



Final Prestation

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Pora-Ton

Travel Pitcher Blender

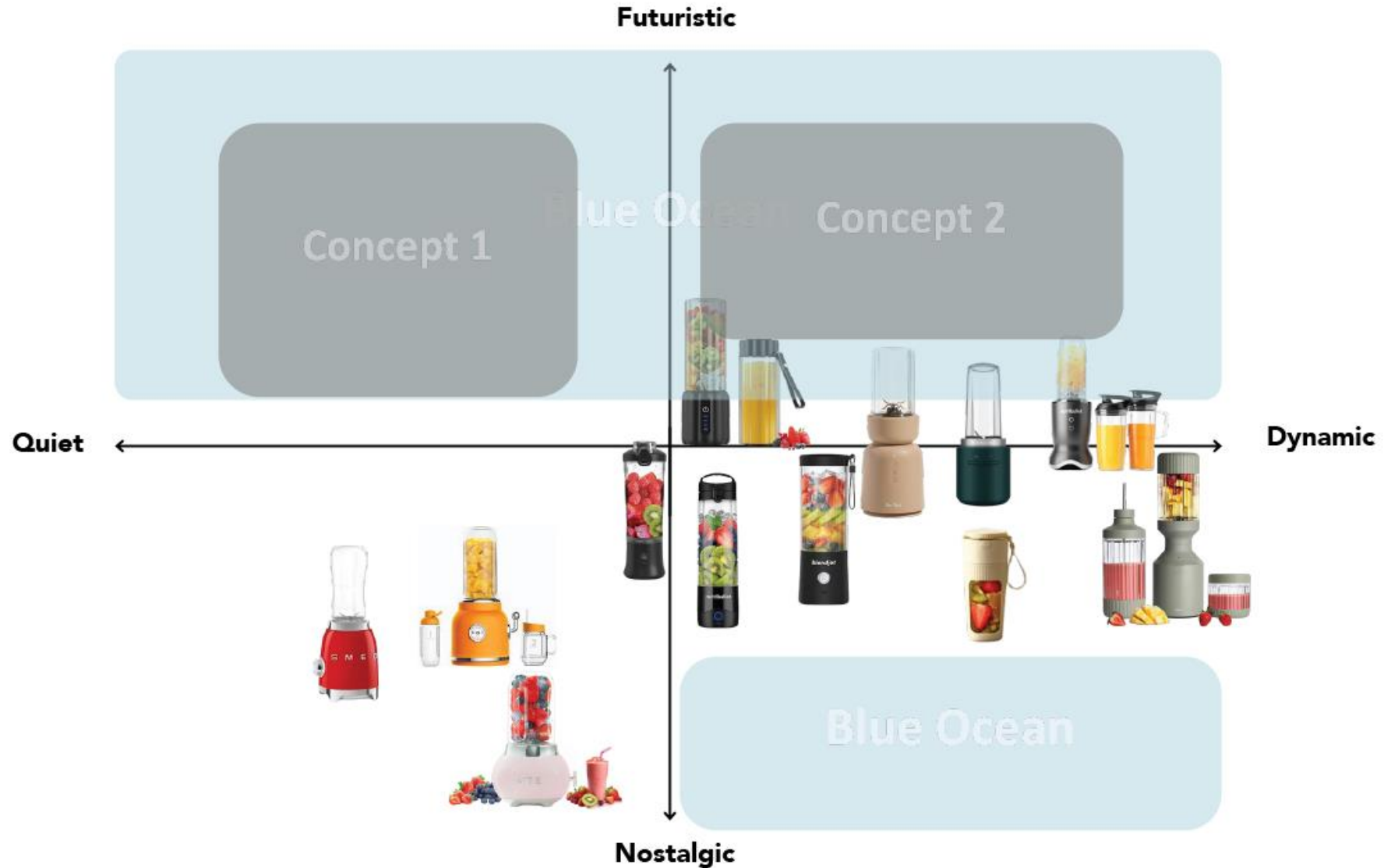


Problem Analysis

- Poor Speed Control
- Durability and Longevity
- Unbalanced weight distribution
- Unintuitive Controls
- Storage of Components



Market Segmentation & Opportunity



Design Language, Branding





World Traveler

People who value easy travel solutions that can take with them on the go, as well as being simple and intuitive. They desire tools that can easily be brought with them, and can help maintain their health

Compact and durable

Sustainable

Functional and adaptable



Young Professionals

Young adults, who prioritize their future and their career, with things that will help balance, their work life, and their personal life

Multifunctional



Streamline



Long Lasting



Market Place CMF Tiers

Blue
(Market place)



White / Black clear
(Premium Market)



National CMF Extensions

Teal
(Amazon)



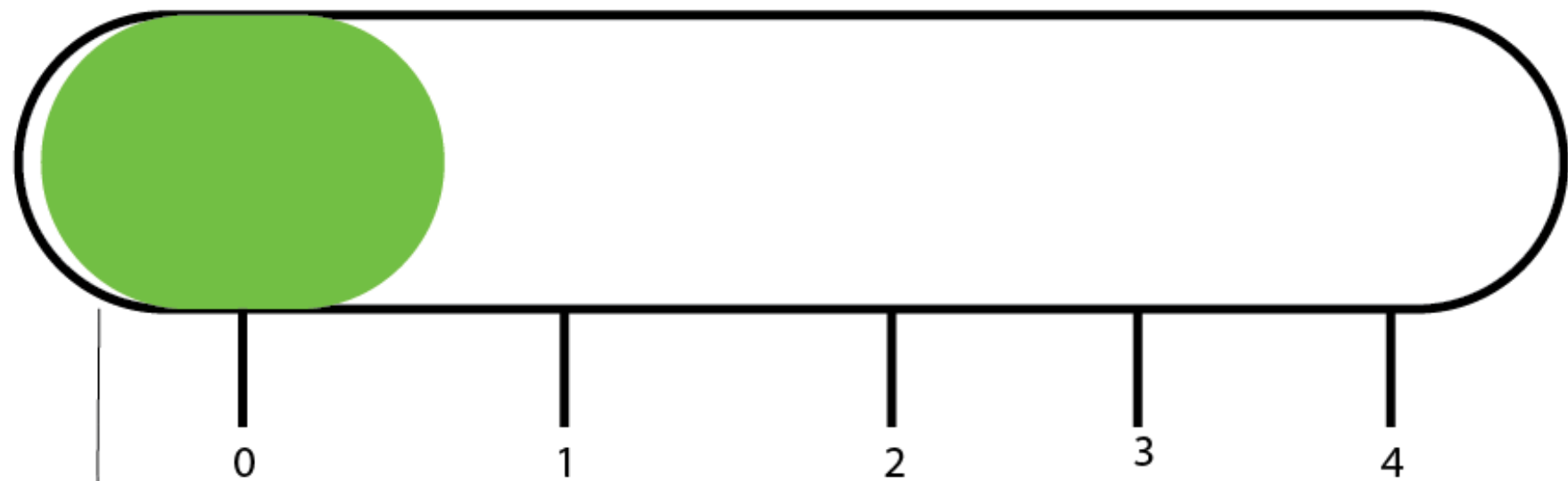
Confety
(Walmart Exclusive)



Ebony
(BestBuy Exclusive)



UI



Blade speed control

ON / OFF



Functional Touchpoints & Solutions

Pain Points

- Unintuitive controls
- Poor Speed Control
- Unbalanced weight
- Difficult distribution
- Storage



Solutions

- Simplified controls
- More levels of control
- Equal flat balance
- Simplified distribution
- Slim fitting



Blend On The Go

A business drink that blends and shares



Keeping you healthy on the Go

Conclusion

Core Values

Travel Ready

- Lightweight and Compact
- From the store to your hands

Sharing the Joy

- Streamline spout for easy pouring
- Get a cup and enjoy

Simple and Easy

- Easy, two-step controls
- Add fruit and go

