

FILTERING WATER

"For over a decade, consumers have been increasingly turned off by tap water. But the tides are turning as the results of chemical testing on plastic bottles trickle down to the public."

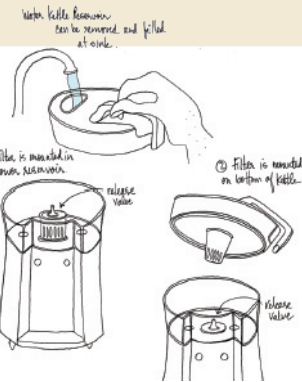
ID Magazine, July 2006

In 2005, Cuisinart asked me to design a countertop filtering unit for dispensing hot and cold water. For this new category we defined the user experience and component layout to establish a product identity for the brand.

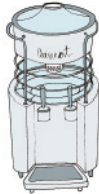
CASE STUDY

1. CUISINART CLEAN WATER™

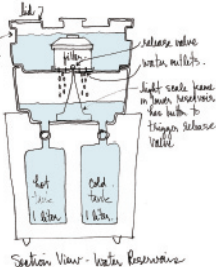
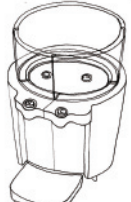
We began by exploring ideas that would enable the user to disengage the upper reservoir, fill it directly at the sink and lower it into position on the lower tank.



2. CUISINART CLEAN WATER



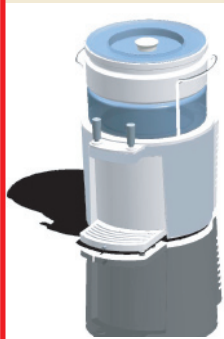
Filter placement quickly became an issue. With the filter mounted under the upper tank a wire loop was attached to the upper reservoir to provide legs and prevent the filter from contamination when removed for filling.



Eventually the filter was mounted on the bottom surface of the upper reservoir eliminating the contamination issue.

3.

CUISINART CLEAN WATER

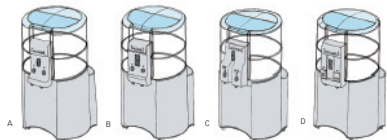


A flip top lid is integrated into the top to allow the user to fill the unit using a pitcher.



The final design was an outer tank with an inner upper tank. This dictated a sleek aesthetic with a soft curved top inspired by rooftop water tanks in NYC. Working with Cuisinart engineers we established the exact placement of the release valves for the inner storage tanks and spigots. Phase three included complete Pro E documentation and graphics.

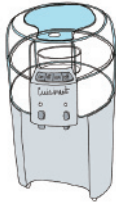
Control panel and spigot placement options.



4.

form inspired by water tanks in NYC

CLEAN WATER



Views of the first prototype showing the water tanks and the control panel.



CUISINART CLEAN WATER™