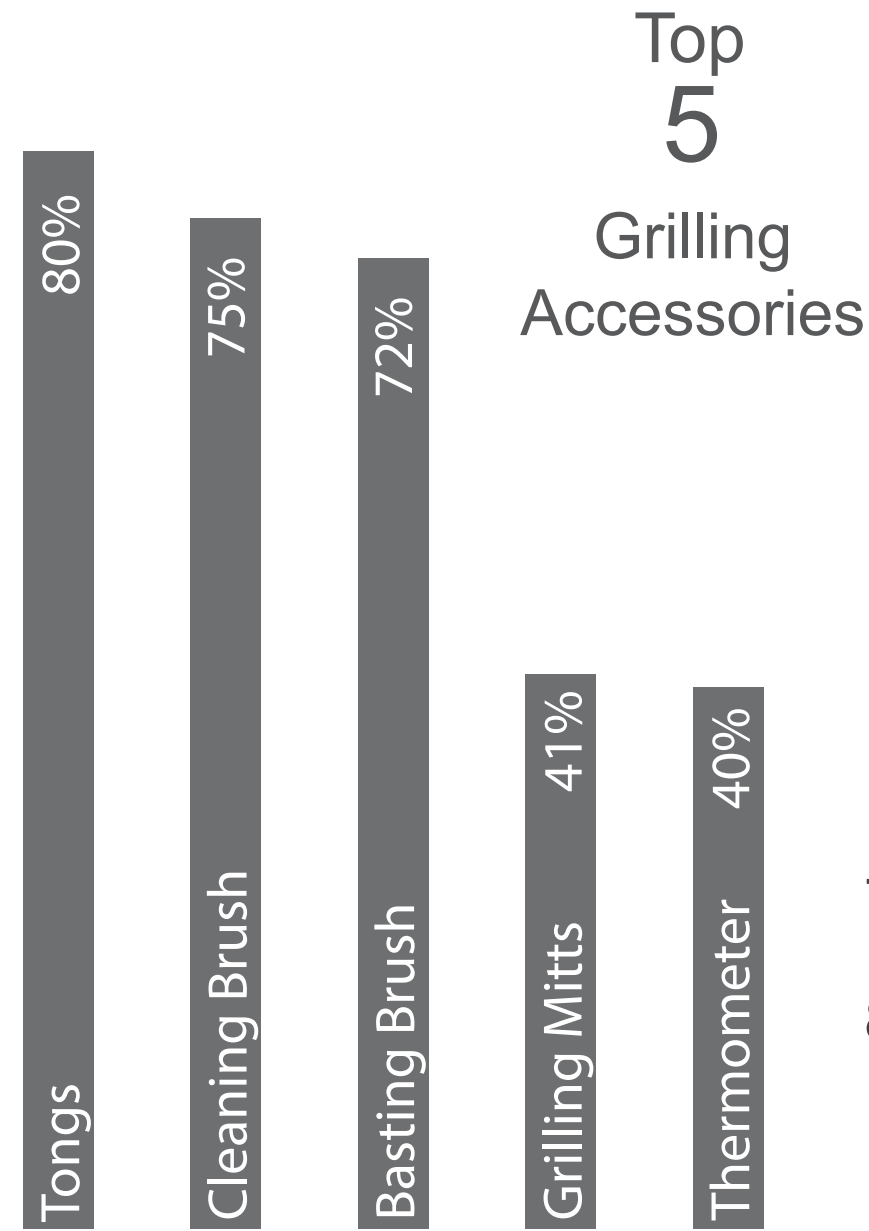


Research



The research is broken down into a few sections. There were some online surveys that went sent out. We visited different stores to check out what products they were selling. We had a focus group cook out with people who grill on a regular basis. Then lastly concept sketches to get a design direction.



- Limited grilling accessories.
- Seasonal supply.



Grilling is a way to...

73% Eat Healthier
Relax

82% Have fun
To entertain.



- Compact grilling supplies.
- Products for camping.

Focus Group Grill Out

The focus group was used to observe grilling habits, how users behave with grill accessories, testing products that are not your standard accessory, and what they do with tools when they're done.

