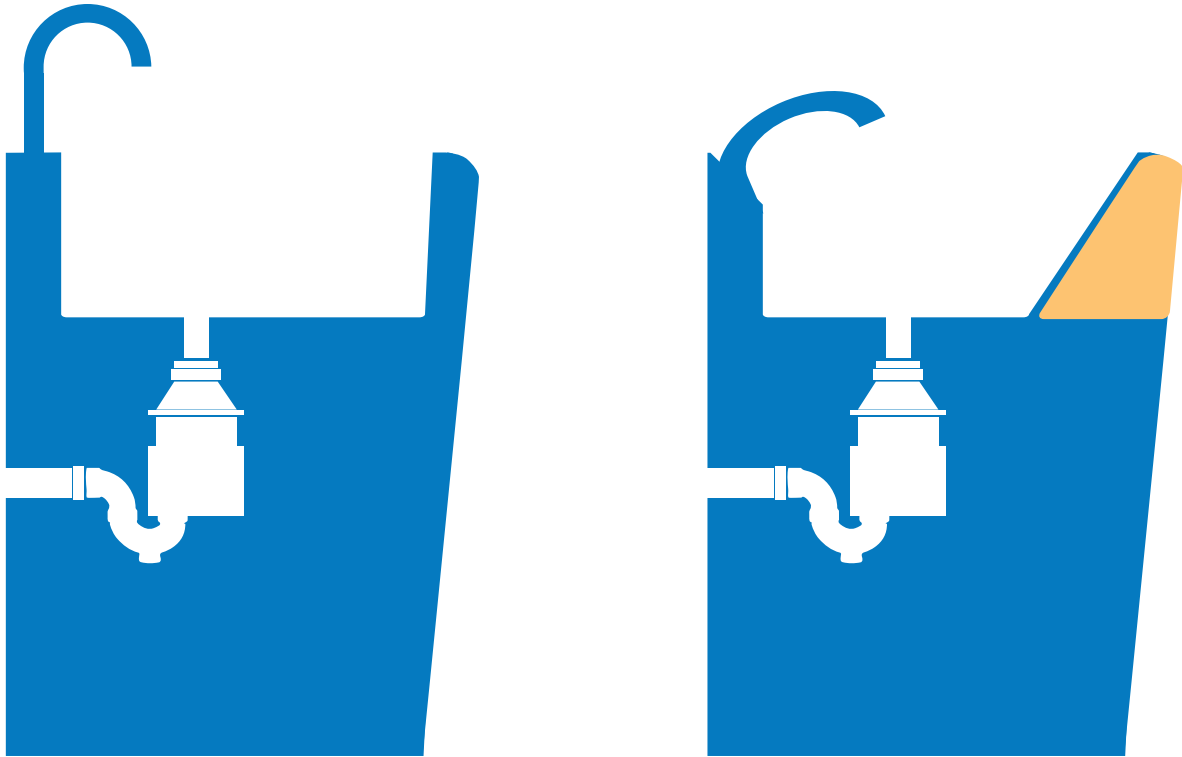




Declutter: Organize this space

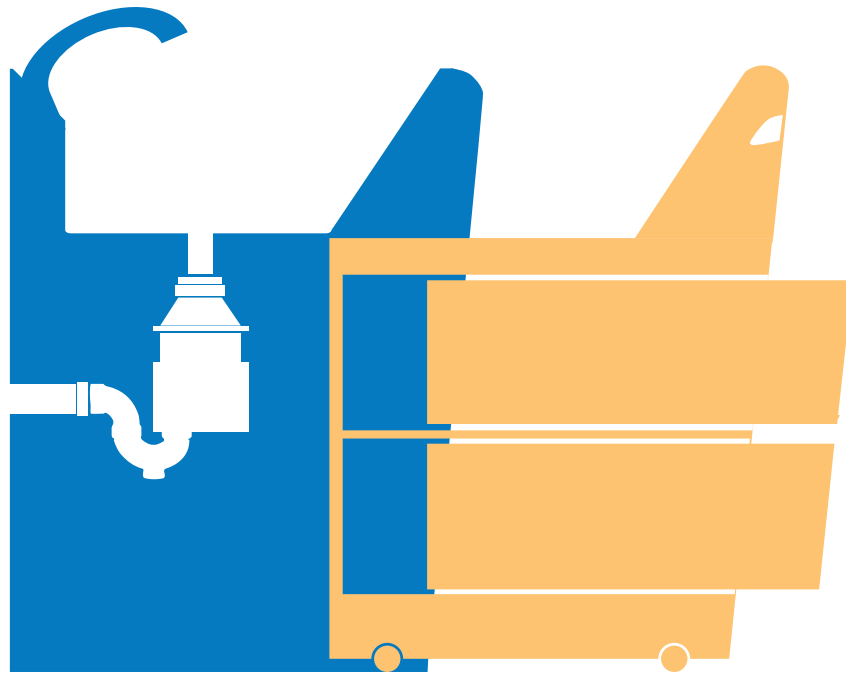


B Efficiency: Create more space



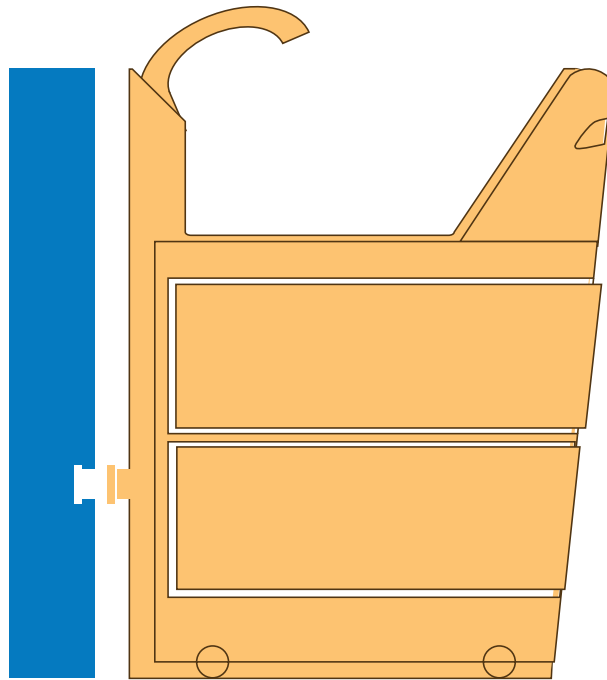


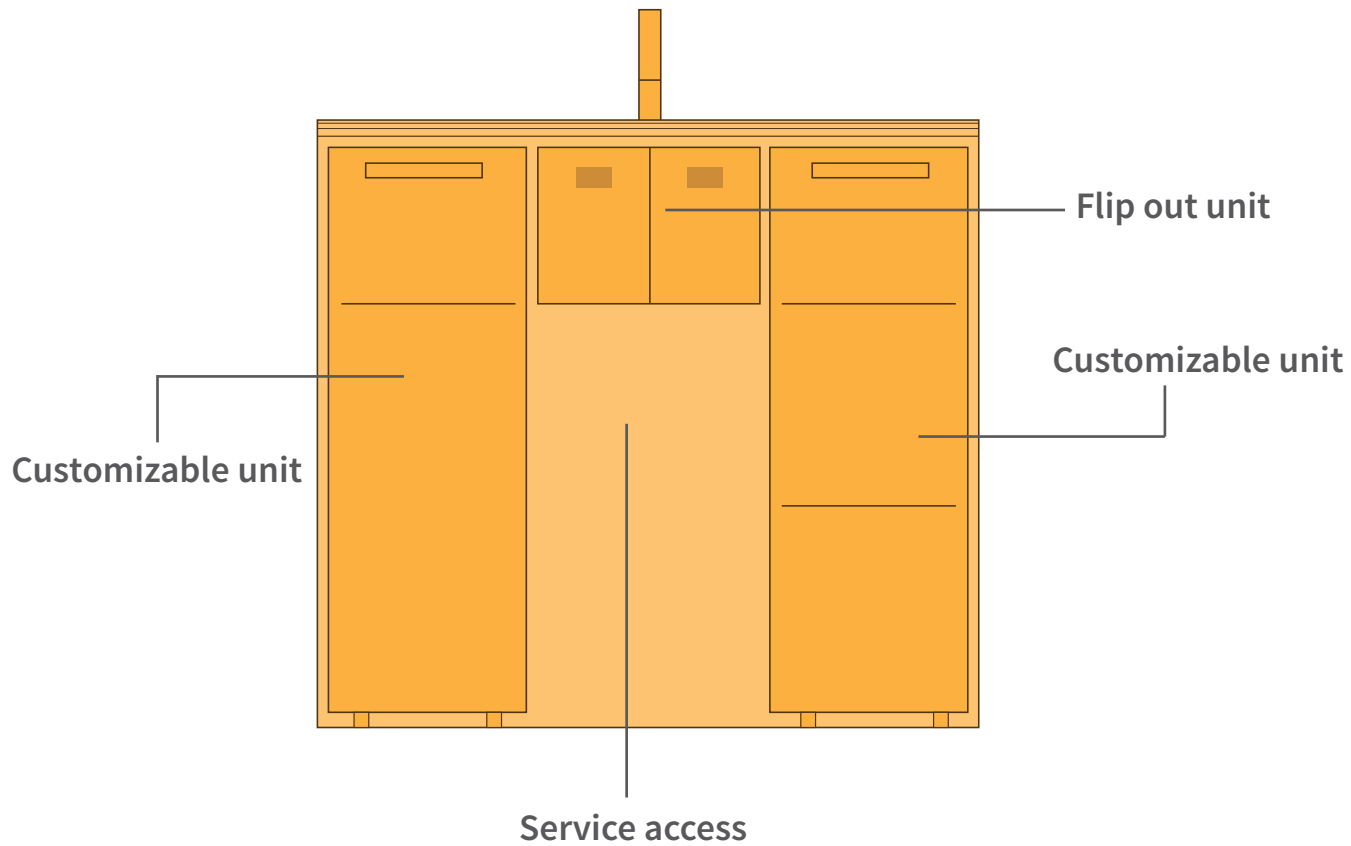
Mobilize: Make it come to you





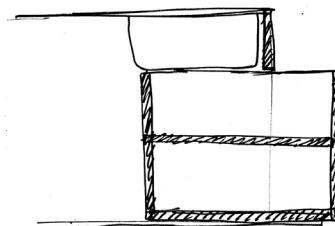
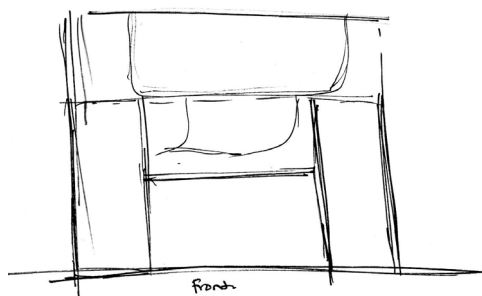
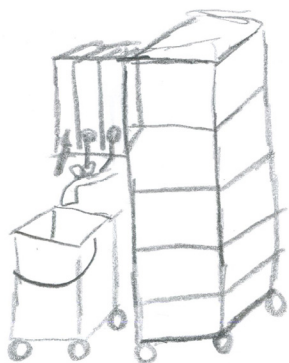
Integrated system: Make it an appliance



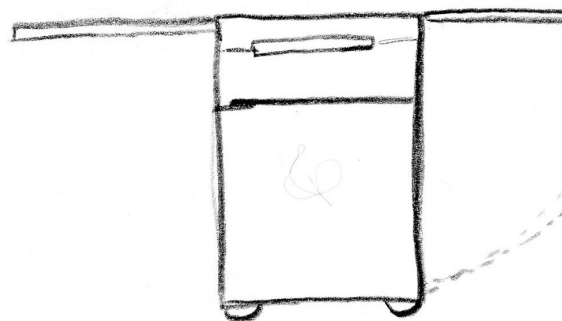
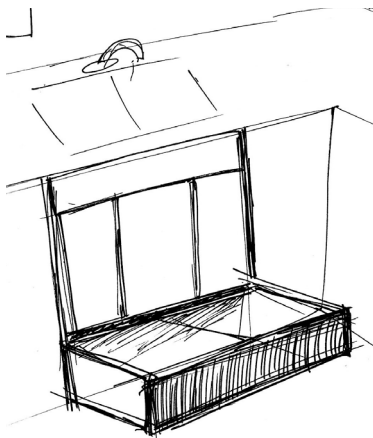
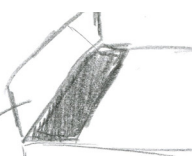
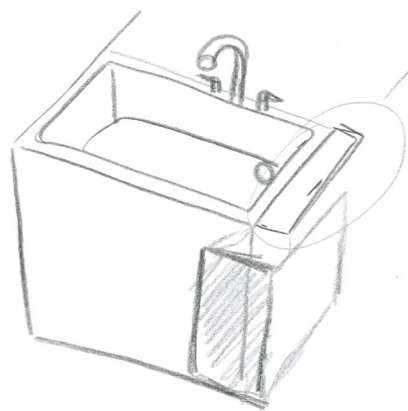
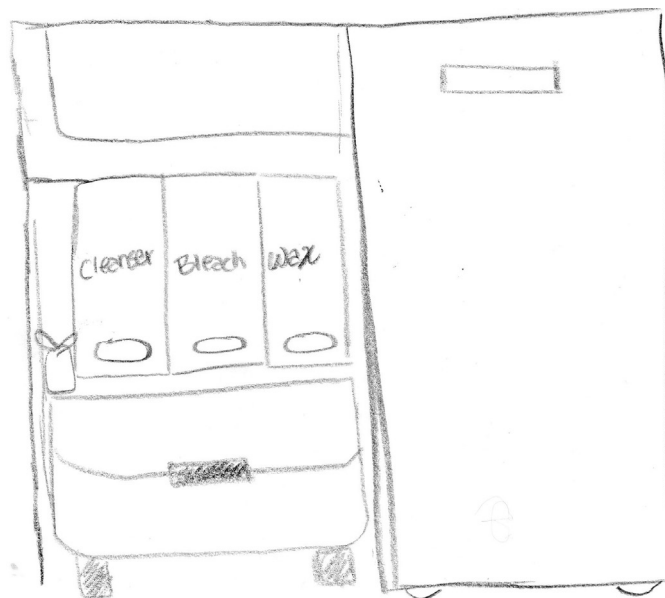
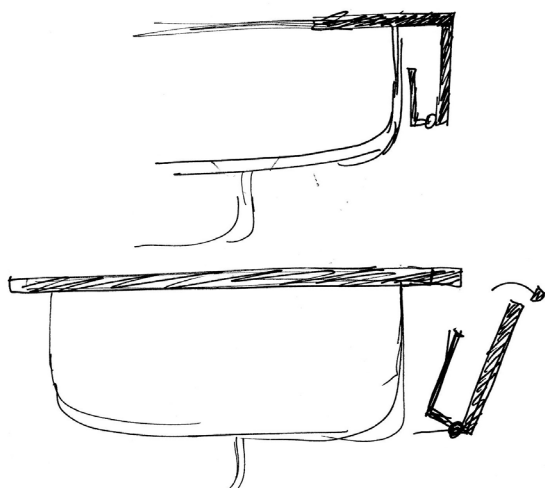


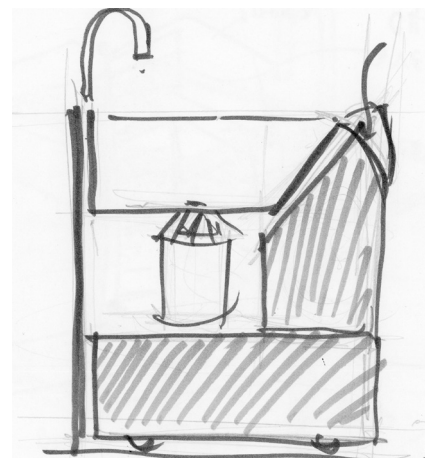
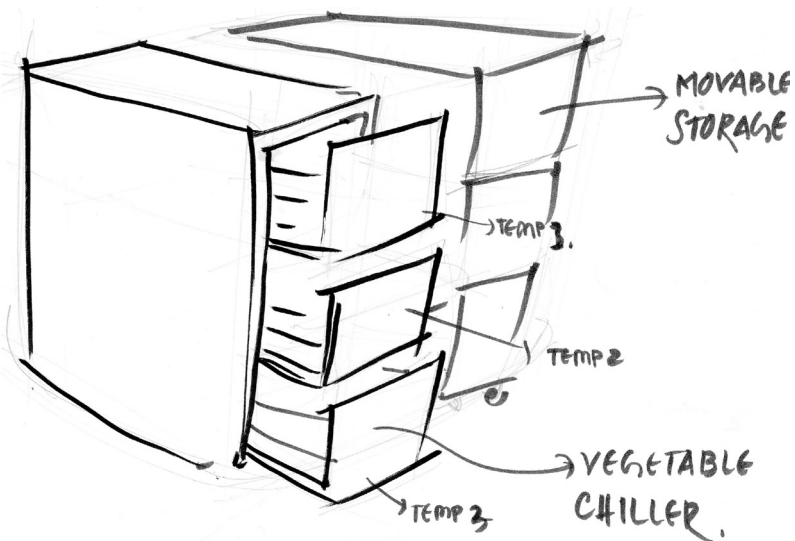
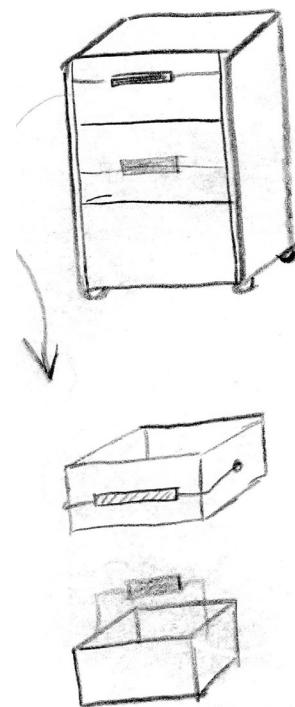
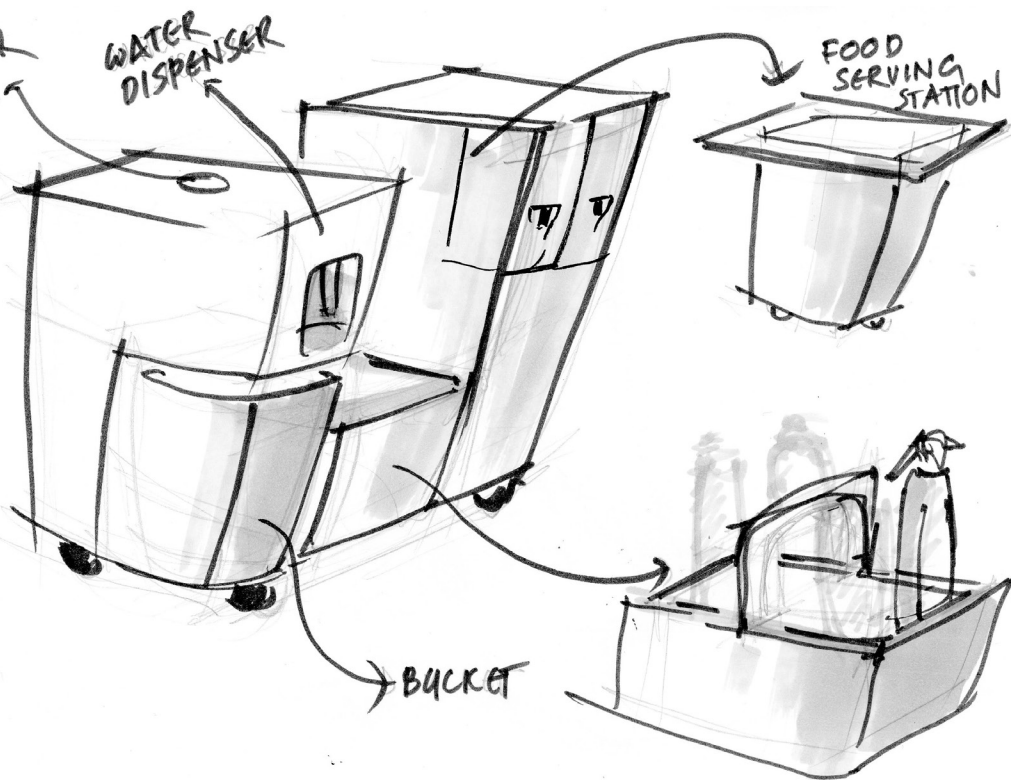
Refine



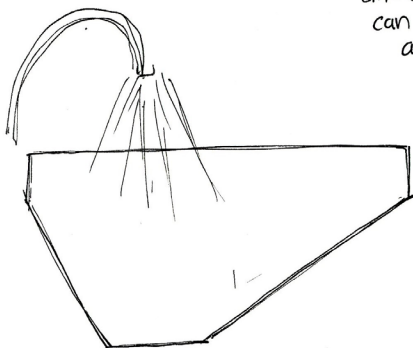


WATER
INLET

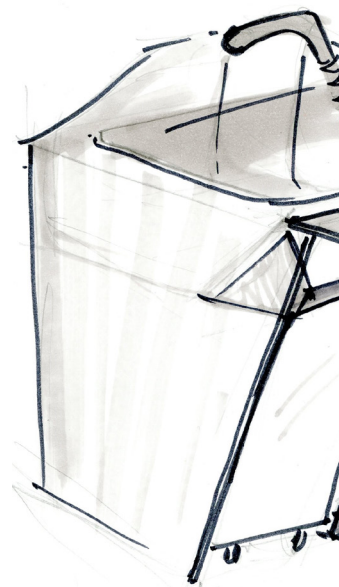
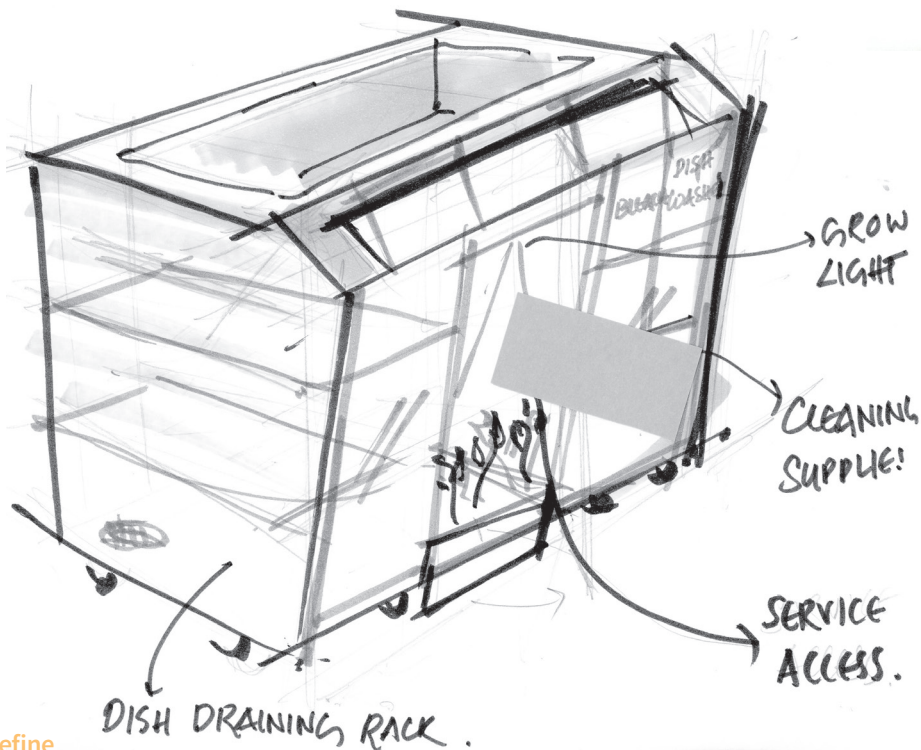
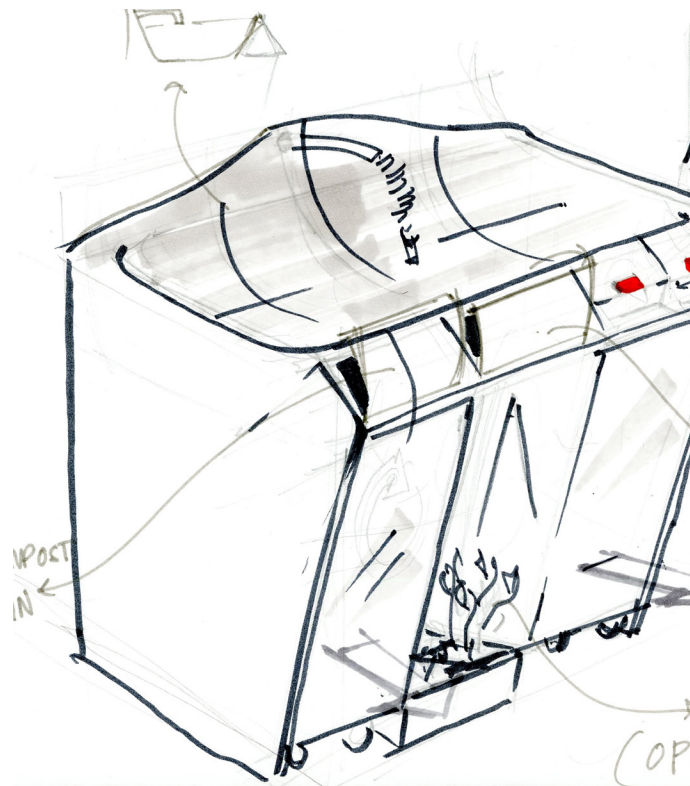
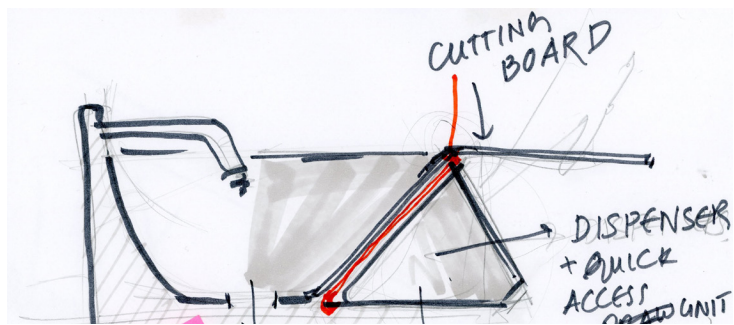


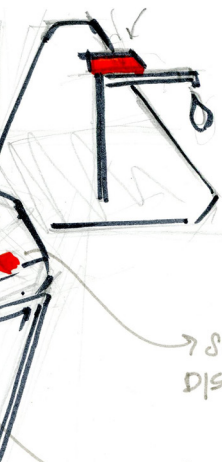


Washing
Dishes.



Re-engineering
sink design
can add more
area underneath
space.

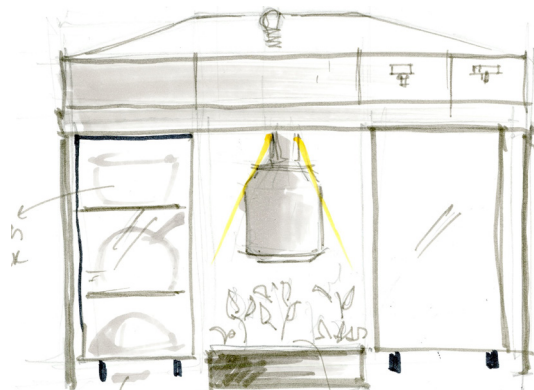




→ SOAP DISPENSER

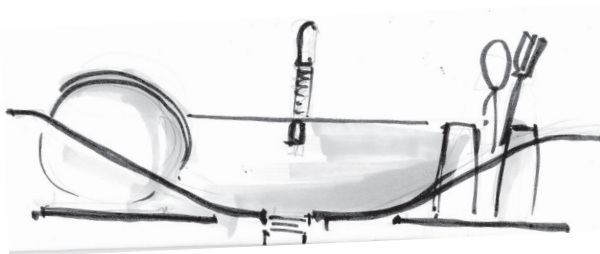
→ QUICK ACCESS (CLEANING SUPPLIES?)

PLANTS / HERB GARDEN +
EN AREA! ?

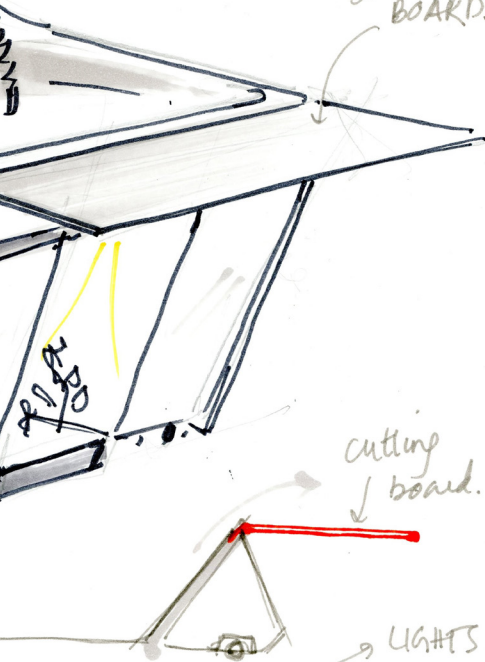


DRAIN IN FLOOR

→ FIXED AREA / HERB GARDEN

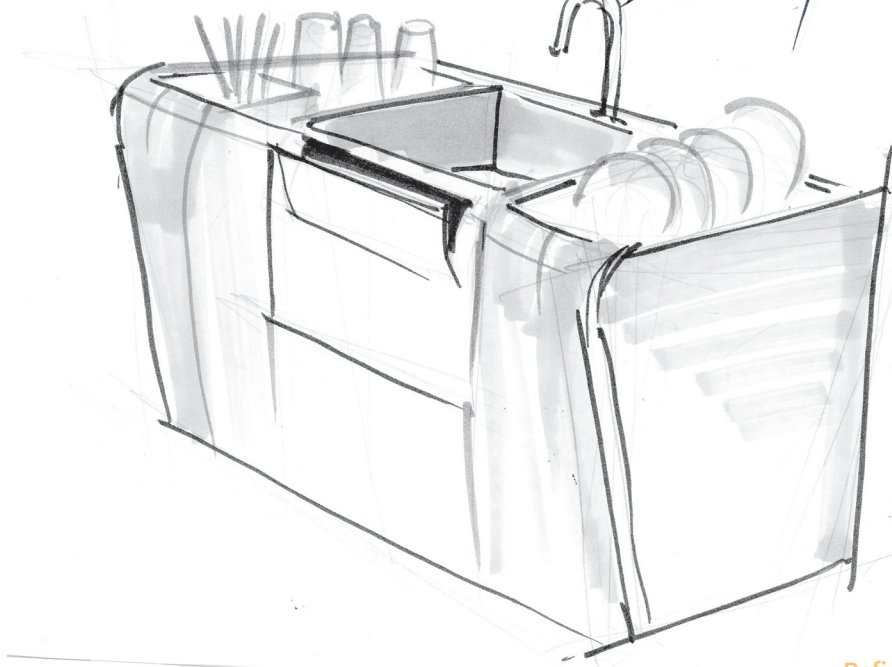
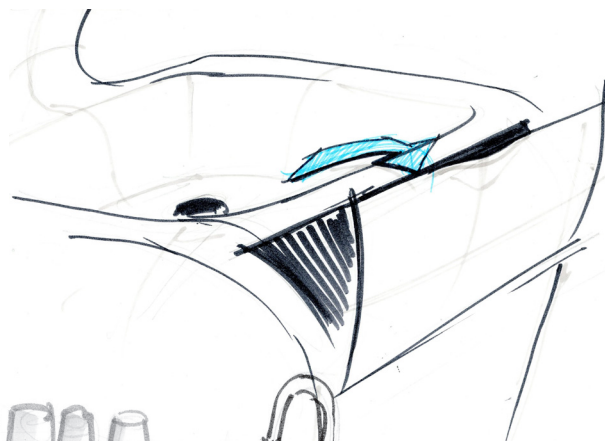
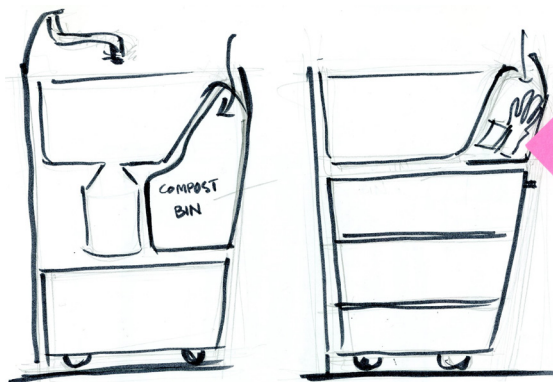


SLIDE CUTTING BOARD

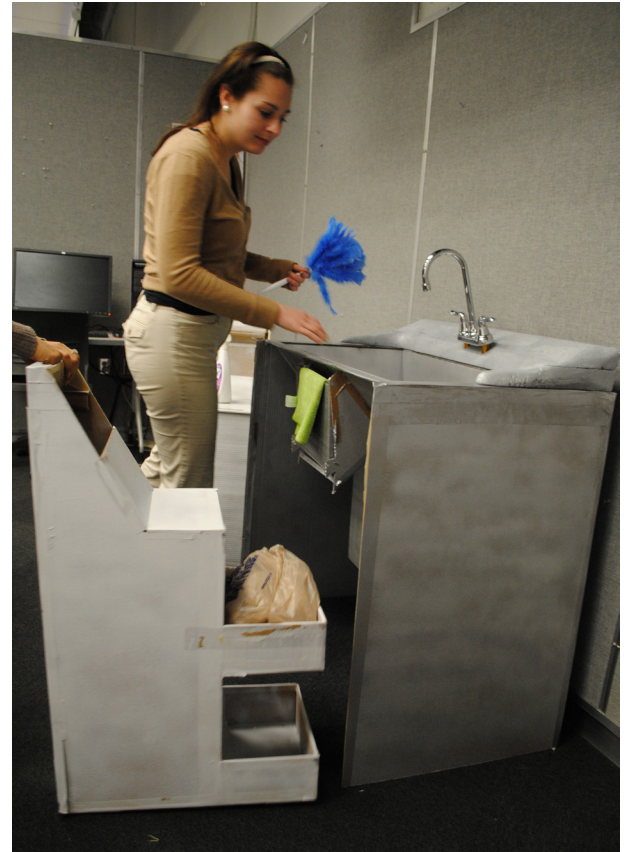


cutting board

→ LIGHTS







Introducing The Under-Sink Transformer

The first ever Kitchen sink appliance



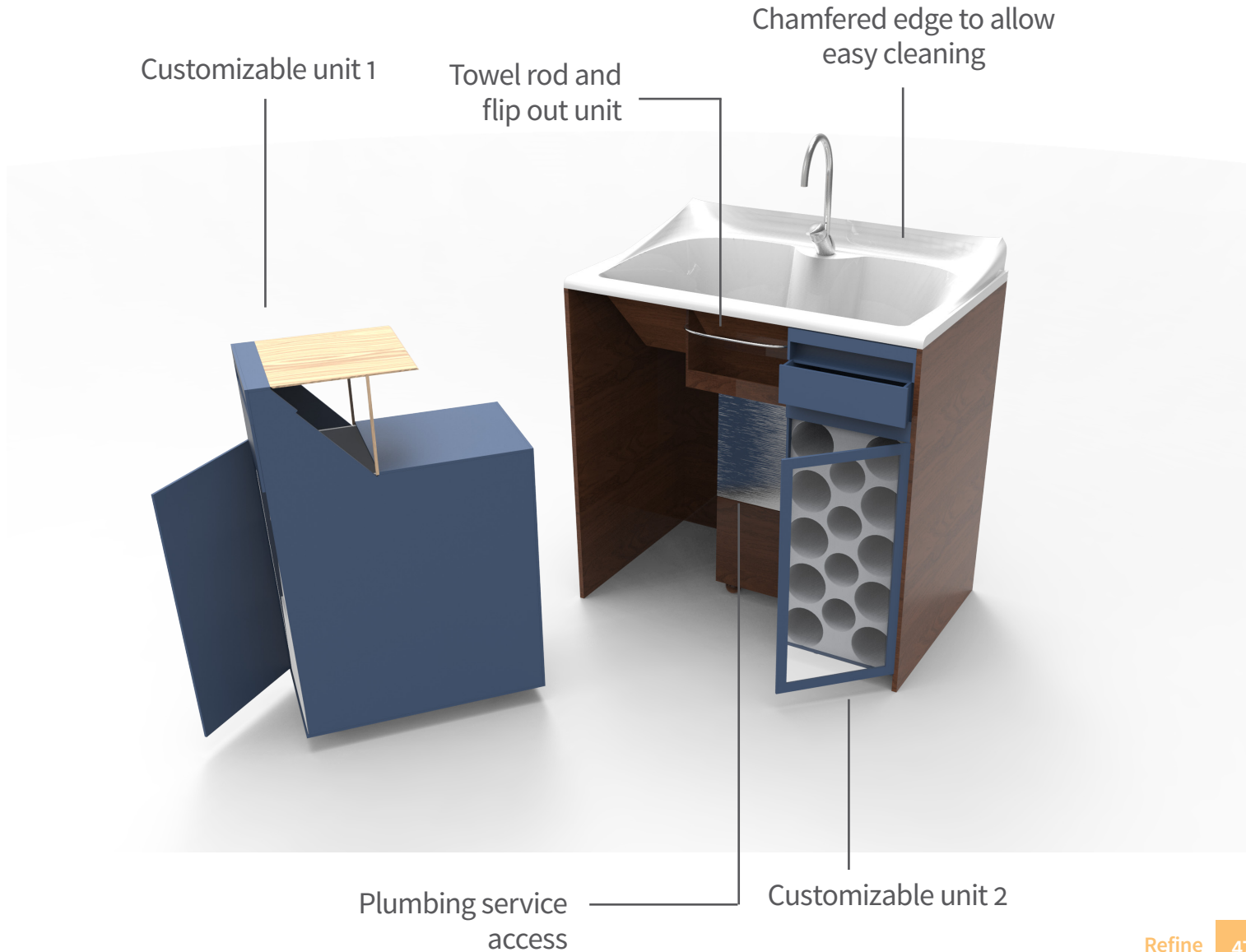
The Under -Sink Transformer is a plug-in system that seamlessly integrates the kitchen experience. It re-imagines the kitchen sink area and its function within the kitchen, providing customizable options depending on how you want to use your kitchen.

Features:

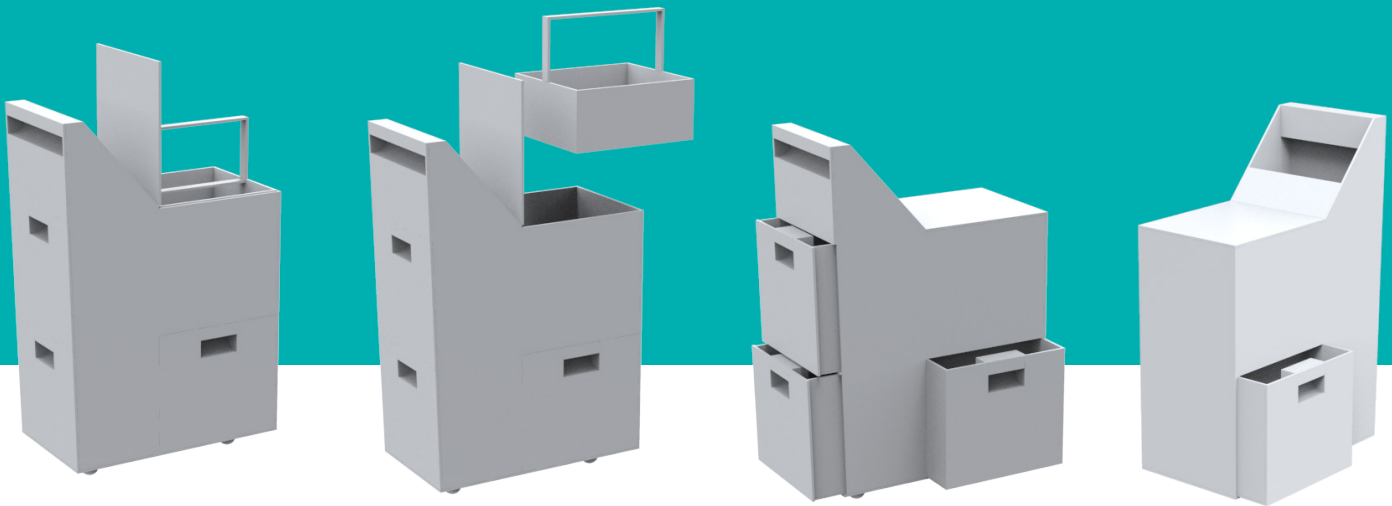
Sloped sink edges for ease of functionality.

Stainless steel body for easy sanitation and mold mitigation.

Chamfered backsplash to prevent water pooling behind faucet.



Mr.Reliable



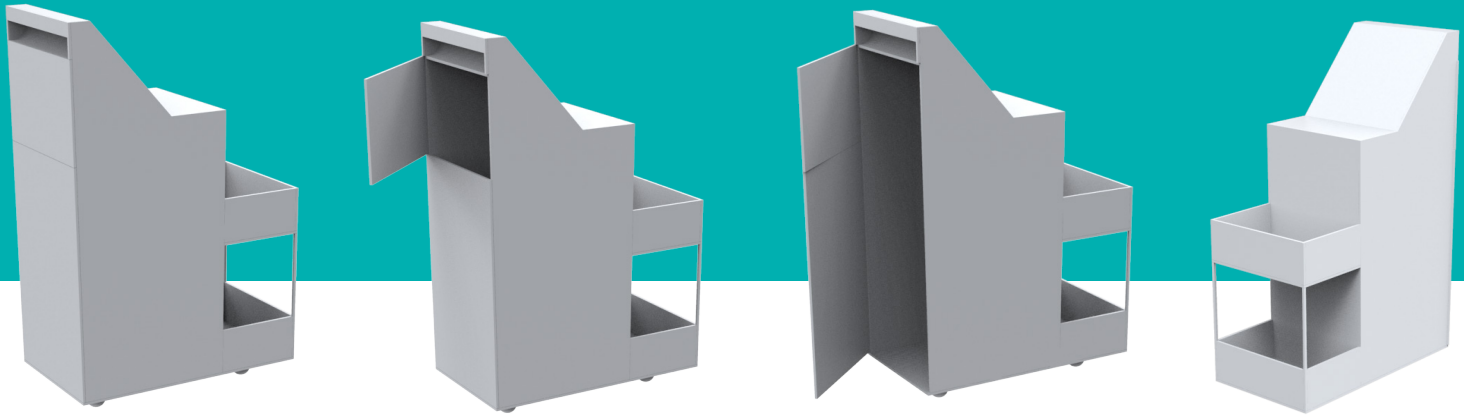
Features

Four Utility drawers

Easy access for frequently used items

Storage bin with basket for on-the-go cleaning

Refuse console



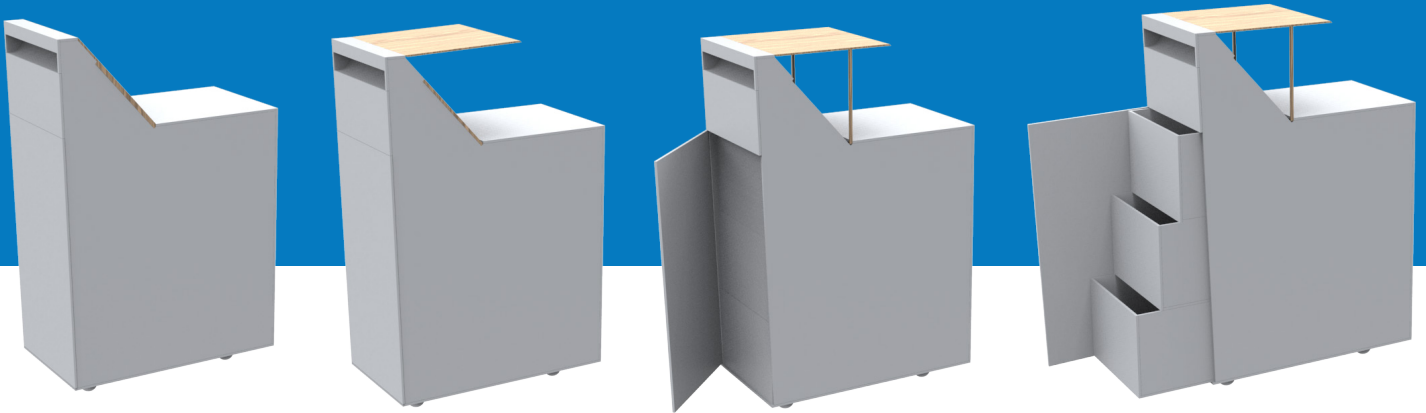
Features

Waste or recycling receptacle

Storage shelves

Dutch door

Gourmet Chef



Features

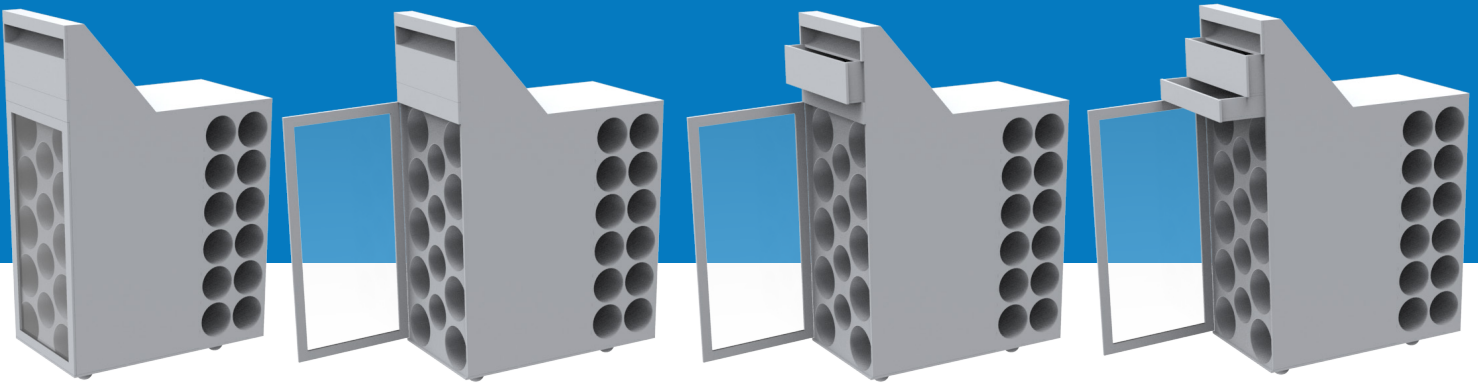
Flip out cutting board

Individually refrigerated vegetable storage drawers

Cutting knife and cutlery storage

Magnetic induction charged (mat included)

Wine Connoisseur



Features

Wine rack for 26 wine bottles

Refrigerated wine bottle display case

Magnetic induction charged (mat included)



Karim finally got his wine connoisseur unit





Marissa got her Gourmet Chef mate



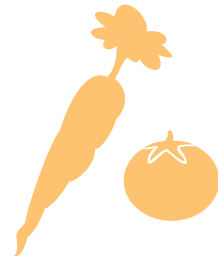


Katie created a whole new look for her sink area.





Pipes can now be left alone.....



And the cleaning supplies can have new companions...

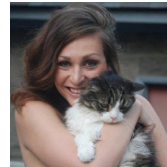
The Team



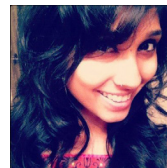
Frances Manning
M.A. Design Management



Alison Wittenmyer
M.A. Design Management



Srujana Akkiraju
M.A. Industrial Design

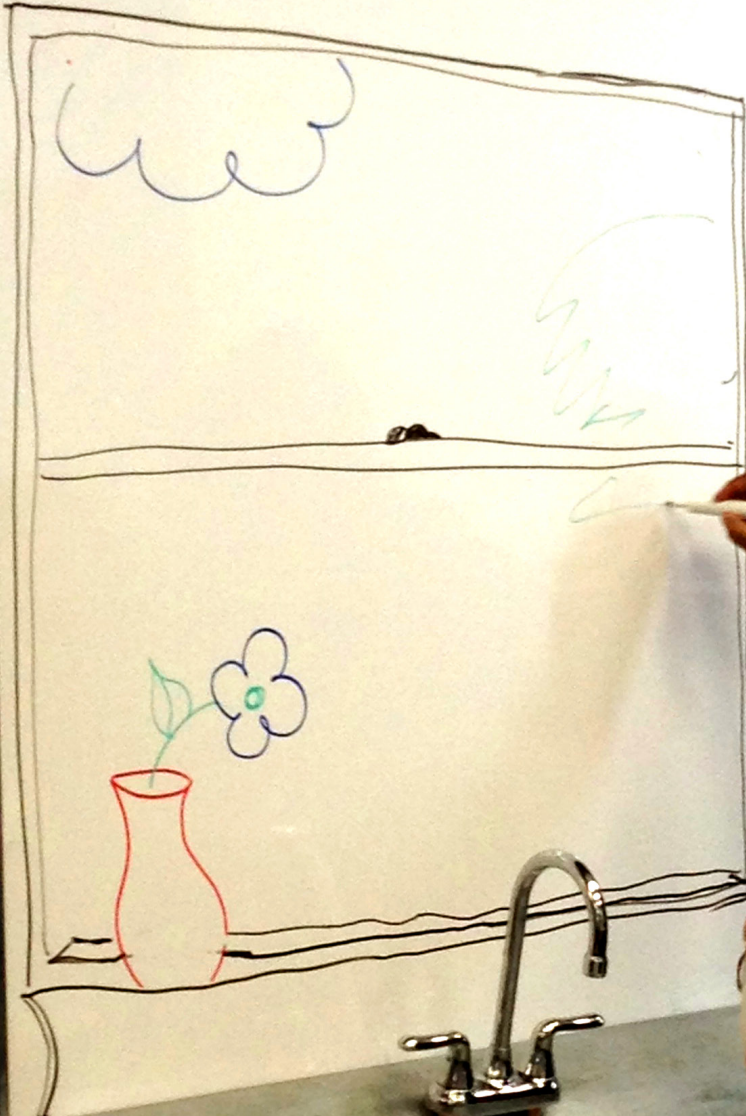
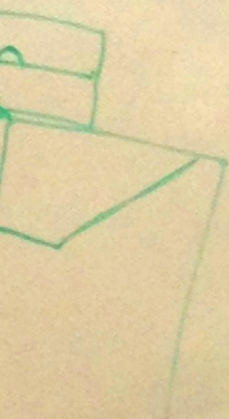


Katherine Dixon
M.F.A. Industrial Design



21
Tomato
Bacon
Key
st

Brown



1
Nights

21



a

F A S K

reimagination