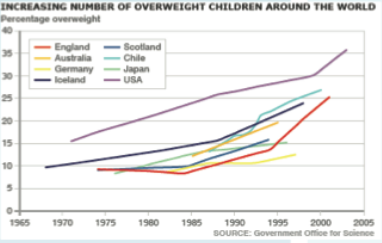


CoreTime

PROBLEM

Childhood obesity has increased around the world with the US leading the way



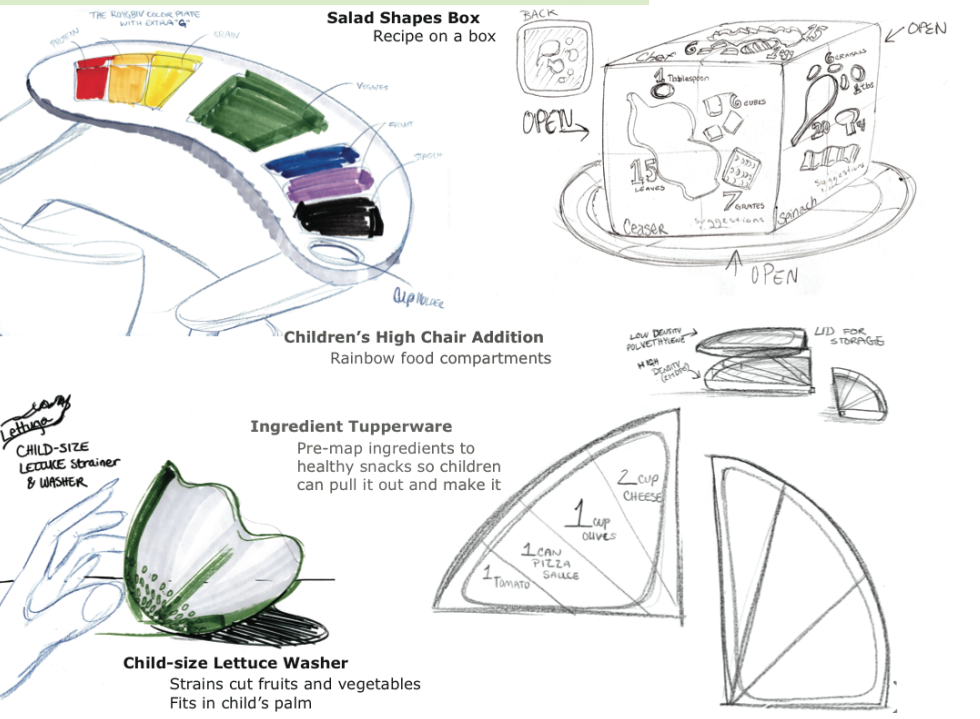
"Child obesity statistics have shown a three-fold increase in the US." (Center for Disease Control)

APPROACH

Childhood obesity is growing. Cheap fatty foods, easy to prepare packaged goods, less exercise, and lack of parental guidance all influence children. Eating healthier early on will prevent health issues such as high blood pressure or diabetes.

How can cooking be fun and enjoyable for kids and engage parents? What is a safe and easy way for kids to want to eat a healthy snack?

SKETCHES



RESEARCH - How to make cutting fruit and vegetables easy and fun for kids
Problems with the existing apple corer were apparent when product testing: 1. Required average of 35 lbs of force to break through apple 2. Slicing would not continue through entire apple 3. Exposed blades posed risk for injuries 4. Not versatile for cutting other fruits and vegetables.

DISCOVERY

Two blades requires **LESS FORCE**

Wedge-shape blades with knife serrations so **FOOD DOES NOT STICK** to them

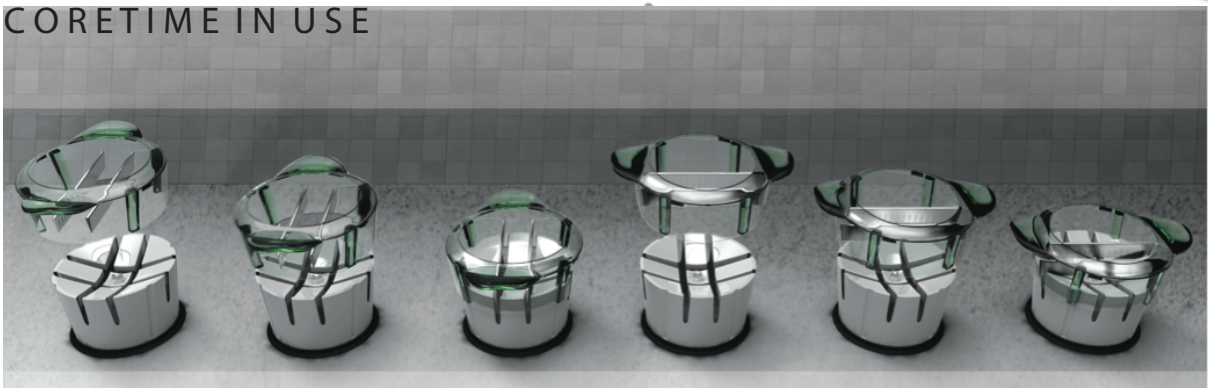
STABILIZATION is a priority

EASY storage shape

Access to cut food is easy and requires **NO CONTACT WITH BLADES**

HORIZONTAL MOTION STOPPED

CORETIME IN USE



FORM DEVELOPMENT

