





# PERSONAL PREFACE

This assignment was made for the Basic Industrial Design course in the first year of industrial design at the University of Ghent in Kortrijk campus. In this assignment we learned to go through the design process with a target group in mind.

# TABLE OF CONTENTS

1

BRIEFING

2

MOODBOARD

3

RESEARCH

4

IDEA  
GENERATION

5

FINAL  
CONCEPT

# BRIEFING



”

Design and prototype  
a **user-friendly**  
and durable product  
to boil water.

-Jelle Saldien

# 2

## MOODBOARD



# 3

## RESEARCH BENCHMARKS



- + Original choice of material
  - + Beautiful design
- Volume content readable inside
- Temperature not visible or adjustable



- + Well adjustable
  - Too many buttons
- A busy design



- + Original choice of material
  - + Beautiful design
- Volume content readable inside
- Temperature not visible or adjustable



- + Beautiful design
  - + Simple to control
- Geen inhoud af te lezen
- Volume content not readable



- + Beautiful design
  - + Simple to control
- Temperature not visible or adjustable

When researching benchmarks, it can be seen that every kettle has its drawbacks, so there is room for improvement.

# TARGET AUDIENCE

## Career 40-49 years

- More money than before
- Coffee is important
- Work is important
- Not so much free time
- More luxury
- Keep up with modern times
- Born 1973-1982
- Families with teenagers to twenty-somethings

40

50



This target group was chosen because there is a certain demand for kettles with room for innovation.

# PERSONA

**Name:**

**Age:**

**Place of residence:**

**Occupation:**

**Status:**

**Children:**

**Hobbies:**

Jennifer Vandevelde

43 jaar

Waregem

Bookkeeper

married and living with her husband

/

Tennis, Kubb

## **Goals, tasks and actions:**

I like to be healthy and I like sports. Products don't have to be too sophisticated for me, as long as it does what it should do for me this is enough.

## Motivations

Time efficiency

Money

Health

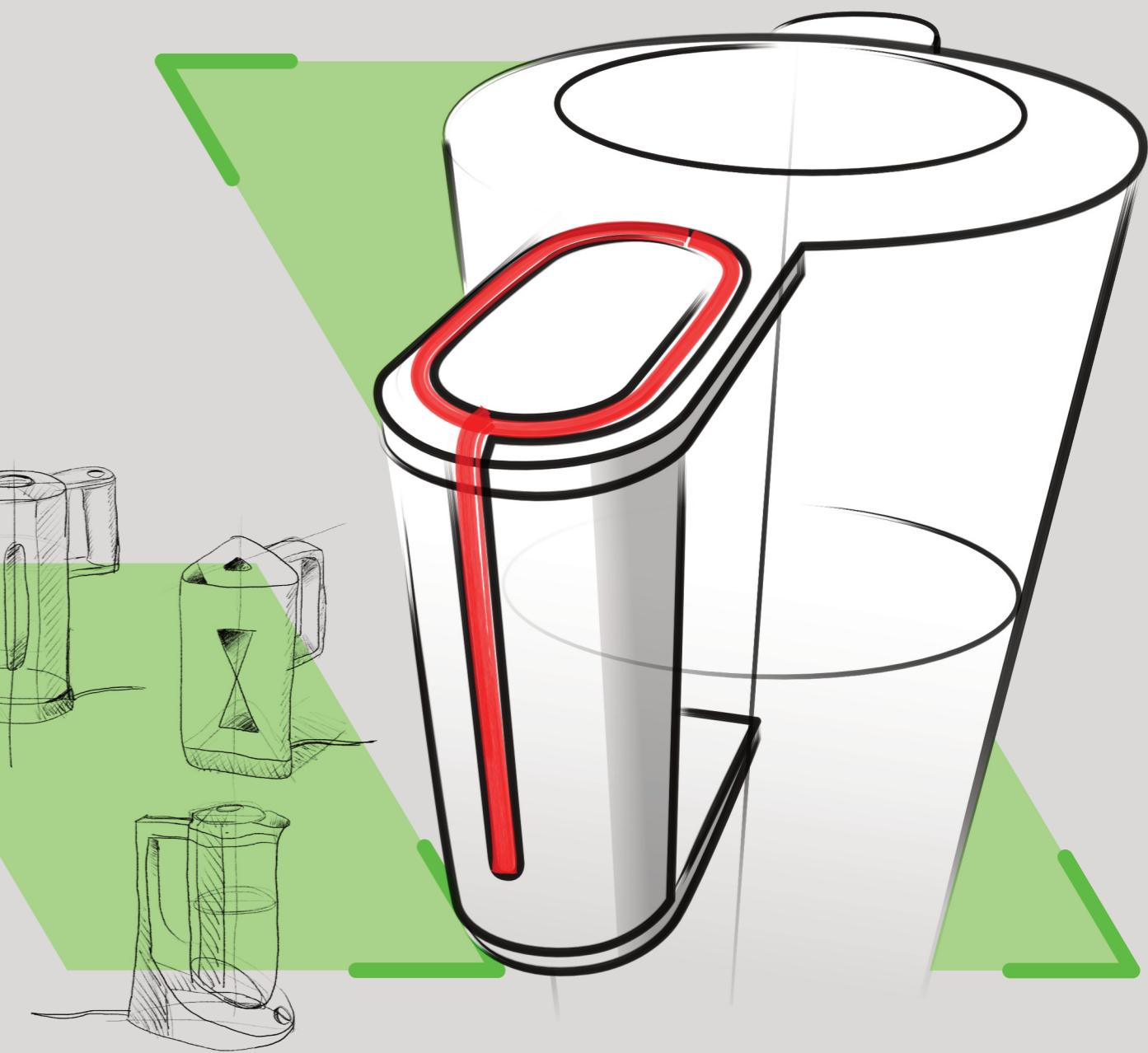
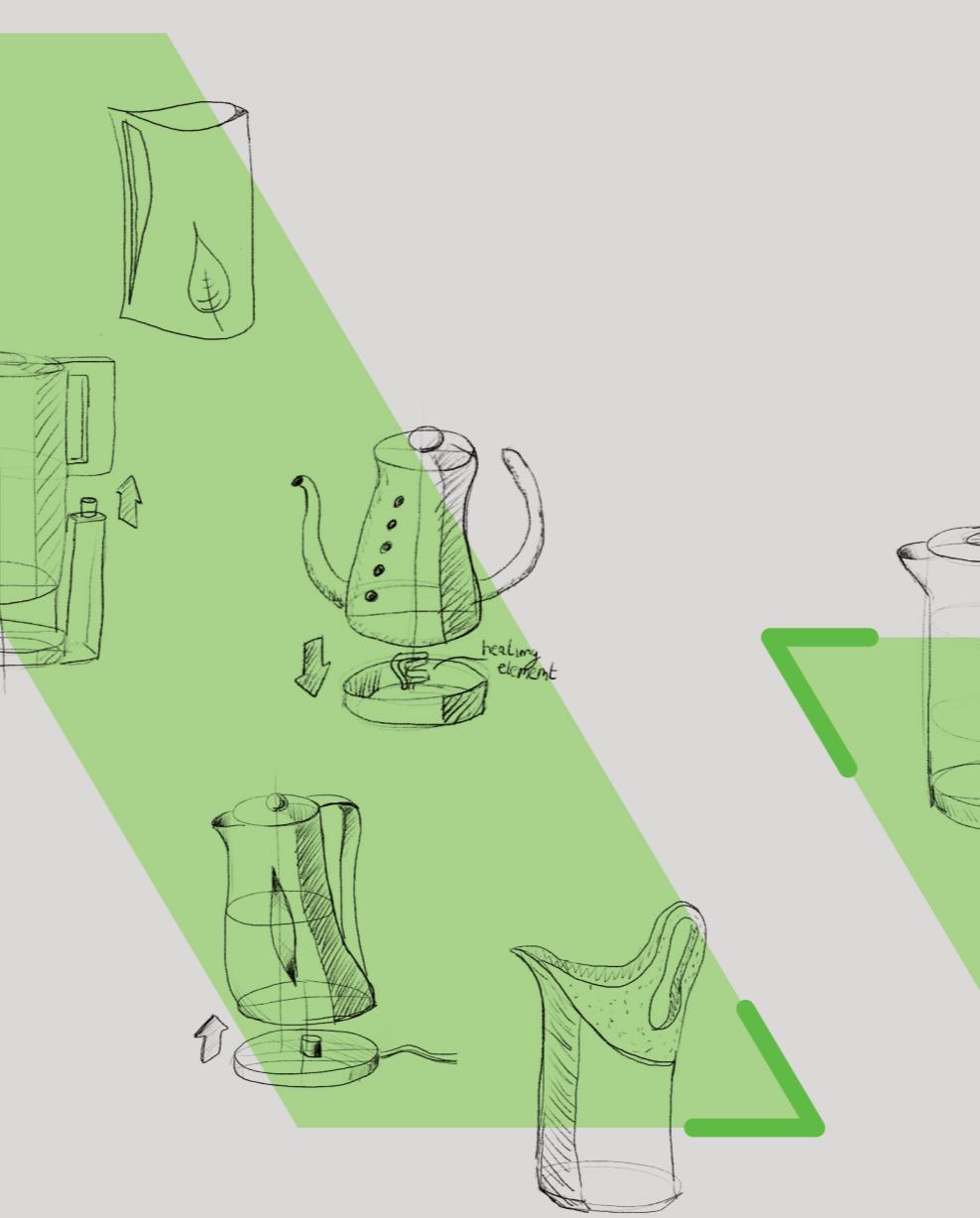
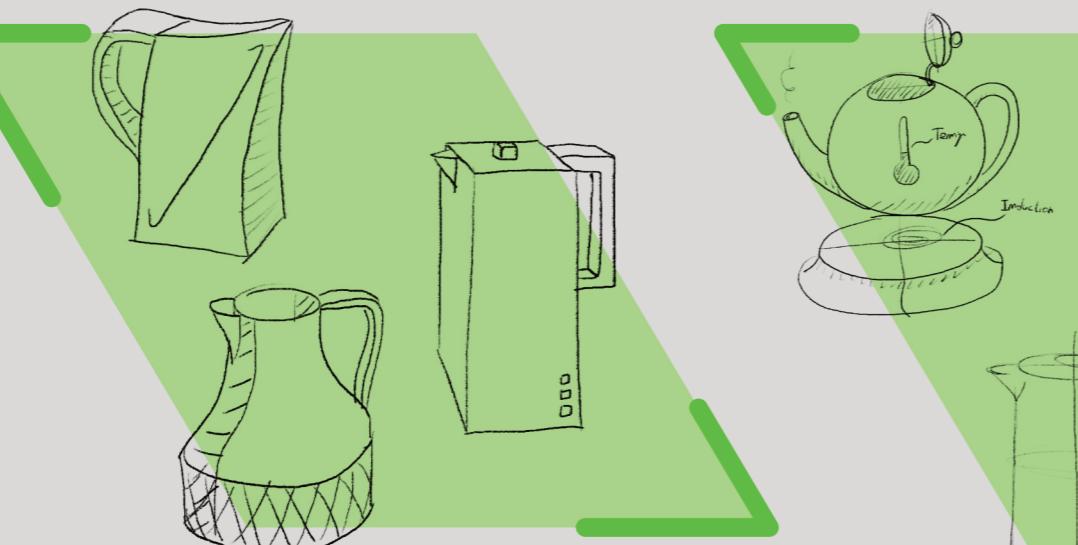
Comfort

Ecology

# IDEA GENERATION

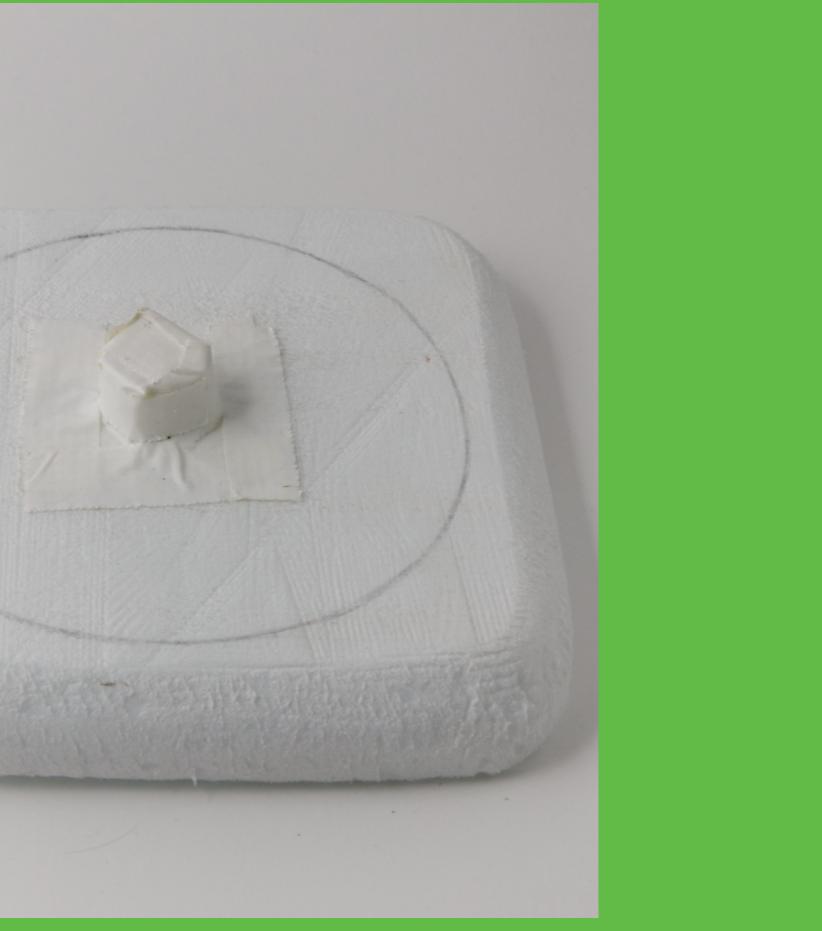
Throughout the idea generation, a number of concepts were visualized, but it was decided to keep the design simple and clean. This resulted in the concept of simplifying communication with the user.

# 4



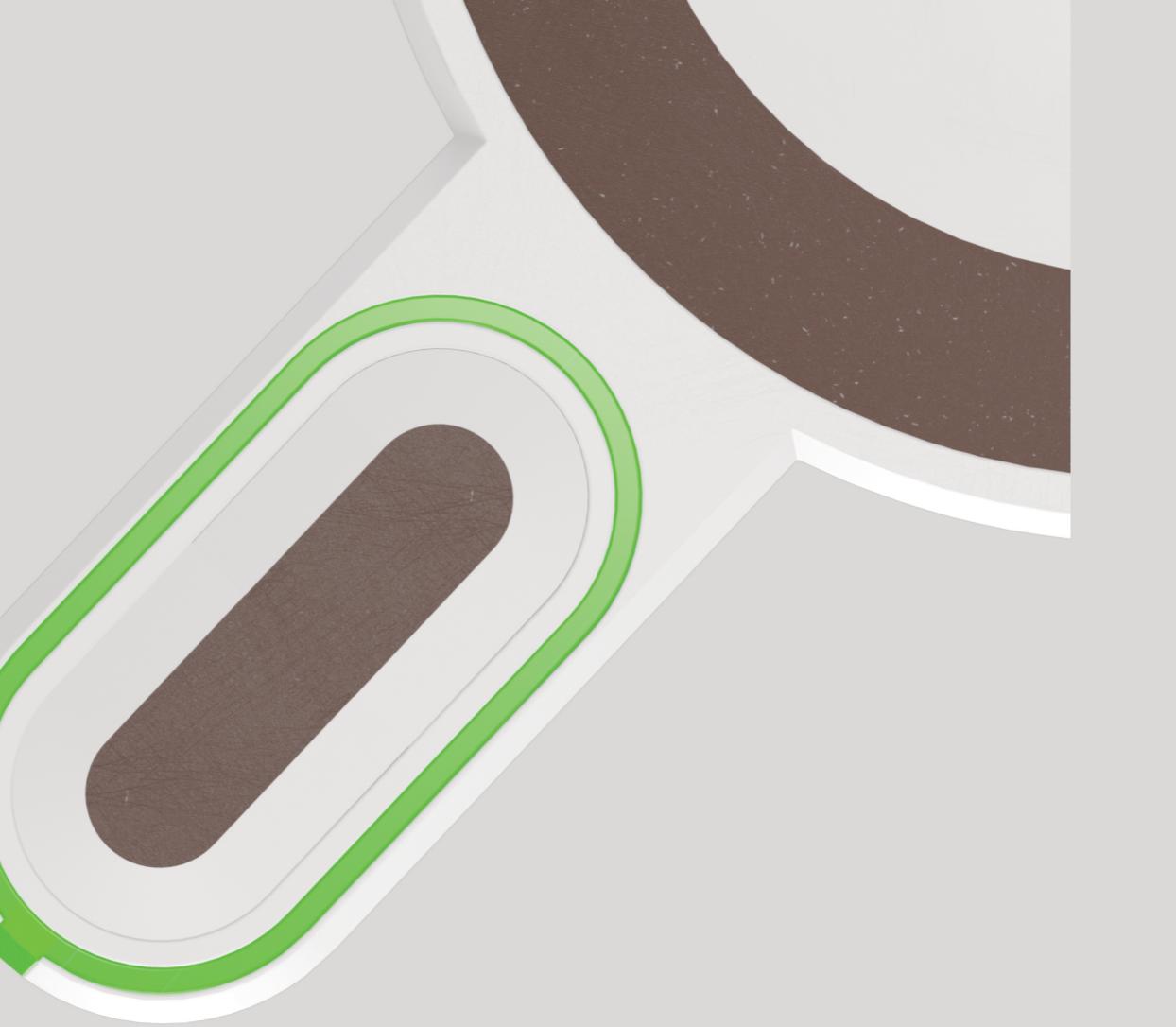
# PROTOTYPE

The concept from the idea generation was tested with the target group via paper and foam prototyping. The communication between the kettle and the user was tested and the placement of the buttons.



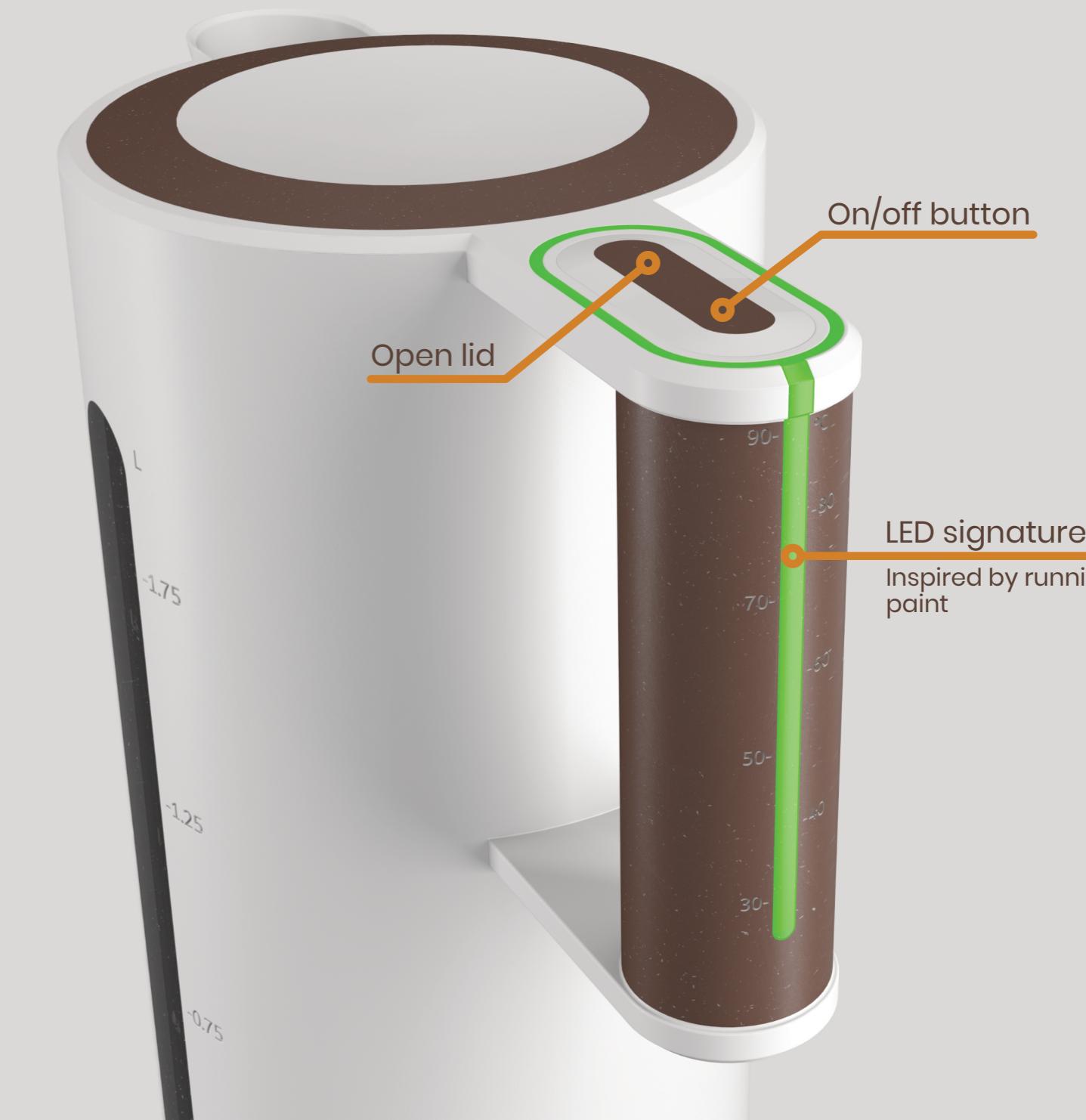
# 5

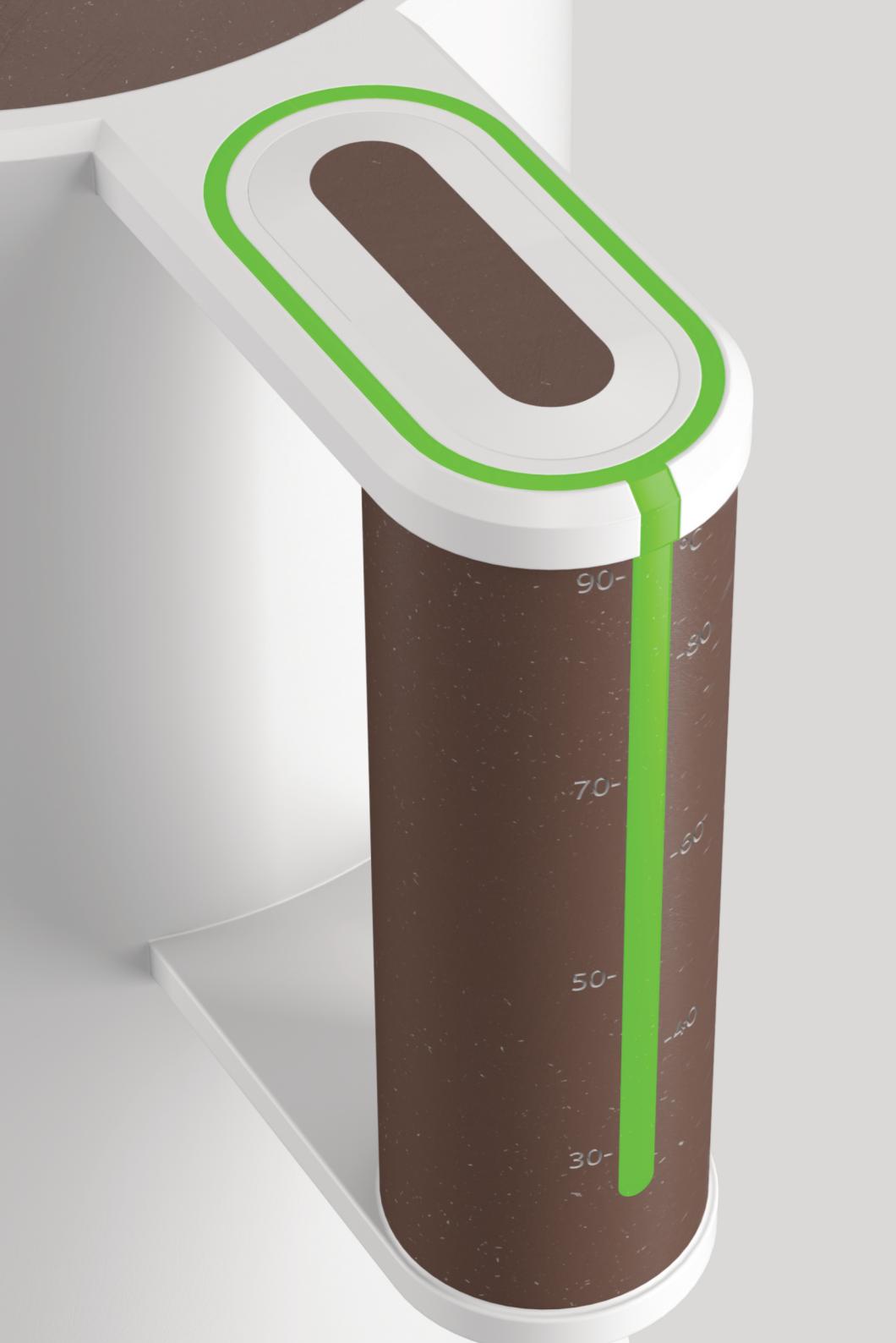
## FINAL CONCEPT



The design of this kettle is all about simplicity and user-friendliness.



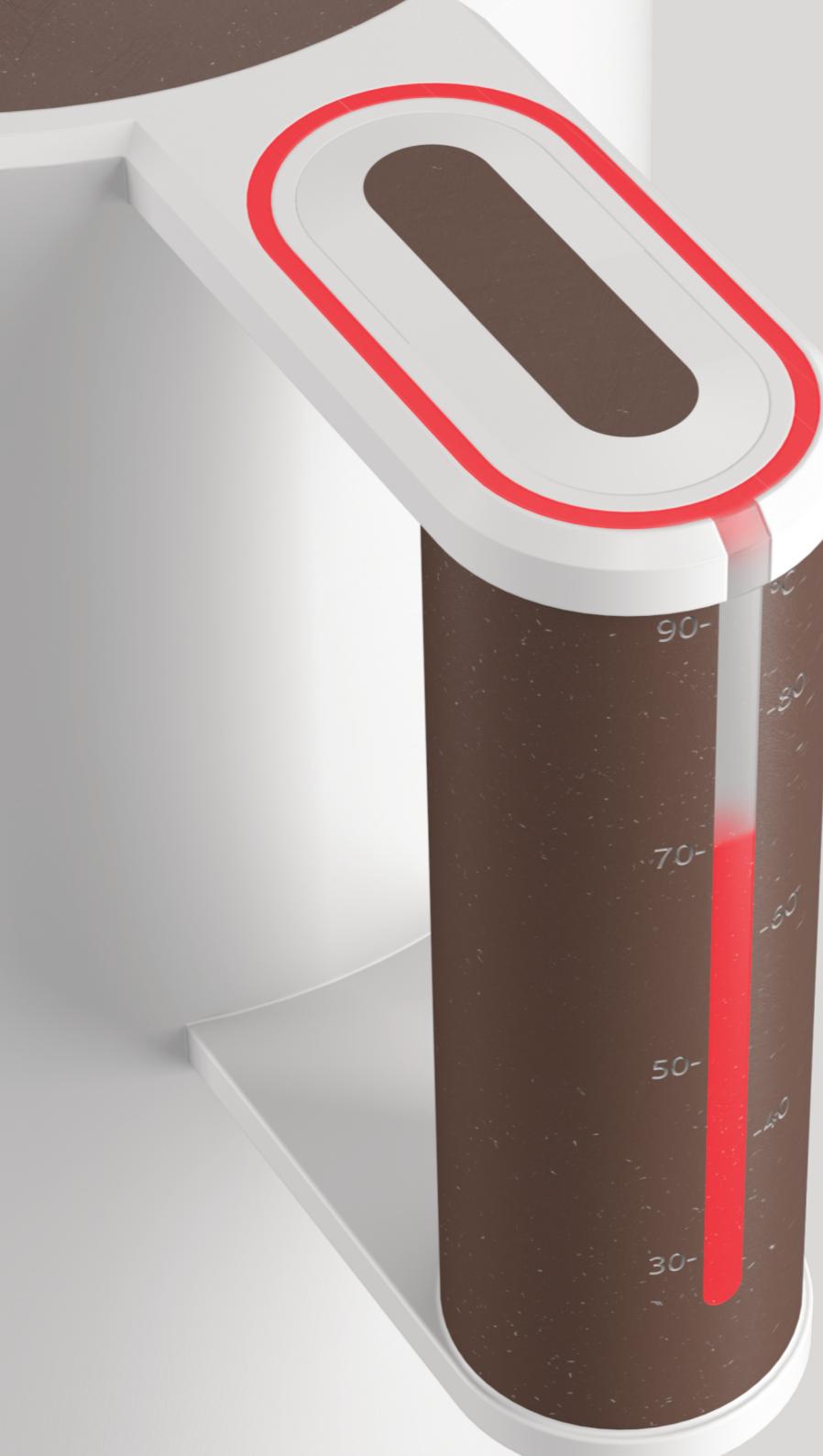




The kettle's LED signature communicates with the user. This is done through colors and animations.

The following colors can be displayed:

- The water is ready for consumption
- The water is heated
- Water is missing
- There is a need for descaling



The following animations can be displayed:

- The temperature of the water is displayed live
- Flashing: Attention, the heating element is not wound up properly





MICHAEL  
MERLIER

MICHAEL.MERLIER@UGENT.BE