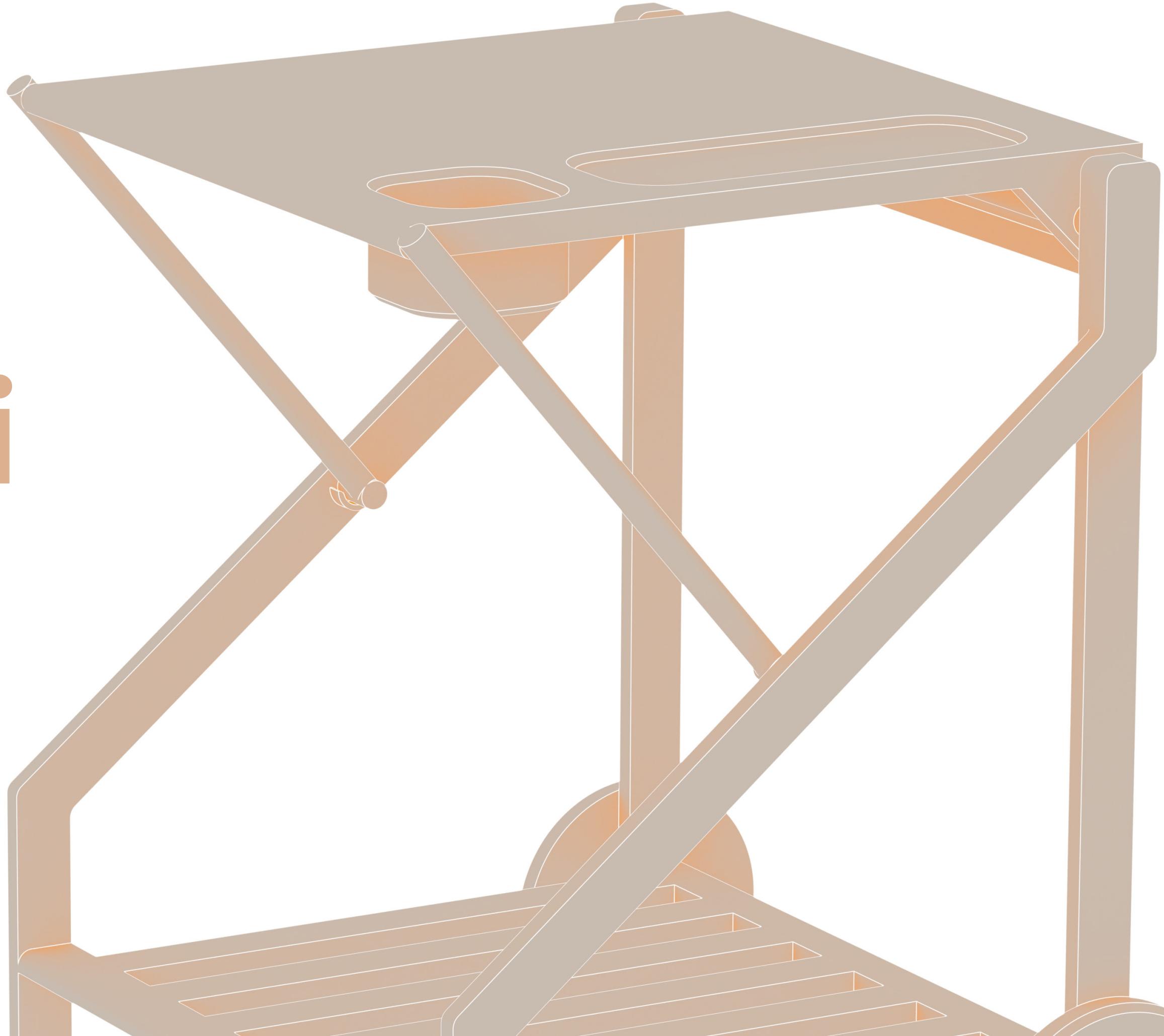


# mobii



## Research Assets:



"Dolly Madison" - HOMESTYLES



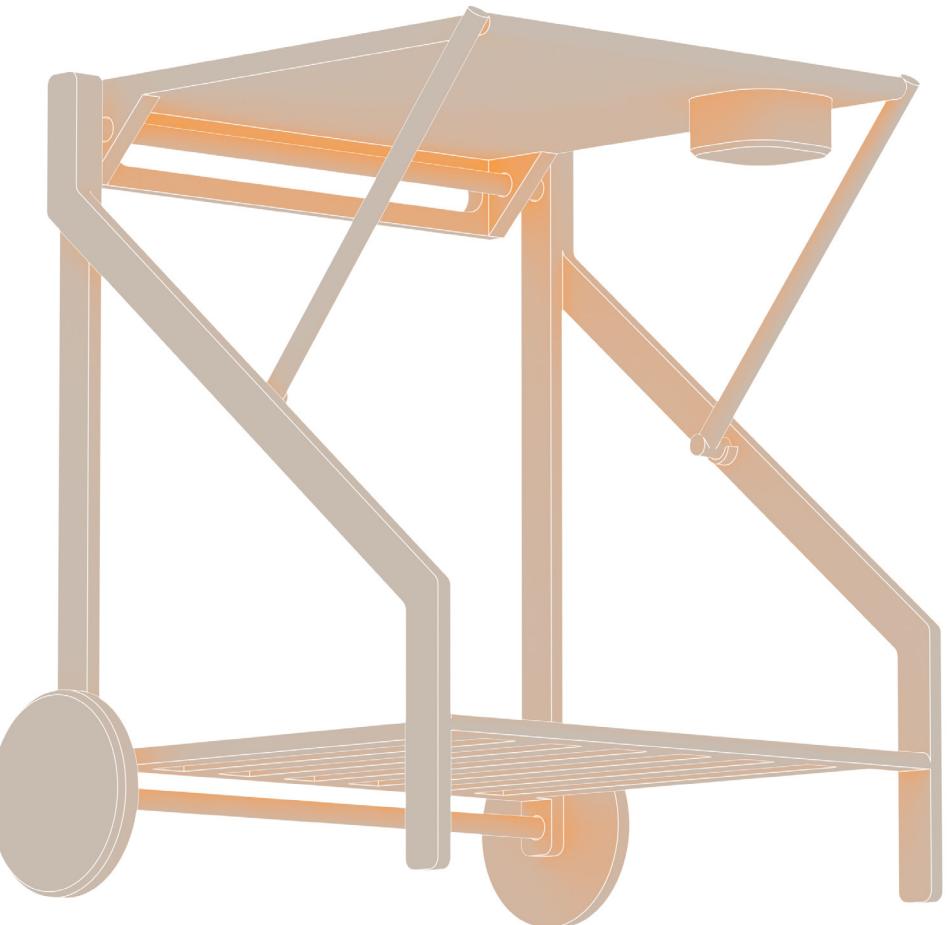
"Utility Cart" - Seville Classics

## A cluttered kitchen is a caloric kitchen!

These options may not be attractive to users who frequently move and require a solution for storing additional kitchen essentials. The primary objective of Mobii is to create a space that seamlessly integrates cooking, storage, and mobility, catering to individuals who frequently transition between living spaces. With Mobii, users can effortlessly move their workstation, while enjoying the convenience and familiarity of their cooking environment.

Source: <https://news.cornell.edu/stories/2016/02/kitchen-mayhem-can-be-diet-killer-study-says>





Make each kitchen feel like HOME.

## Users:

### “The College Student”



**Persona Name:** Lee

**Age:** 23

**Location:** San Francisco, CA

**Studying:** Computer Science

**Enjoys:** Cooking, because his grandmother made the best food and taught him how to cook from a young age. Camping with friends is a favorite pastime.

**Interests:**

- Camping
- Cooking
- Gaming
- Coding

**Future Plans:** Looking to work for IBM and settle down in an apartment in the next 5 years. Housing prices are too high.

**Frustrations:** Longs for larger kitchen counters in apartments, yearns for familiarity while cooking in new spaces.

### “The Wanderer”



**Persona Name:** Angel

**Age:** 27

**Location:** Lives in flipped van

**Studied:** Communications

**Enjoys:** The outdoors and moving around frequently. Finds joy in seeing new places and getting out of their comfort zone

**Interests:**

- Van Life
- Cooking Organically
- Journaling
- Sketching

**Future Plans:** Willing to go wherever the road takes them. Hopes to someday visit every continent.

**Frustrations:** Difficulty when working in the van with her dog. Has trouble with finding a routine.

## Kitchen Parameters:

### Overall Space

**Length:** 7'

**Width:** 6.5'

### Usable Space

**Length:** 4'

**Width:** 2'

**Notes:** Uses chair as extra counter space. Pantry provides necessary vertical storage but takes up 1x3 sq ft.

## Kitchen Parameters:

### Overall Space in Van

**Length:** 18'

**Width:** 4'

### Usable Space for Cooking

**Length:** 2'

**Width:** 2'

**Notes:** Maximizes space by staying clean and tidy. Would like to cook more intricate meals but feels that the mess would be too great for the small one and a half counter they have.

## College Kitchens:



## Depth -

The limited depth of kitchen counters can often be frustrating, as various objects tend to occupy a significant portion of the usable space. However, with Mobii, I have taken this issue into account and incorporated a solution that addresses the problem head-on. The design includes a generously deep cutting surface, allowing users to maximize their workspace and accommodate larger items with ease. With Mobii, you can bid farewell to the constraints of shallow counters and embrace a kitchen environment that truly empowers your culinary endeavors.

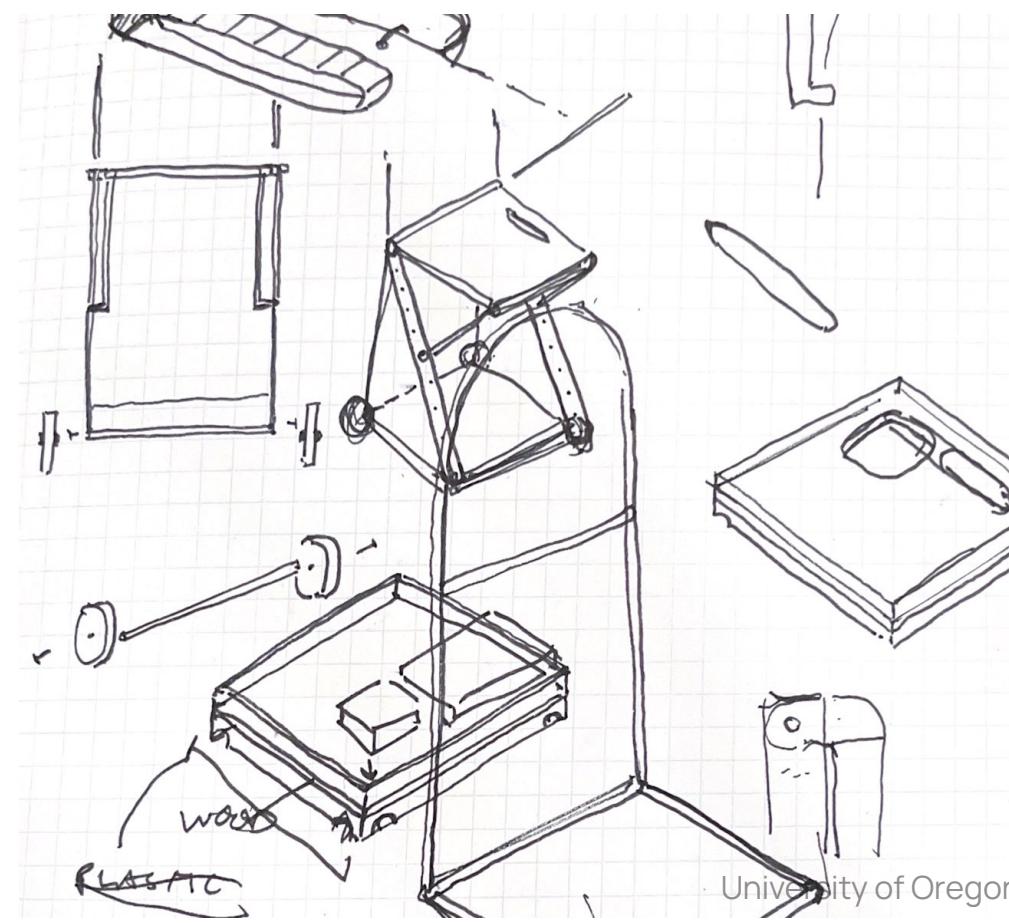
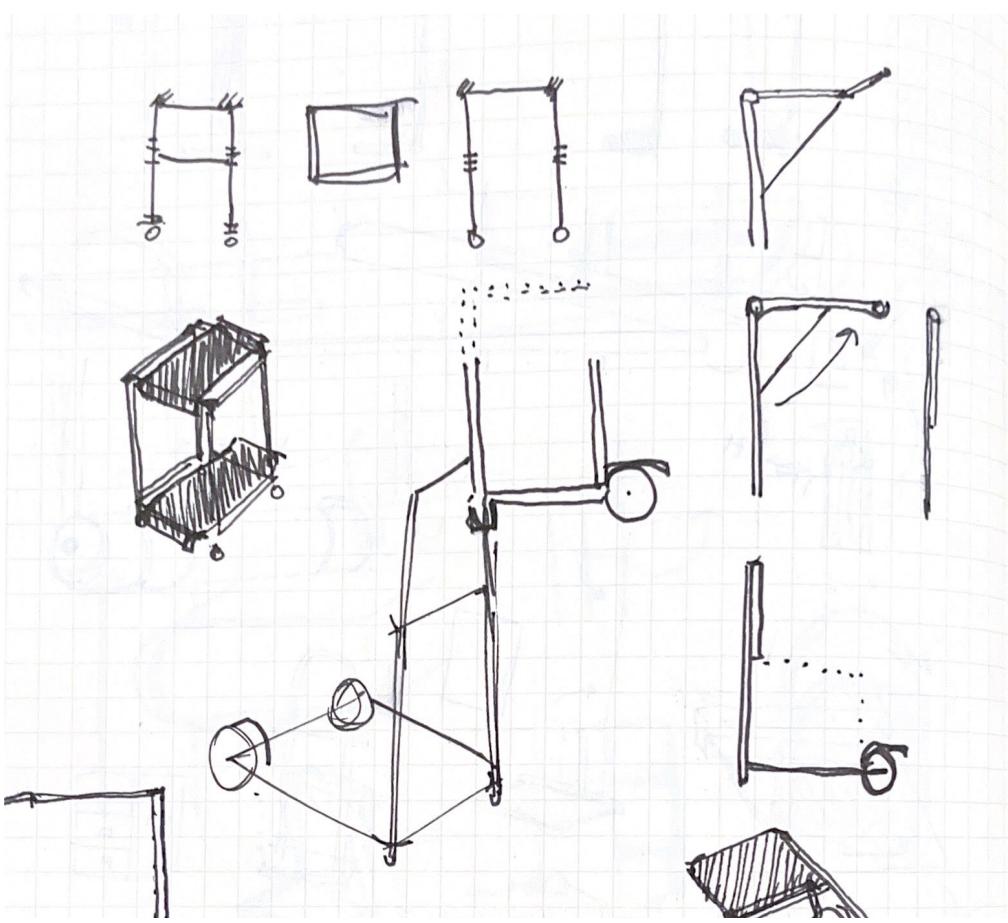
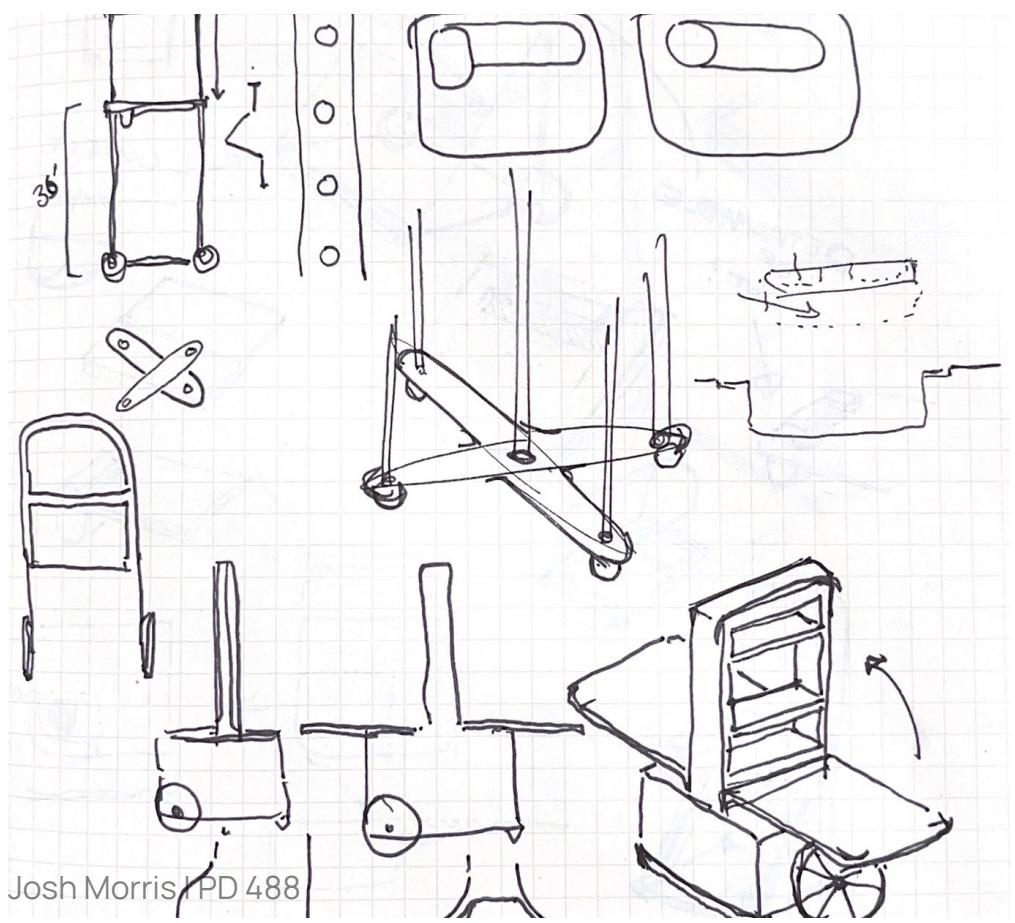
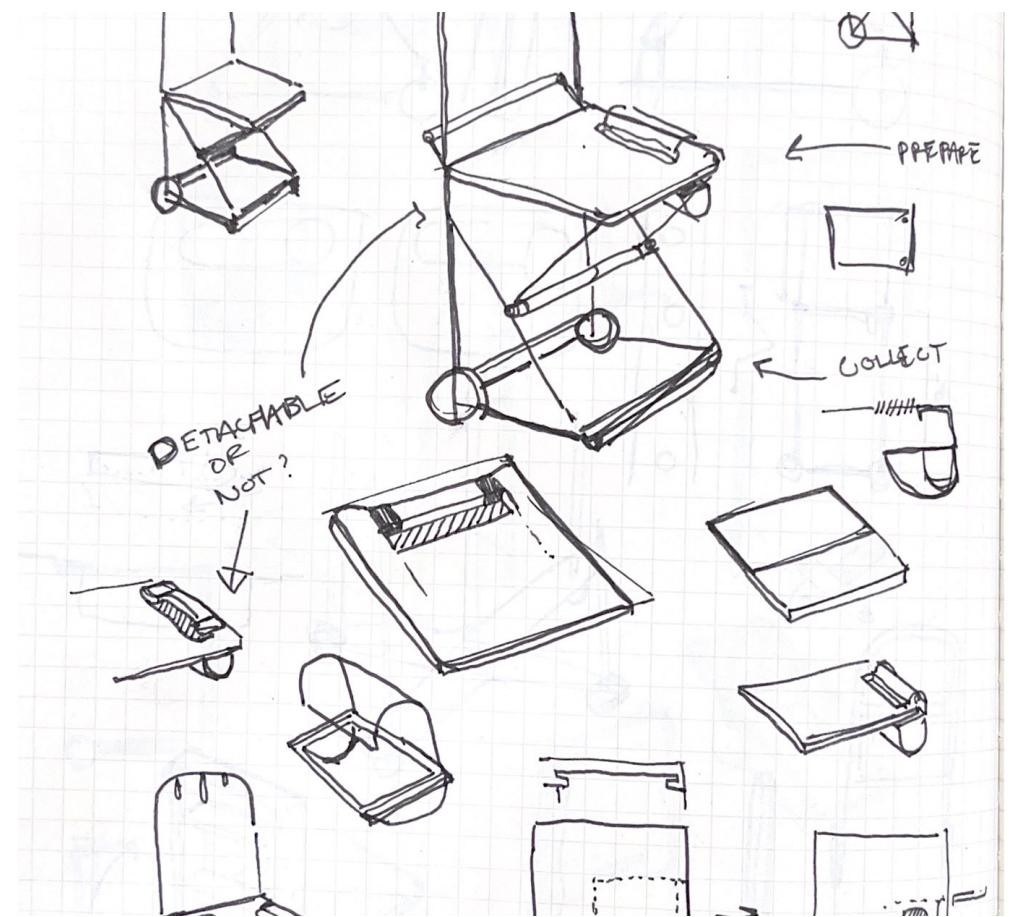
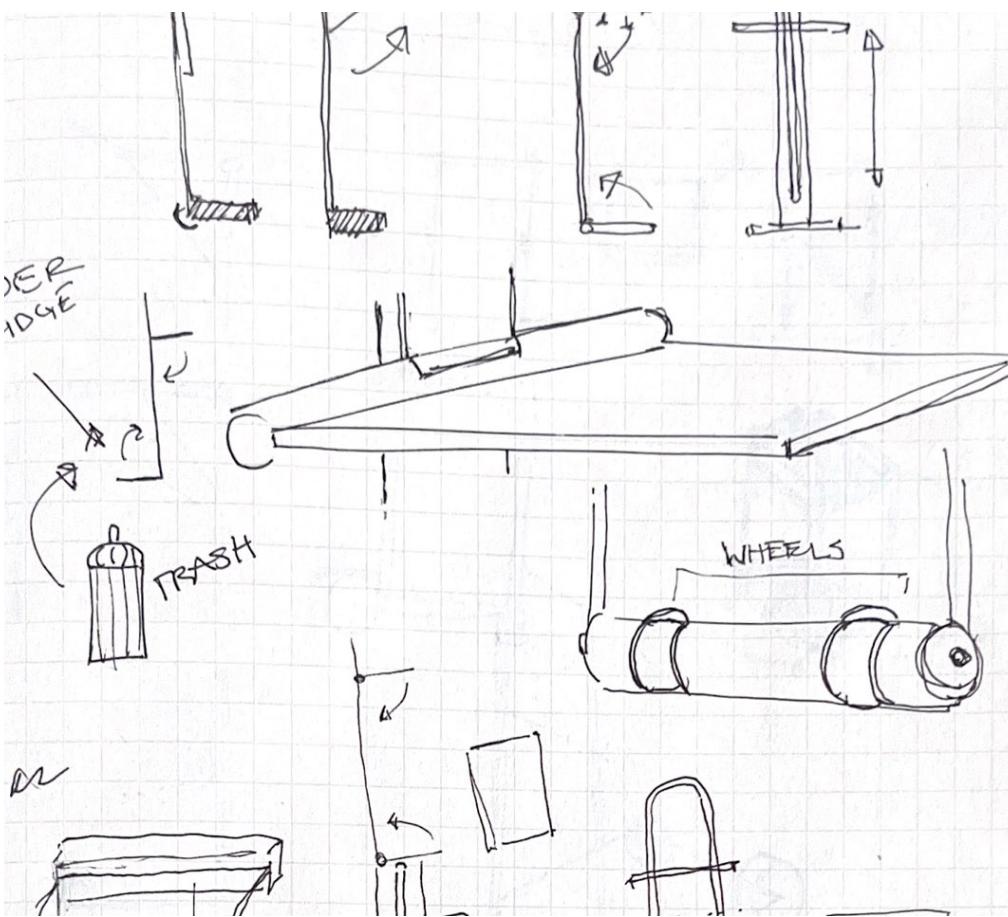
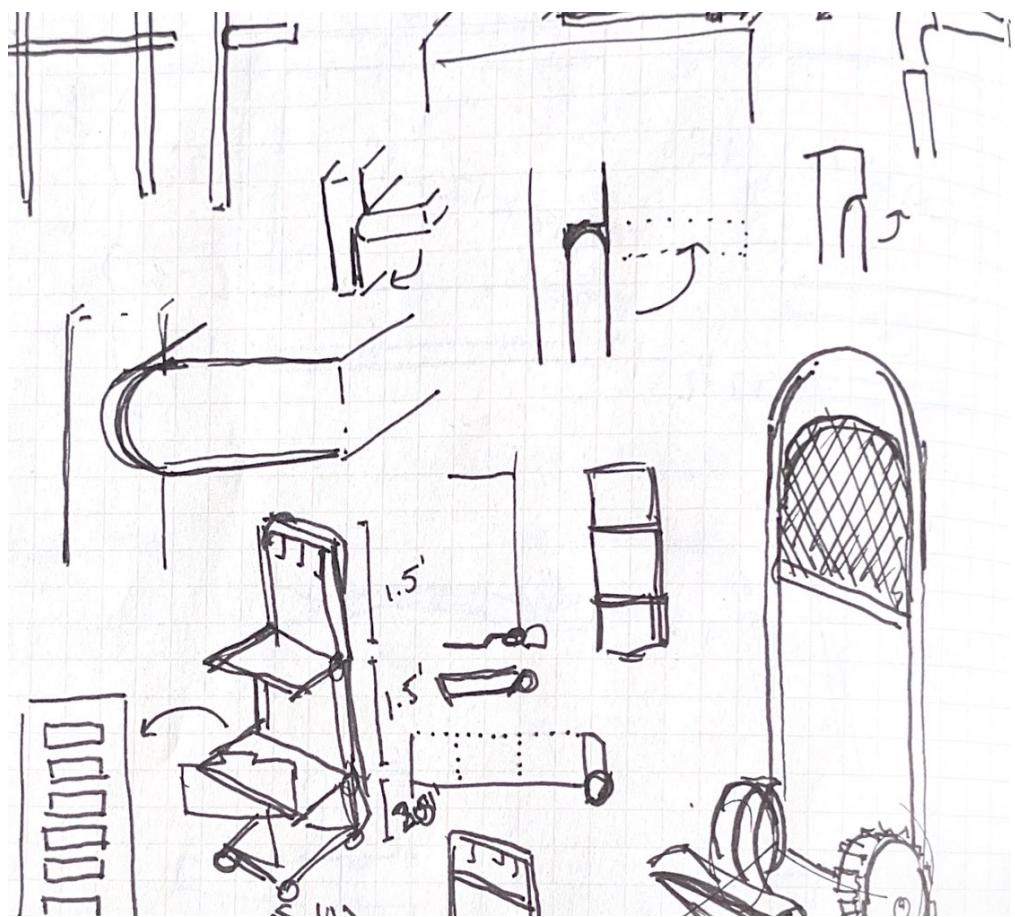
## Mess -

In a kitchen that has become cluttered, Mobii comes to the rescue by promoting organization right from the start. By incorporating Mobii into your kitchen routine, you can effectively tackle clutter and reduce the likelihood of the mess escalating into a larger situation later on. With its thoughtful design and lower storage, Mobii provides a space for all your kitchen essentials, ensuring everything is within reach and neatly arranged. By embracing Mobii's organizational space, you can control your kitchen, create a clean and efficient cooking environment, and minimize the chances of a mess becoming overwhelming.

## Counters -

The scarcity of counterspace in this kitchen has highlighted the necessity for a generously sized area to conveniently store ingredients during meal preparation, keep grocery bags within reach, and store idle appliances. The mere two square feet available near the toaster opening severely limits functionality, causing significant inconvenience and hindering efficient kitchen workflows. With Mobii, you can bid farewell to these limitations, as its spacious design provides ample room to effortlessly organize your culinary essentials, eliminating the frustration of cramped kitchen spaces.

# Ideate:



## Ideate:

This initial CAD rendering captures the essential requirements that the cart needed to fulfill. It represents the minimum viable product, showcasing the fundamental elements of a basic Mobii design in its raw form. There is much to be improved on.

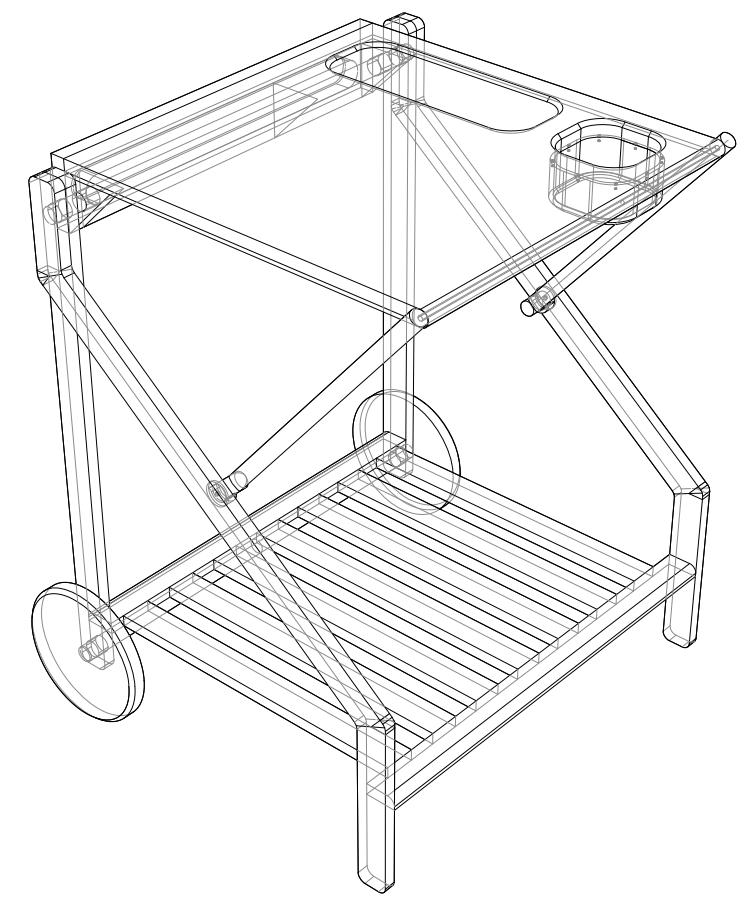
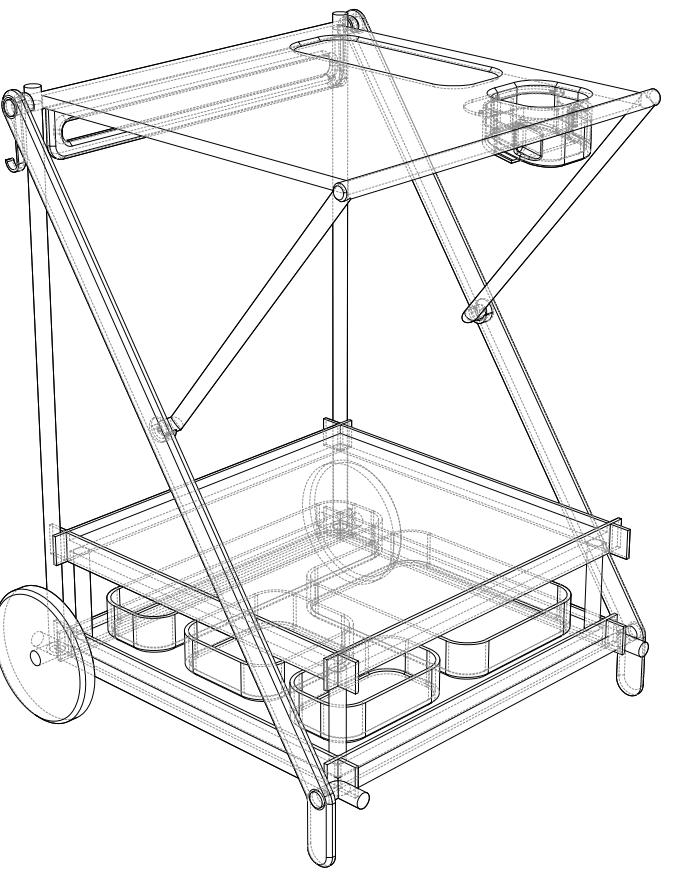
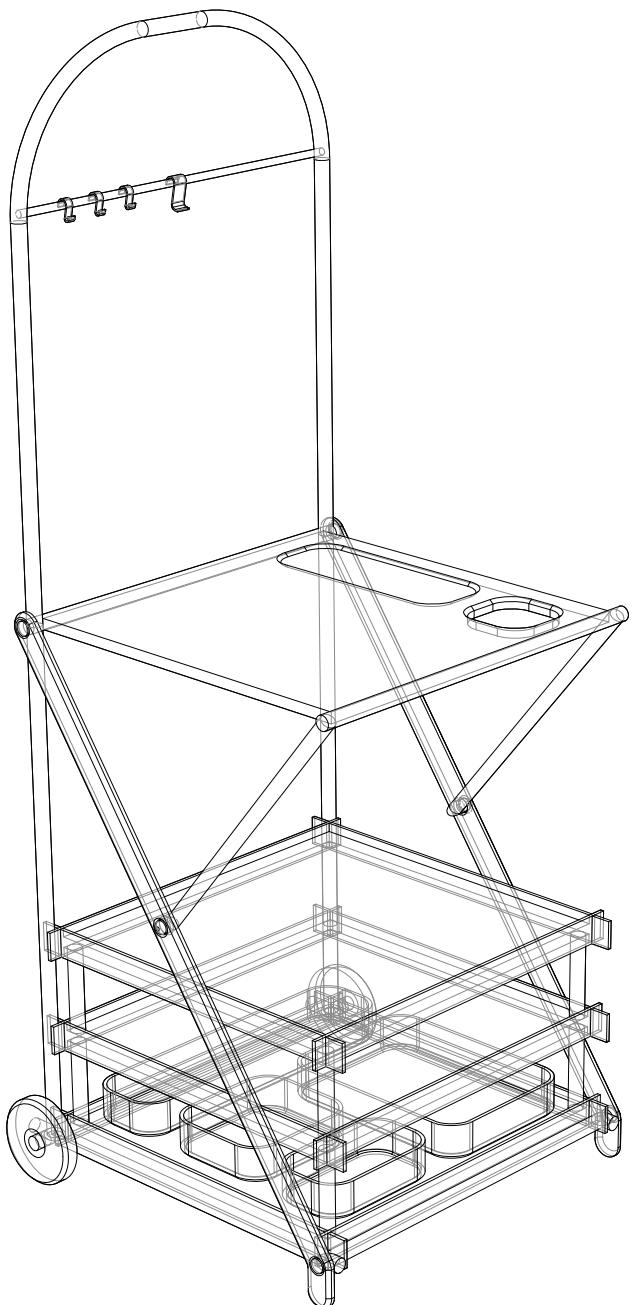


## Ideate:

After extensive sketching and CAD modeling in Rhino, the product evolves into a more tangible form through the introduction of a folding/flipping design for the top surface. This innovative feature enables users to seamlessly transform Mobii from a stable surface into a mobile cart, facilitating easy transportation and adaptability. With this versatile design, Mobii combines functionality and convenience, empowering users to effortlessly switch between different modes according to their needs.



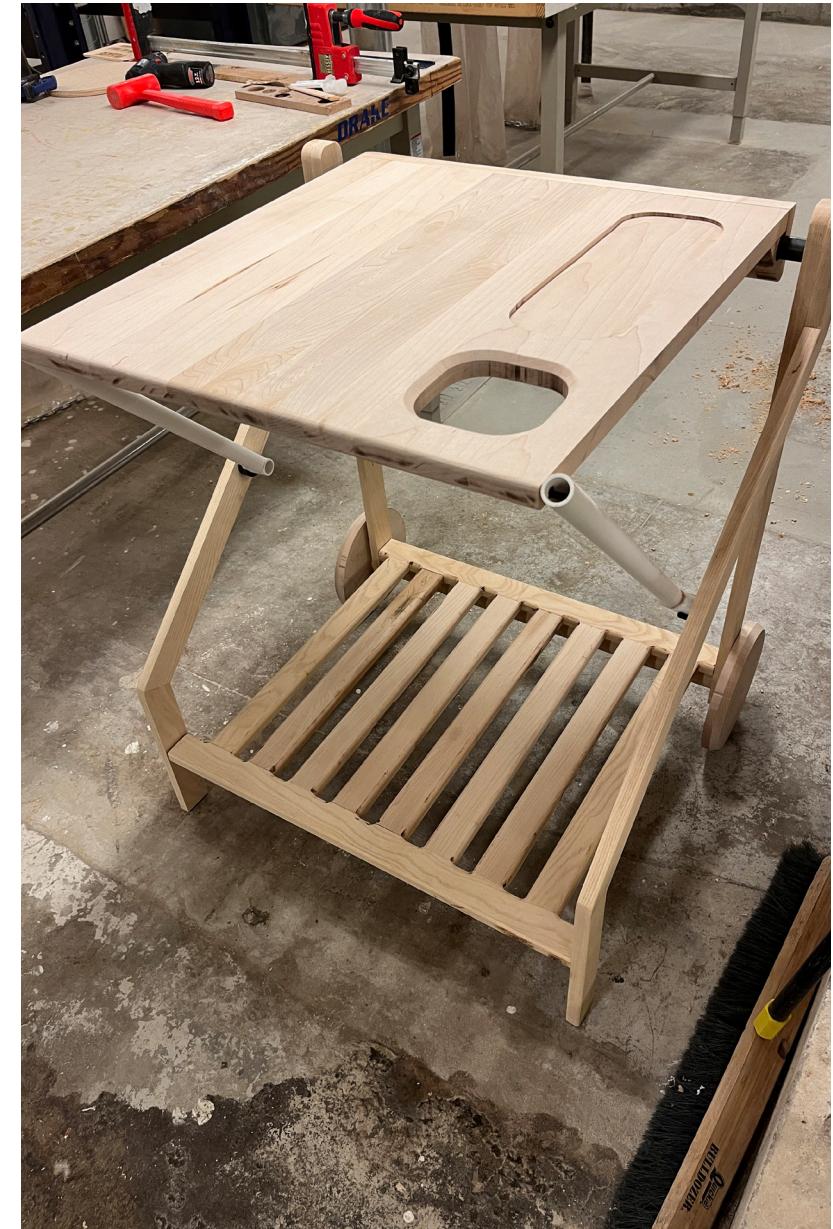
Execute CAD:



## Prototype:



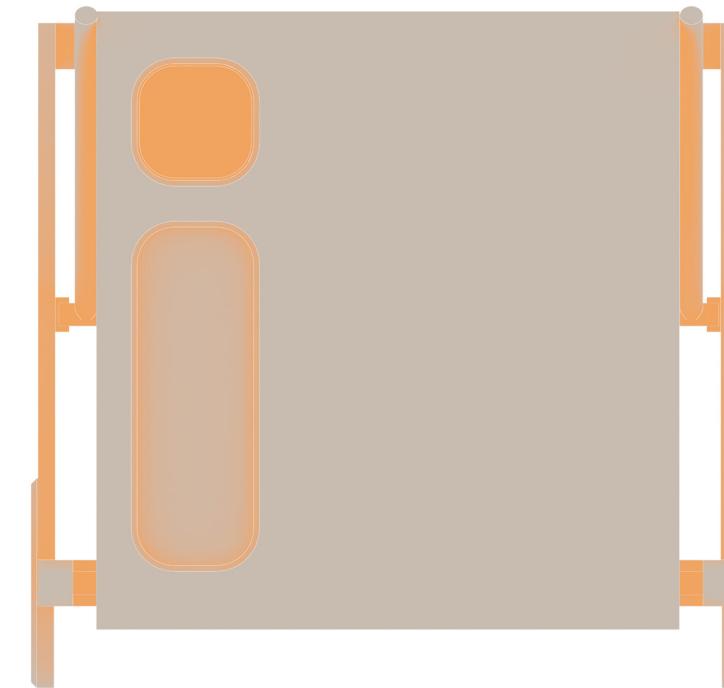
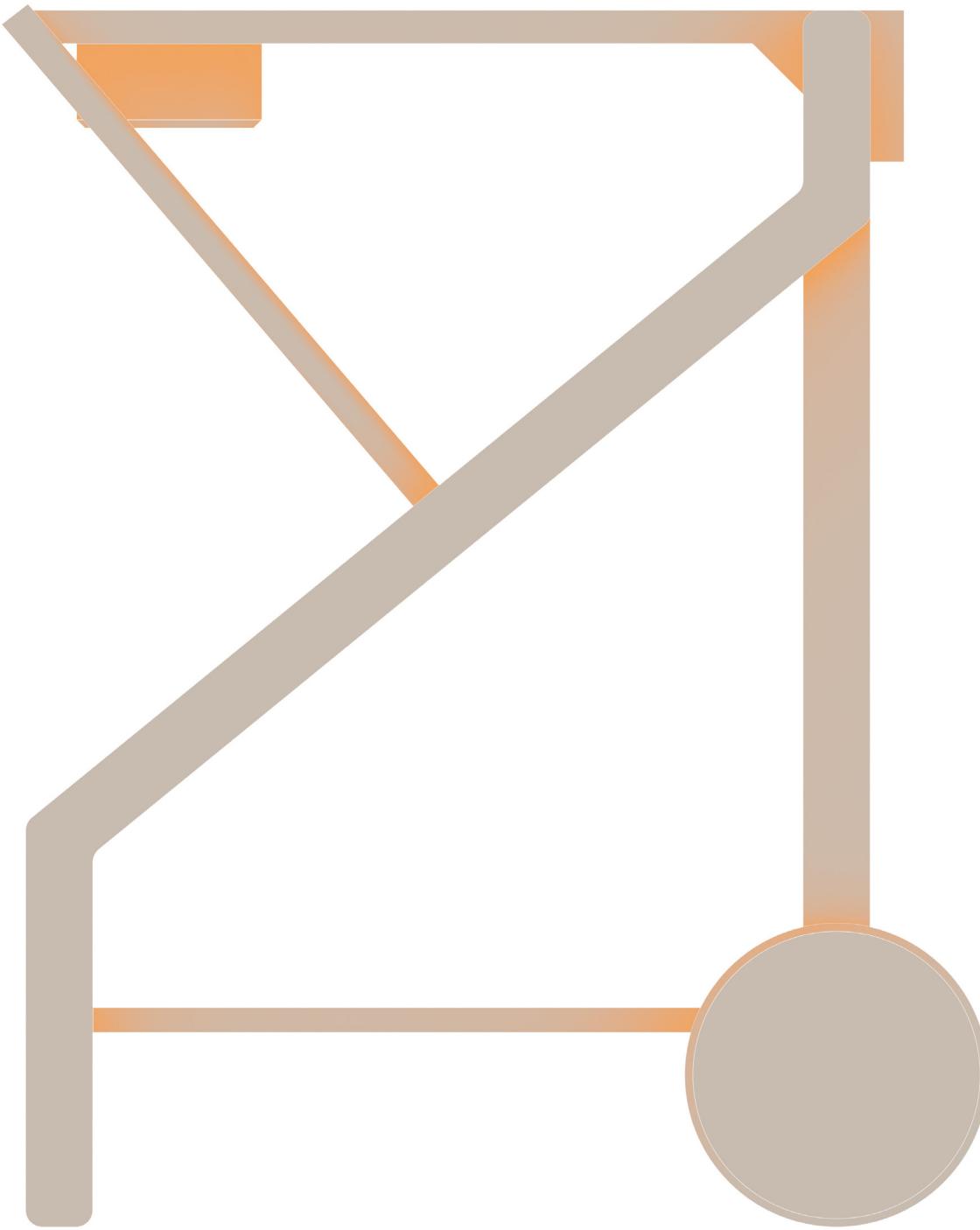
## Prototype:



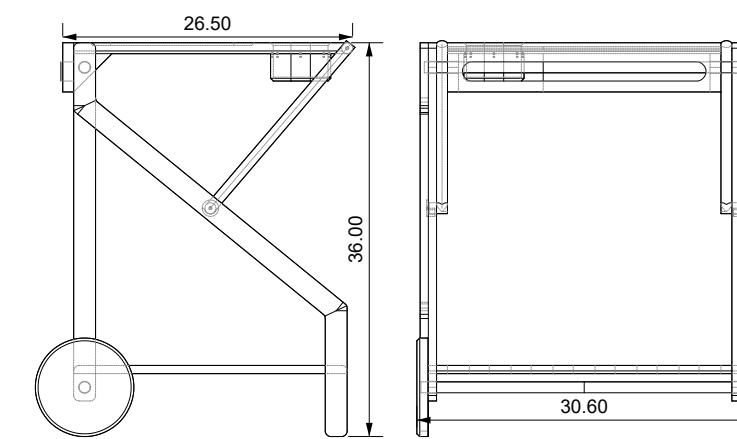
## Context Renders:



## Form Renders:

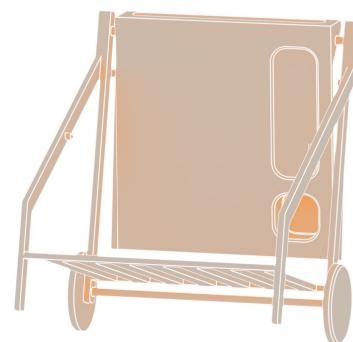
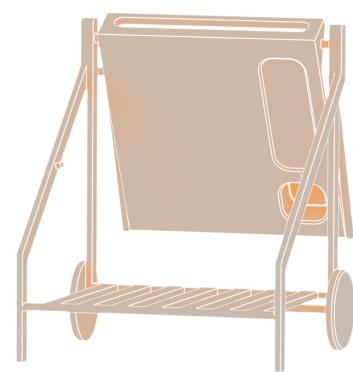
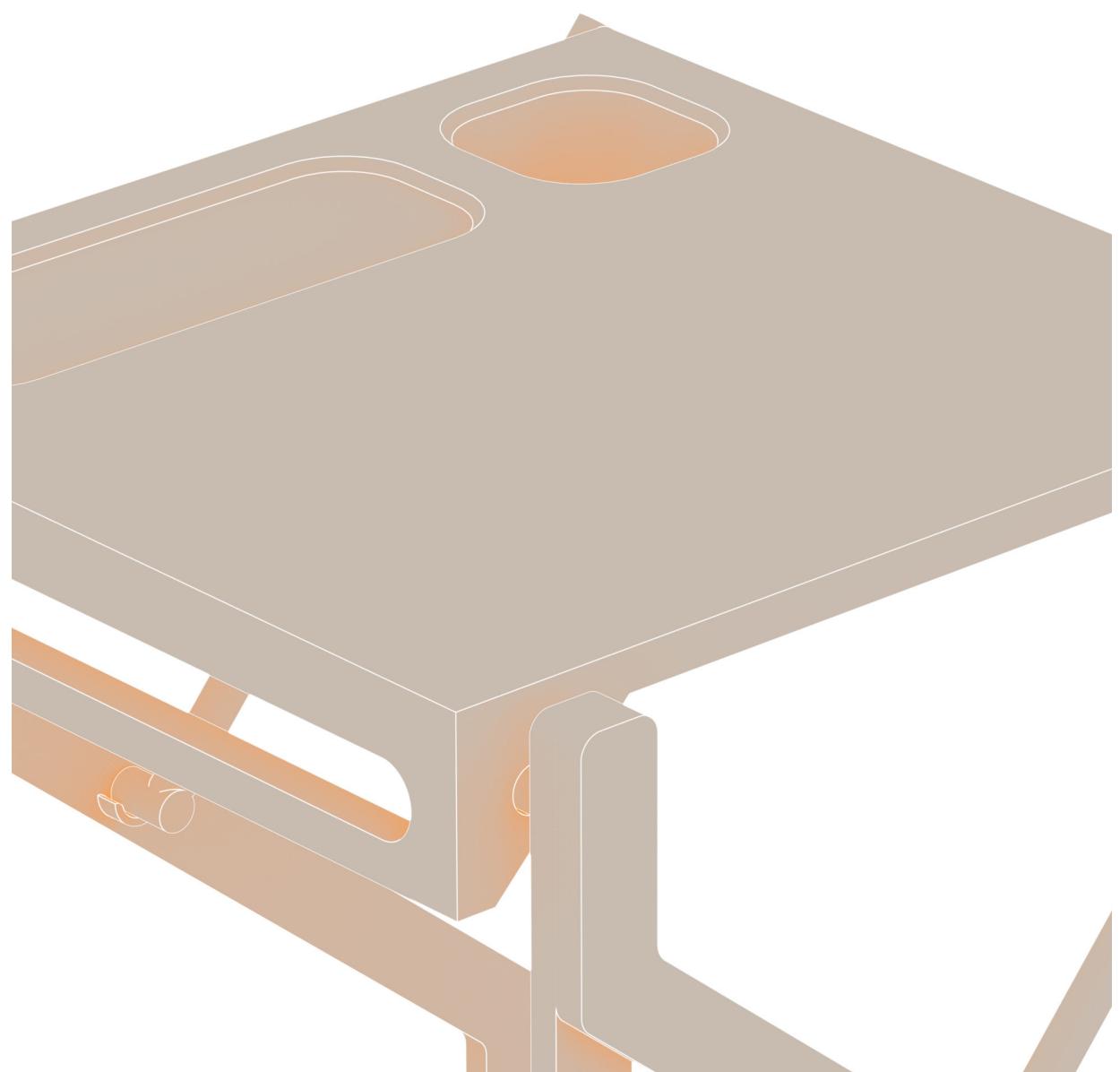


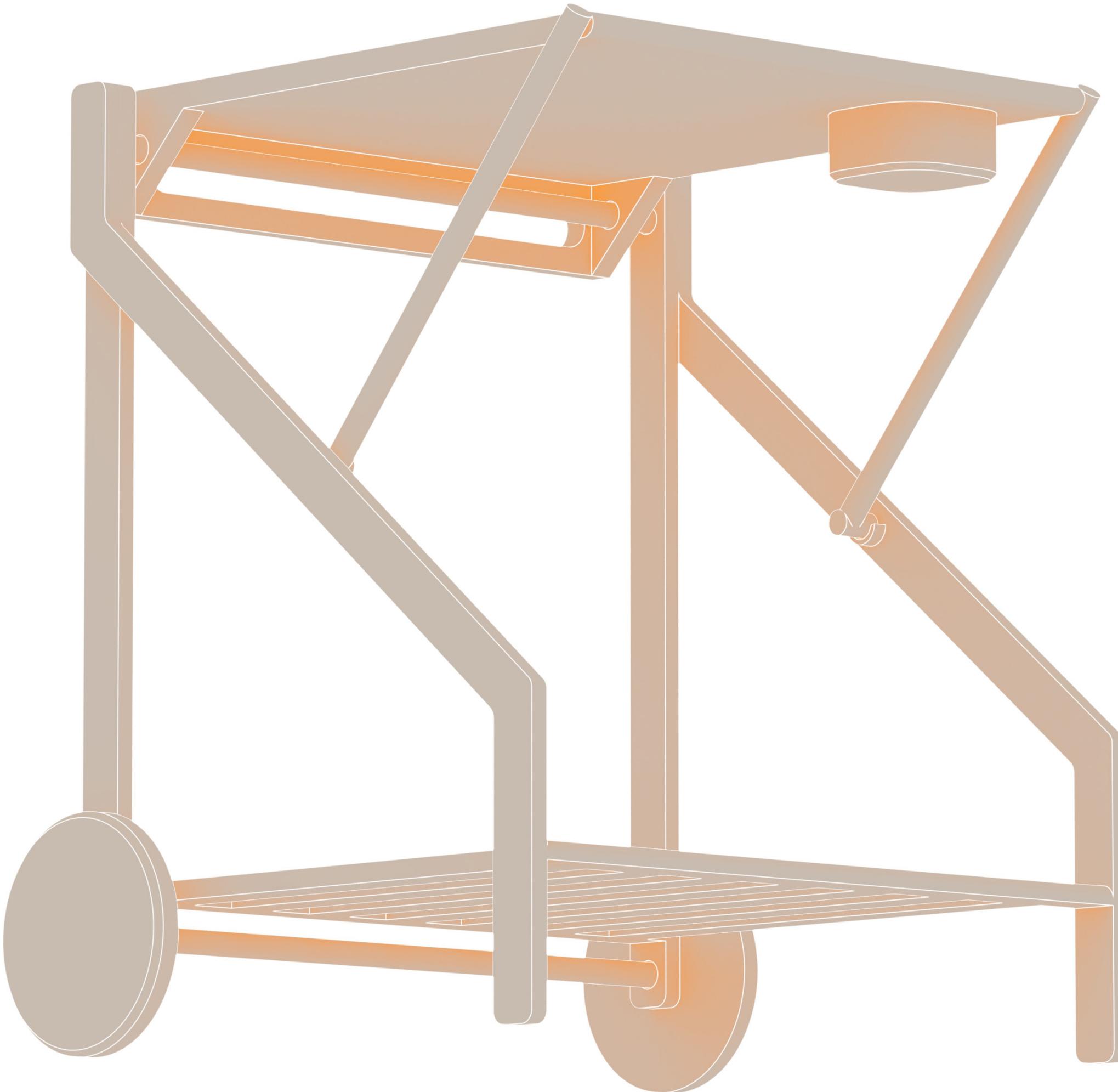
## Dimensions:





# mobii





**Thank  
you.**