Keurig *Simplicity*

The convenience of the K-Cube in a minimalist brewer.

Strategies:

- Fit product system to need: Size to fit, remove barriers to desirable behavior
- Fit behavior to product system: Operate at low impact
- Use Fewer Components: Eliminate redundancy of multiple water boilers
- Prevent Leakage: decrease effort, reduce K-Cube impact

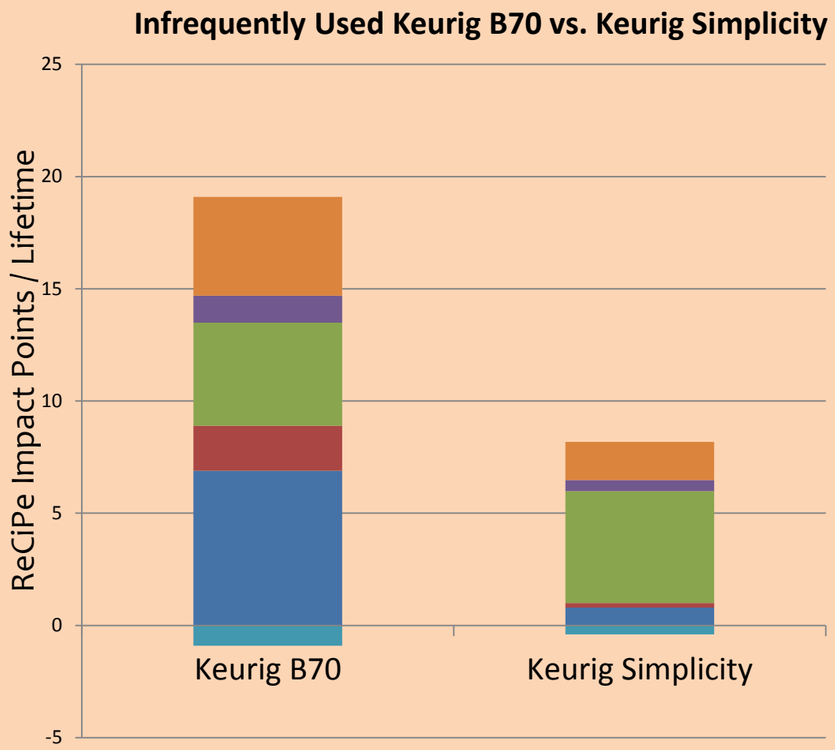
Impacts Addressed:

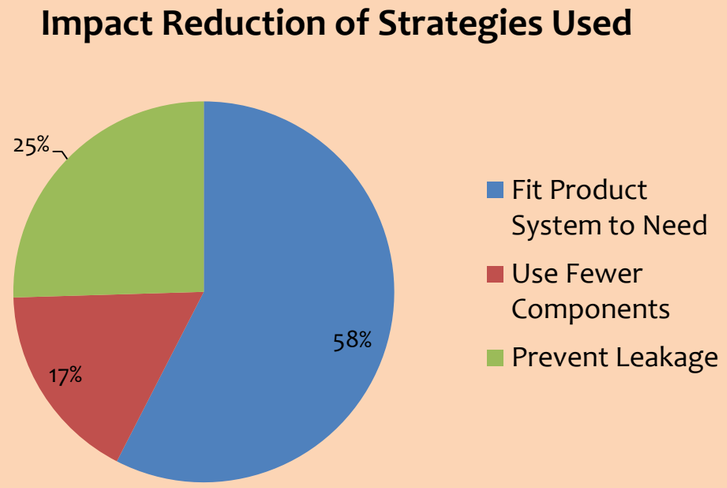
- The quantity of materials used are better suited for the users' needs
- Eliminate power and associated electronics

Assumptions:

- 1460 brews per lifetime
- Users will heat water to 100C
- Users will only heat the necessary amount of water

Original: 18.2
Simplicity: 7.8
Factor of Improvement: 1.34x





- An electric kettle uses ½ the energy of a stove or microwave to heat 1c of water[1]
- Done properly, interaction with the *Simplicity* will only be 2 minutes longer than with the B70

Evidence:

- All interviewed users had pre-existing water boilers
- No users commented on their Keurig's quickness of brew, indicating that this process could be slowed

Concerns:

- Users will boil more water than is necessary
- Users will heat water longer than is necessary
- Only one sector of users will use this slower method

Limitations:

- Inability to test system with user feedback

Sources:

1. http://blog.plotwatt.com/2009/08/best-way-to-boil-water.html

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Boris Taratutin
Alison Shin
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