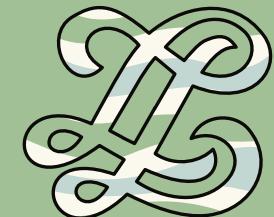




Multibonic



# PREFACE

## About me

My name is Lisa Leliaert,  
I'm 20 years old.  
I am now in my second  
year of studying Industrial  
Design at Ugent.

## What I learned

I found it to be a very informative assignment that made me realize the importance of a good design process. Target group, context, persona, mood board, sketches, interviews, prototypes, user testing.... everything has an important role.

It also created more clarity on how to begin a design. It is an extensive and slow process that involves a lot of time and work so that a good product is realized.

## What I would do differently

In this assignment I did not do enough user testing. Now I see the importance of this and I will definitely take this into subsequent designs. It is very important to include the user as much as possible in the design process.

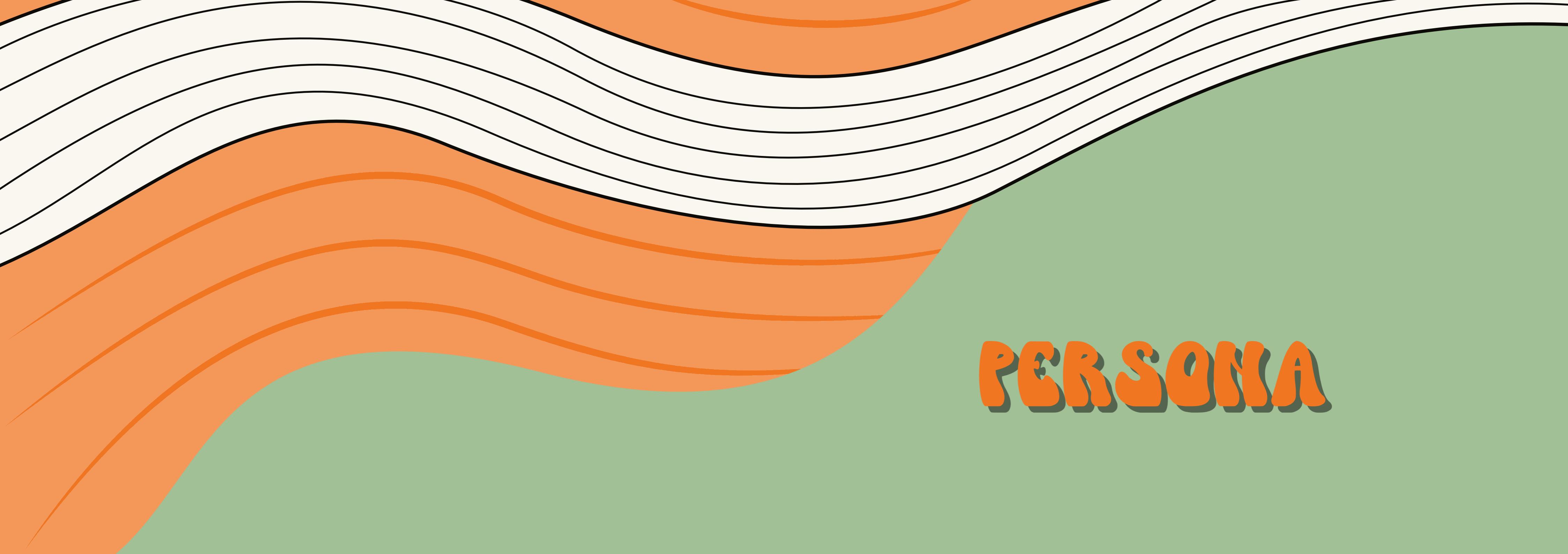
# BRIEFING OF THE ASSIGNMENT

## The goal

In this project, the goal was to design a user-friendly and durable kettle for a specific target group. I chose the target group of starters, ages 20 to 29.

MOOROARO





PERSONA

## Description

For my persona, I chose a good student Sarah, age 21.

Sarah is in her third year of psychology. She lives in Antwerp and is in digs in Ghent. She has a busy life. Three times a week she dances (hip-hop), in the weekend she has scouts and when she finds time she likes to go out with her friends. Because of her busy schedule, she is often in a hurry.

She loves doing her direction and tries very hard to get good grades.

Sarah likes to drink tea very much, she drinks this almost daily. Coffee she never drinks, she doesn't like the taste. She also likes healthy food.



## Environment (context) kettle

The kettle is at Sarah's dorm in her room. Every morning she drinks a cup of green tea, sometimes she fills her thermos to take to school. Before bed she often drinks a cup of sleeping tea as well. When she has little time, she very occasionally prepares instant noodles or a Royco soup.

## Goals

Sarah uses her kettle for a number of things. Mainly to make tea. Additionally to save time while cooking, she first boils water in the kettle and then pours it into the pot, this way she speeds up the water boiling process. When she does the dishes she also uses her kettle to get hot water because the water heater at her dorm doesn't work very well.

She would find it convenient if she could cook pasta directly in the kettle. For making tea, she would also find it convenient if she could set the temperature.

## Product expectations

- Boiling water quickly
- Be able to boil pasta in the kettle
- Adjustable temperature
- Not too loud
- Not too expensive



# TARGET AUDIENCE

## Who?

For this project, I chose the target group of starters, 20-29 years old. I divided this group into 3 subcategories. The first group are students. The second are people who have just started working and the third group are starting families. Each group has different characteristics on which I based my design choices.

### Students

#### characteristics

little time

little money

independent

sustainability

multitasking



## Starting families

### characteristics

- little time
- responsibility
- busy schedule
- sustainability
- multitasking



## People who just started working

### characteristics

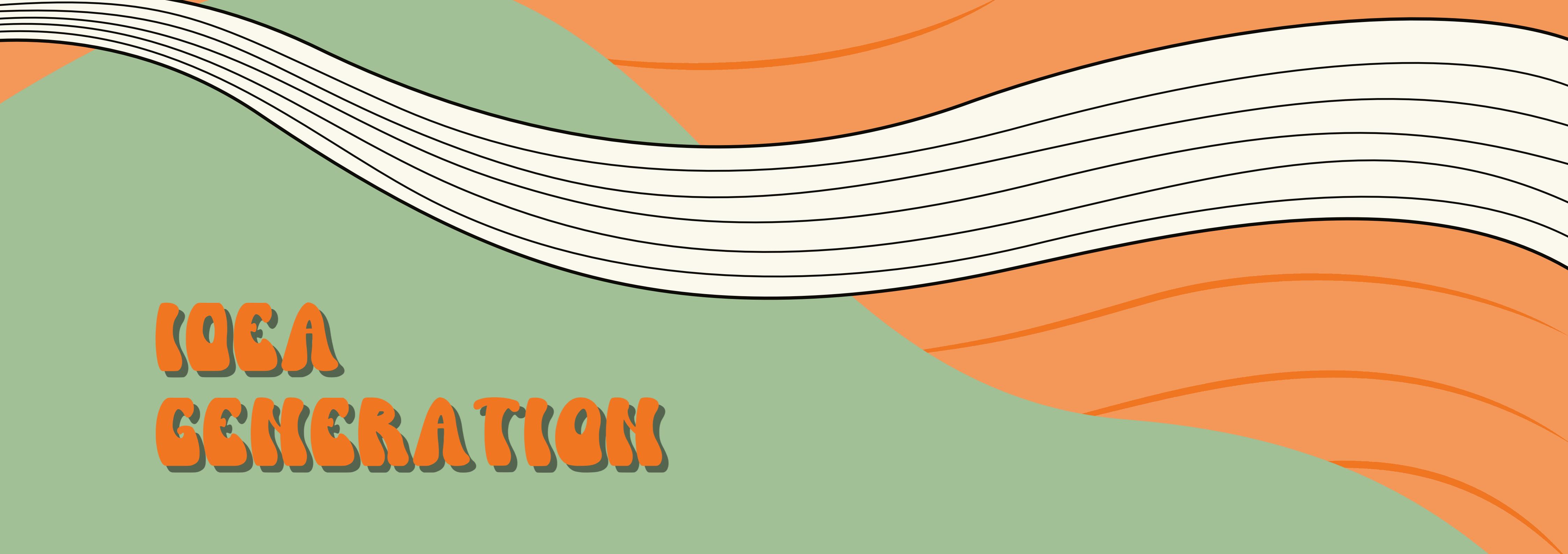
- Responsibility
- Money managing
- Living alone
- sustainability





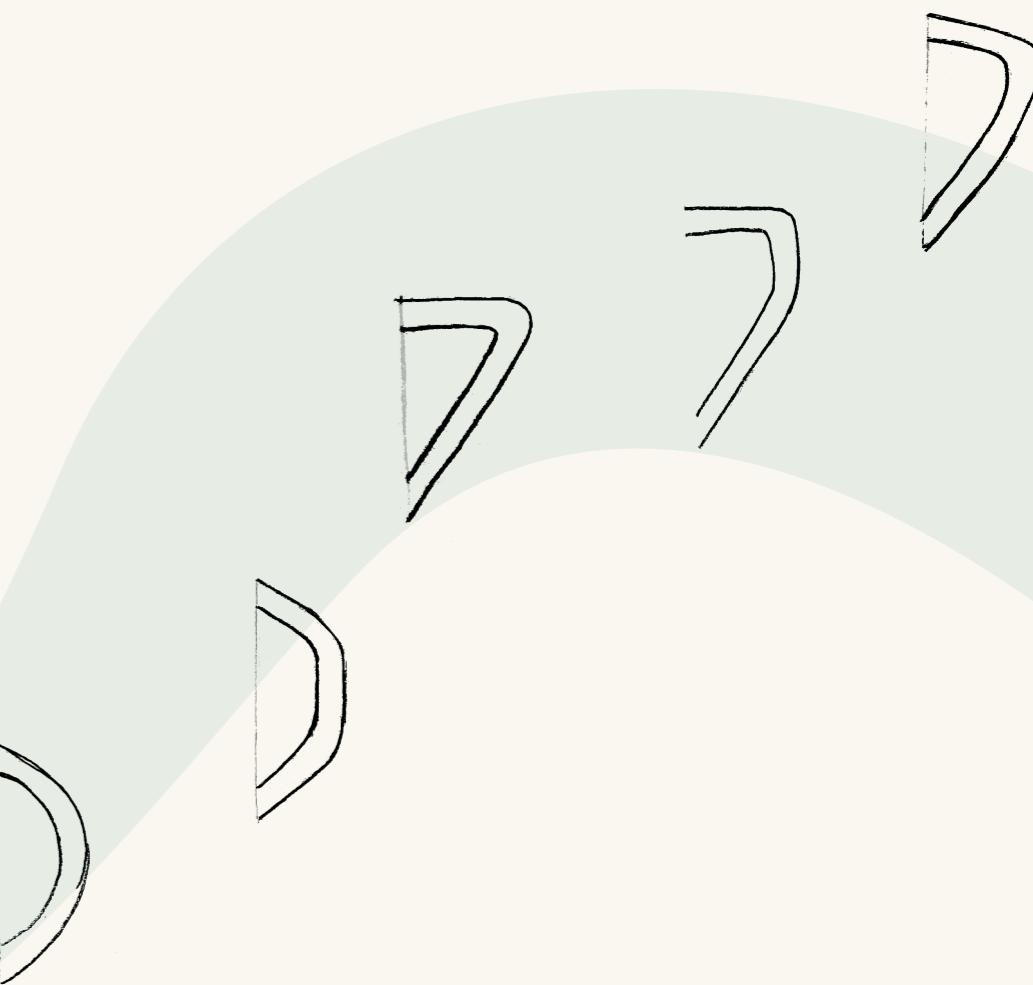
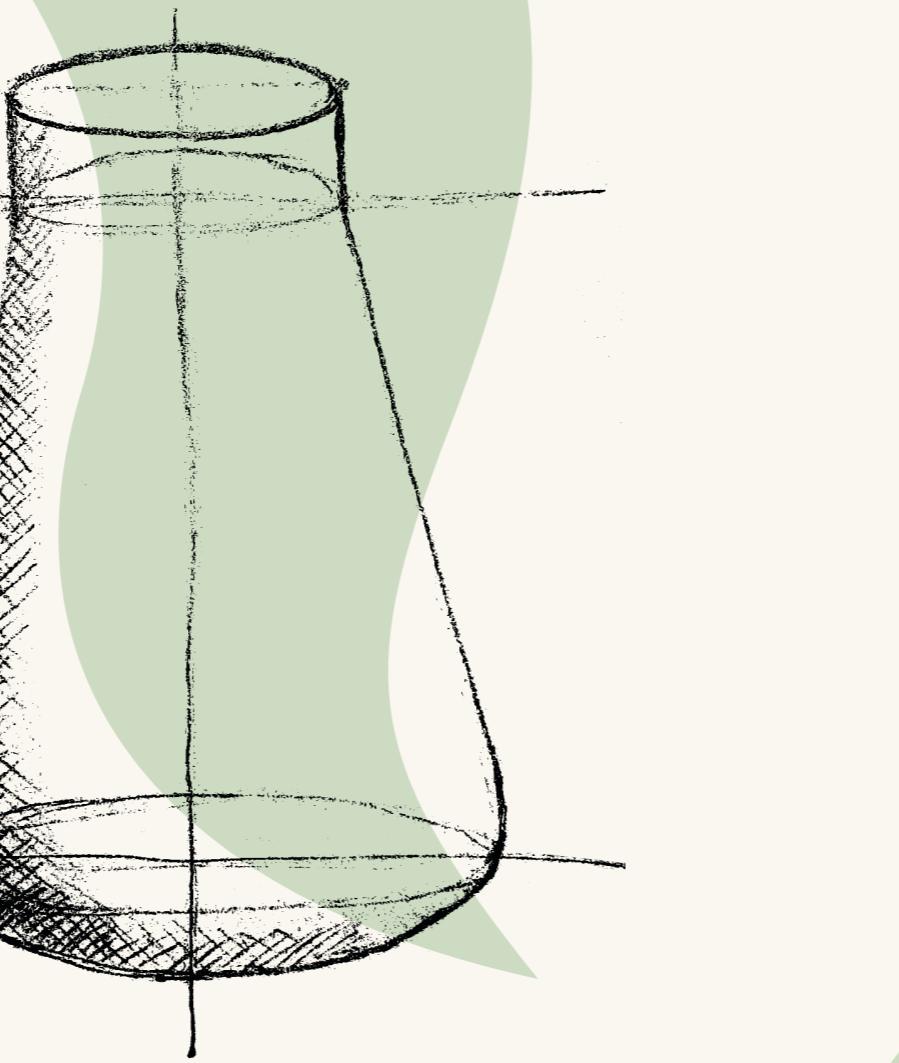
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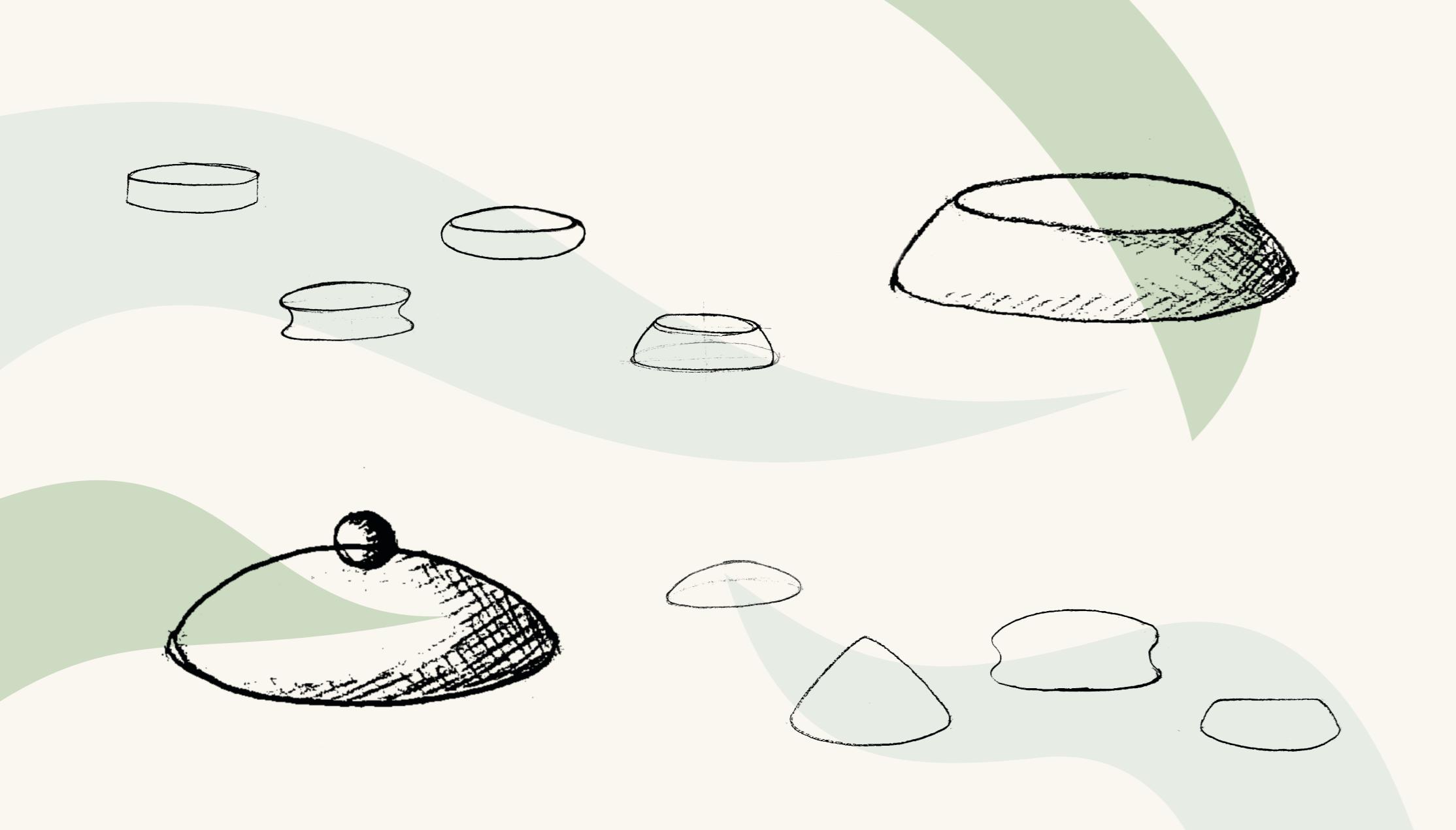


SOCA  
GENERATION

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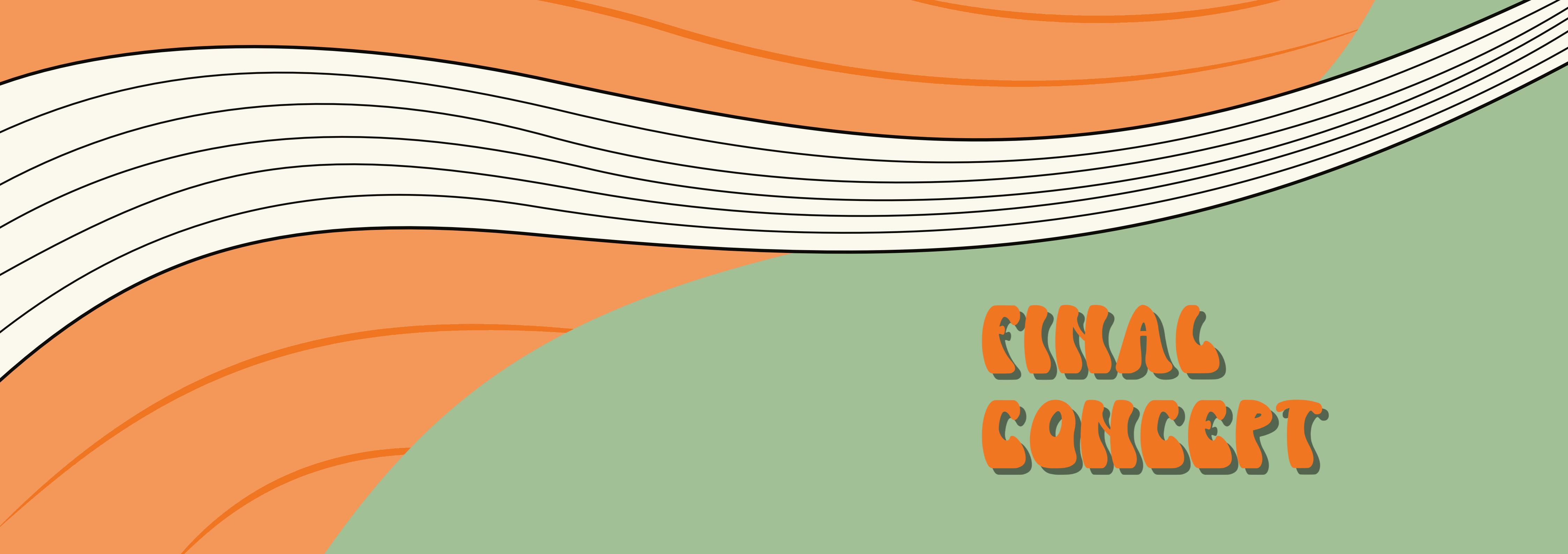
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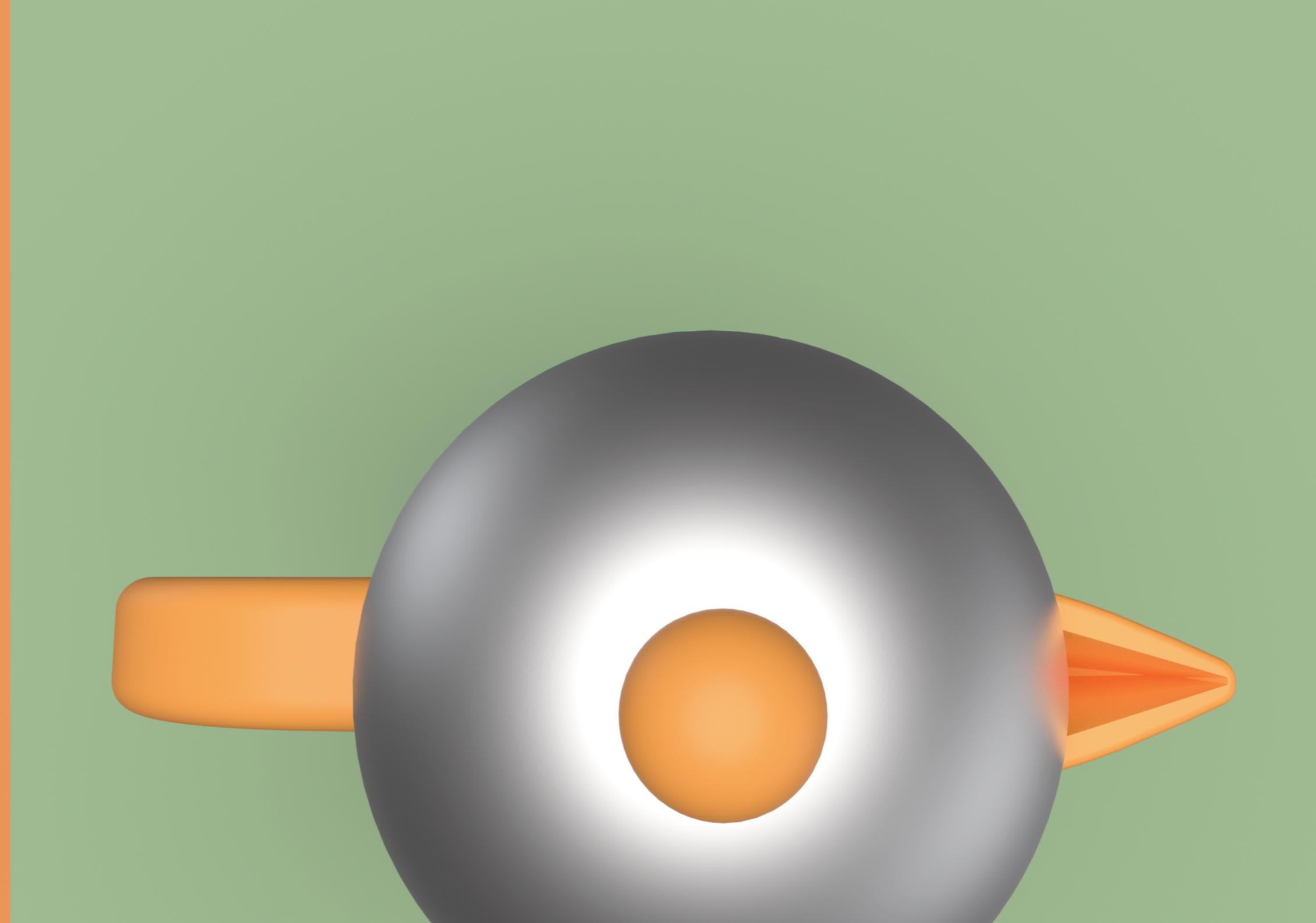


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**FINAL  
CONCEPT**





CP  
CIS

