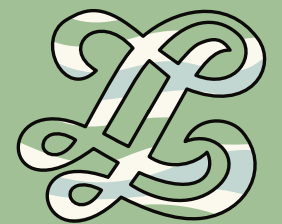


Multibonil





PREFACE

About me

My name is Lisa Leliaert,
I'm 20 years old.
I am now in my second
year of studying Industrial
Design at Ugent.

What I learned

I found it to be a very informative assignment that made me realize the importance of a good design process. Target group, context, persona, mood board, sketches, interviews, prototypes, user testing.... everything has an important role.

It also created more clarity on how to begin a design. It is an extensive and slow process that involves a lot of time and work so that a good product is realized.

What I would do differently

In this assignment I did not do enough user testing. Now I see the importance of this and I will definitely take this into subsequent designs. It is very important to include the user as much as possible in the design process.



BRIEFING OF THE ASSIGNMENT

The goal

In this project, the goal was to design a user-friendly and durable kettle for a specific target group. I chose the target group of starters, ages 20 to 29.



MOOBOARO





PERSONA

Description

For my persona, I chose a good student Sarah, age 21.

Sarah is in her third year of psychology. She lives in Antwerp and is in digs in Ghent. She has a busy life. Three times a week she dances (hip-hop), in the weekend she has scouts and when she finds time she likes to go out with her friends. Because of her busy schedule, she is often in a hurry.

She loves doing her direction and tries very hard to get good grades.

Sarah likes to drink tea very much, she drinks this almost daily. Coffee she never drinks, she doesn't like the taste. She also likes healthy food.



Environment (context) kettle

The kettle is at Sarah's dorm in her room. Every morning she drinks a cup of green tea, sometimes she fills her thermos to take to school. Before bed she often drinks a cup of sleeping tea as well. When she has little time, she very occasionally prepares instant noodles or a Royco soup.

Goals

Sarah uses her kettle for a number of things. Mainly to make tea. Additionally to save time while cooking, she first boils water in the kettle and then pours it into the pot, this way she speeds up the water boiling process. When she does the dishes she also uses her kettle to get hot water because the water heater at her dorm doesn't work very well.

She would find it convenient if she could cook pasta directly in the kettle. For making tea, she would also find it convenient if she could set the temperature.

Product expectations

Boiling water quickly

Be able to boil pasta in the kettle

Adjustable temperature

Not too loud

Not too expensive



**TARGET
AUDIENCE**

Who?

For this project, I chose the target group of starters, 20-29 years old. I divided this group into 3 subcategories. The first group are students. The second are people who have just started working and the third group are starting families. Each group has different characteristics on which I based my design choices.

Students

characteristics

little time

little money

independent

sustainability

multitasking



Starting families

characteristics

little time

responsibility

busy schedule

sustainability

multitasking



People who just started working

characteristics

Responsibility

Money manvaging

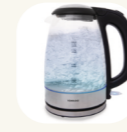
Living alone

sustainability



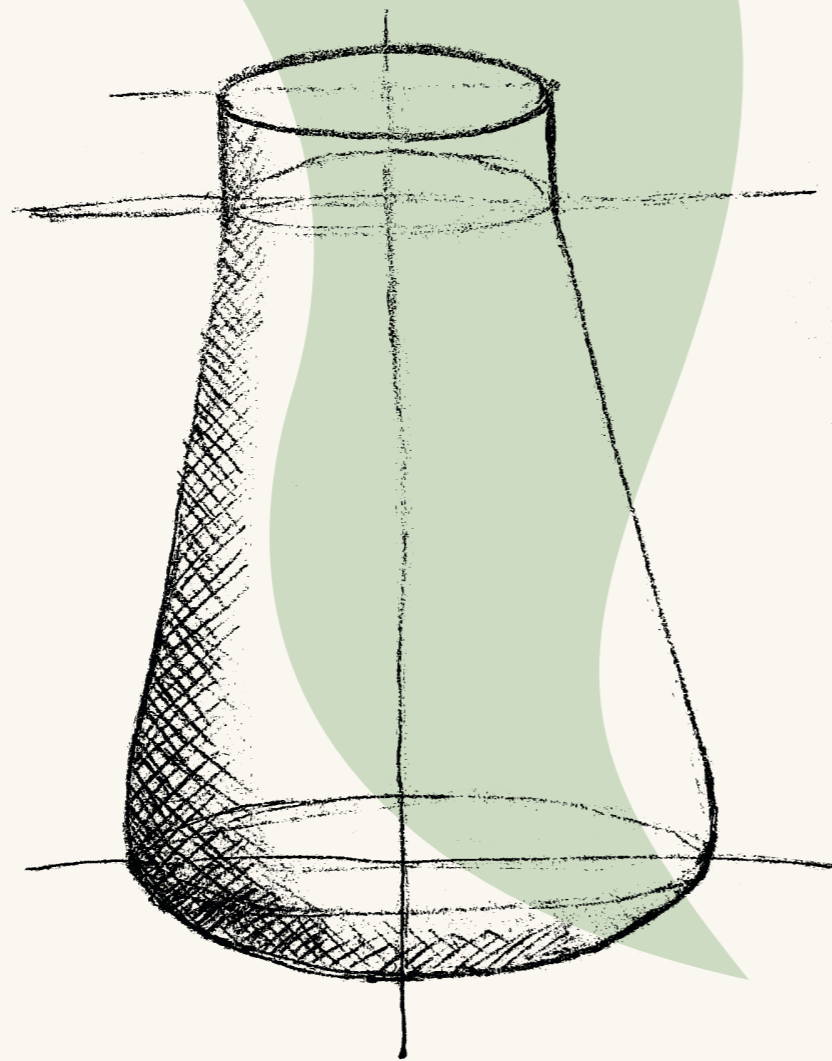
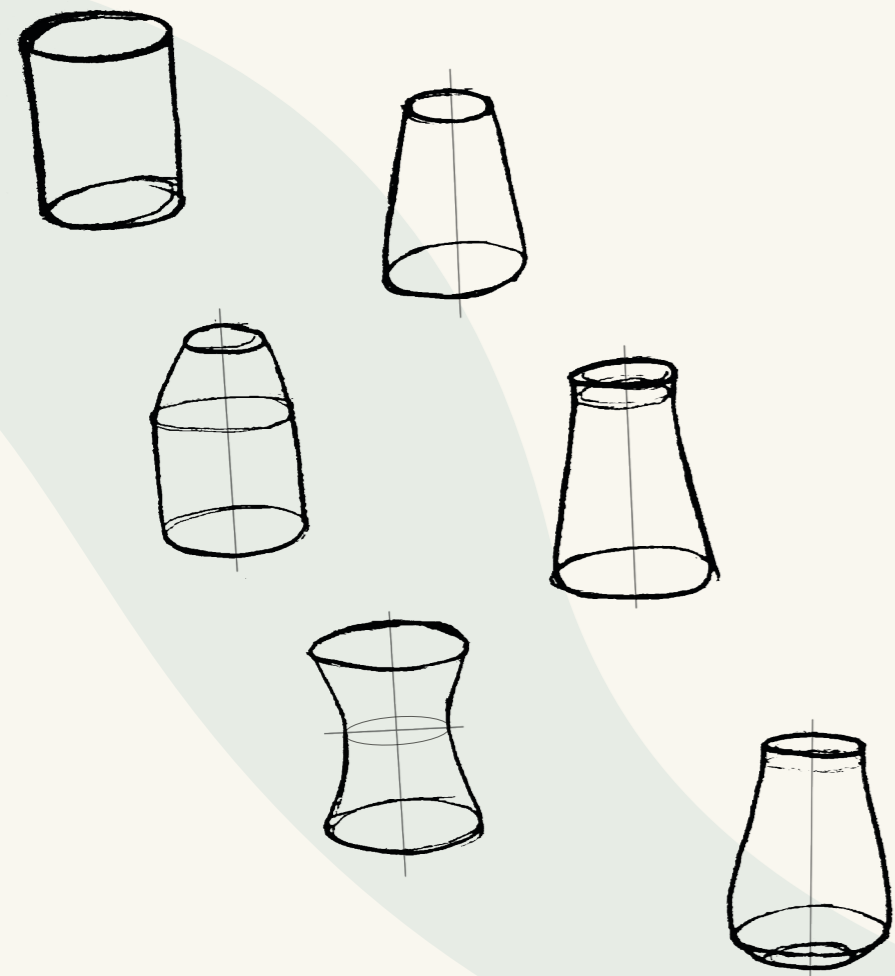


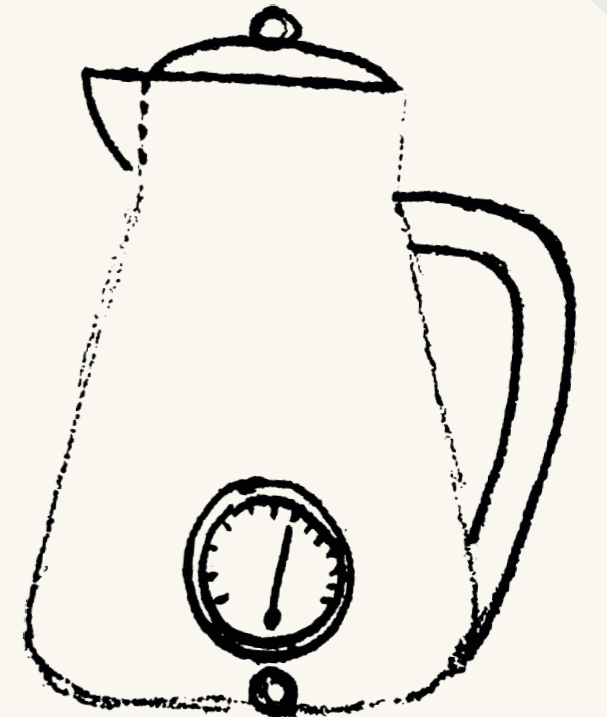
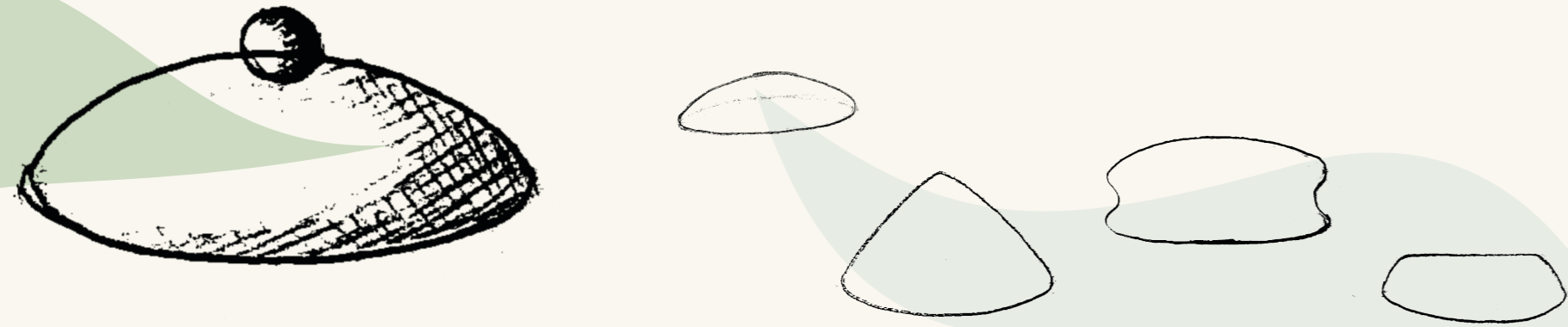
**DESK-
RESEARCH**





**IOEA
GENERATION**







**FINAL
CONCEPT**



