

Brief

To design One concept of mixer grinder knob+ digital display and touch buttons in premium class segment that should be modern as well aesthetically appealing

Process

Research

Ideation

Sketching

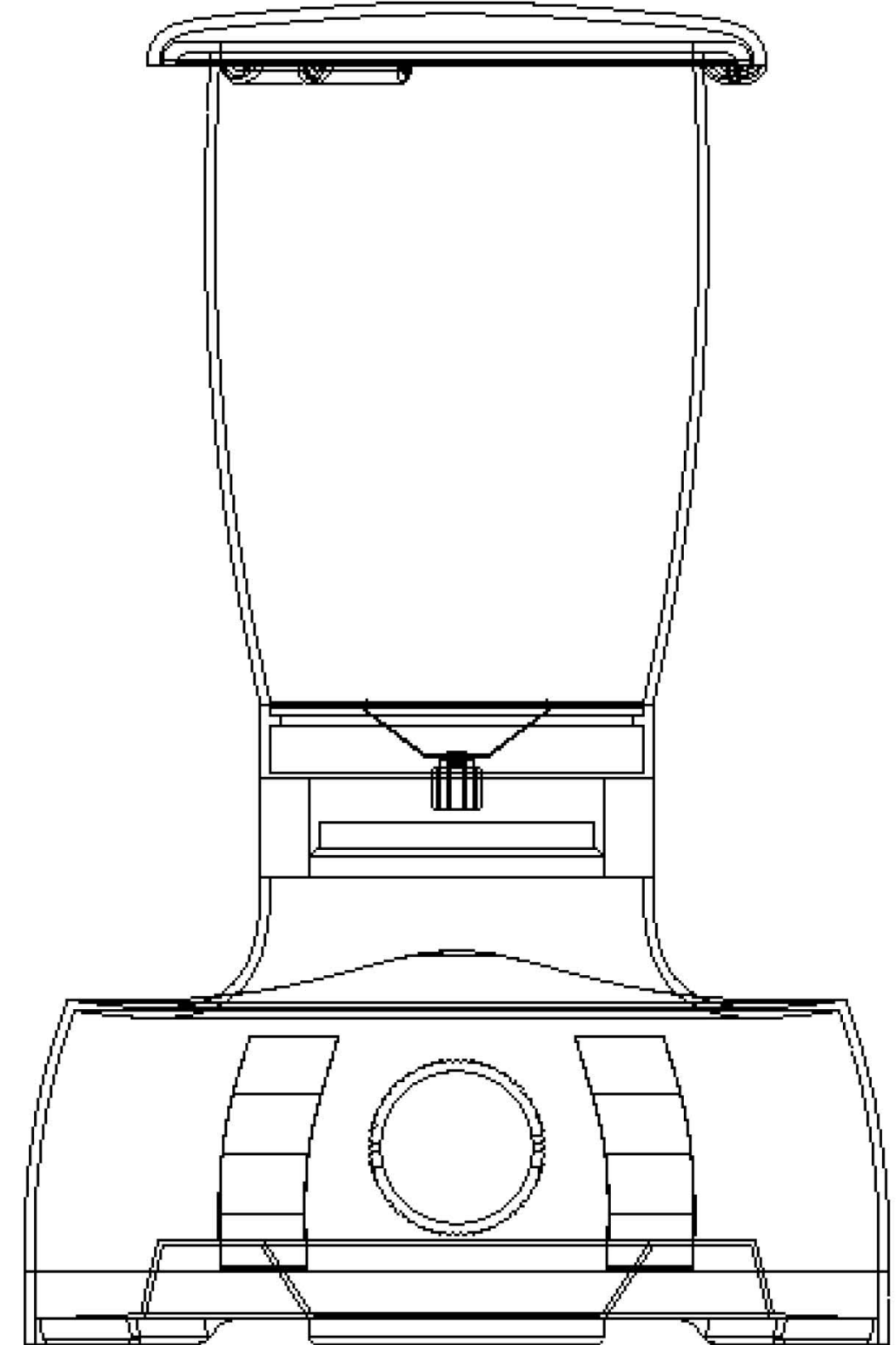
Form selection

3d modeling Rendering

Project Time : 1 day

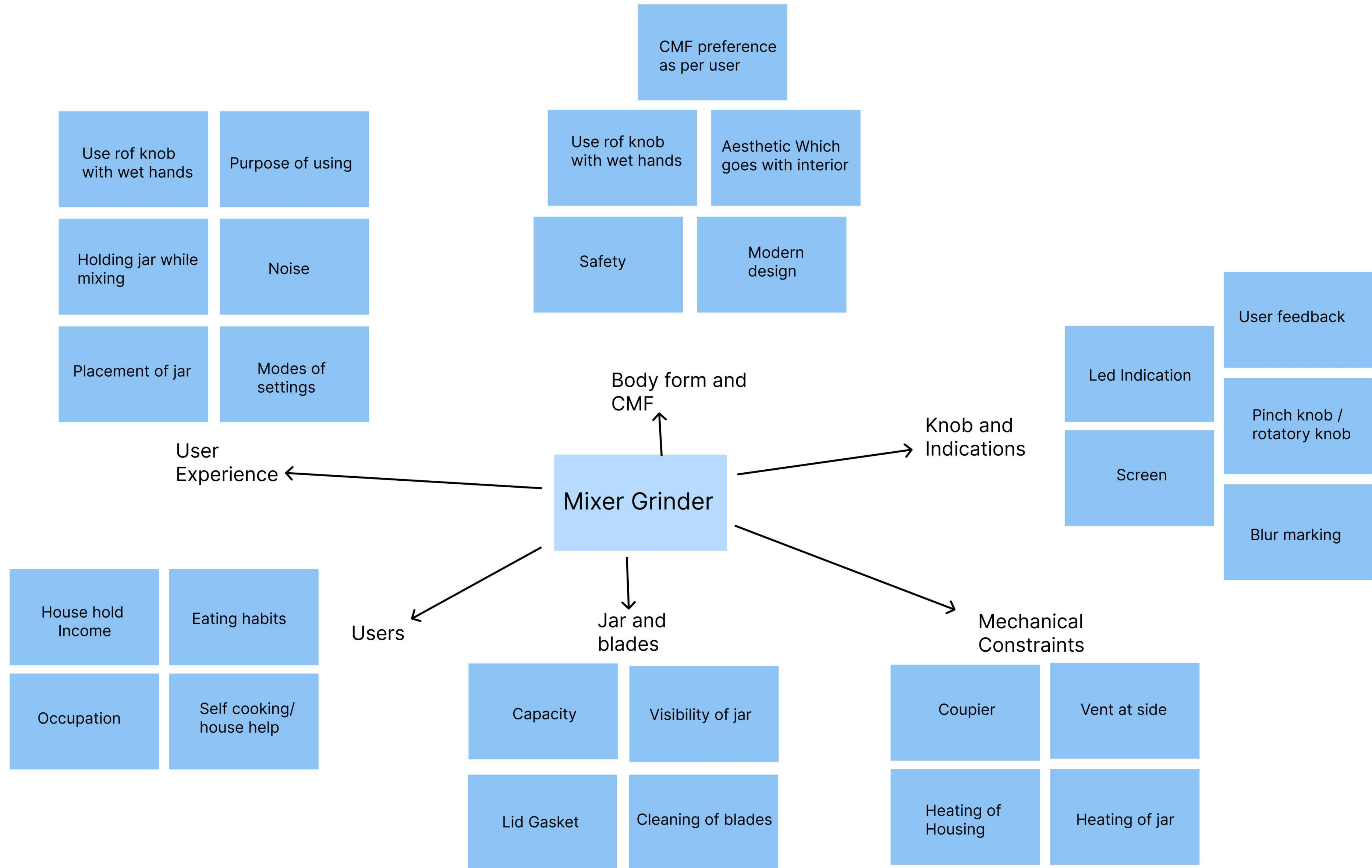
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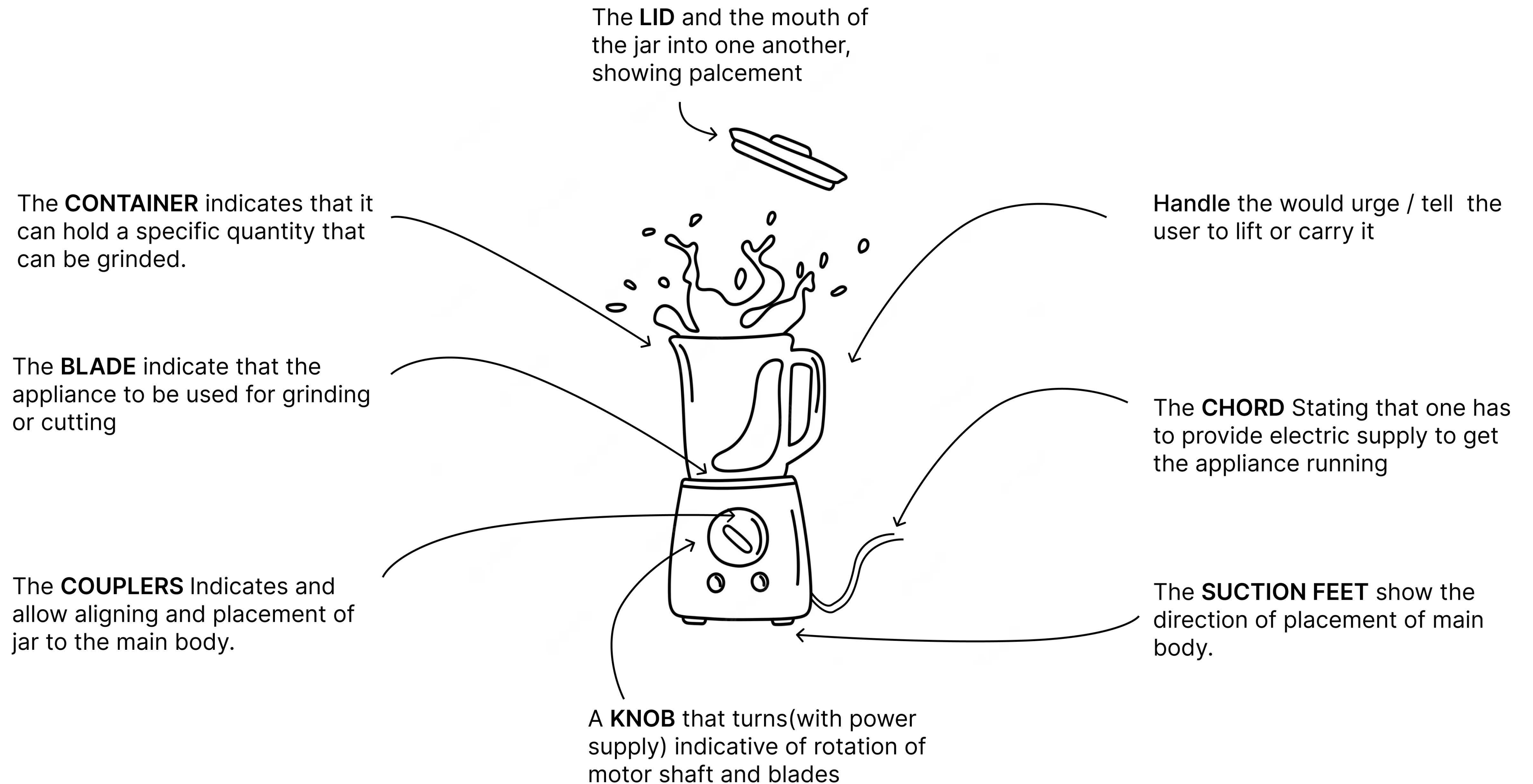


Research

Product breakdown



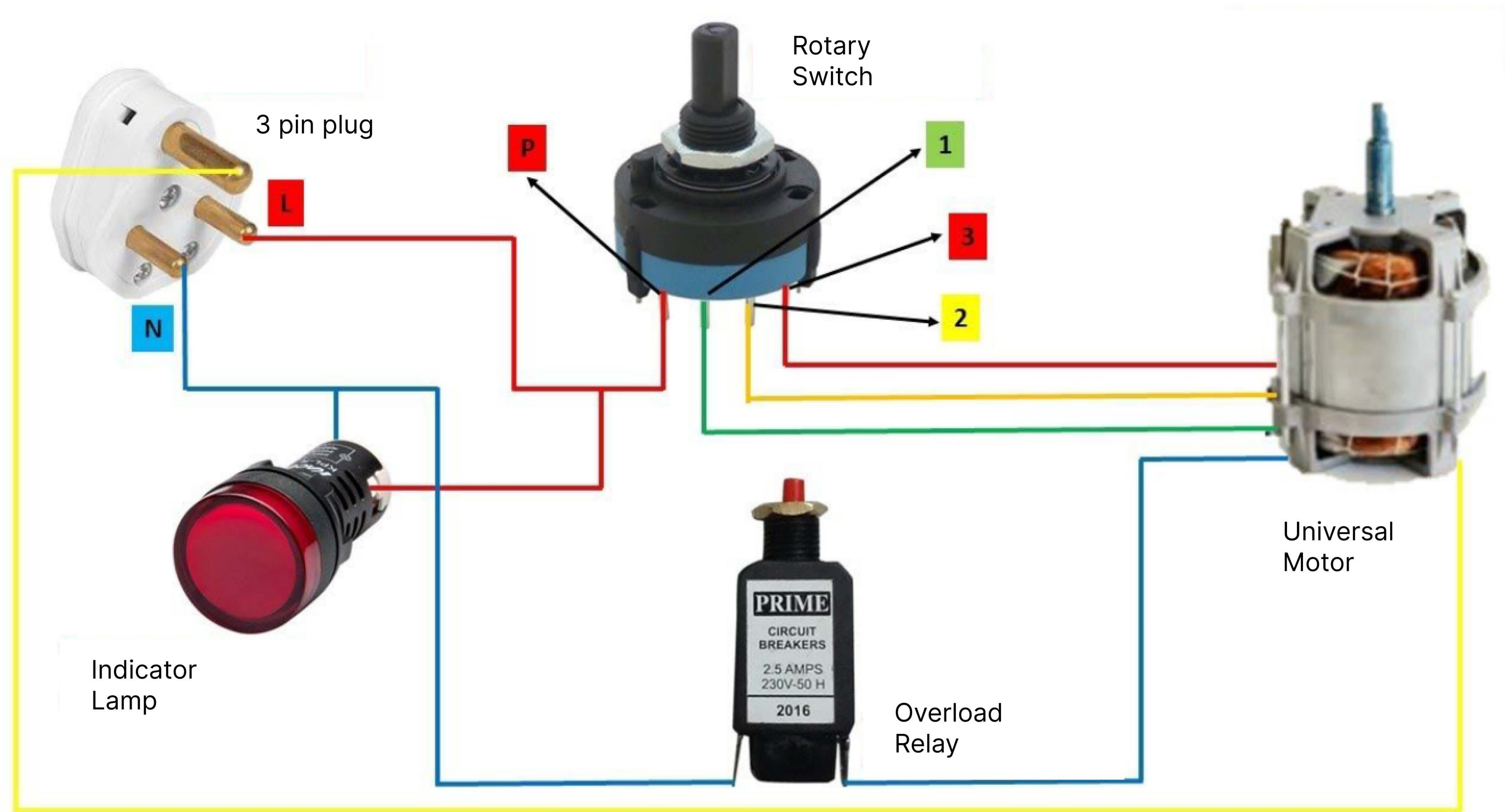
Semantic analysis of Mixer Grinder



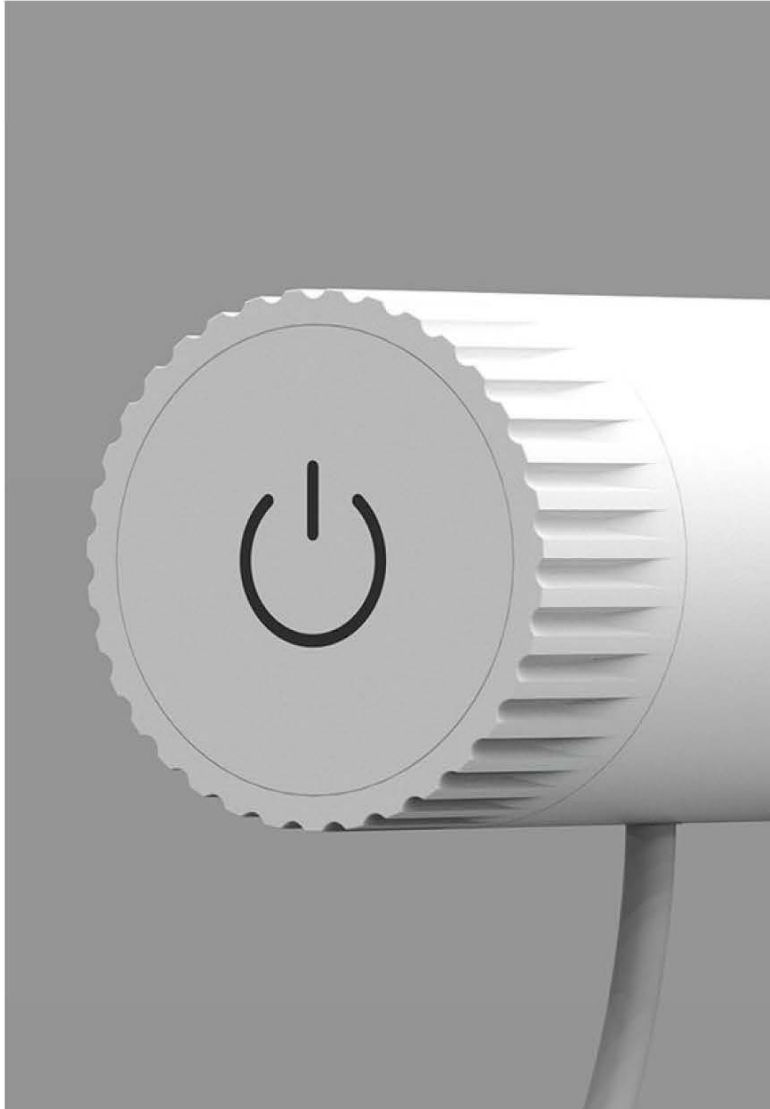
Problem Identification

- 1** Depending on the size of the mixer , it could be difficult to have a **designated space** considering that the kitchen spaces are getting **smaller in size with time**.
- 2** While some kitchen have a designated **space** on the platform itself while **operating the mixer grinder**, some have to place it on table , a stool or sometimes even on floor.
- 3** Operating of the mixer grinder and its **placement** also highly depends on where a **switchboard is available for power supply**.
- 4** Different jars and blade types are present in a mixer set for specific purpose like wet **grinding** . dry grinning etc. the **lack of awareness regarding** teh same causes problem like blade damage
- 5** The **knob** enables one to control the speed of blades **allowing one to control the consistency of the mix**. This **skill comes with repeated use** and adequate hand-on trials with the mixer.
- 6** Many a times, **we forget to un-plug the chord and switch off the power supply** as one is engrossed in cooking and has his attentions on gas stove
- 7** While **transferring** the ground mix into any container, one **struggles to remove the bits stuck below and around the blades**
- 8** the jars **don't come with a measuring scale** and generally all ingredients are ground based on approximation or experience with time. this may sometimes lead to shortage or leakage
- 9** If the jar is not washed immediately, **the ingredients stick to the blade and it becomes tedious to wash it off later**. often, teh liquid also ooze into coupler area of the main body.
- 10** One has to let the **jar to dry before placing it back into the cabinet** . if the jar are not stackable, it takes up some space to store all of them individually along with the mixer grinder.

Product Internal circuit (Housing)



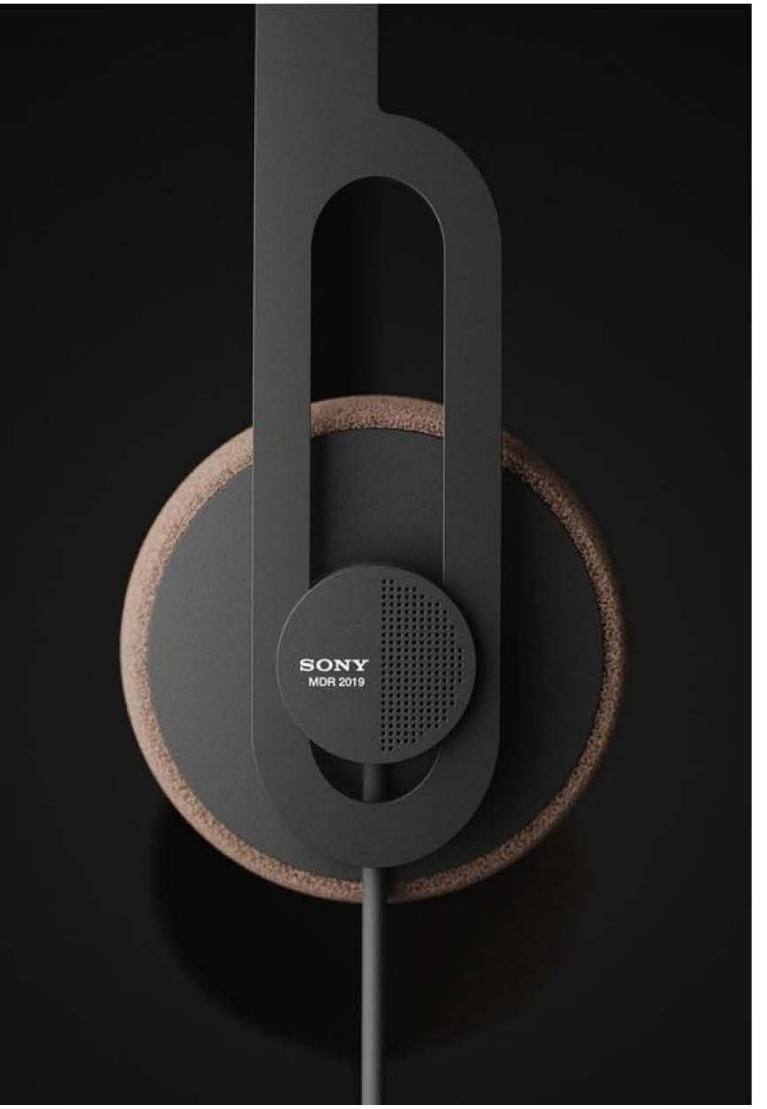
Mood Board



Simple



Futuristic

















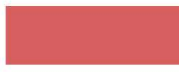

























Elegant



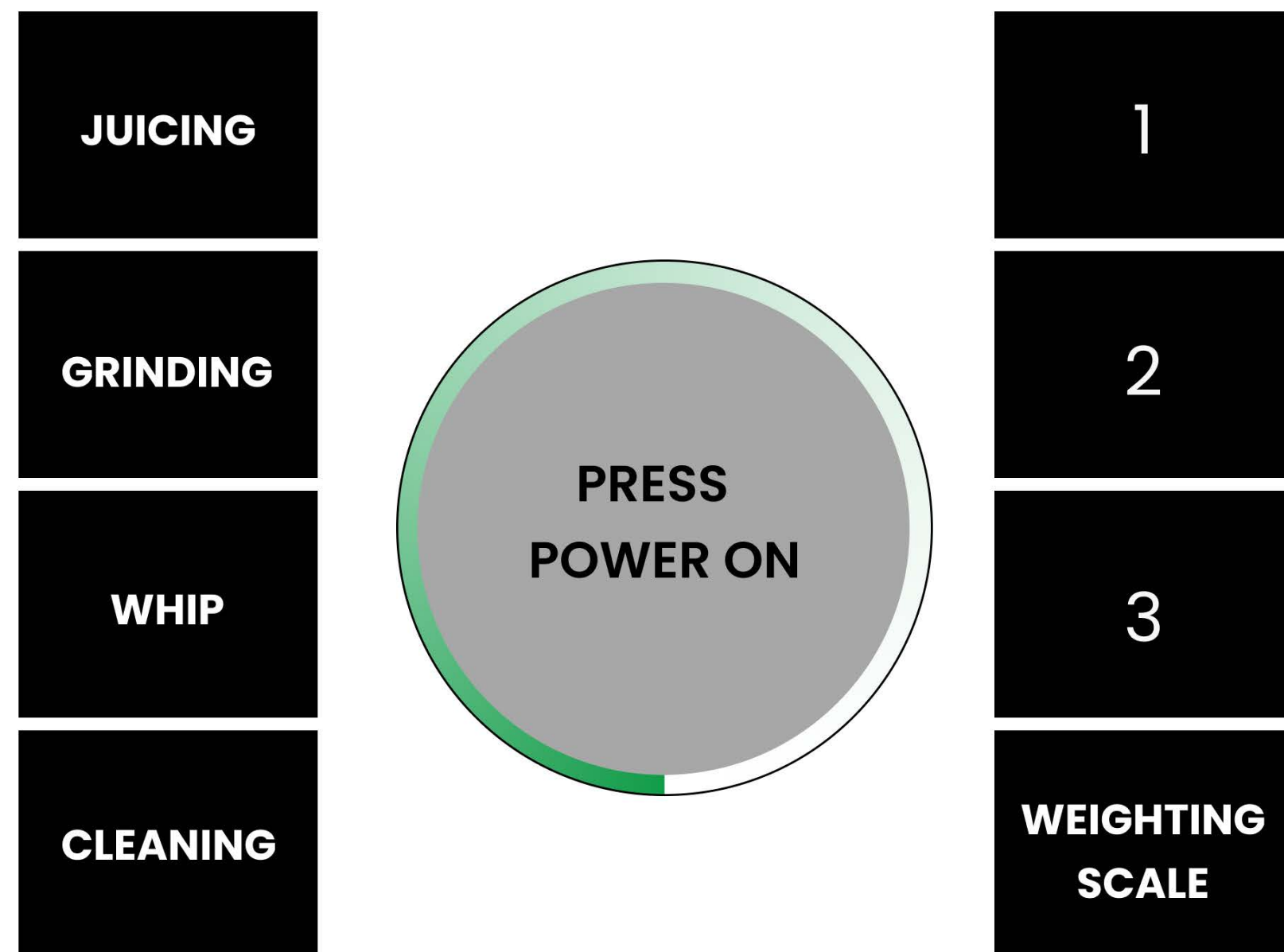
Smart

Ideation

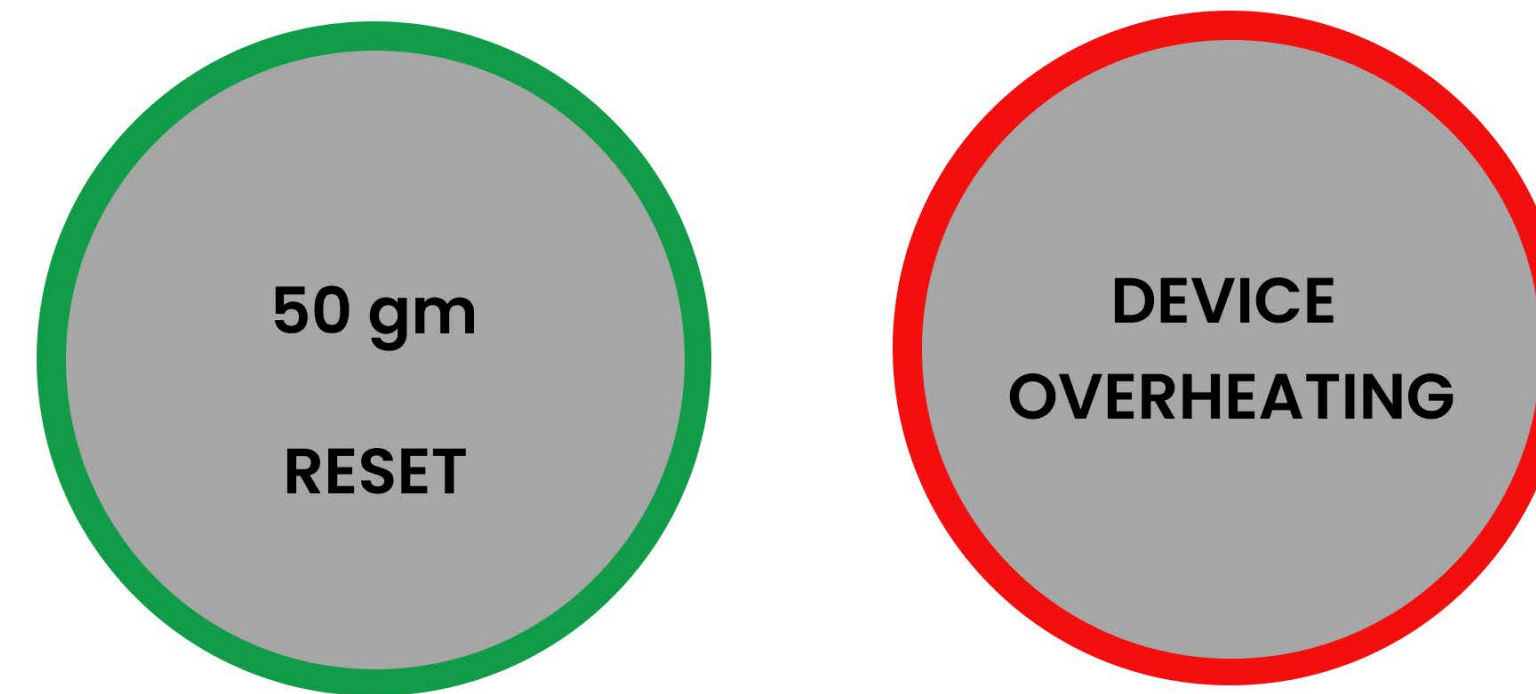
IDEAS	FUNCTIONALITY	FEASIBILITY	USER FRIENDLY	MANUFACTURING
Detachable blade				
Blade changing instead of jar				
Auto power cut				
Stability while operating				
User feedback with knob				
Compact design				
Screen With indication				
Measuring problem				
Overheating				
Self cleaning				

Knob and Display Setting.

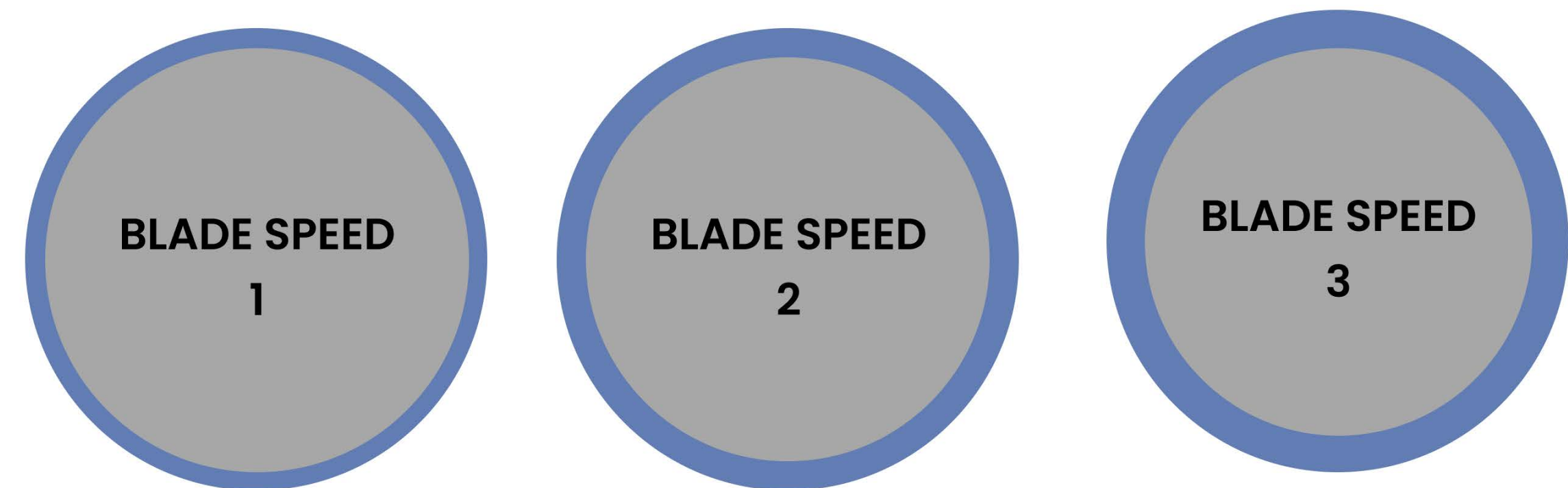
Button Features



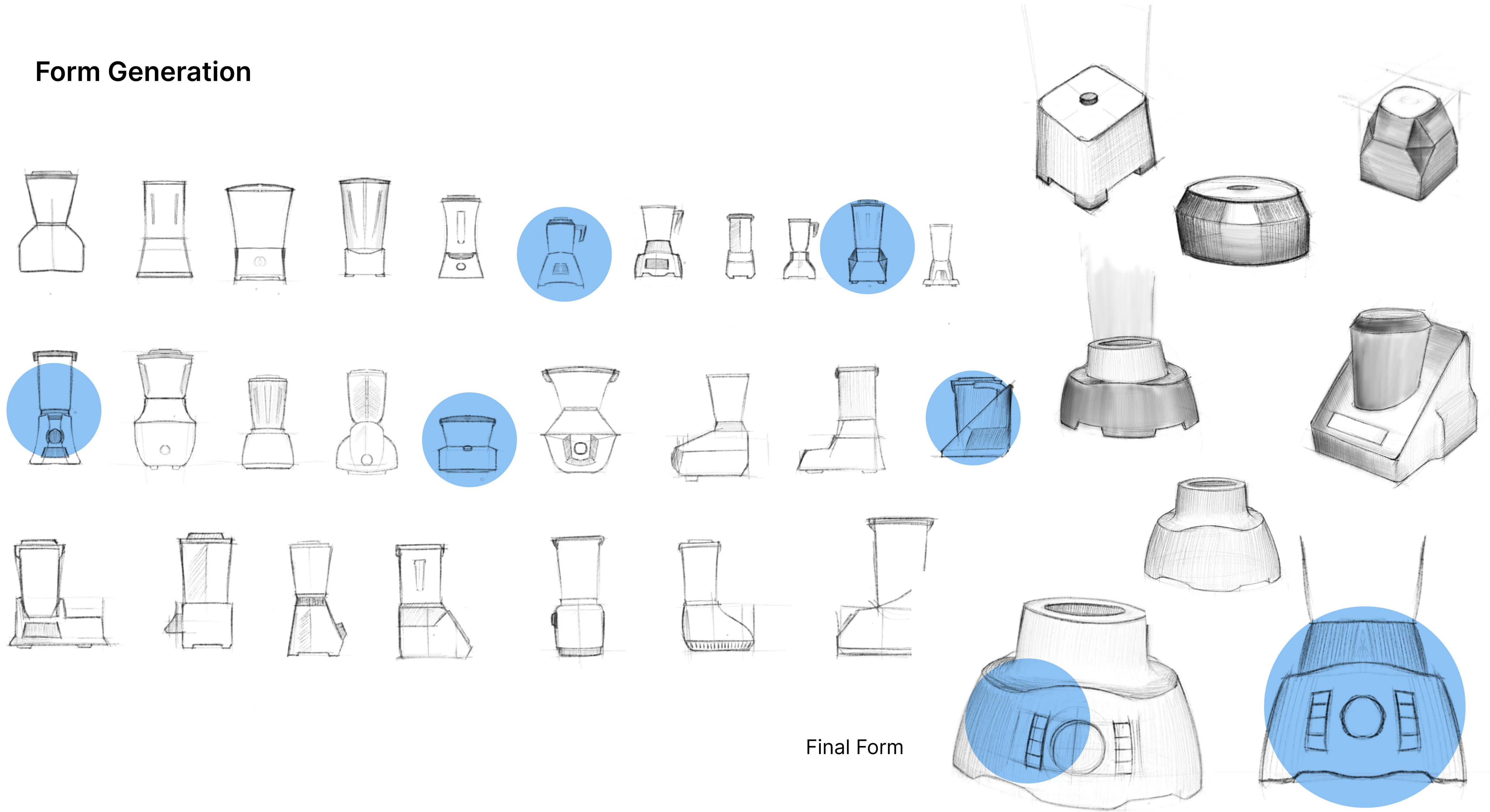
Weight indication and Overheating Warning on the Screen



Revolve the knob for Speed Settings Color Intensity Increases



Form Generation



Final Form

Product features and USP

- Self cleaning Cleanings Features (Low speed)
- Stable Design (No need to hold the mixer while operating)
- Display for Indications (Better Experience and indication)
- Auto cut off During Overheating(Circuit Break)
- Removable blade for better cleaning purposes
- Weight scale (To better understanding while poring ingredients)



Product Materials

ABS Plastic body and

Stainless Steel

Nylon For coupler

Rubber for grip and Stability

Digital screen on knob





JUICING

GRINDING

WHIP

BLENDING

PRESS
POWER ON

