

ACTIVATE YOUR INNOVATION RADAR

Sander van Berlo	S0722090	M21
Marloes Brinkema	S081836	M11
Qiyang Cheng	S134577	M11
Rob Kouwenhoven	S108353	M11
Banaz Palani	S107839	M11
Thomas van de Werff	S070101	M21



allen

TABLE OF CONTENTS

INTRODUCTION	6
TARGET GROUP	6
PERSONA	6
TRENDS	7
OPPORTUNITY	8
CONCEPT	9
VALUE PROPOSITION	12
FUTURE STEPS	13
COSTS	14
CUSTOMER JOURNEY	15
REVENUE	17
GROUP REFLECTION	19
REFERENCES	21

allen

INTRODUCTION



We, IMP Design want people to live *carefree, independently* and *autonomously*, so that they are confident to function in everyday life. In our opinion, independence is fundamental for a meaningful and high quality of life.



Our client Vogel's develops innovative solutions to expand the experience of the way you work and live. Currently Vogel's products offer comfort, ease and security, enhancing your multimedia experience.

We would like to expand Vogel's range of products, so they can offer this support in more domestic situations.

TARGET GROUP

Society is rapidly changing. Due to increased welfare and health care the average life expectancy is rising[1]. The number of older adults is increasing, this provides a new market in which innovation is necessary. Vogel's can play a important and lucrative role in this market.

The group we want to design for is 65 years and older. We will focus on the group of active older adults who will increasingly need support as they get older.

PERSONA

John is one of these older adults. John is 71 years old and lives alone. Since his retirement 2 years ago he does not have many obligations that fill up his day. He is still quite active, during the day he likes to spend time in the kitchen since he loves to cook. Tonight he has friends coming over for dinner so he starts preparations early in the afternoon. This elaborate meal is going to be the start of a pleasant evening with in good company. However, due to physical restraints, getting around in the kitchen is not as easy as it used to be. Specifically, grabbing into different cabinets above and below his reach has become difficult.



TRENDS

Trend research shows that older adults want to live in their own home as long as possible[2]. Besides, the growth of our current health care system does not suffice the needed care for this growing population. Therefore smart solutions in houses need to enable this autonomy and provide care instead.

In homes the kitchen is becoming more important. People increasingly value the quality of food, cooking and dining [3]. Therefore the kitchen changes from a closed space to a part of the house where you invite others for this important social activity.

Innovations in the kitchen are focused on the usability of utensils and appliances rather than the accessibility of the kitchen itself.



OPPORTUNITY

Combining *IMP Design* values, *Vogel's* competencies, *societal changes* and *trends* within the target group, we believe that *Vogel's* can expand the kitchen experience.



carefree
independent
autonomy



comfort
ease
security

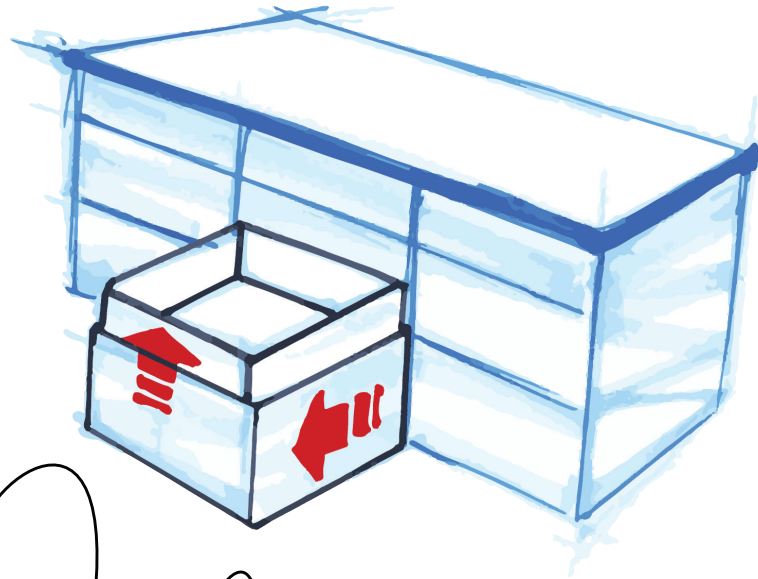


CONCEPT

Let's get back to John, he is cooking spaghetti tonight. John has the new Levo installed in his kitchen. Normally he had a hard time reaching the bottom drawer and accessing the big pan in which he cooks his sauce. Since he installed a Levo in his kitchen, he can easily open his drawer without having to reach down. When it opens, the Levo quickly but smoothly lifts the entire content of the drawer into John's reach. He doesn't have to bend down with his sore back. He takes everything he needs, puts it on the counter and gives the drawer a gentle push which makes it close again.

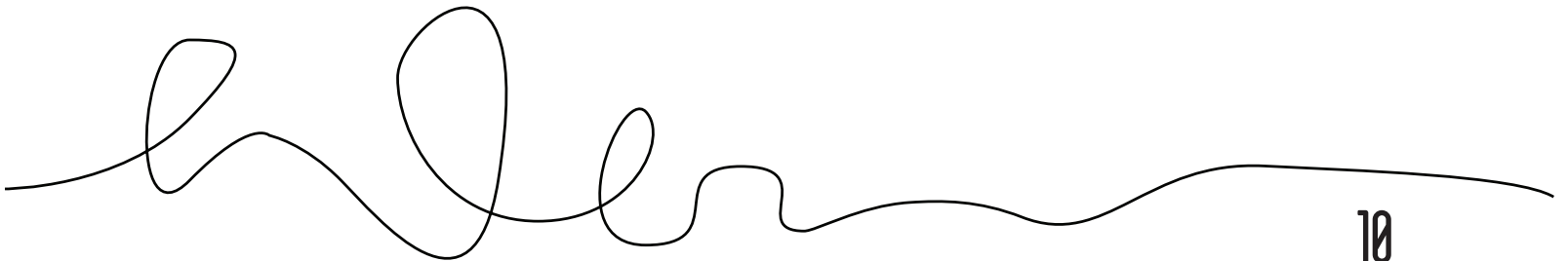
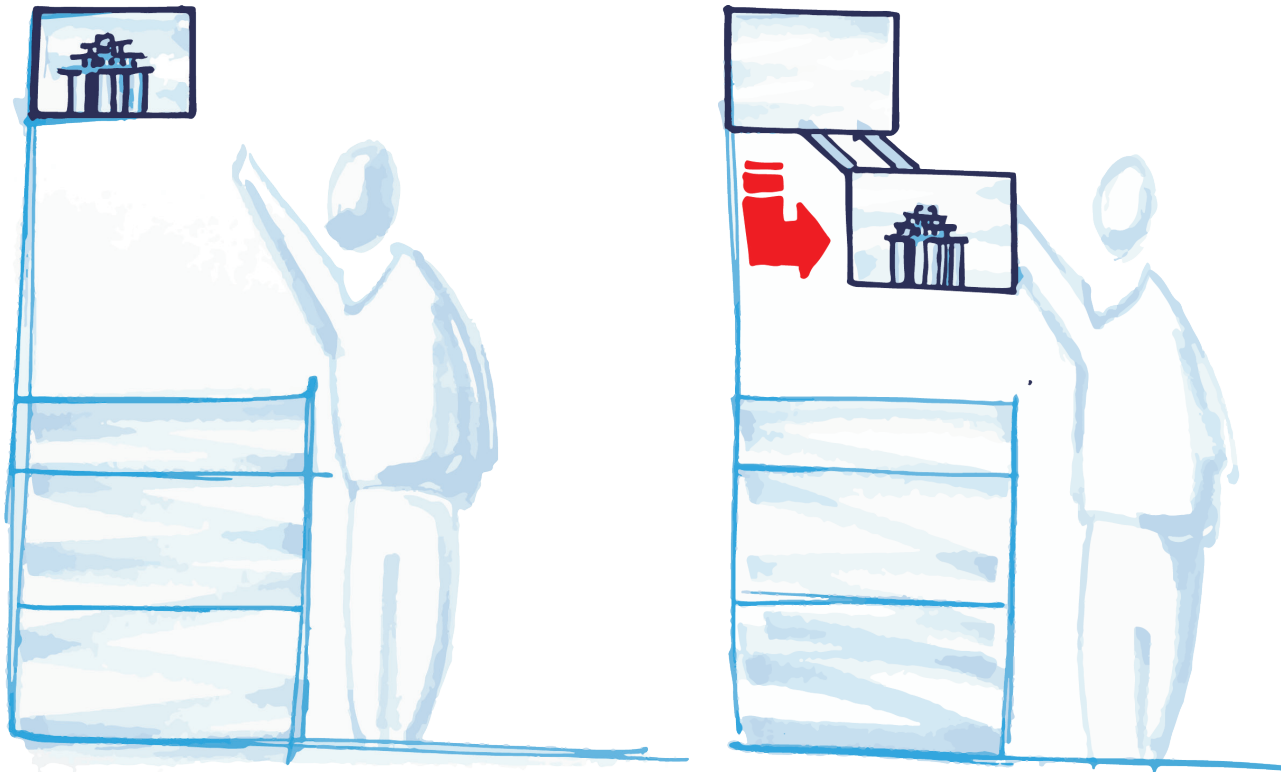
The concept is:

Mechanical systems that improve the ergonomics of the kitchen, and enhance the accessibility of cooking utensils and appliances. These products can be build into existing kitchens, and later integrated into new kitchens.



CONCEPT - LEVO

Levo installed in topshelves



Levo installed in the bottom drawer.



VALUE PROPOSITION

Levo enables older adults to enjoy cooking and dining. Therefore the social value of the kitchen is maintained.

For Vogel's this product will create revenue streams in a new market, using their existing competence, network and expertise.

POSSIBLE CASHFLOW

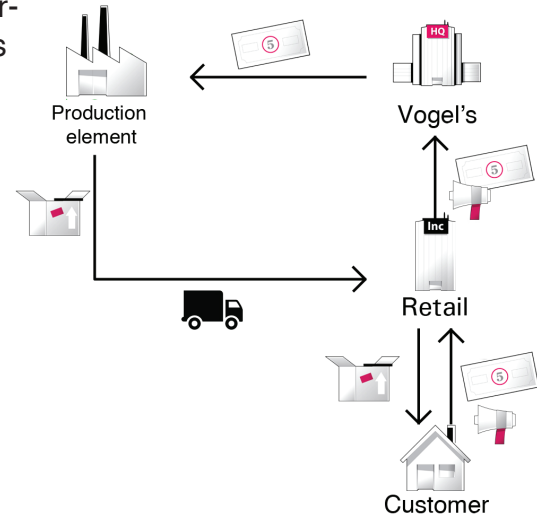
Retailers like IKEA make 25- 50% profit on kitchen cabinet sales. This means they will be interested in offering Vogel's products, and will make effort in selling them over other products.

FUTURE STEPS

First of all, Vogel's already has engineering expertise and knowledge within their company which is needed to develop the product. Secondly, production of the product can be outsourced to their existing partner. Vogel's new product will be sold through retail partners. IKEA is a good example, they can introduce this new product line to an existing market.

A deal will be made so IKEA has exclusive rights for the first years, so Vogel's builds brand confidence in this new market.

In the future Vogel's can start collaborating with for example Bruynzeel and create "Vogel's kitchens". These kitchens have the mechanisms integrated. At this stage, more revenue streams can be created through other retail stores.



COSTS

Roughly estimated, a first proof of concept prototype can cost around €25.000,-

1 Engineer, €100 per hour, one week	€4.000,-
5 Designers, €100 per hour, one week	€20.000,-
Material and prototyping costs	€1000,-

The Vogel's LEVO can be introduced to retail partners.

For €25.000 Vogel's will have a proof of concept to present to IKEA

PATENT	€50.000,-
--------	-----------

COOPERATE WITH IKEA

PRODUCT DEVELOPMENT	€500.000,-
---------------------	------------

IKEA KEUKEN CATALOGUS

VOGELS KITCHEN FITTER

CUSTOMER JOURNEY



Our target group searches for a new kitchen solution because the current one is becoming inaccessible due to physical restraints. They do not have much awareness of the different offers on the market.



Vogel's can market their product at the moment a customer starts browsing for a whole new kitchen or for a new solution for his current kitchen. By using a Kitchenfitter system online and in store (similar to the TV fitter) a customer can easily choose the perfect solution, tailored to his kitchen. Or he can order modular parts for a whole new kitchen.



After browsing for solutions, many older adults will go to a retail shop either for face-to-face advice (as shown in the user insights) or to purchase the kitchen solution. It is very important for Vogel's to train the retailers and introduce them to the high-margin products that they can sell. This can be done in a similar way as with Mediamarket and TV mounting solutions.



Finally we believe that buyers of the LEVO system will become ambassadors of the Vogel's brand. When friends and families visit the homes and kitchen of our customers, they should be impressed with the comfort and ease that the LEVO system brings to the owner.



For older adults who value cooking, Vogel's is the company that delivers the best accessible, ergonomic and pleasant kitchen experience through mechanical systems. These are considered luxurious now, but will enable independent living later.

REVENUE

Production costs for one drawer	€30,-
Retailer buys a drawer system for	€90,-
Retailer sells one for	€130,- ($\approx 40\%$ margin)

Retailer has R stores. Roughly estimated retailer sells about 10 kitchens a day per store. Of these 10 kitchens about 3 kitchens will buy the Vogel's LEVO solution. In the average kitchen there will be 2 bottom drawers where the Vogel's LEVO can be installed.

This means that there is a total sales volume of $\text{€}130 * R * 3 * 2 = \text{€}780,-$ per R per day.

With a margin of 40%, the retailer will make	€240,- per R per day
Vogels (including products costs) can make	€360,- per R per day

We take Keukenconcurrent as an example retailer. Keukenconcurrent has 42 stores in the Netherlands. That means that Vogel's can make €15.120,- per day.

Allen

GROUP REFLECTION

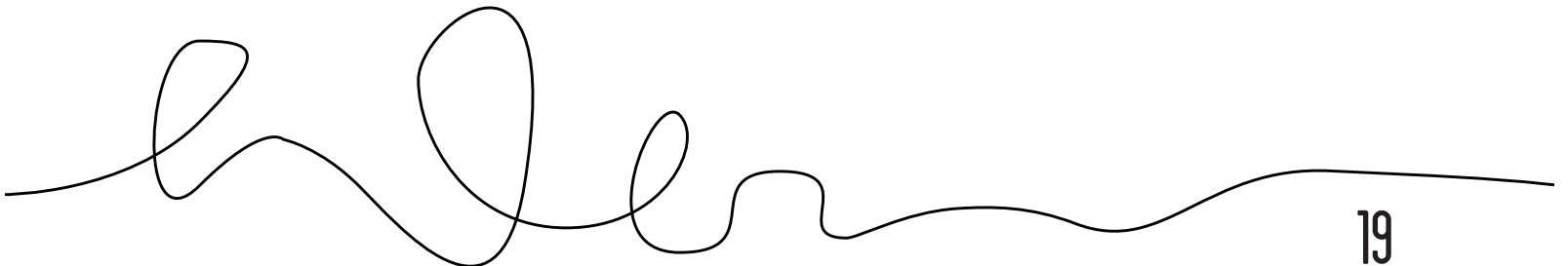
Wednesday was the turning point in our process, before wednesday we were all taking our own approaches, leading to a scattered result. After the presentation we took a step back using the feedback we got. The moment of getting to the concept felt like a true feeling of revelation, for the first time in the process everyone was on the same page with a common goal. Initially we approached the design process from a targetgroup perspective, while the approaching from the client proved more appropriate.

Now the direction and group dynamics were clear, this resulted in understanding of tools that were explained. The day in the life created more empathy, it created the understanding that once a certain age is reached one does not suddenly change into the stereotypical elderly. In retrospect we had found the sensing part mentioned in the workshop.

The presentation structure from Simon Sinek: why, how and what, helped us a lot. It enabled us to properly structure the video, but also in understanding what we meant ourselves. We quickly realised the importance of 'selling the why', something that reflected well in our video.

In retrospect, the setback of wednesday was very valuable for the process of our concept, but even more valuable for our learning process.

According to the CEO of Vogel's the kitchen market is hard to get into: distribution



channels either have to be initiated or changed. This was an interesting remark and a good example of missing insight into this client due to a short time frame. An educated guess is sometimes the best that can be done. Engaging into markets and creating new revenue streams is something we do not have much experience in, it is a subject that is not taught much at ID.

Another thing the CEO mentioned and which we underestimated was the weight Vogel's put into the visibility of the 'brand', making IKEA not the ideal choice as a retailer voor Vogel's. This is something we could've foreseen, with the research done on day one and through the customer journey map.

The trend observations were done well, and our statement; 'the kitchen becomes the next livingroom', was right on the money. We think our concept is well grounded with this research done. We are very proud of the way we were able to present our story, and believe that without the small set back, a sexier presentation and product could have been presented.

REFERENCES

- [1] 2011 TNO & HCSS - Het succes van de vergrijzing
- [2] 2012 T.S. Goldhaber, P.M. Langdon and P.J. Clarkson - Intrinsic Motivation and Design of ICT for the Ageing Population
- [3] www.fisherpaykel.com/ie/experience/articles/2013/the-changing-nature-of-the-kitchen/

