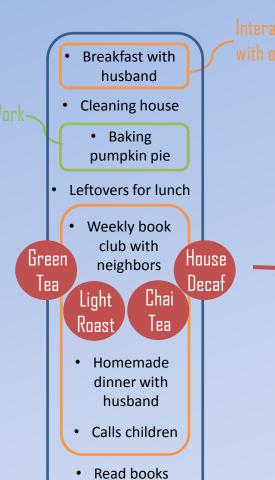
Current Keurig brewers use integrated circuits and complex mechanical systems to perform simple tasks. Coupling human dexterity with the cleanliness of K-cups, the Keurig Simplicity preserves the convenient coffee experience while reducing a cup's impact by 144% over an infrequently used Keurig B70.

Most Appealing To: Hospitable Helen



- Perfect in social atmospheres
- Cheaper sticker price validates infrequent use
- Increased user input no concern for slower lifestyle



1. Boil the right amount of water as specified by the included guide



Helen prepares snacks while waiting for the water to boil.

2. Pour heated water into the reservoir

She gets more satisfaction from the fact that she's putting in effort to serve her friends.

3. Insert biodegradable K-Cube into the slot

4. Press down the handle, piercing the K-Cube and pressurizing the water, beginning the brewing process

### Beverage variety

Companies connected with Keurig make K-Cubes, offering coffee, tea, and cocoa

### Welcoming Atmosphere

Simple operation eliminates learning curve while use of external water boiler facilitates aroups of drinkers

### Sustainability

No electronics or unneeded plastics reduces raw materials. manufacturing, and shipping impacts.

# 0.2 Points

### **Production** Shenzhen, China



## Distribution

Boston, MA 0.5 Points





Disposal

Boston, MA

-0.4 Points

K-Cubes

Composted





Use



Metals





#### Reliability Fresh Taste Simple operation Consistency K-Cube No fragile or Maintains K-Cube oxygen barrier prevents one-handed brewing complex mechanisms staleness system operation



0.8 ReCiPe Impact Points