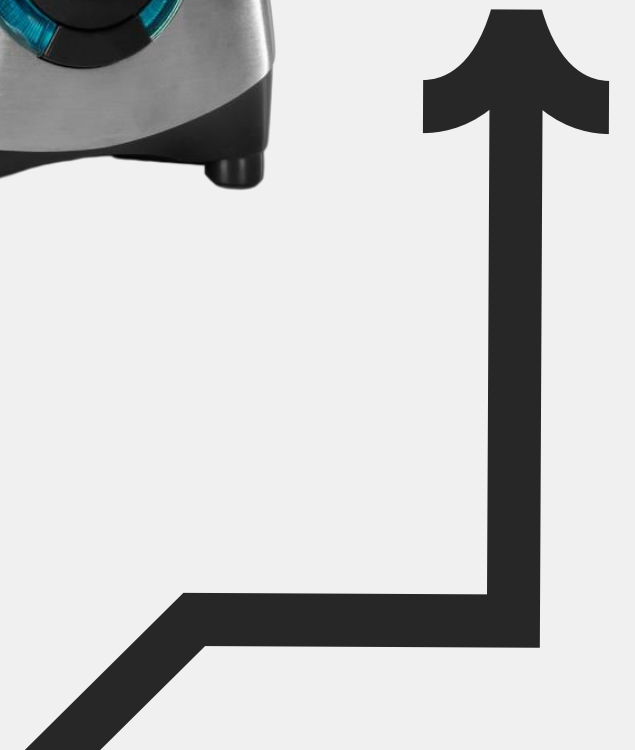


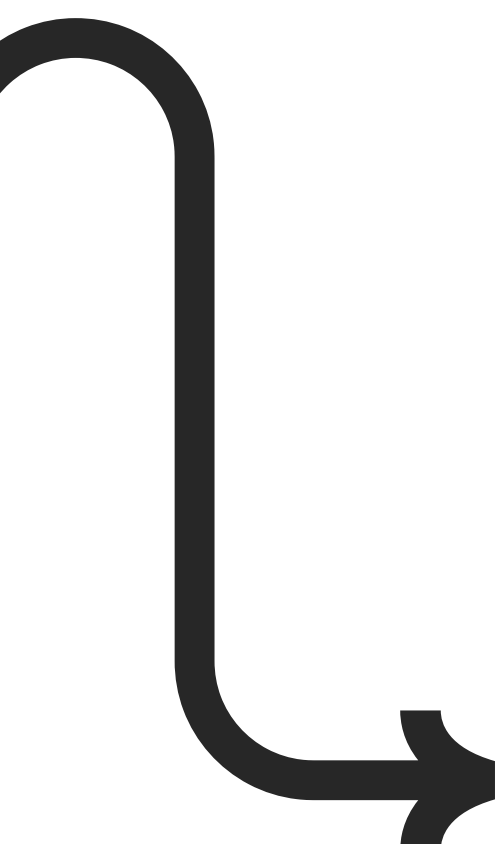
Countertop Blenders Goup

IDUS 321

Nency, Jasmine, Adrian, Tyler



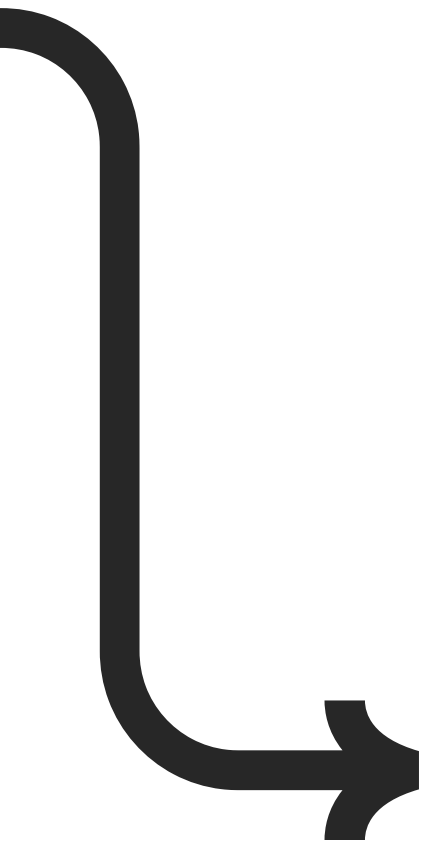
Design Problems: Usability

- 
- Complexity of Operation
 - Unbalanced weight distribution
 - Storage of Components
 - Handling and Ergonomics
 - Cleaning Challenges
 - Safety Issues
 - Unintuitive Controls



Design Problems: Usability

Safety Issues



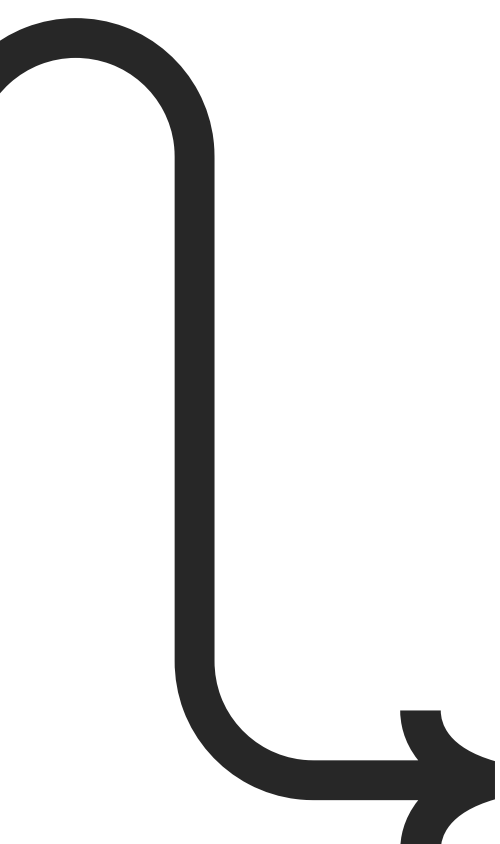
HUMAN / HEALTH BASED

- Nutrient Alteration in Over-Blending
- Over-Oxidation
- Stainless steel / plastic leech into acidic fruits
- EMF Disruption
- Noise Pollution / Nervous System Distress

PRODUCT / FUNCTION BASED

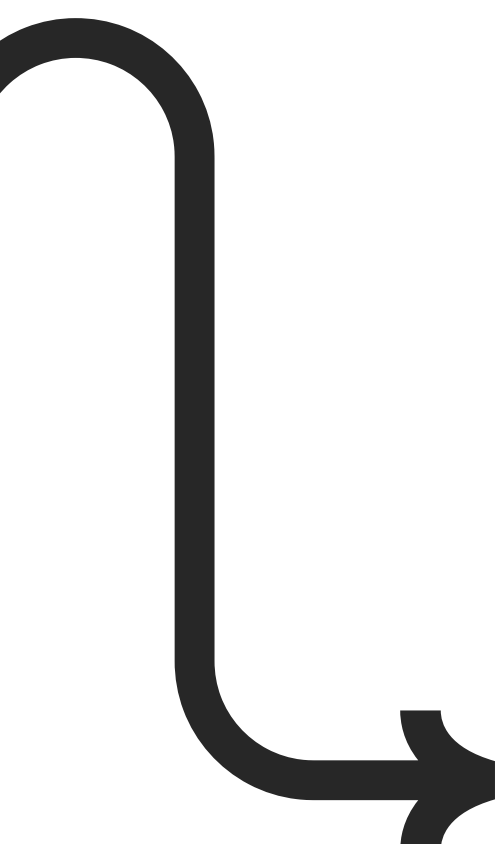
- Lid Leaks or Slips
- Unsafe Materials
- Unsafe Blade Design
- Overheating Protection
- Electrical Components

Design Problems: Technology

- 
- Performance Limitations
 - Durability and Longevity
 - Lack of Smart Features
 - Poor Speed Control
 - Motor Noise
 - Inconsistent Power



Design Problems: Use Environment

- 
- Counter Space and Storage
 - Power Cord Management
 - Noise and Vibration
 - Space for Ingredients



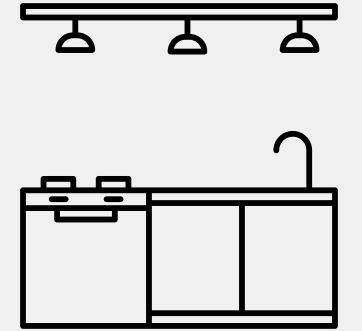
Environment Analysis: Kitchen Layout



- **Counter Space:** Often, kitchen counters are limited, and blenders require a sizable amount of space to be placed. If the kitchen is small or crowded with other appliances, the blender might be put away or tucked into a corner, making it harder to access.
- **Storage Space:** Blenders, especially larger models, may require cabinet space or specialized storage areas. The blender may not always fit neatly into existing cabinetry, leading to the need to store components separately.
- **Proximity to Power Outlets:** If the outlet is far from the prep area or sink, the blender cord might be stretched across the counter, creating potential safety hazards or inconvenience during use.
- **Sink Location:** Blenders usually need to be cleaned after each use, so proximity to the sink is important. However, if the sink area is congested, it can be a hassle to move the blender for cleaning or filling with ingredients.



Environment Analysis: Tasks Performed



- **Preparation and Blending:** Users typically perform tasks like chopping, measuring ingredients, and setting up the blender. If the blender is not easily accessible, these tasks become more time-consuming.
- **Cleaning and Disassembly:** After use, cleaning the blender requires taking apart components like the jar, lid, and blades, which can be time-consuming and frustrating if they don't come apart easily or require scrubbing in hard-to-reach areas.
- **Storage and Reassembly:** After cleaning, users need to store the blender's components. This includes finding a suitable place for the base, the jar, lid, blades, and any additional accessories, which can often lead to clutter.



Target Consumers

World Traveler



“I want to explore the world, experiencing new cultures, while maintaining a healthy, active lifestyle wherever I go.”

- Highly adventurous & open-minded
- Prioritize health & fitness, even when traveling
- Seek products that are compact, durable, & versatile
- Value experiences over material possessions
- Interested in products that make travel easier, from meal prep to packing solutions

• Age Range: **22-38**

Students on the Go



“I want to make the most of my time and budget as a student, staying organized, healthy, and energized while juggling school, work, and social life.”

- Time-crunched and quick solutions
- Health-conscious, balancing study & fitness
- Love convenience & multi-tasking products
- Stay organized & stress-free
- Prefer affordable, durable, & space-efficient

• Age: **18-24**

Young Professionals



“I want to build a successful career while maintaining a balanced routine that prioritizes productivity, health, and personal time.”

- Structured & disciplined, favoring routines
- Committed to staying healthy, often through fitness routines or meal prep
- Convenience & efficiency in products/services
- Looking for work-life balance solutions
- Products that help streamline busy schedules, don't get in the way
- Appreciate quality & durability, with an emphasis on time-saving features

• Age range: **24-32**

Momentum Makers



“I want to keep the momentum going in every aspect of my life whether it's personal growth, fitness, or career by staying active, motivated, and connected.”

- Love staying busy & engaged with multiple projects
- Value motivation, inspiration, staying active
- Prefer tools & products that help maintain their energy levels
- Interested in networking & connecting with like-minded individuals
- Prioritize health & wellness to maintain energy throughout the day
- Embrace change & innovation, always seeking growth

• Age range: **20-35**

Glampers



“I want to experience the great outdoors in style and comfort while maintaining a connection to nature and staying active.”

- Love outdoor adventures & prefer a little luxury & comfort
- Want a hassle-free outdoor experience
- Interested in fitness & outdoor activities like hiking or kayaking
- Value eco-friendly, sustainable products
- Appreciate high-quality, durable gear that enhances their glamping experience; higher budget
- Prefer easy-to-use products that match their adventurous aesthetic

• Age range: **25-40**

Drivers

Why World traveler and Young professionals?

We chose to focus on these two consumer groups because their lifestyles expose key gaps in the current blender market:

- Current blenders don't match their fast-paced routines
- Limited travel-ready solutions
- Professionals need wellness tools that work smarter
- Existing designs overlook a critical user mindset



By designing for them, we saw a clear opportunity to:

- Simplify the user experience
- Improve portability & adaptability
- Incorporate smart, intuitive features
- Respect limited space and time



Drivers

Qualities in Common With These Consumers



Common Defining Attitudes:

- Both prioritize health and maintaining an active lifestyle
- Both value balance in their lives (work-life balance vs. exploration-wellness balance)
- Both are disciplined in pursuing their goals (career vs. travel experiences)

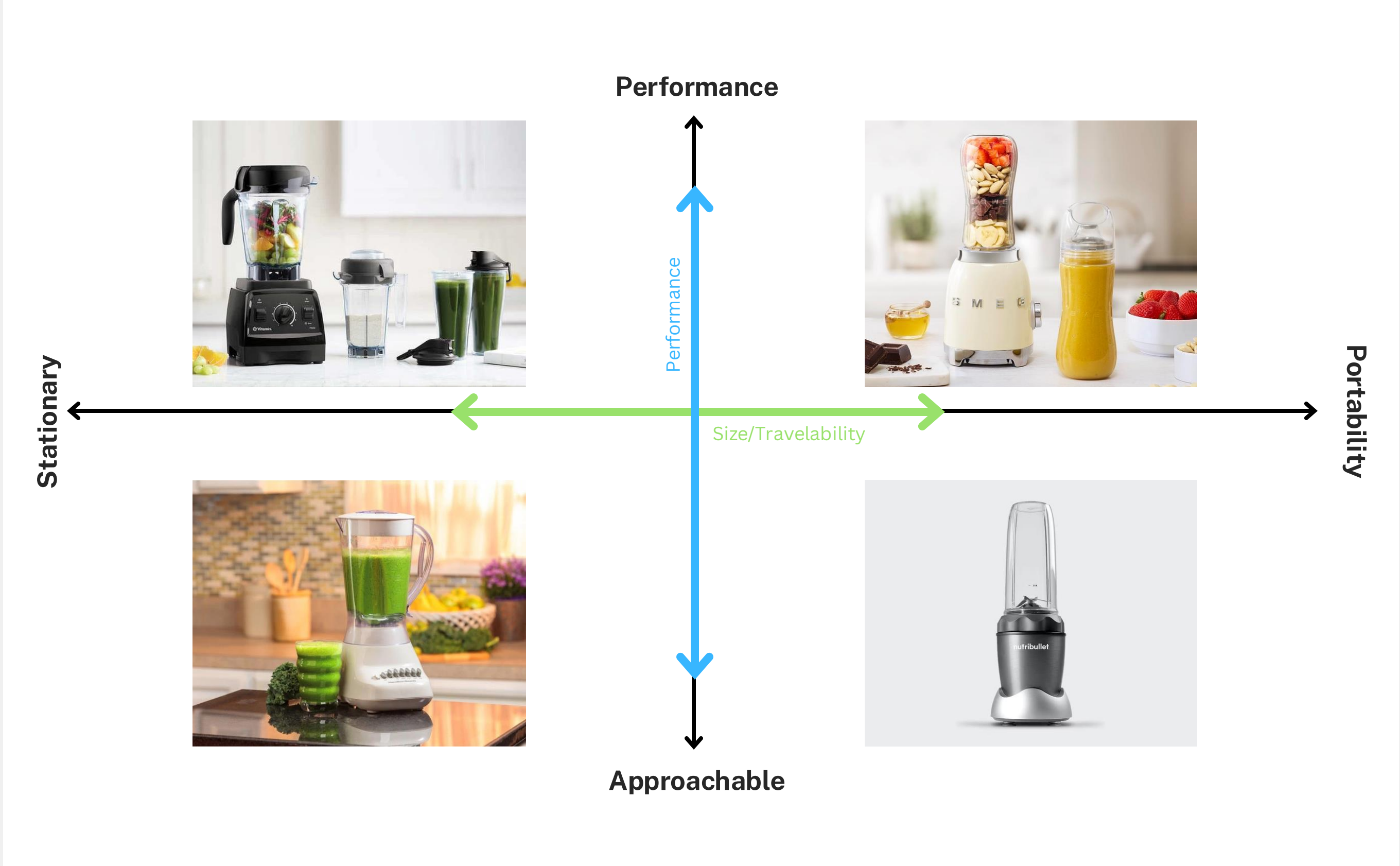
Common Differentiating Needs:

- Both prioritize health and fitness regardless of circumstances
- Both need products that respect their time constraints and lifestyle demands
- Both seek solutions that help maintain their desired routines despite challenges
- Both value quality and optimization in their daily lives

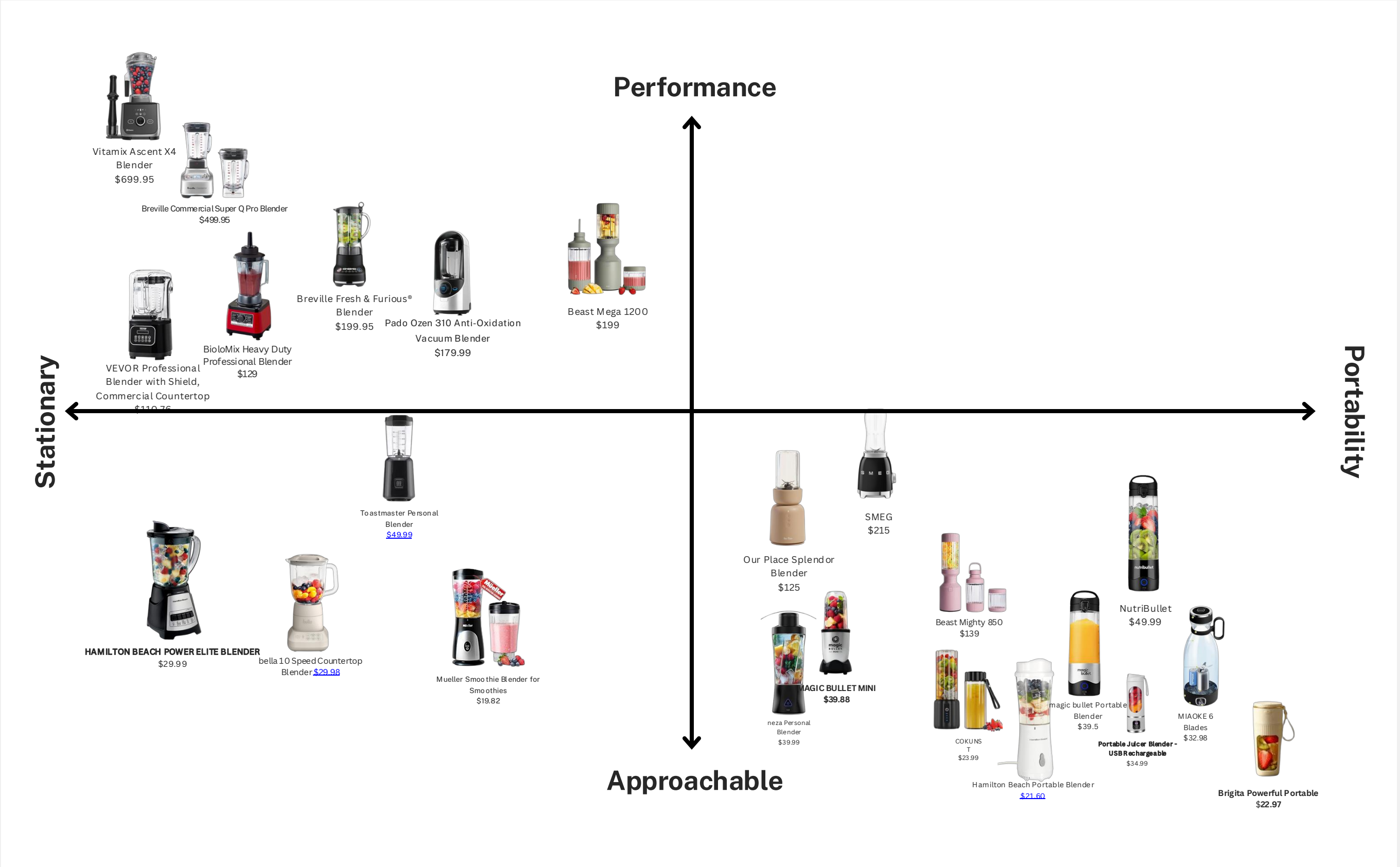
Common Appliances that they look for:

- Both want durable, high-quality products that last
- Both look for products that support health and meal preparation
- Both value efficiency and time-saving features
- Both appreciate versatility and multi-functionality
- Both want products that integrate seamlessly into their specific lifestyles

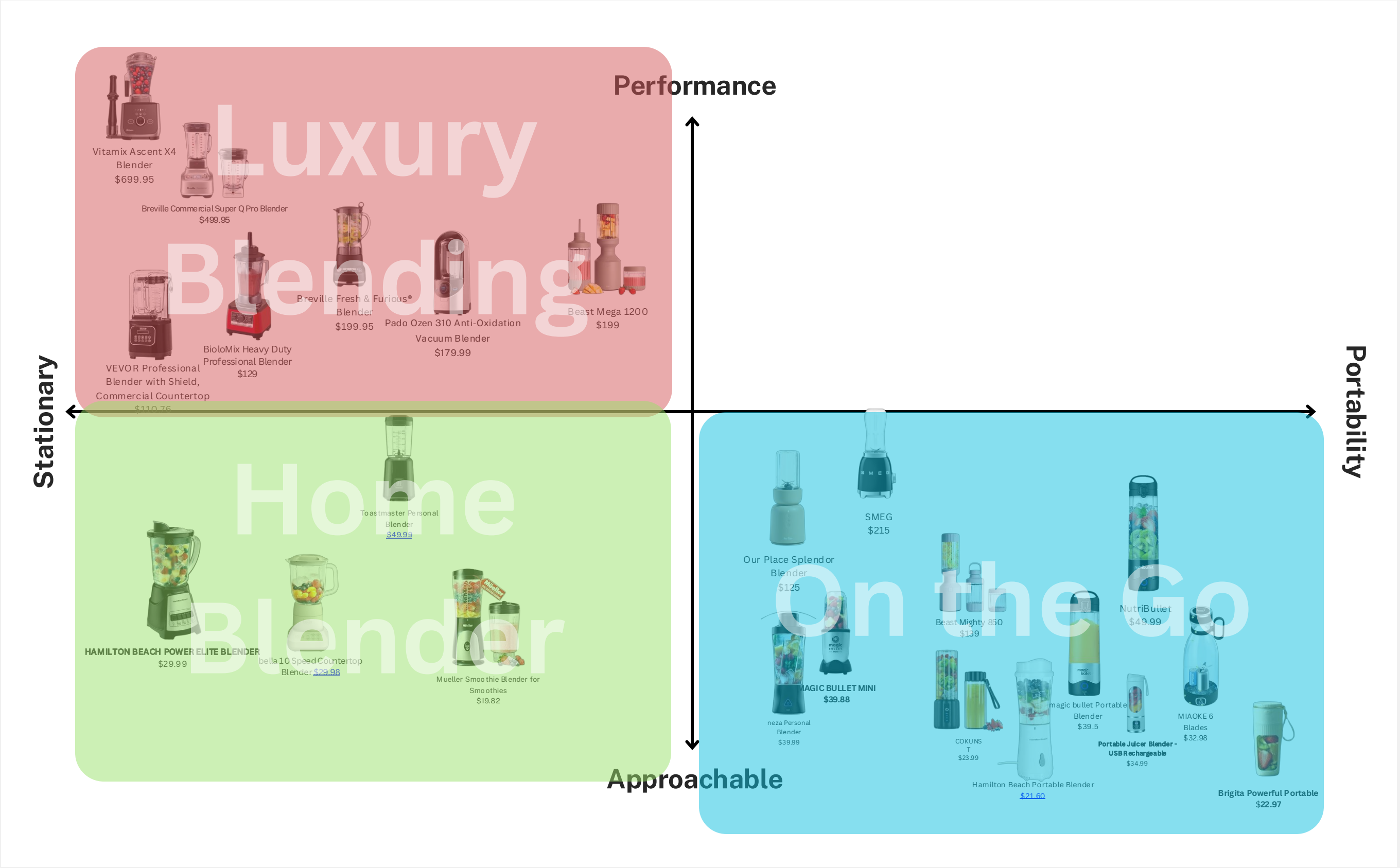
Competitive Landscape



Competitive Landscape

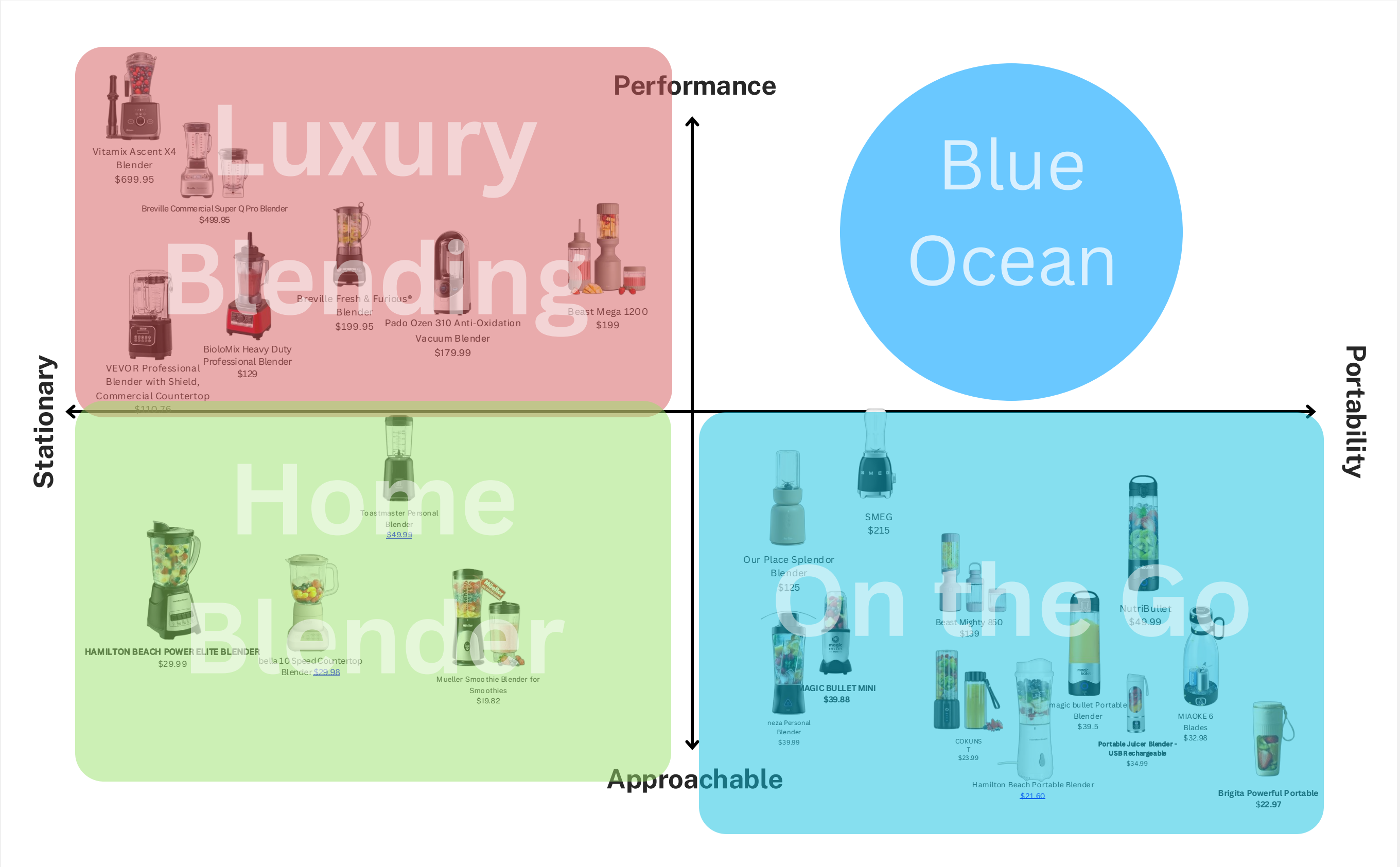


Competitive Landscape



Opportunity

Competitive Landscape



Visual Positioning Framework

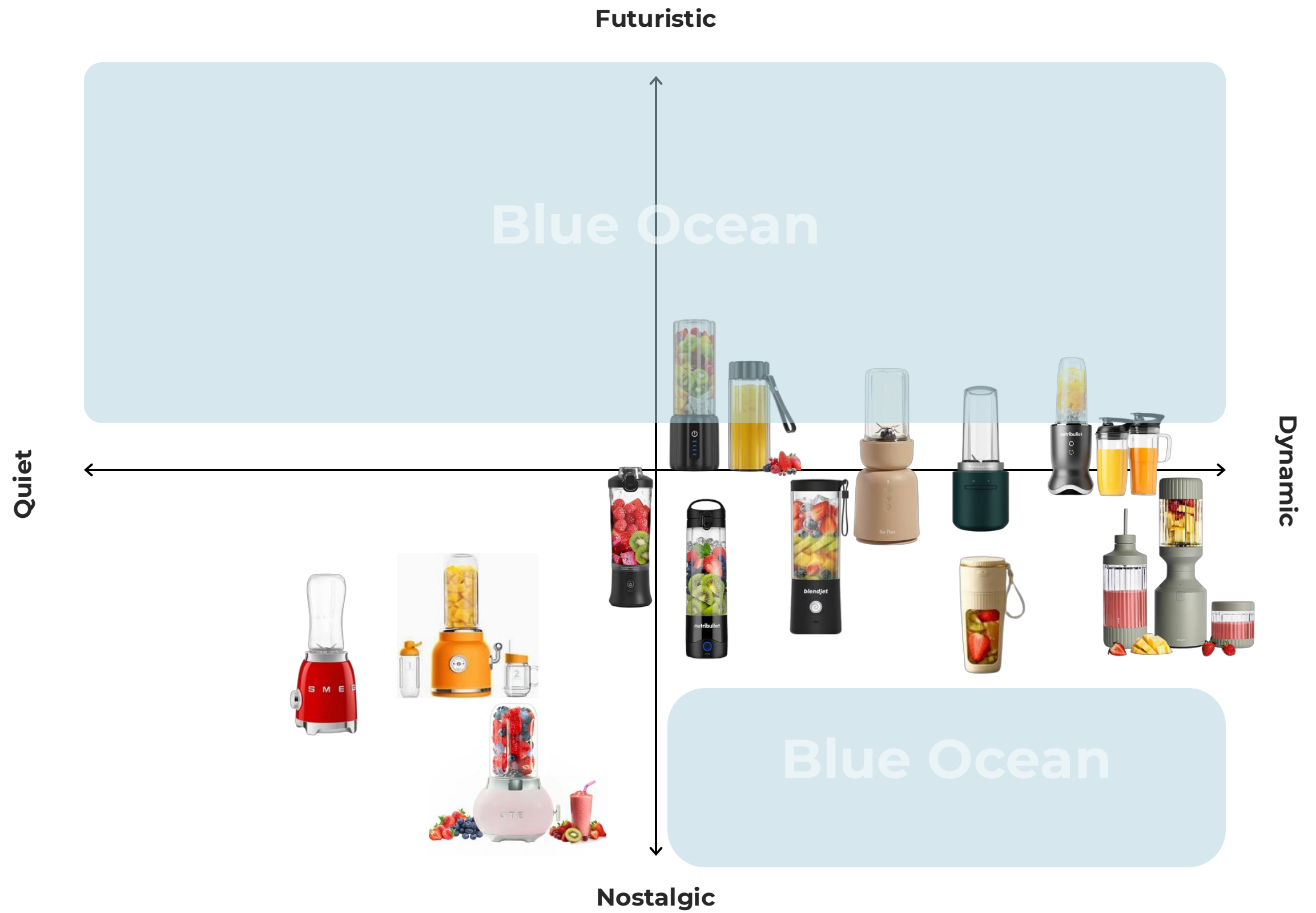
Existing products and how they fit into visual design languages



Visually cheap build quality

Follow same form factor, cheaper models are plastic heavy with black and “metal” accents

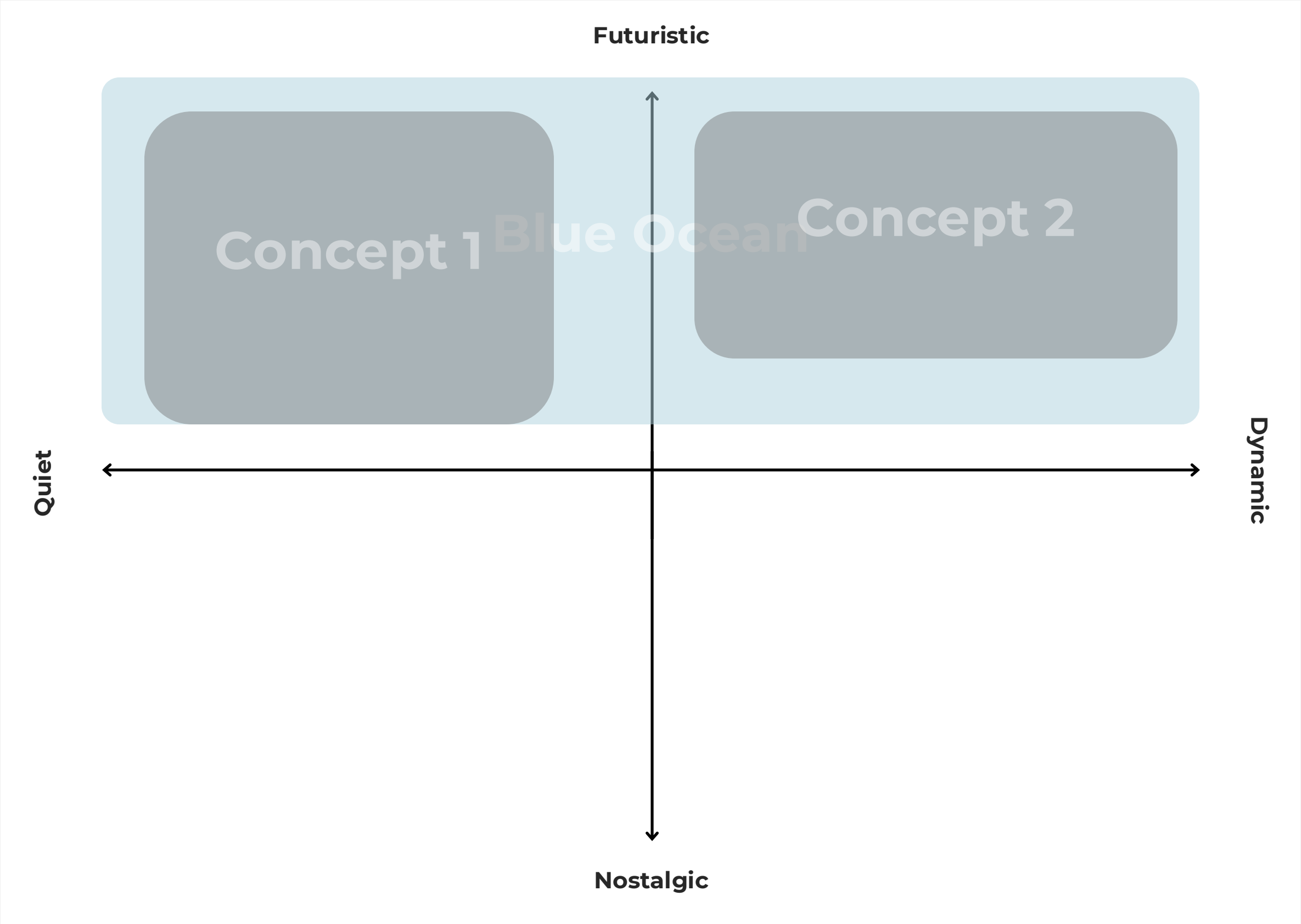
Don't feature any digital UI, all tactile interfaces



Opportunity

Two most promising fields for
innovation and product development

Each concept will differentiate from
what exists in the market currently

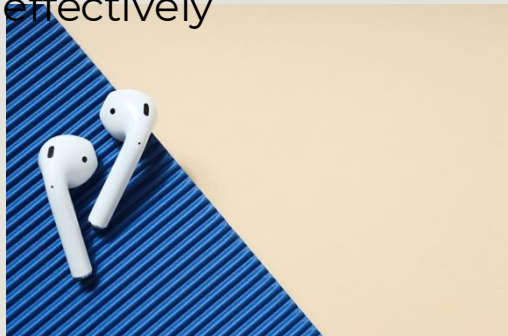


Opportunities

Home Macro Trends

Adaptive Sanctuary

- Quiet operation that respects shared living spaces and early/late routines
- Smart noise reduction technology for apartment living and travel accommodations
- Customizable operation for different living situations and power supplies
- Compact footprint that respects limited counter space while functioning effectively



Teach-Enabled Simplicity

- One-touch operation with intuitive controls requiring minimal learning curve
- Smart features that simplify without adding complexity
- Voice-activated options for hands-free operation during busy mornings
- Self-cleaning modes that save time and simplify maintenance



Portable Performance

- Modular design allowing core functions to travel easily
- Dual voltage and universal power options for global use
- Compact battery options for outdoor adventures and travel
- Durable materials that withstand varied environments and handling



Conscious Integration

- Made from recycled or biodegradable materials with transparent supply chain
- Minimal packaging with multi-purpose design (storage containers, travel cases)
- Energy-efficient operation that reduces environmental impact
- Visual indicators showing energy consumption and environmental savings



Imagineer

Interactive Visionary

Statement : Versatile : Intuitive : Robust : Cutting Edge

Visualizing a lifestyle that's captivating and
defining what's to come

New Comfort

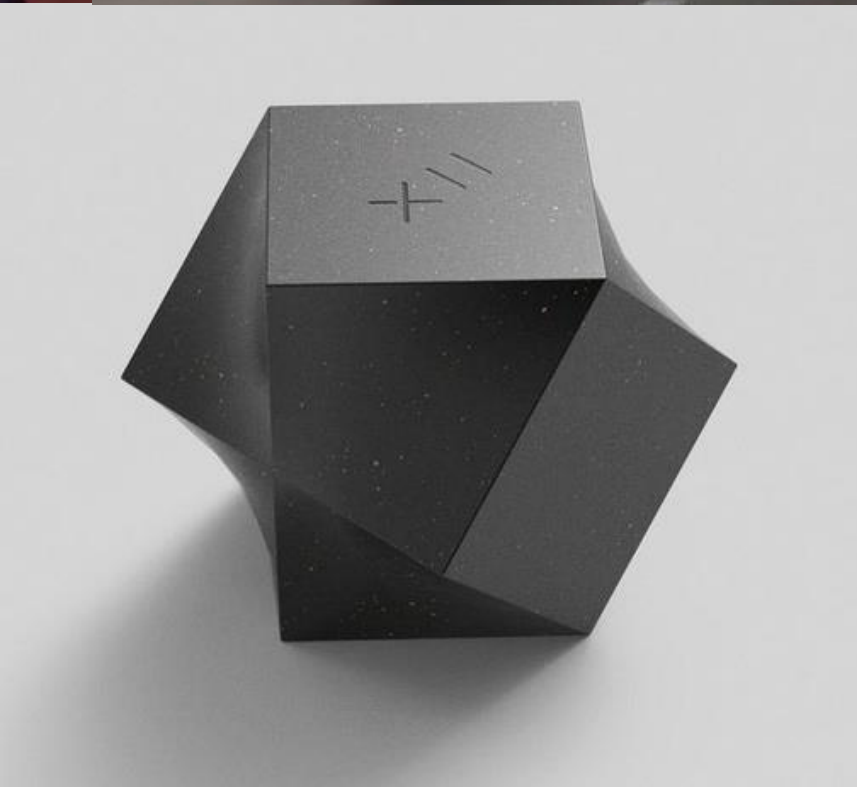
**Subtle : Flowing : Pleasant : Connected :
Direct**

Visualizing a lifestyle that is centered around
comfort and mental well being

Interactive Visionary

Statement : Versatile : Intuitive : Robust : Cutting Edge

Visualizing a lifestyle that's captivating and defined by what it can do and what it has changed innovating on the old and bringing the new.



New Comfort

Subtle : Flowing : Pleasant : Connected : Direct

Visualizing a lifestyle that is centered around comfort and mental well being, to bring comfort and warmth with a soft touch

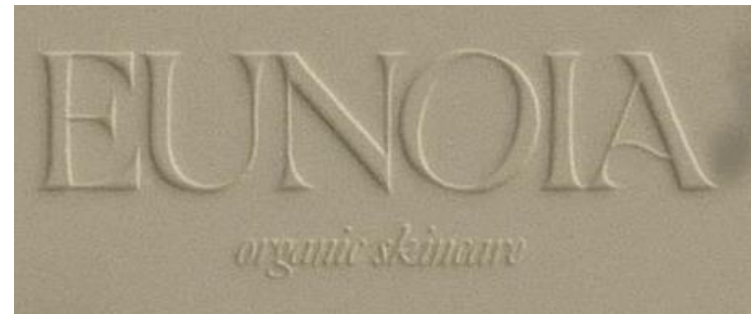


Signature Elements

Visual characteristics that align with the aesthetics and brand that our potential blender would fall under.



Soft tactile features



Logo/Brand
name



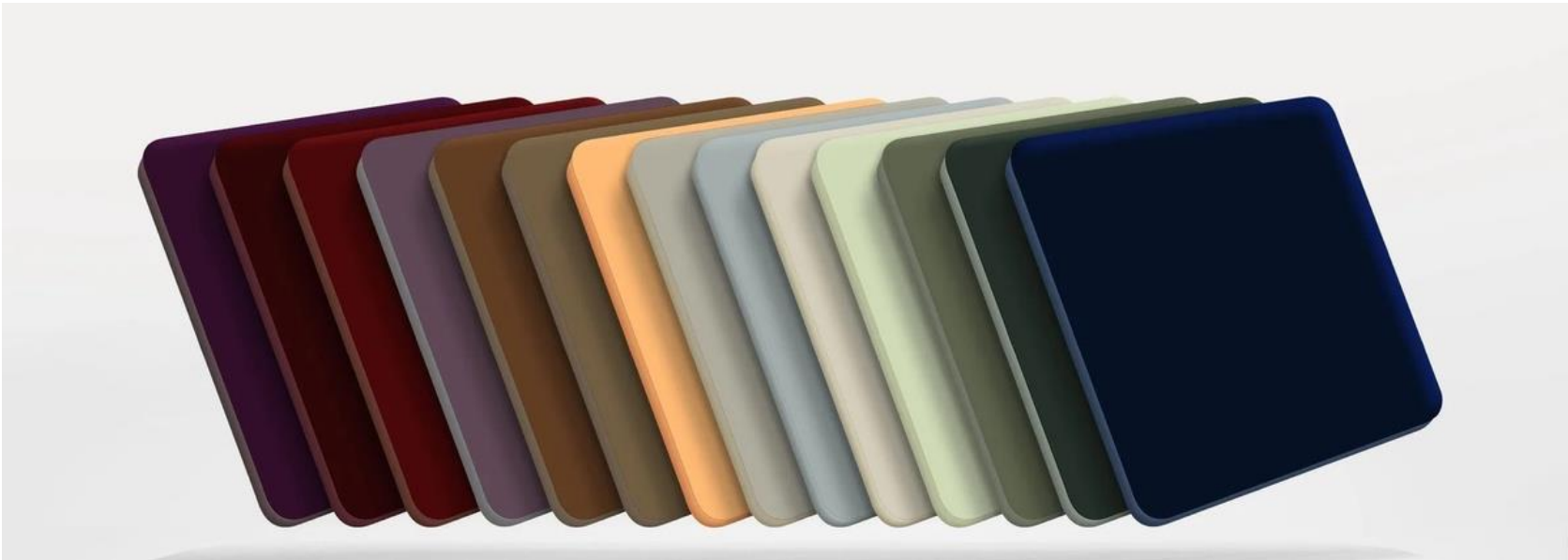
Carved edges with subtle radii



Elevated base

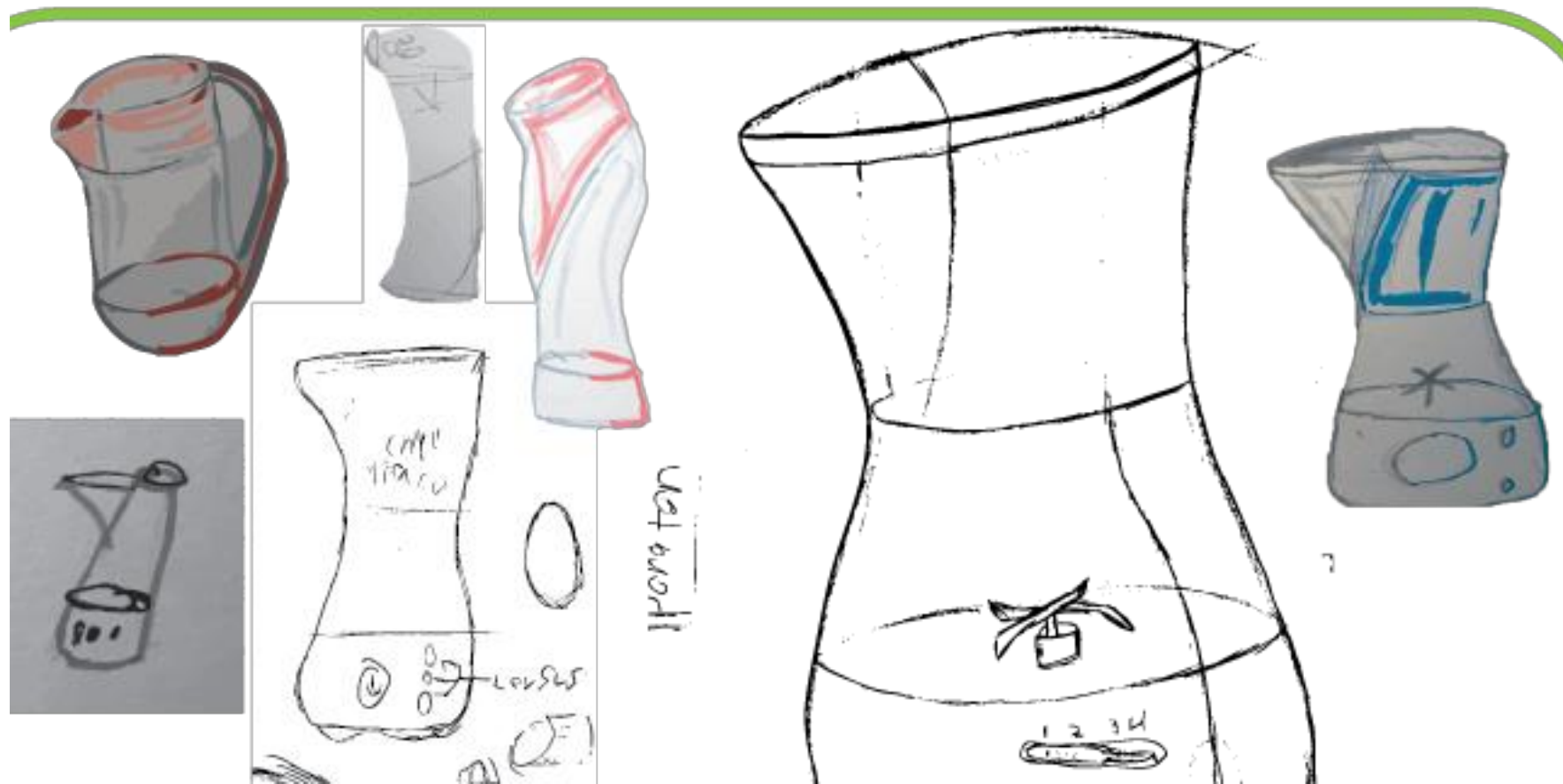
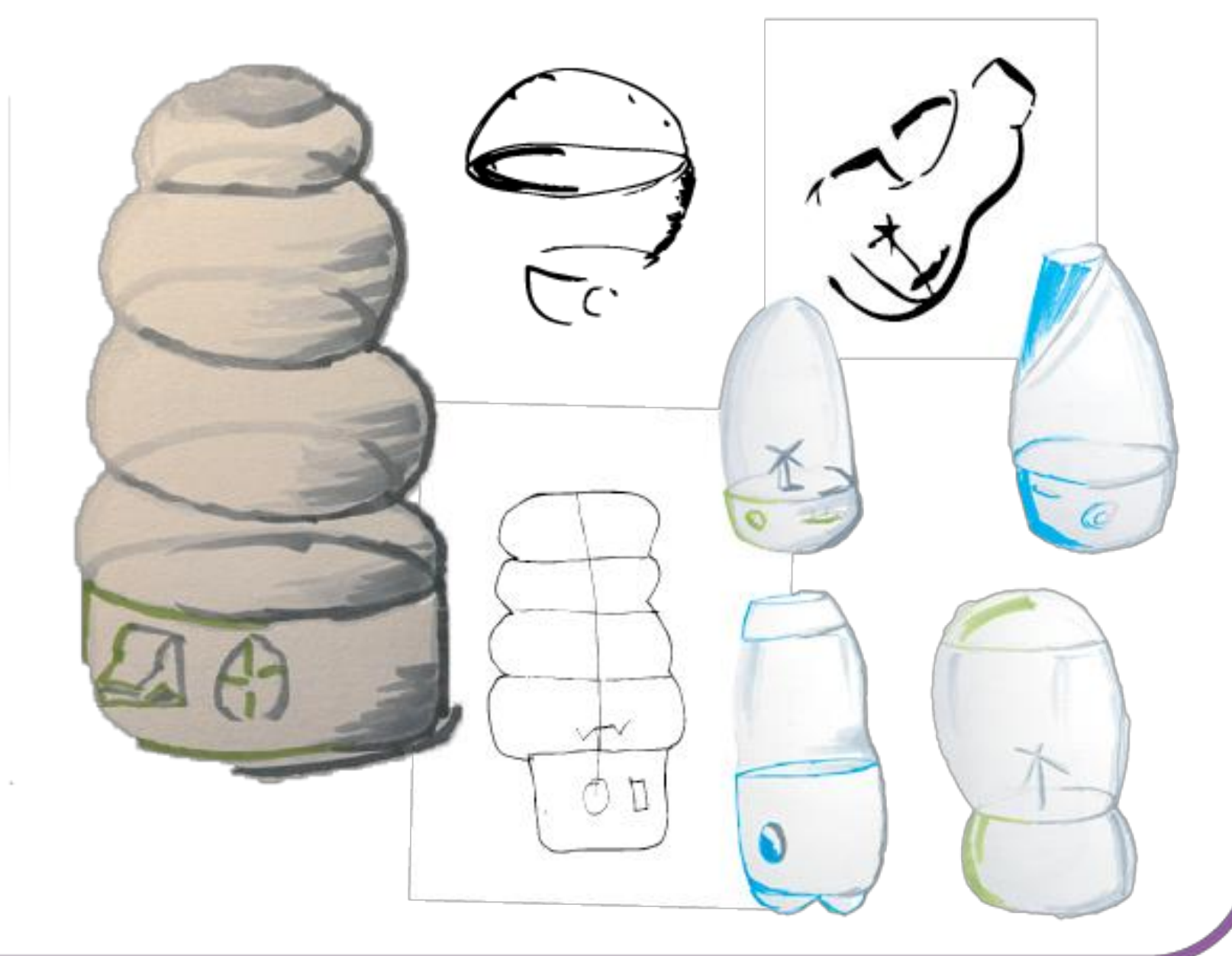
Signature Elements

Comforting color palettes and natural accent materials



Individual Work

Tyler Lipman



POTTES



Button to start Blades

Lid

Rubber base

BEEHIVE TINY



Lid

Control Dial

PORATION



Market Place CMF Tiers

Blue
(Market place)



White / Black clear
(Premium Market)



National CMF Extensions

Teal
(Amazon)



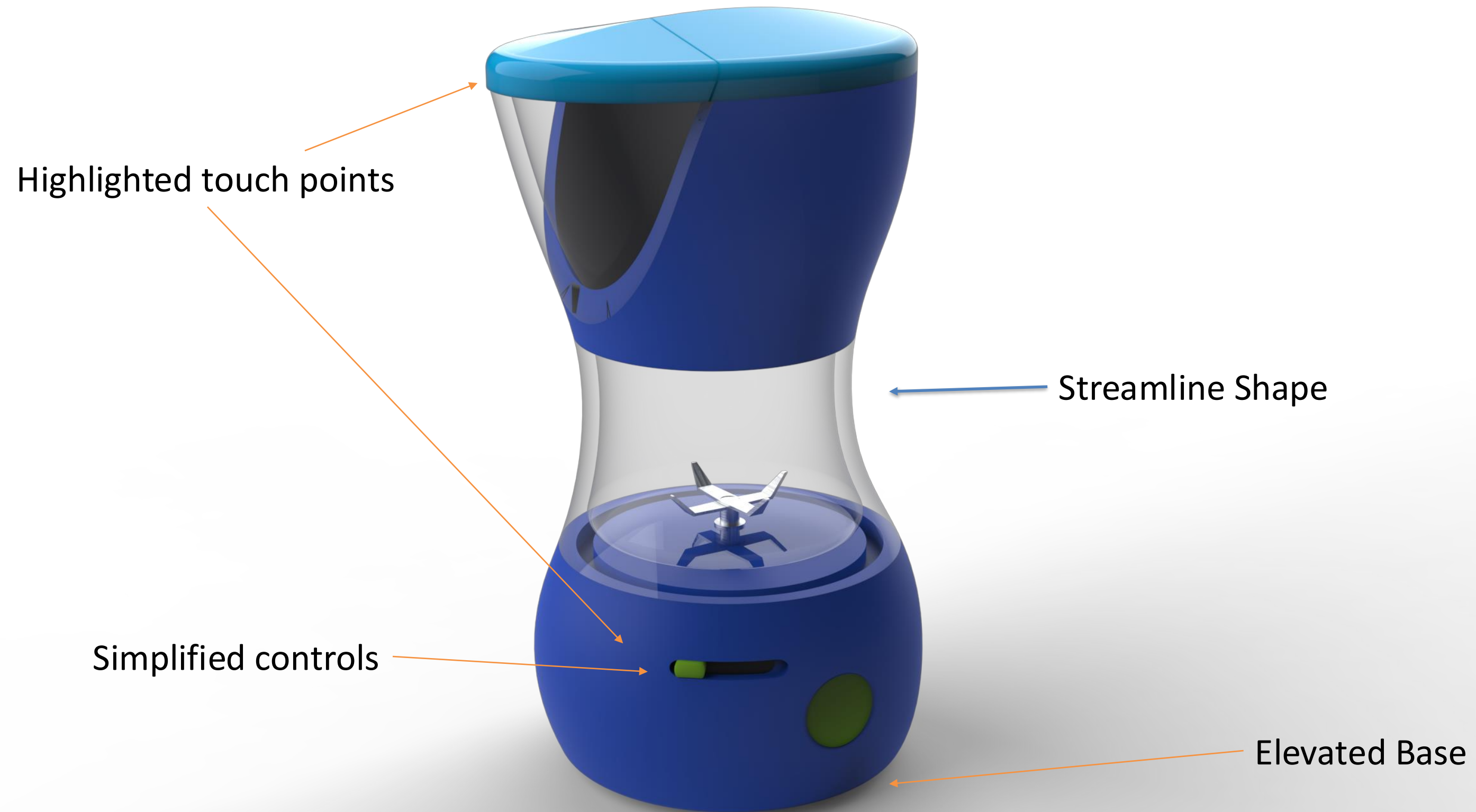
Confety
(Walmart Exclusive)



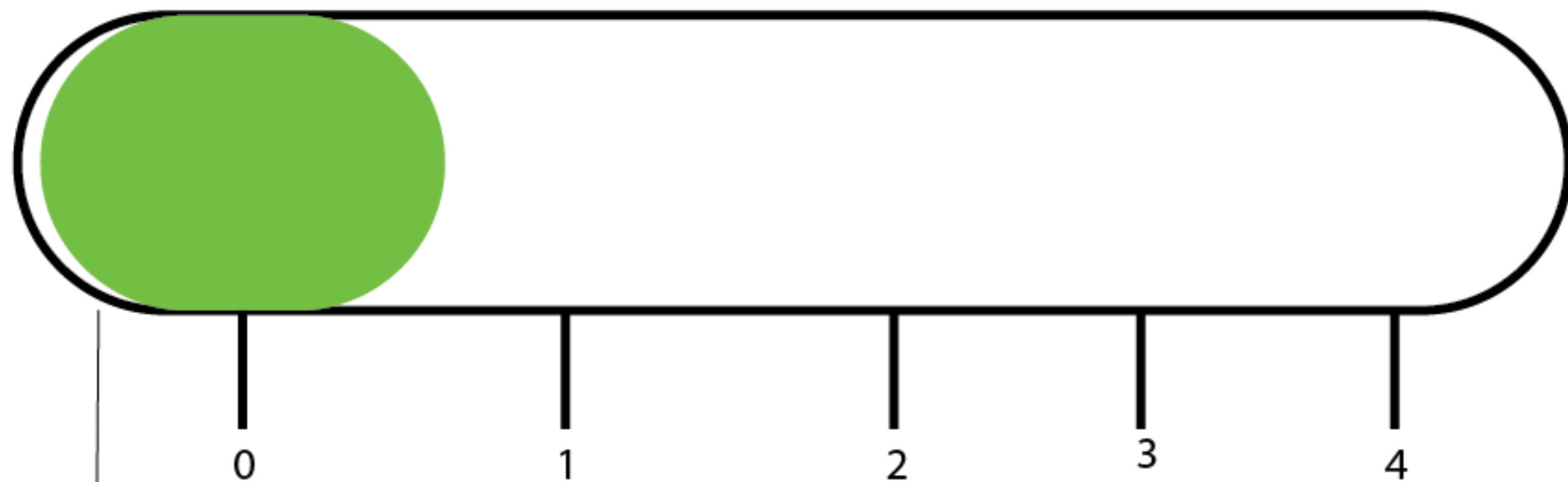
Ebony
(BestBuy Exclusive)



Design Language, Branding



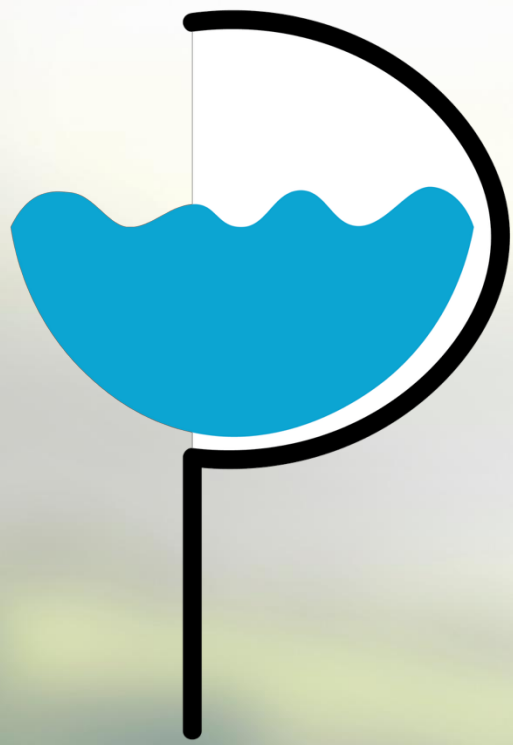
UI



Blade speed control

ON / OFF





PORA-TON

Travel Pitcher Blender



BLEND ON THE GO

A business drink that blends and shares

Keeping you healthy on the Go

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



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

