

# Our thought process

## Vegetable Strainer

### Group 3

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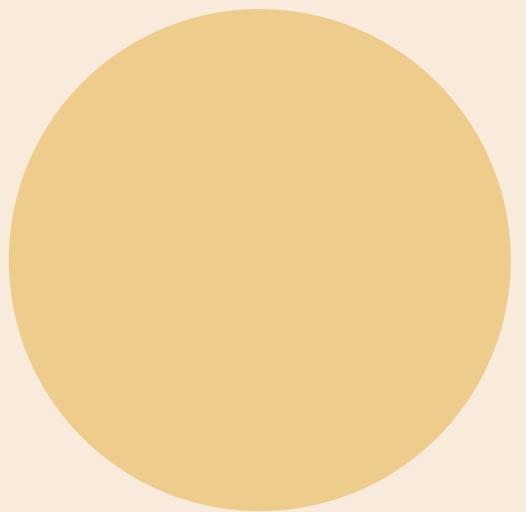
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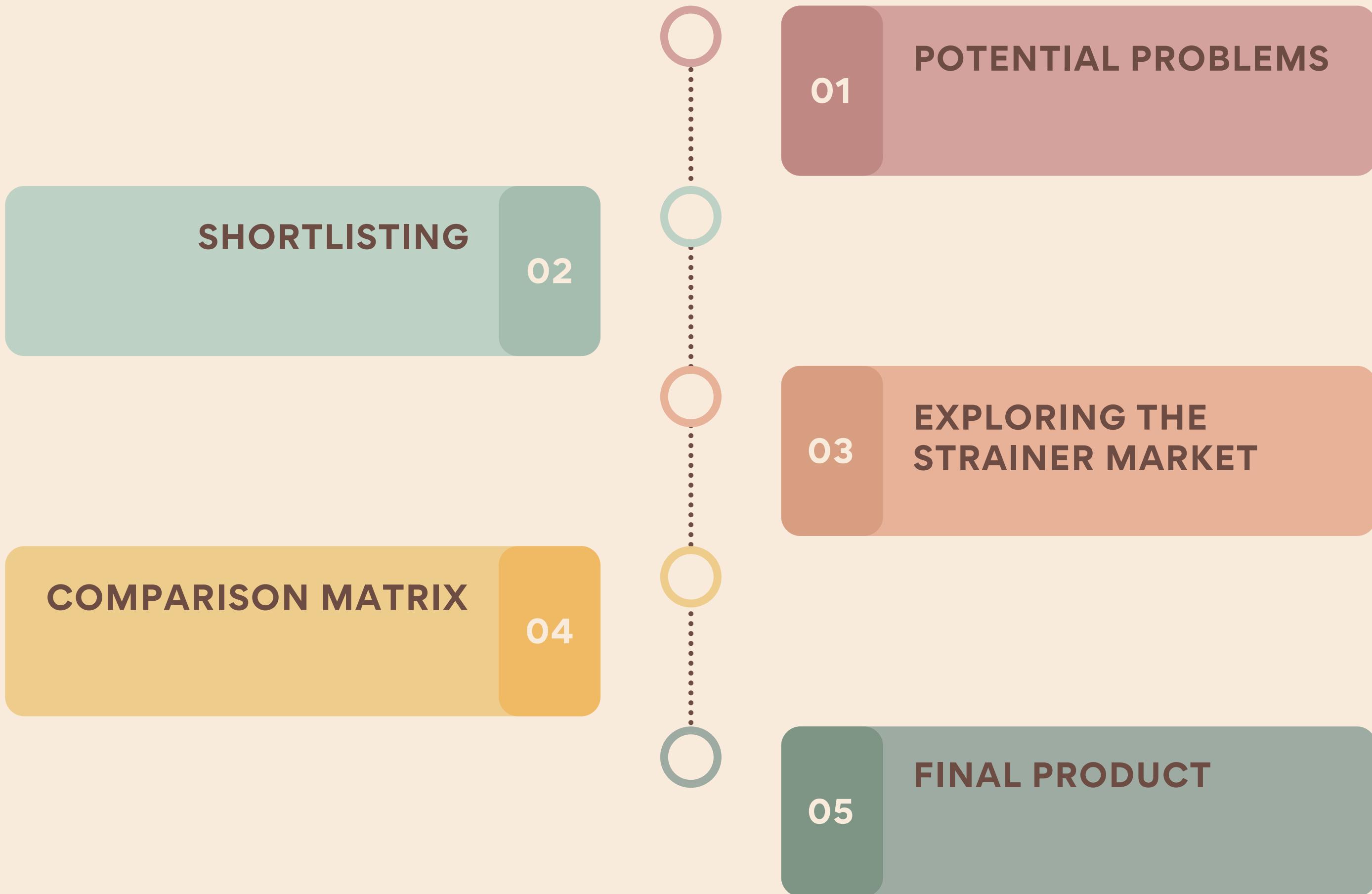
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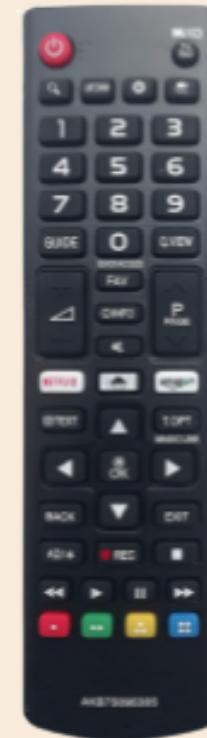
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## POTENTIAL PROBLEMS

In the first step we shortlisted several products around our houses that we thought had flaws in their design.



## SHORTLISTING

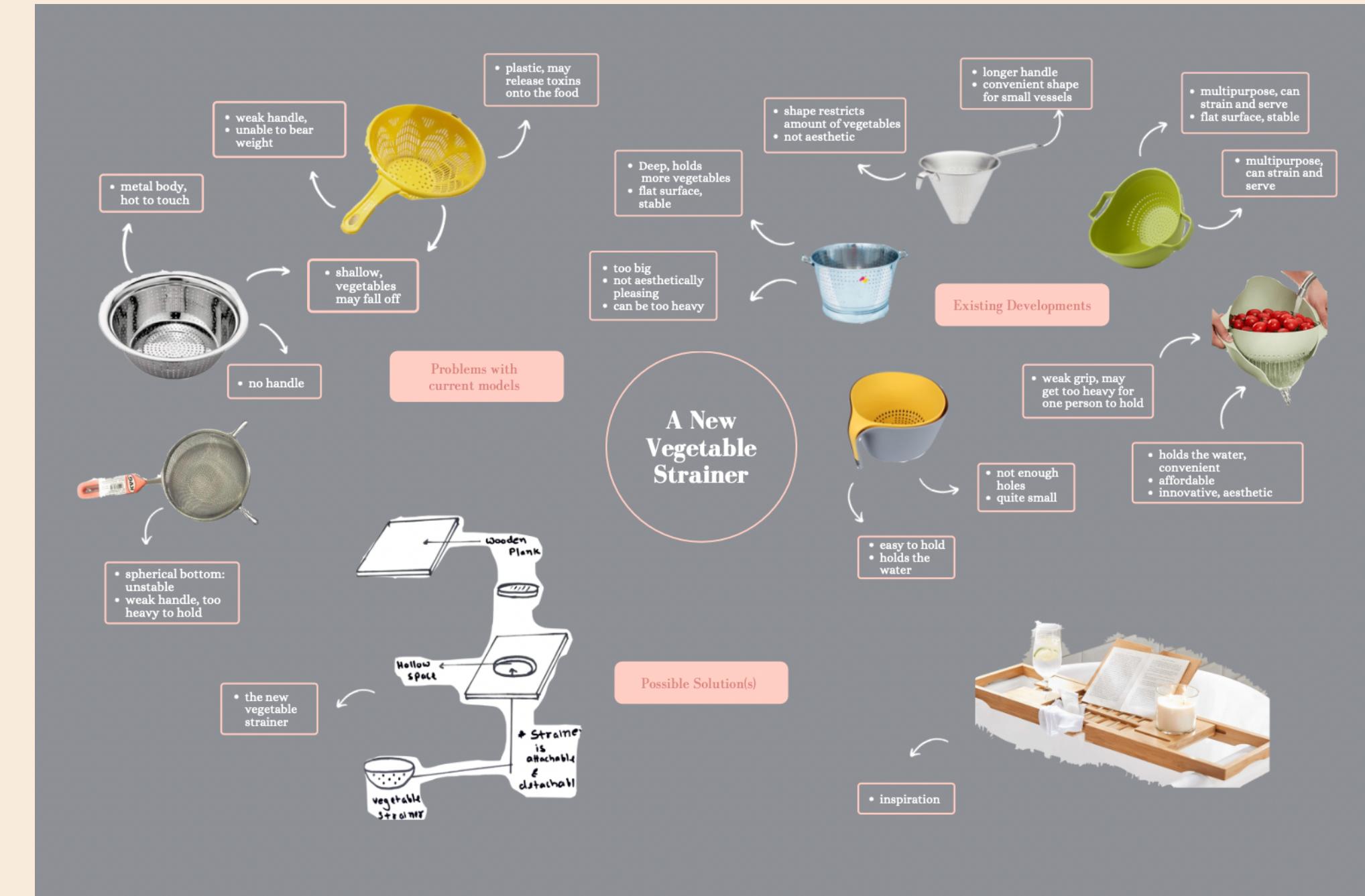
We narrowed down to a vegetable strainer.

- no major innovations
- everyday product
- need for a better design



# EXPLORING THE STRAINER MARKET

We then came up with an inclusive list of good and bad characteristics of existing strainers and started ideating on our own strainer.



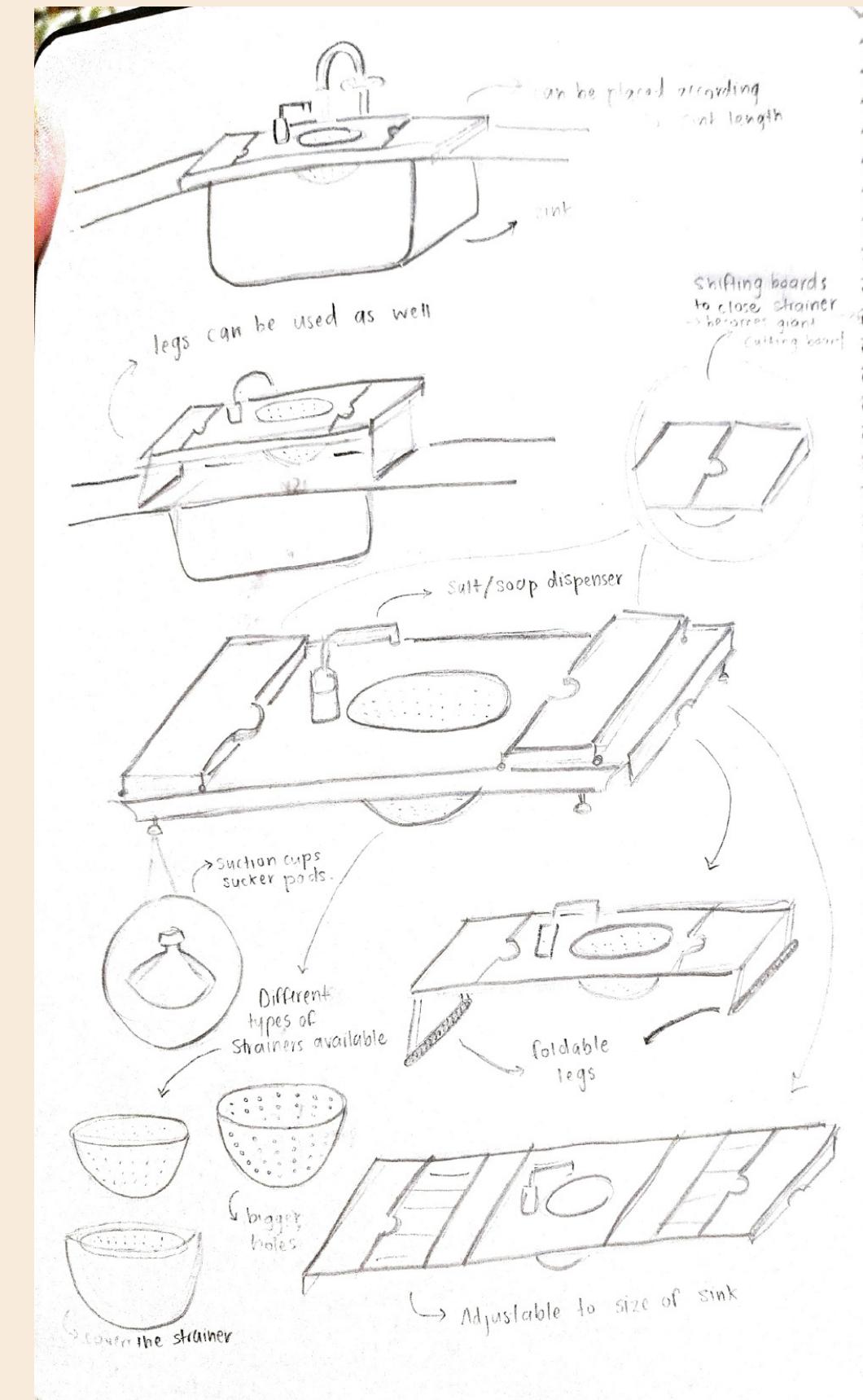
# COMPARISON MATRIX

We brainstormed a few ideas for our strainer and compared them using different categories: usability, novelty, feasibility, and marketability

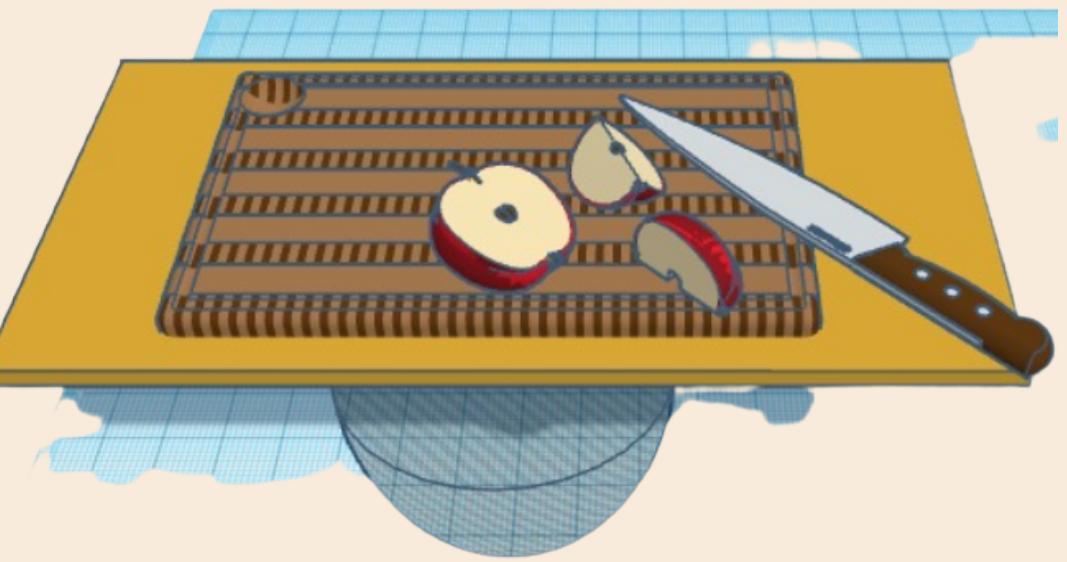
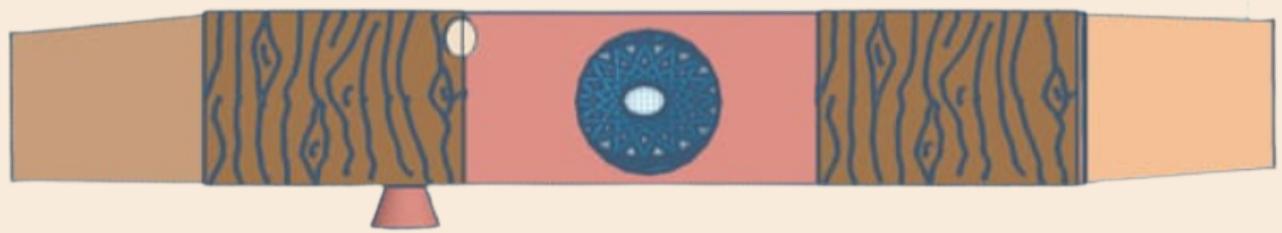
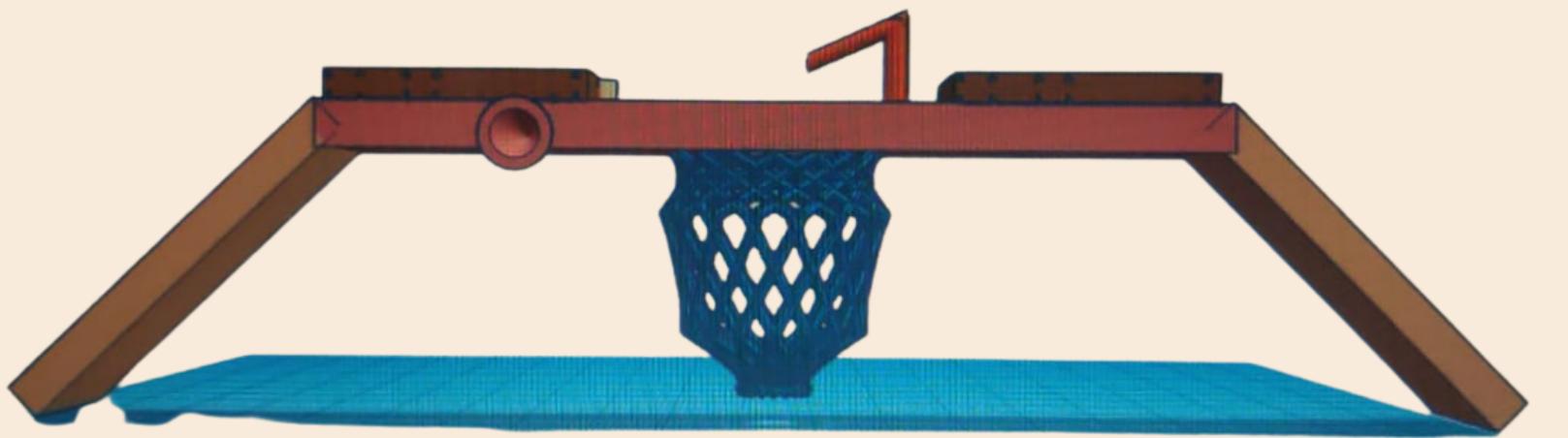
| Design Ideas  | Novelty | Feasability | Usability | Marketability | Total |
|---|---------|-------------|-----------|---------------|-------|
| Beds into a basket - can also be used as a strainer.  | 9       | 8           | 9         | 8             | 34    |
| bathtub drain   | 6       | 5           | 6         | 2             | 19    |
| Strainer<br>island parts<br>Island parts  | 9       | 7           | 8         | 5             | 29    |
| plastic body<br>Can fit in a variety of containers  | 4       | 7           | 8         | 4             | 23    |
| silicone strainer<br>to fitting hole<br>Steel base  | 7       | 6           | 7         | 3             | 23    |
| regular strainer, but silicon   | 3       | 6           | 7         | 4             | 20    |
| Adjustable to sink size<br>Strainer<br>Cutting board<br>comes with other types of strainers |         |             |           |               |       |
|   | 9       | 8           | 9         | 9             | 35    |

# FINAL PRODUCT

With the help of our comparison matrix and knowledge of existing strainers, we finally came up with a strainer.



# The prototype





**Thank you**