

LIFESTYLE PRODUCTS FORM EXPLORATION

Guide
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Project objective

- Understanding 'Lifestyle products' and exploiting the form for the same in domestic context, finally leading towards a range of lifestyle products.

What is lifestyle?

- **Being different is being normal.**

- A way of life or style of living that reflects the attitudes and values of a person or a group.

(dictionary.com)

- Individuals' unique, unconscious and repetitive way of responding to (or avoiding) main tasks of living.

Alfred Adler

- **It allows one to create and 'sell' the ultimate brand, "me."**

Lifestyle defining the products.



Products defining the lifestyle.



What is Lifestyle product?

- Lifestyle product depends on an individual's choice and what he chooses to buy.
- Not strictly utilitarian but objects to derive pleasure.
- Function does not over power all other needs.
- Esteemed value, projection of owner's attitude and sometimes his social status.
- Niche marketing, niche design

Lifestyle product – a status symbol at an affordable price.



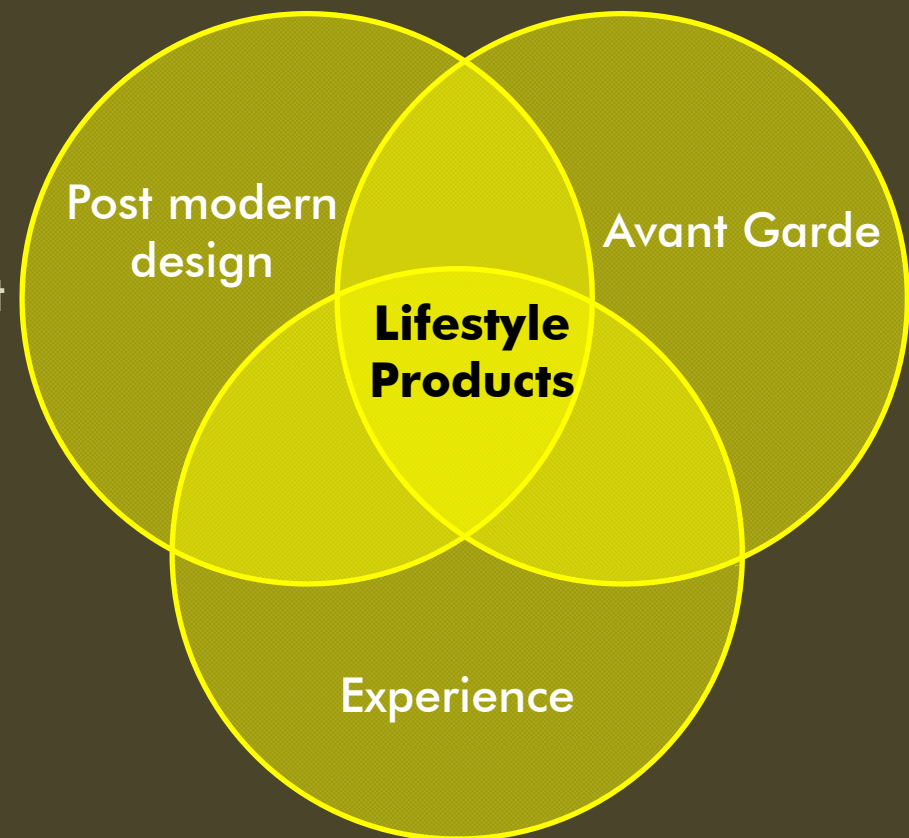
How did it start?

- Post-Second World War – Use and throw attitude
- Competitive economy
- Mass production at relatively cheaper rate
- **'Best'** - defined by the consumer and not by producer as *more than simply cheap* - *experience*
- It also includes *value for money, reliability and service.*
- Production of consumer durables that have quality and can perform at levels *much higher than basic necessity.*



Essential characteristics/Attributes of Lifestyle Products

- Avant garde
- Niche products
- Exclusive
- Status symbol
- Differentiation
- Technological advancement
- Attitude



Lifestyle product categories

- Furniture
- Lighting
- Kitchen products
- Bar accessories
- Dinnerware
- Bath accessories
- Furnishings and decor
- Digital products



Kitchen products



A blender or liquidiser or grinder

- Motor capacity - 500 W to 750 W
- 3 speed options
- Air vent at bottom and top.
- Proper ventilation, enough circulation space –
No top vents
- Reduces the maximum operating time of the motor.



Narrow base

- Motor without any extra space.
- International players like Philips, Morphy Richards, etc.
- Perceived as compact mixer grinders - superior, technically advanced and hence costly.
- Less space for storage.



Broad base

- Motor with a platform in the front.
- Local players like Maharaja, Jaipan, Sumeet, etc.
- Perceived as sturdy, heavy duty and reliable



3 containers of different sizes for different purposes.

- 0.35 to 0.6 Ltr – Dry grinding, Chutney making

- 0.75 to 1.0 Ltr – Grinding for bigger quantities

- 1.2 to 1.5 Ltr – For liquids

- Local manufacturers in **Southern part** provide **dry grinding jars** of upto 0.6 Ltr capacity as **spices and chutneys** are made in large quantities.

- Similarly, in **Northern part**, the **liquidizing jar** of upto 1.5 Ltr capacity is provided which is used for making **buttermilk, lassi**, etc.

Transparent plastic jars - clean look, rich feel,
better interaction

Not preferred

Transparent lids for better visibility.

- Not much difference in terms of features.
- Cost variation - Mainly due to motor power, materials used and brand name associated with the product.

Range of Bajaj mixer grinders



GX 7 Mixer Grinder

Rs. 1795



GX 8 Mixer Grinder

Rs. 2250



GX 10 Mixer Grinder

Rs. 2350



GX 15 Mixer Grinder

Rs. 2395



GX 21 Mixer Grinder

Rs. 2695



Winner Mixer Grinder

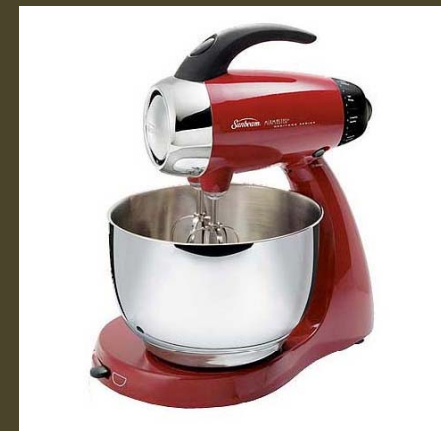
Rs. 2695

Mixers

- Hand mixer** - a hand-held mixing device.
- Typically consists of a handle mounted over a large enclosure containing motor, which drives one or two beaters.



- Stand mixer** - essentially same as a hand mixer, but is mounted on a stand which bears the weight of the device.
- Larger and more powerful motor.



**A blender or liquidiser or grinder or
Mixie**

-Stationary, upright electrical device used to mix ingredients or puree food.

Mixer

-A kitchen appliance intended for mixing, beating and whipping food ingredients.

Blenders contain sharp blades and typically operate at higher speeds that chop, liquefy, or otherwise break down larger food items. A mixer is a much slower device without blades.

Toaster

- A toaster works by applying **radiant heat** directly to a bread slice.
- Usually two or four bread toasters are available.
- Manual, semi automatic and automatic (Pop up) toasters.



Kitchens – Contemporary scenario



Contemporary Kitchens

- More organized
- Simple geometric forms
- Clean and clear lines, planer forms
- No ornamentation
- Minimalistic approach
- Ledge formation – Horizontality
- Combination of subtle and striking colors

Kitchen products

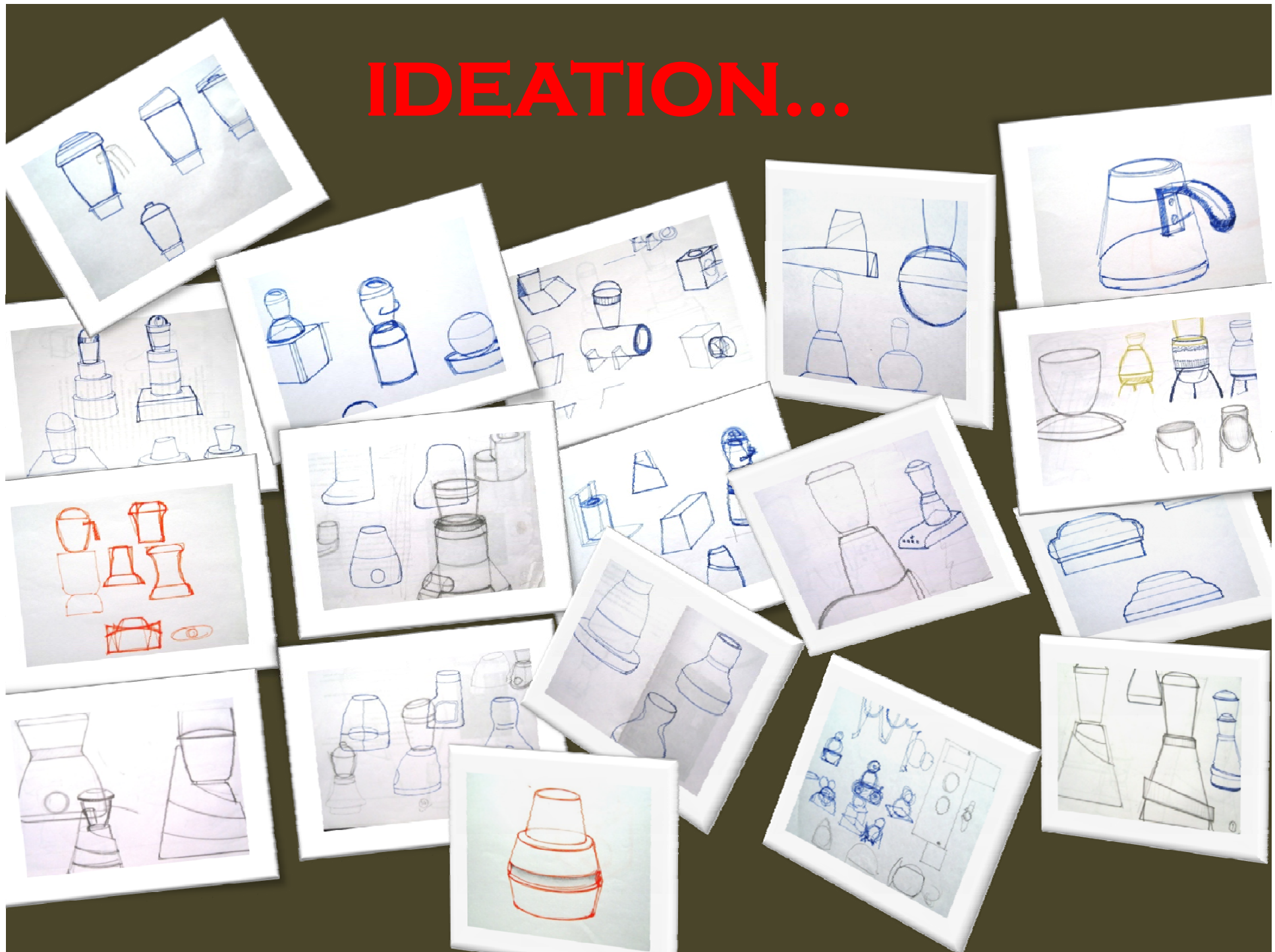
- Household
 - Hygienic
 - Caring
 - Classy
 - Calm
-
- Unified look
 - Complementary to each other
 - place of their own
 - Showpiece – Even when not in use

Product Brief

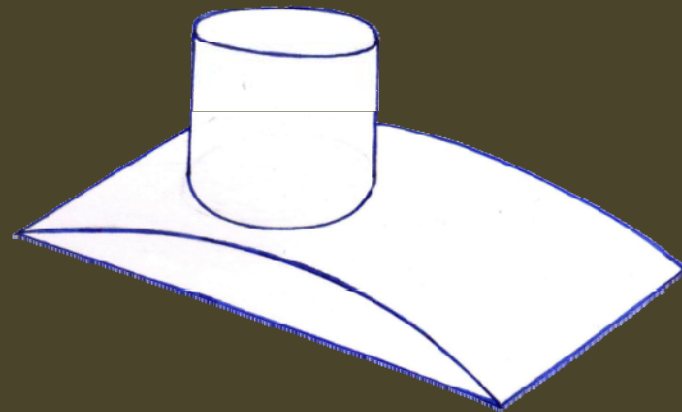
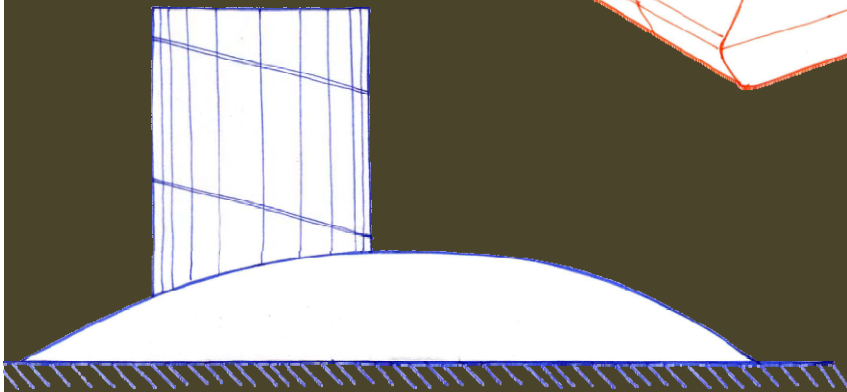
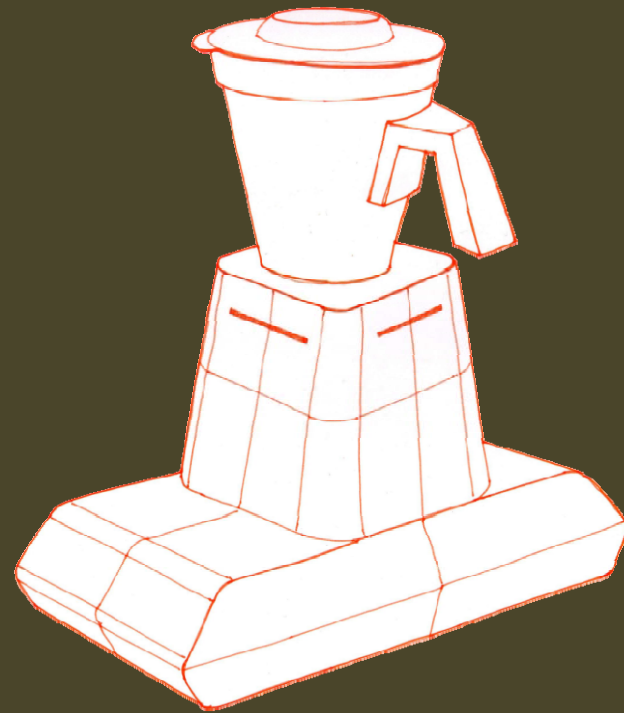
To design a range of kitchen appliances as lifestyle products for the contemporary kitchen scenario based on a formal approach to have a family look among them.

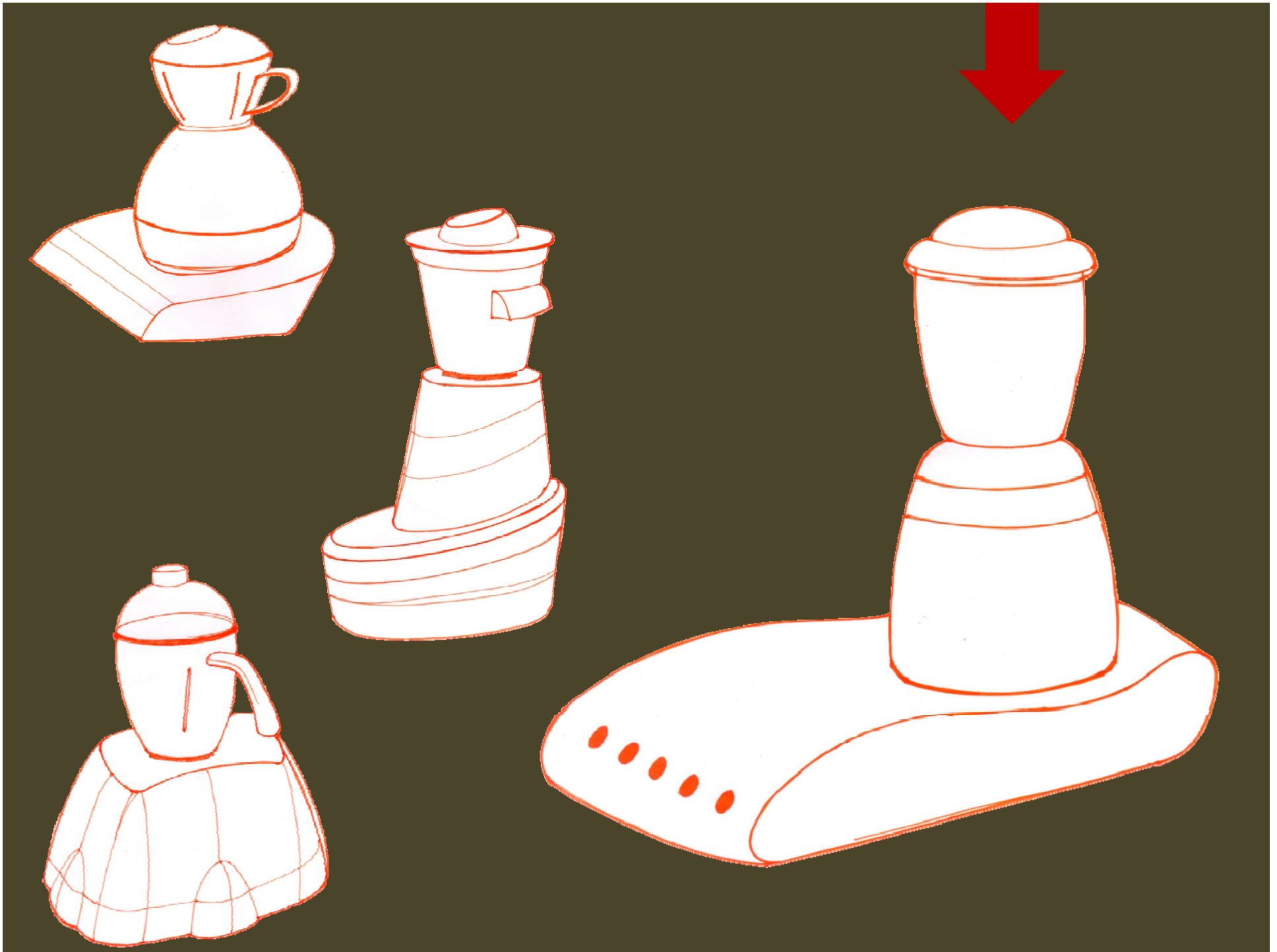
- Mixer grinder
- Toaster
- Hand blender

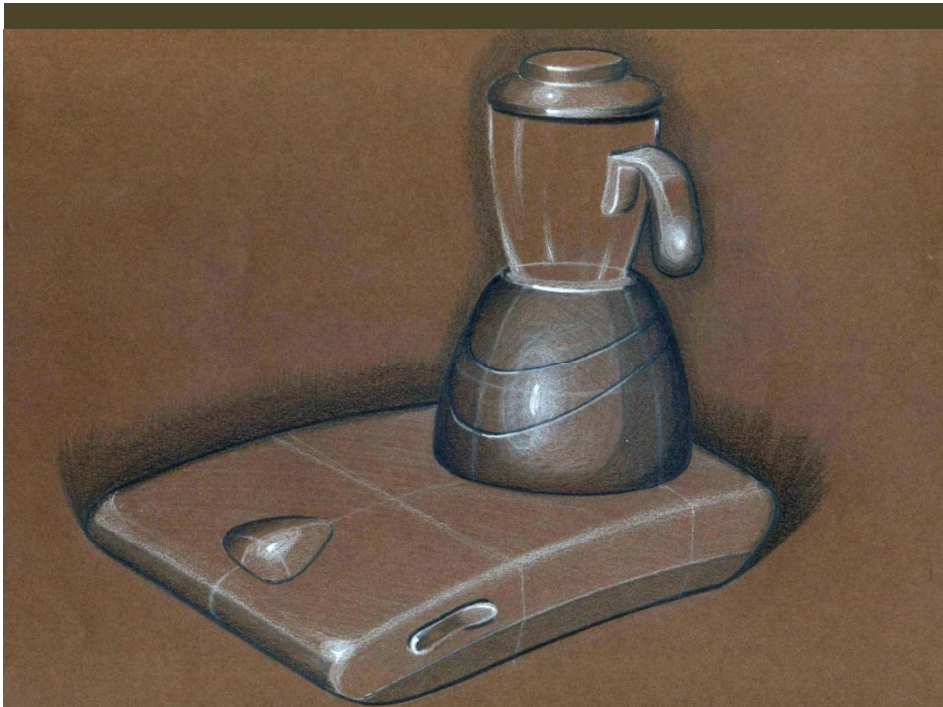
IDEATION...



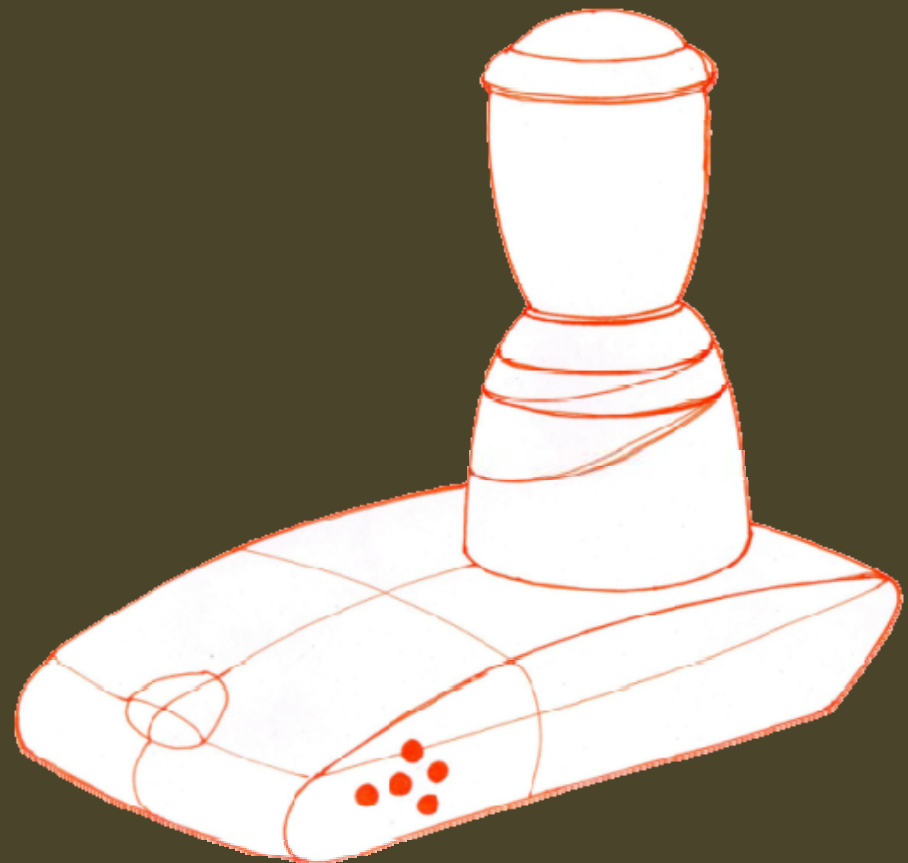
Cluster 1 Broad base



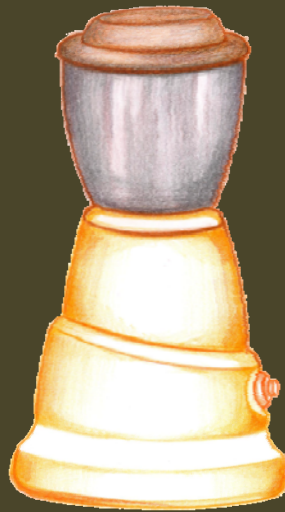
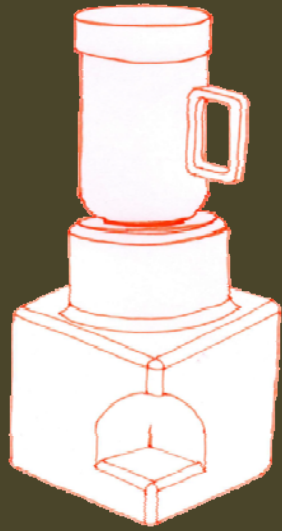


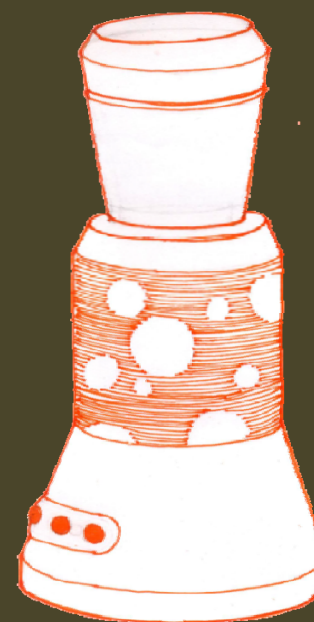
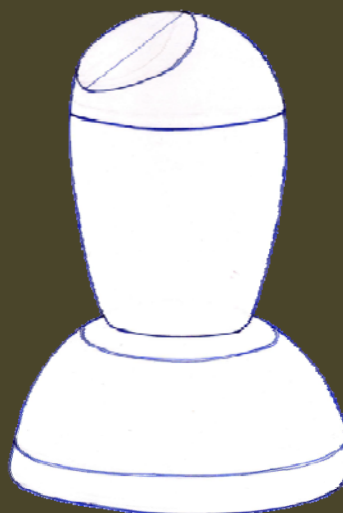
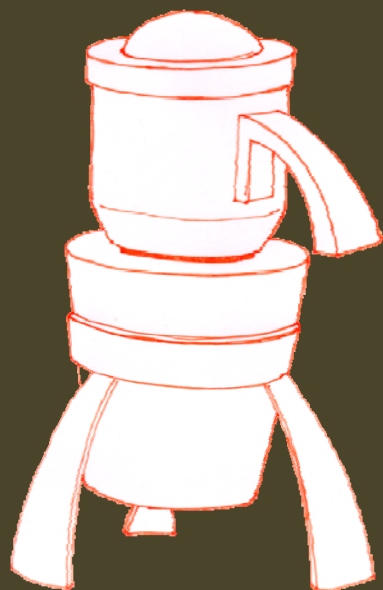
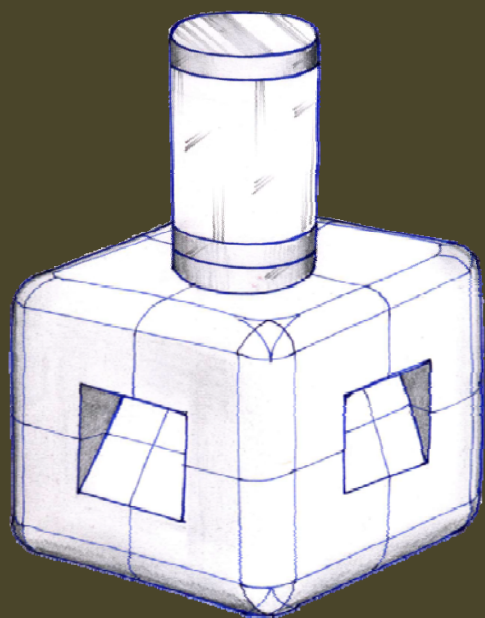


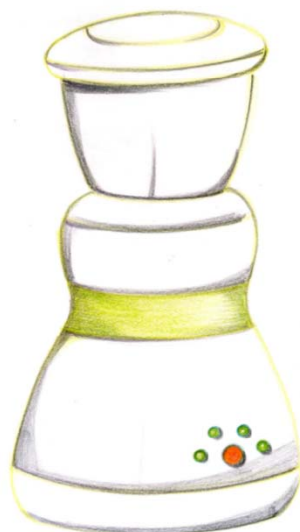
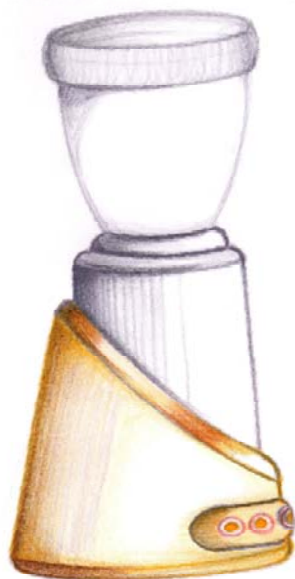
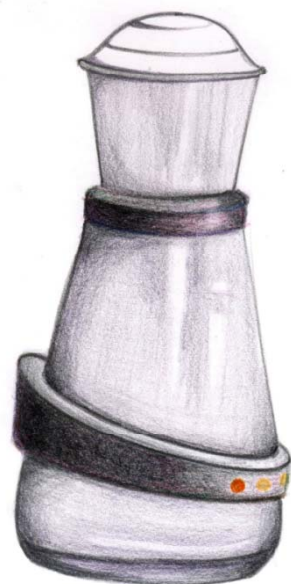
Final Idea 1



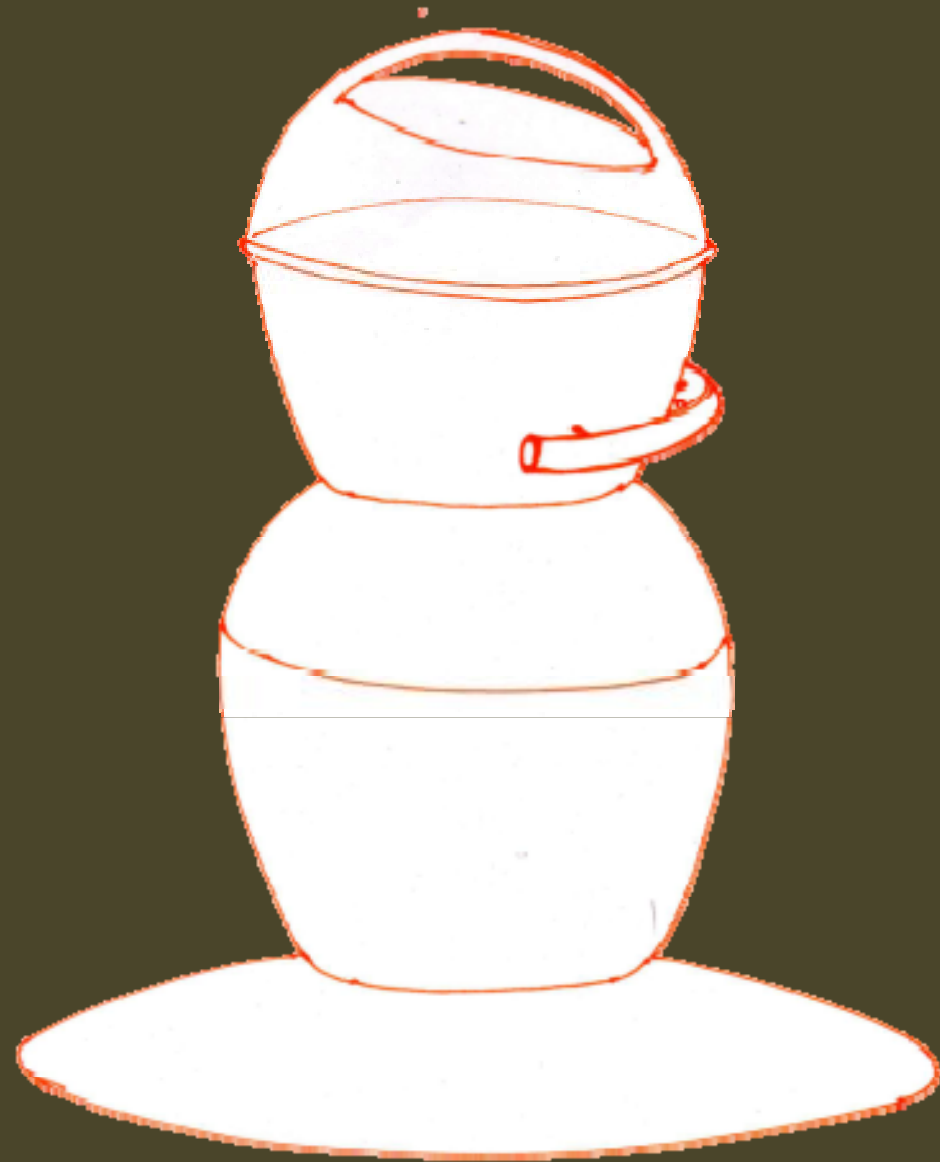
Cluster 2 Narrow base



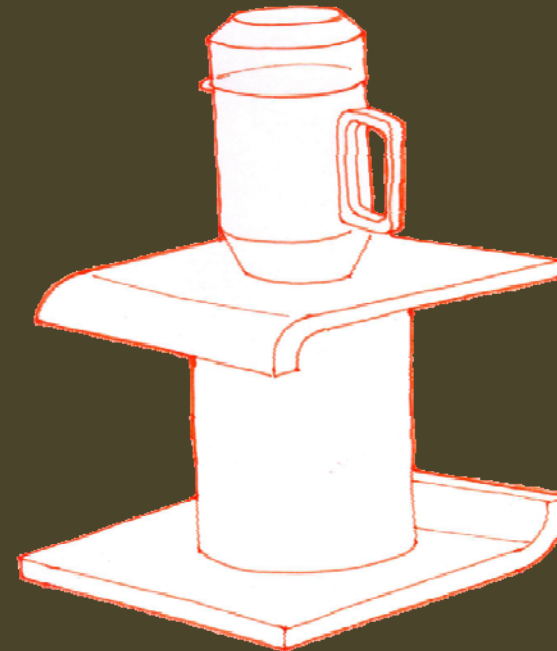
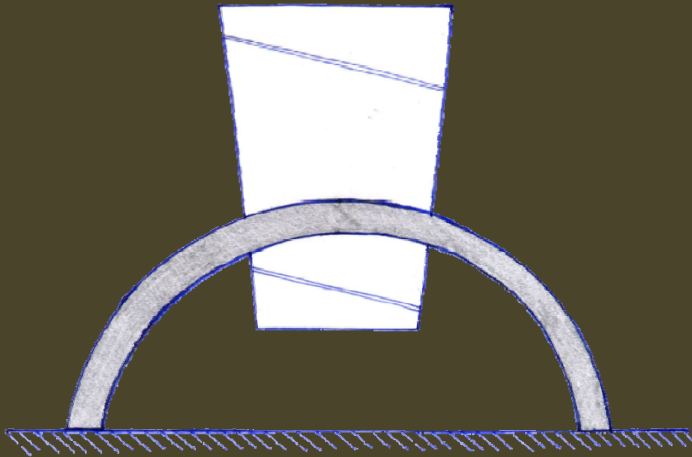
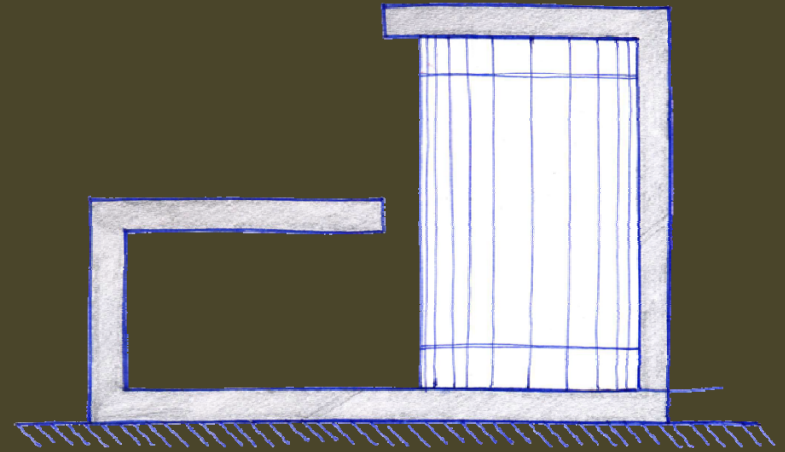
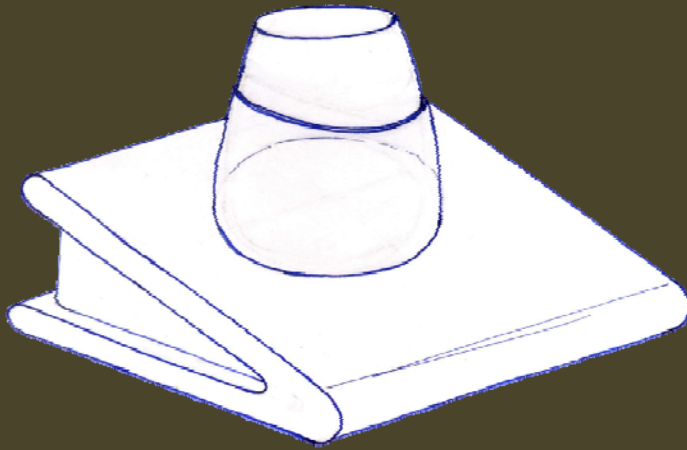


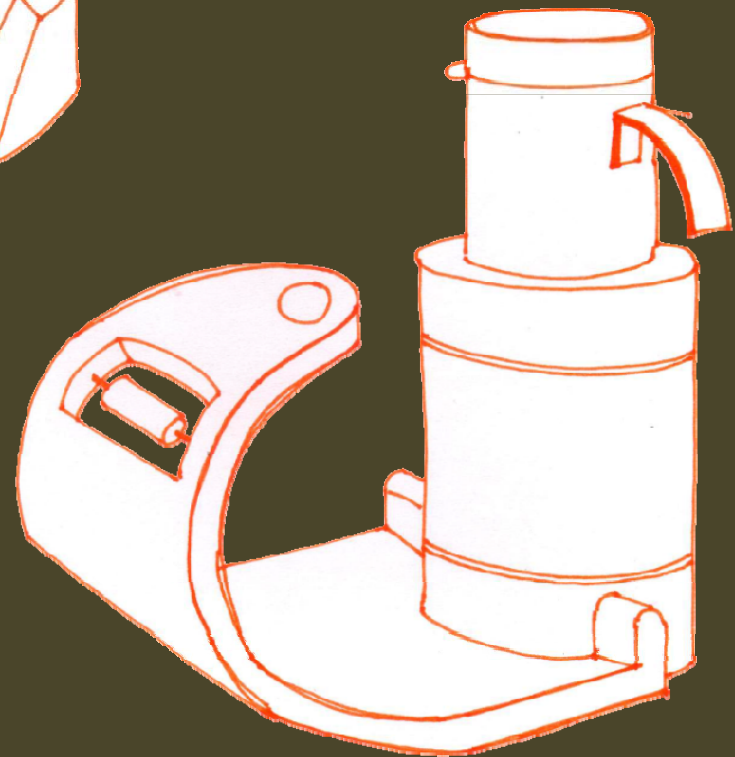
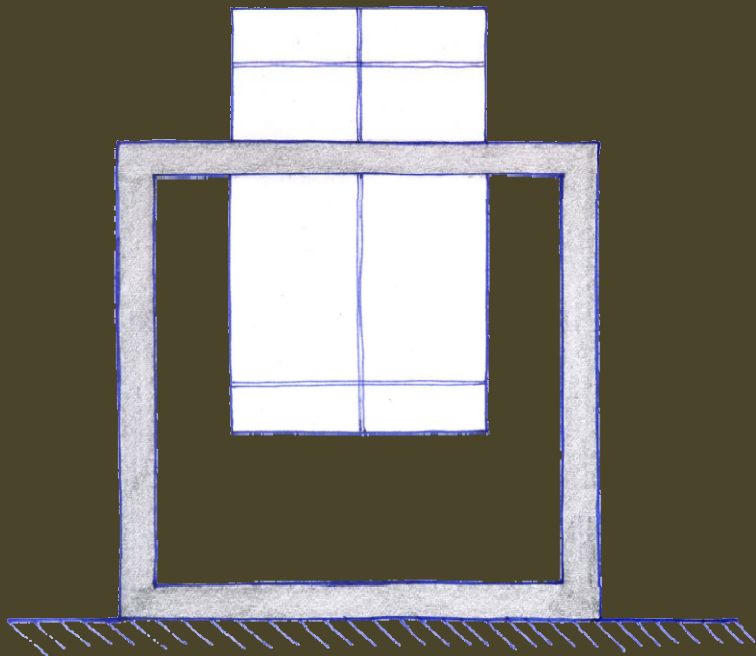
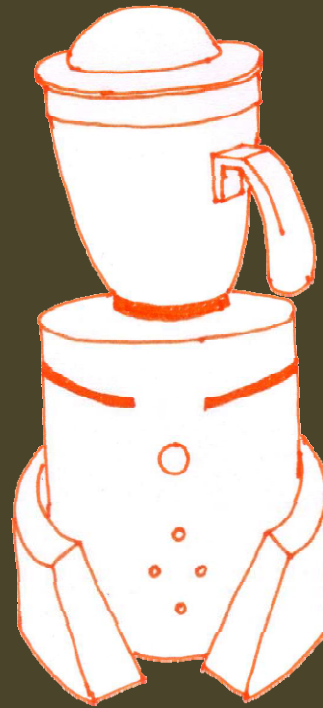
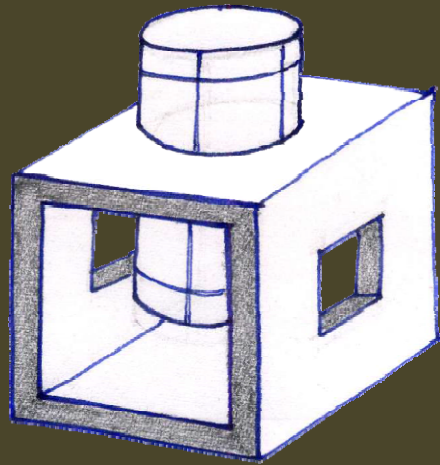


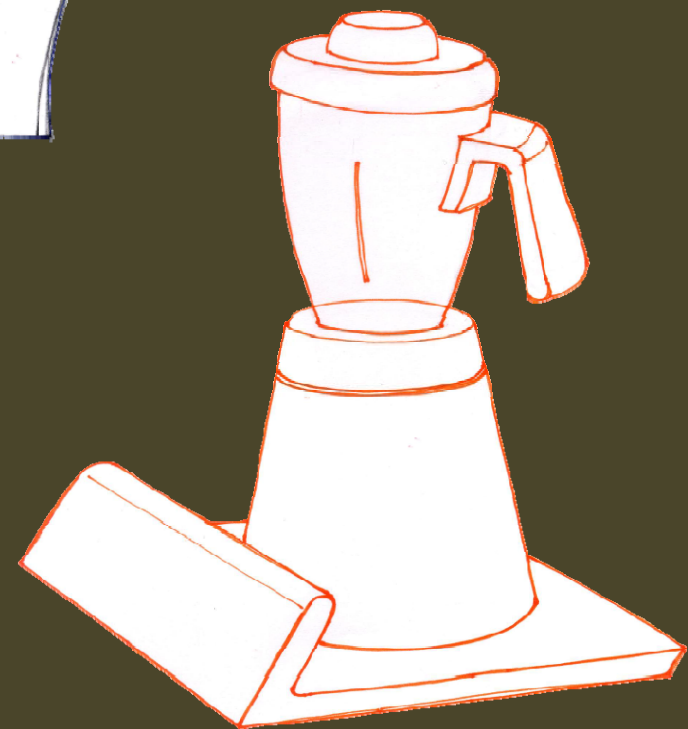
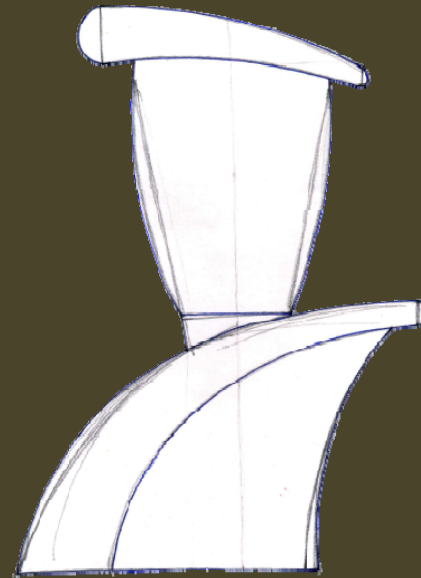
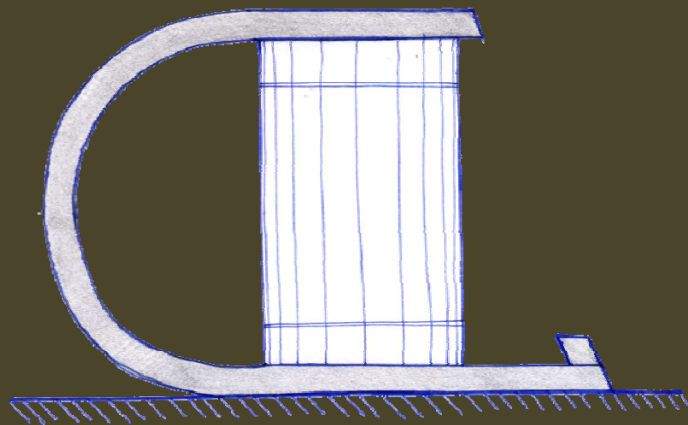
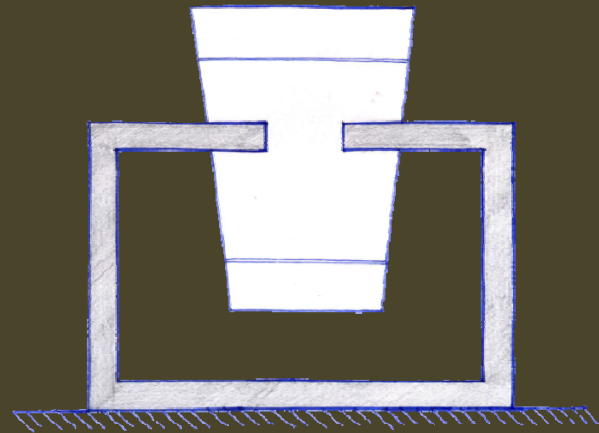
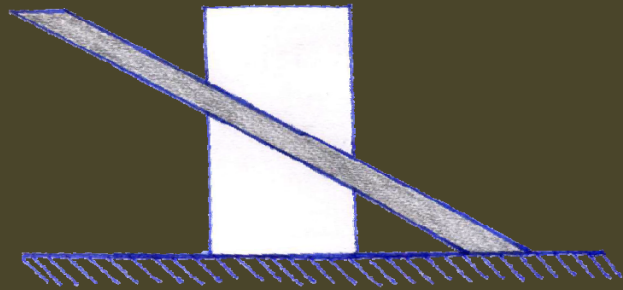
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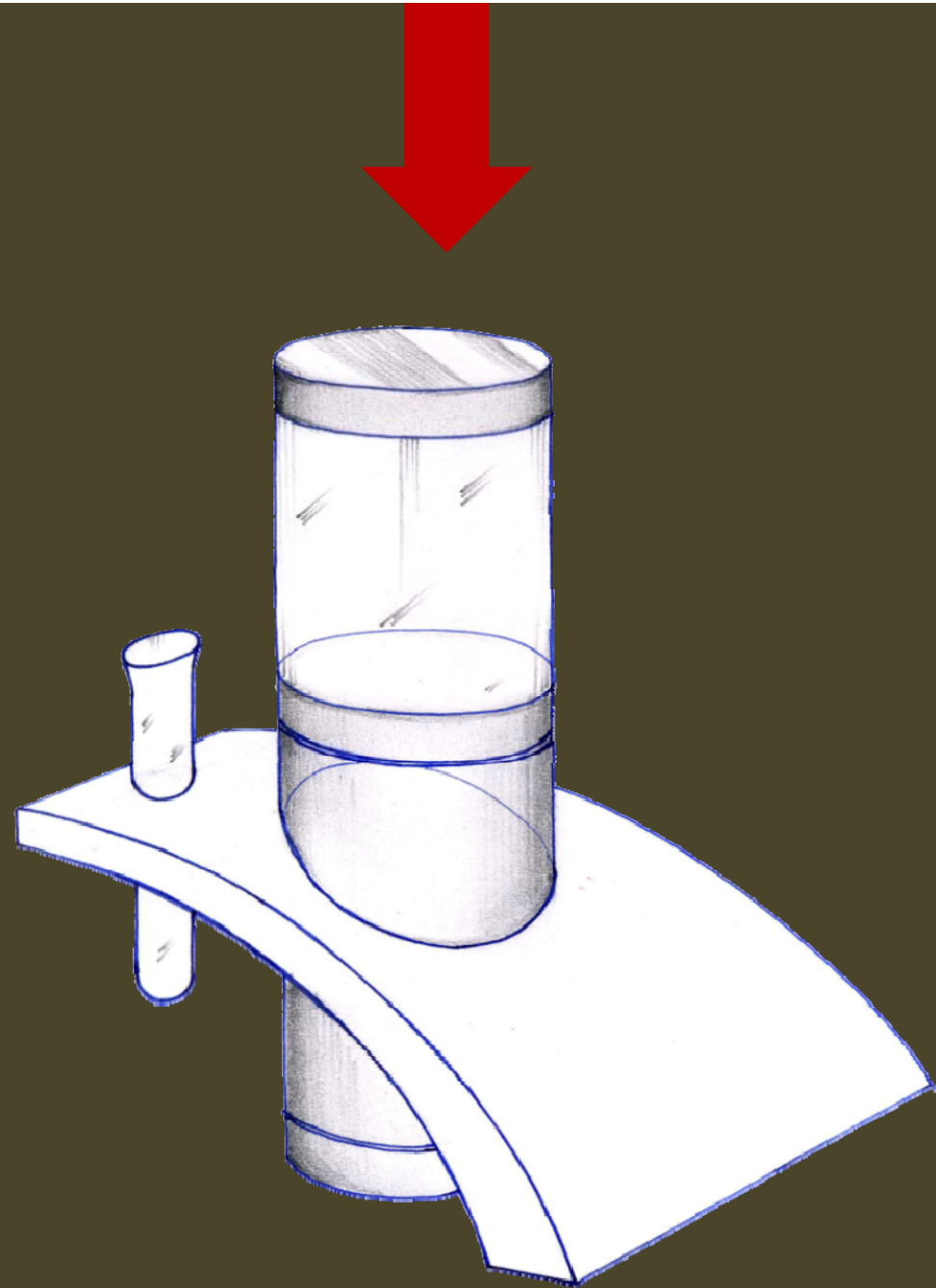
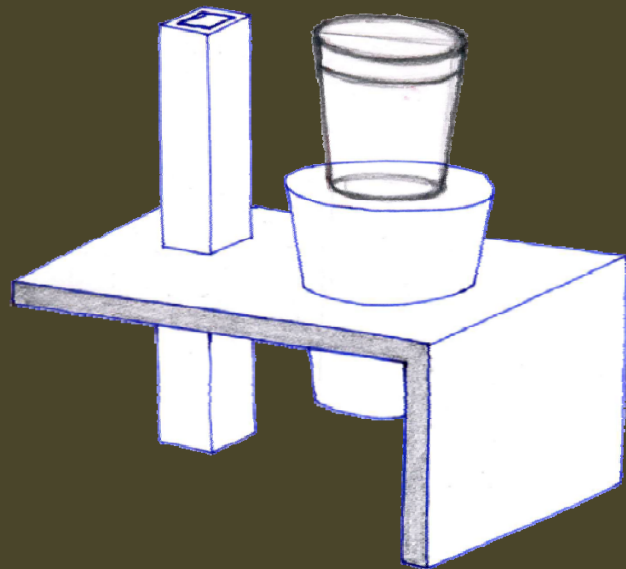
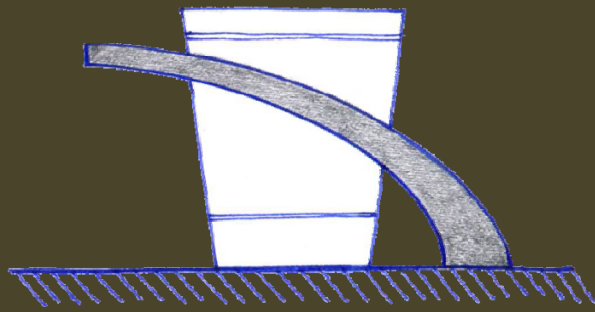


Cluster 3 Ledge



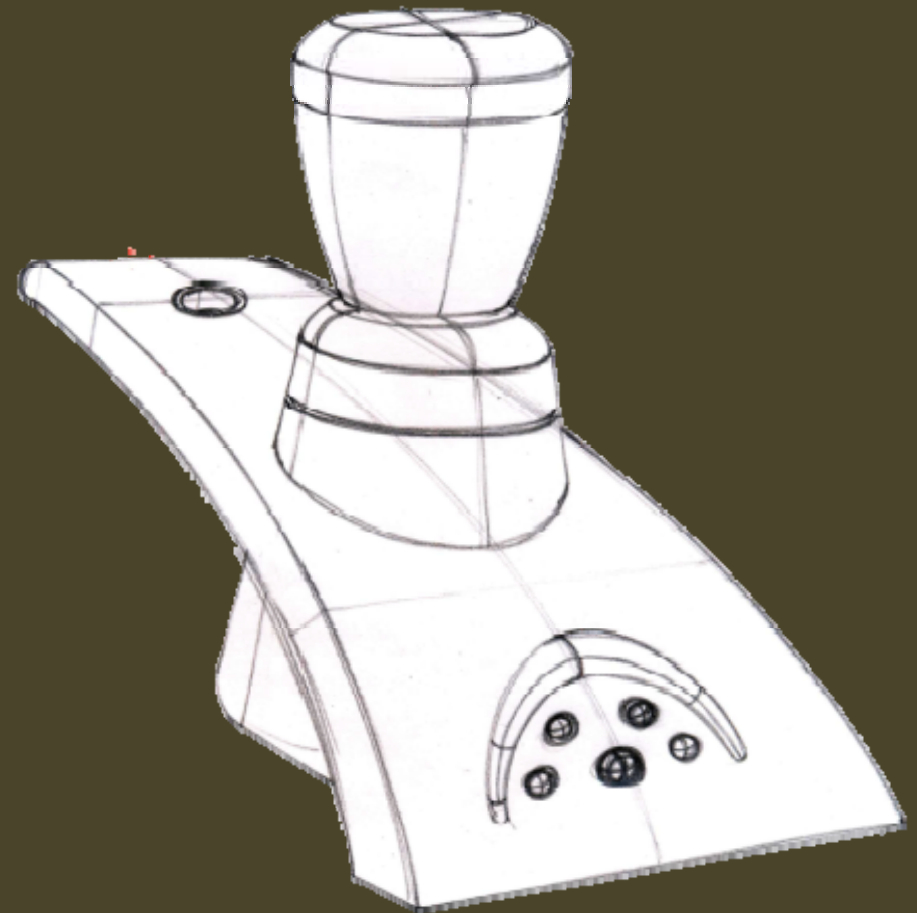








Final Idea 3



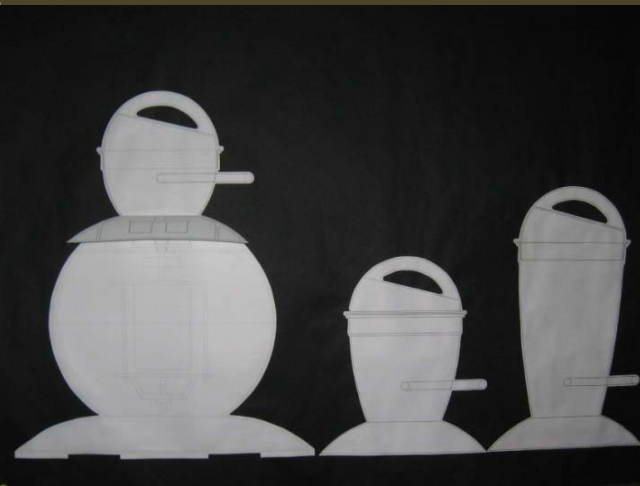
Jars



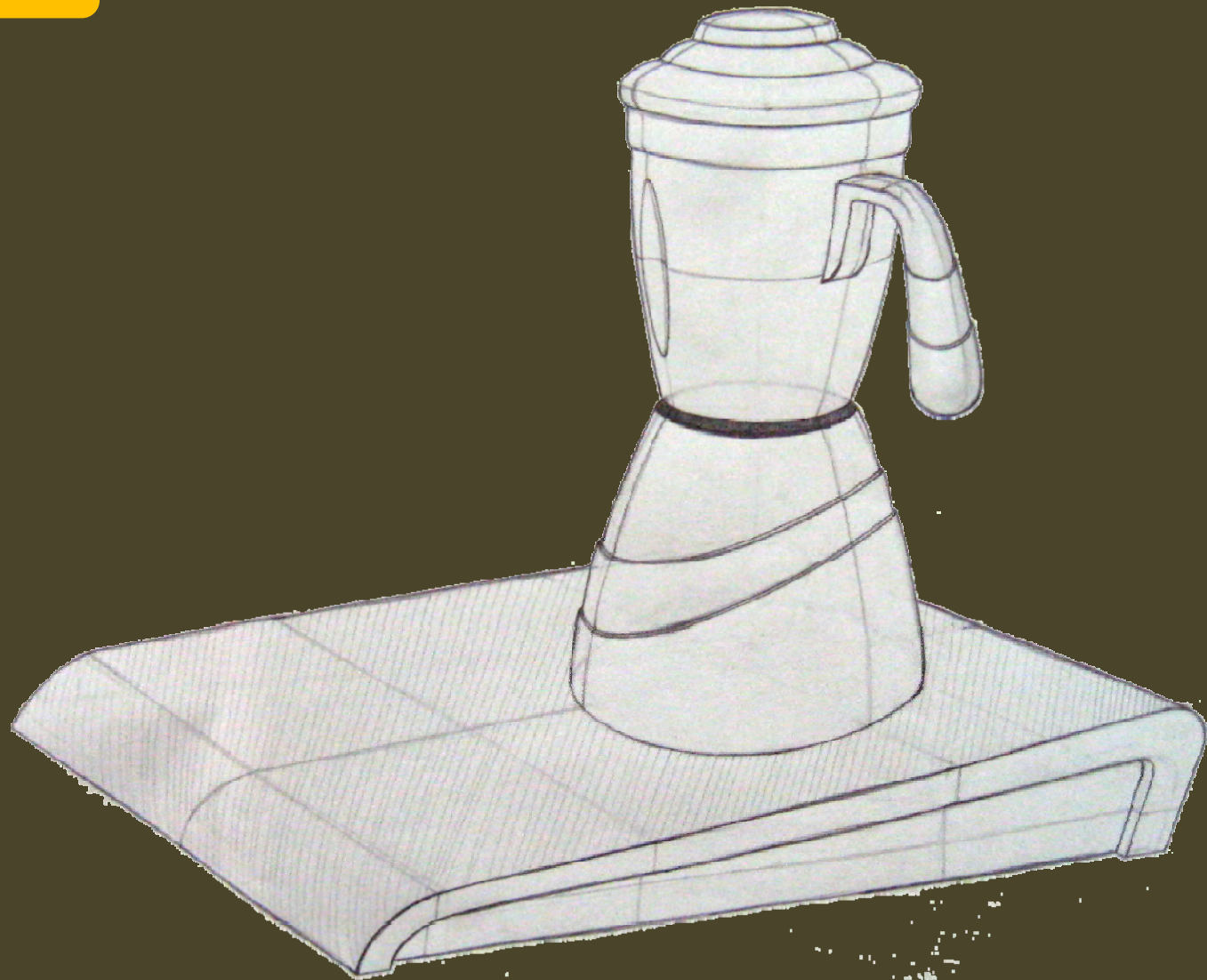
Initial Exploratory Models



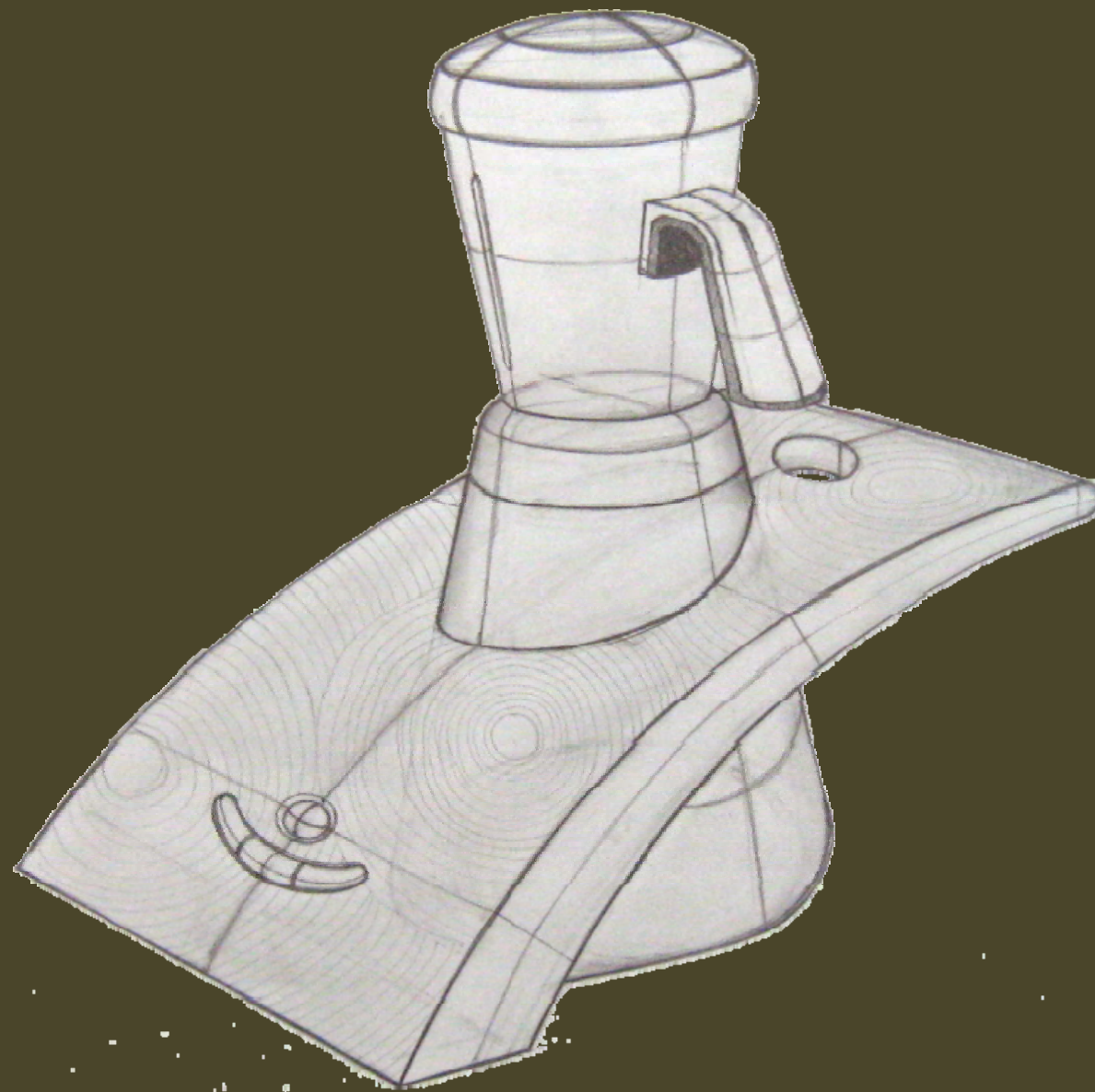
Scale Drawings



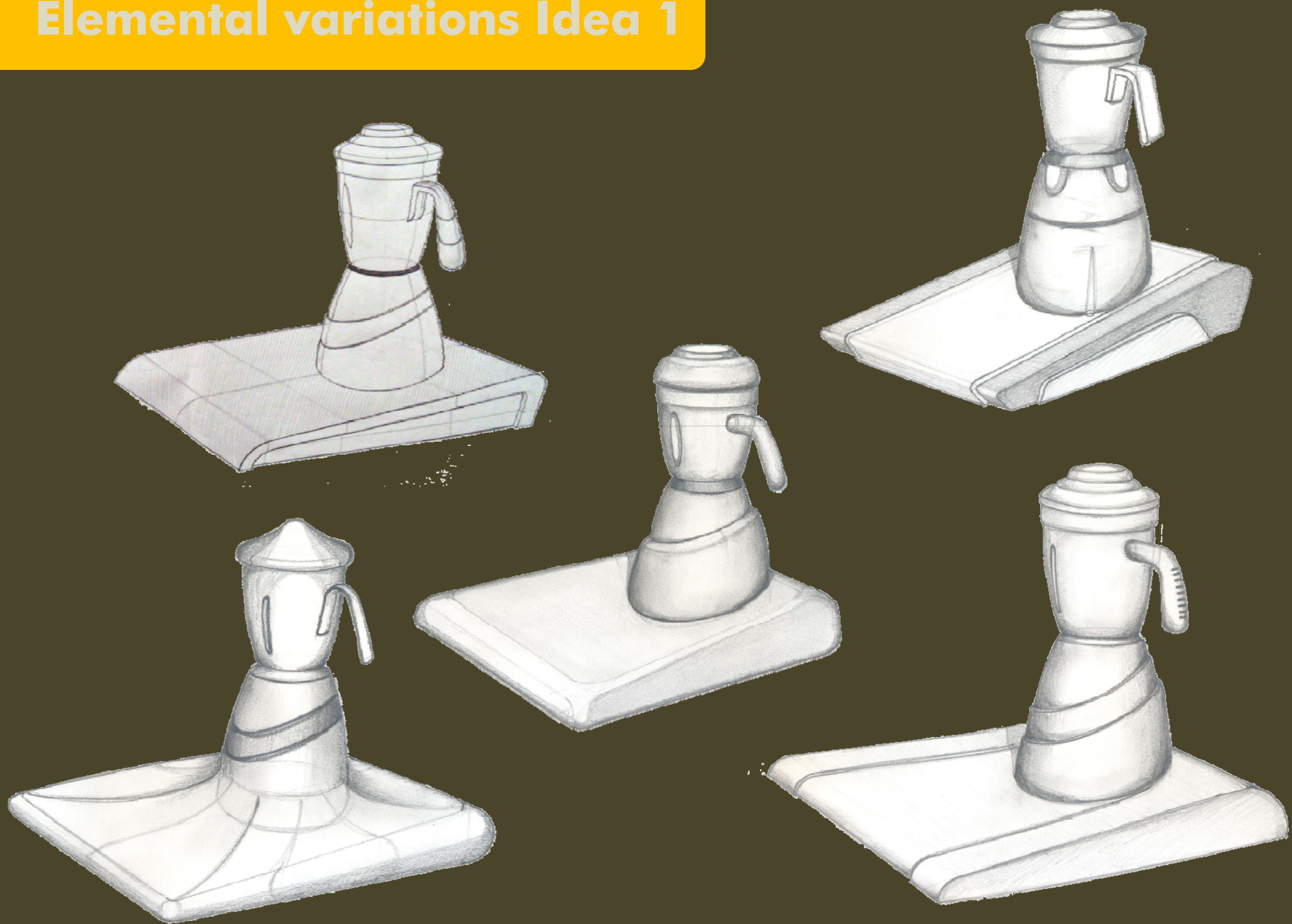
Perspective







Elemental variations Idea 1



Final Concept 1



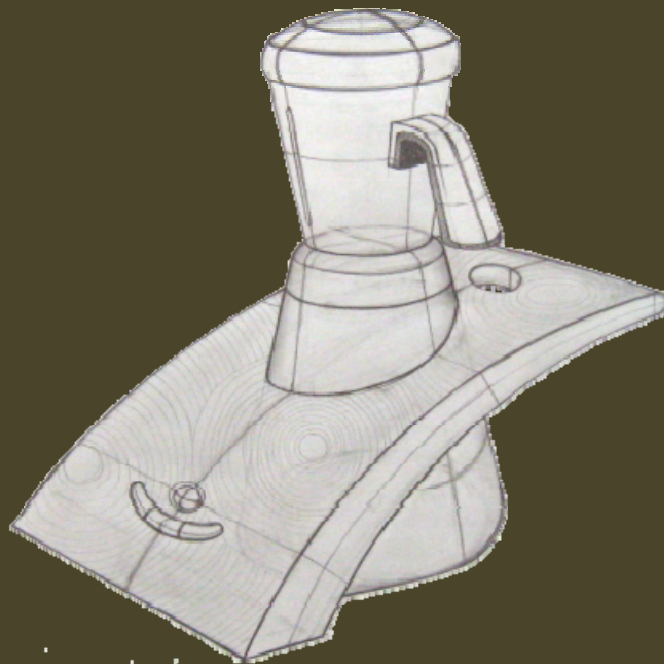
Elemental variations Idea 2



Final Concept 2



Elemental variations Idea 3



Final Concept 3





Evaluation

The developed concepts were then evaluated on different parameters to finalize on one.



Parameters	Credits	Concept 1	Concept 2	Concept 3
Statement as lifestyle product	30	10	24	21
Contemporary looks	30	5	25	22
Form Uniqueness	25	15	19	21
After use display	25	5	22	17
Complementary to kitchen environment	20	10	17	13
Easy to clean maintenance	20	5	18	14
Space consumed	15	5	13	7
Ergonomic considerations	10	8	7	8
Total	175	63	145	123







Patterns

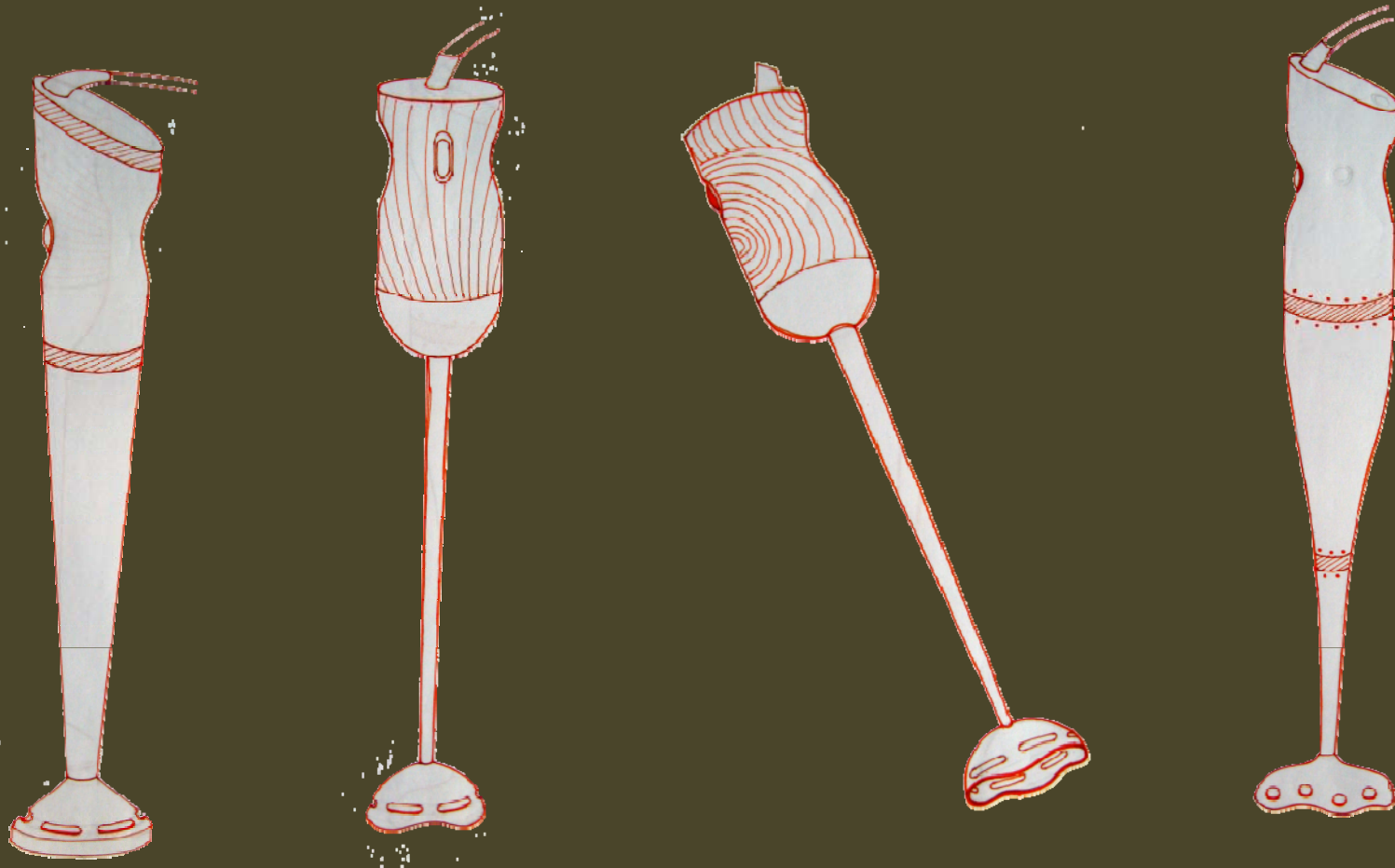








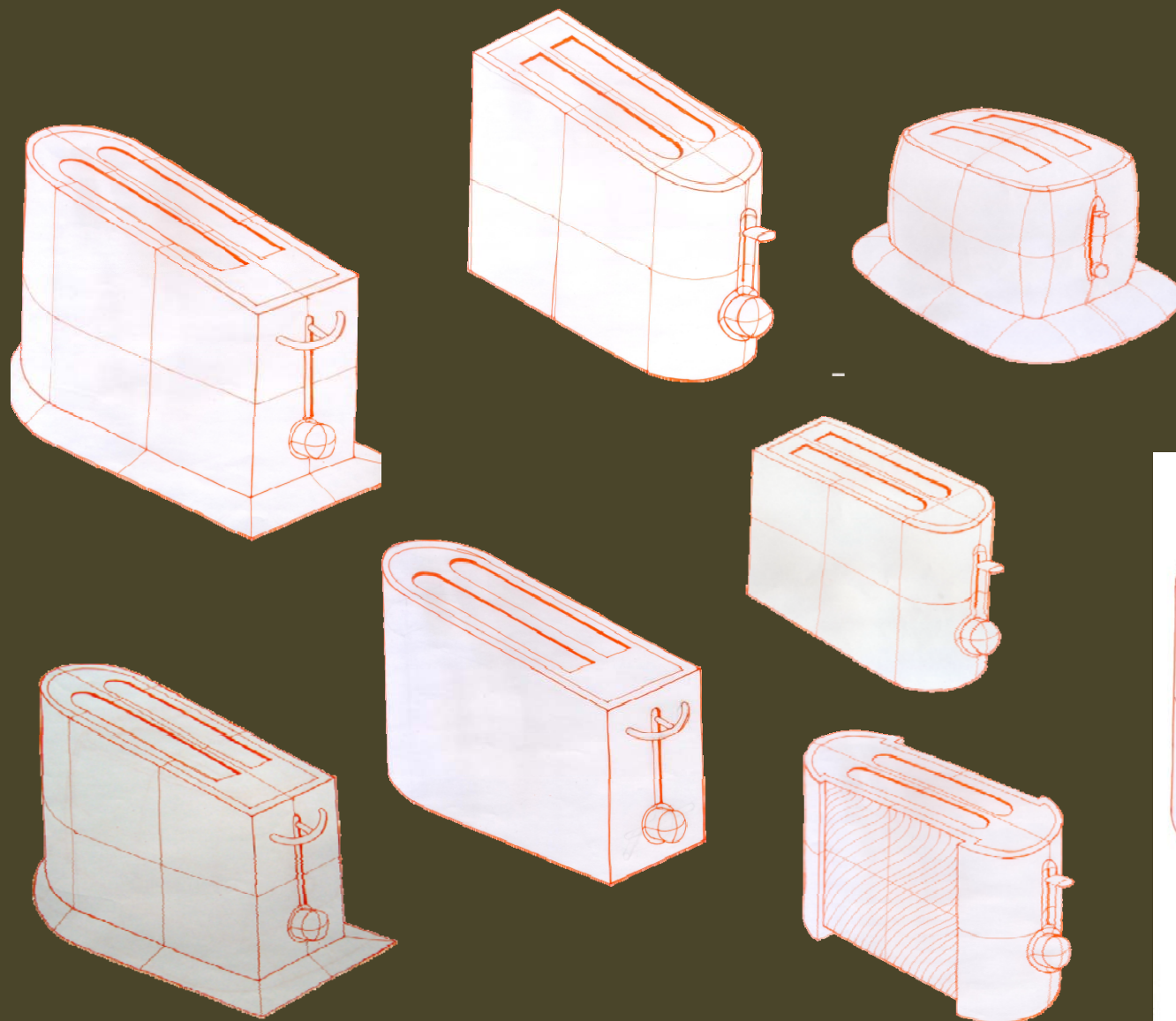
Hand Blender

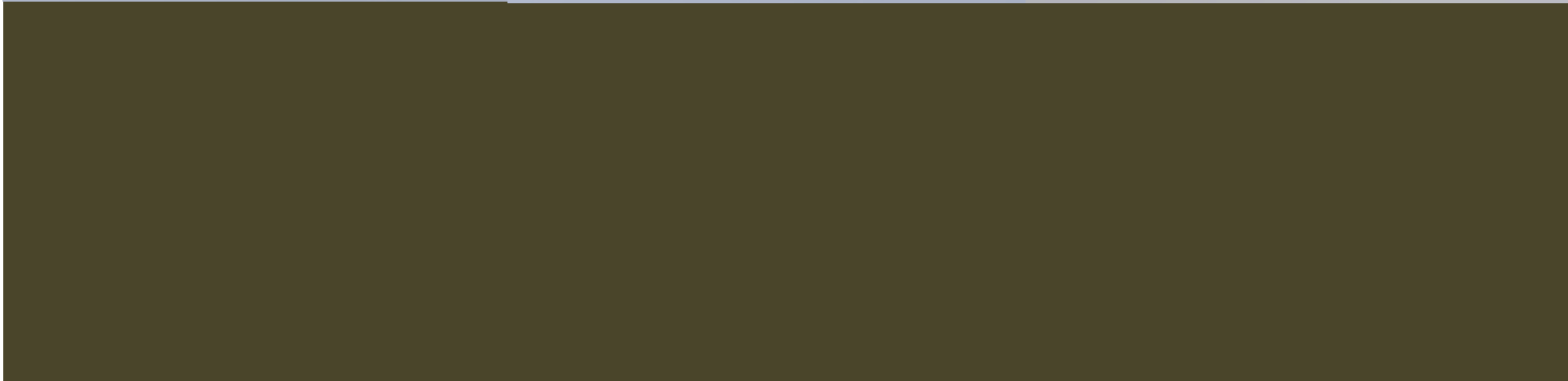
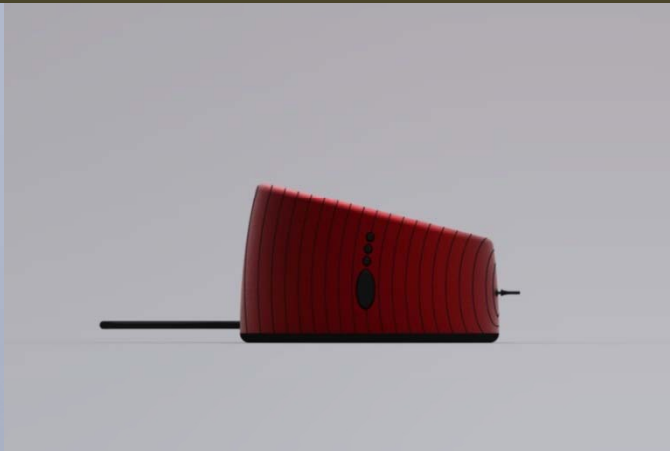






Toaster





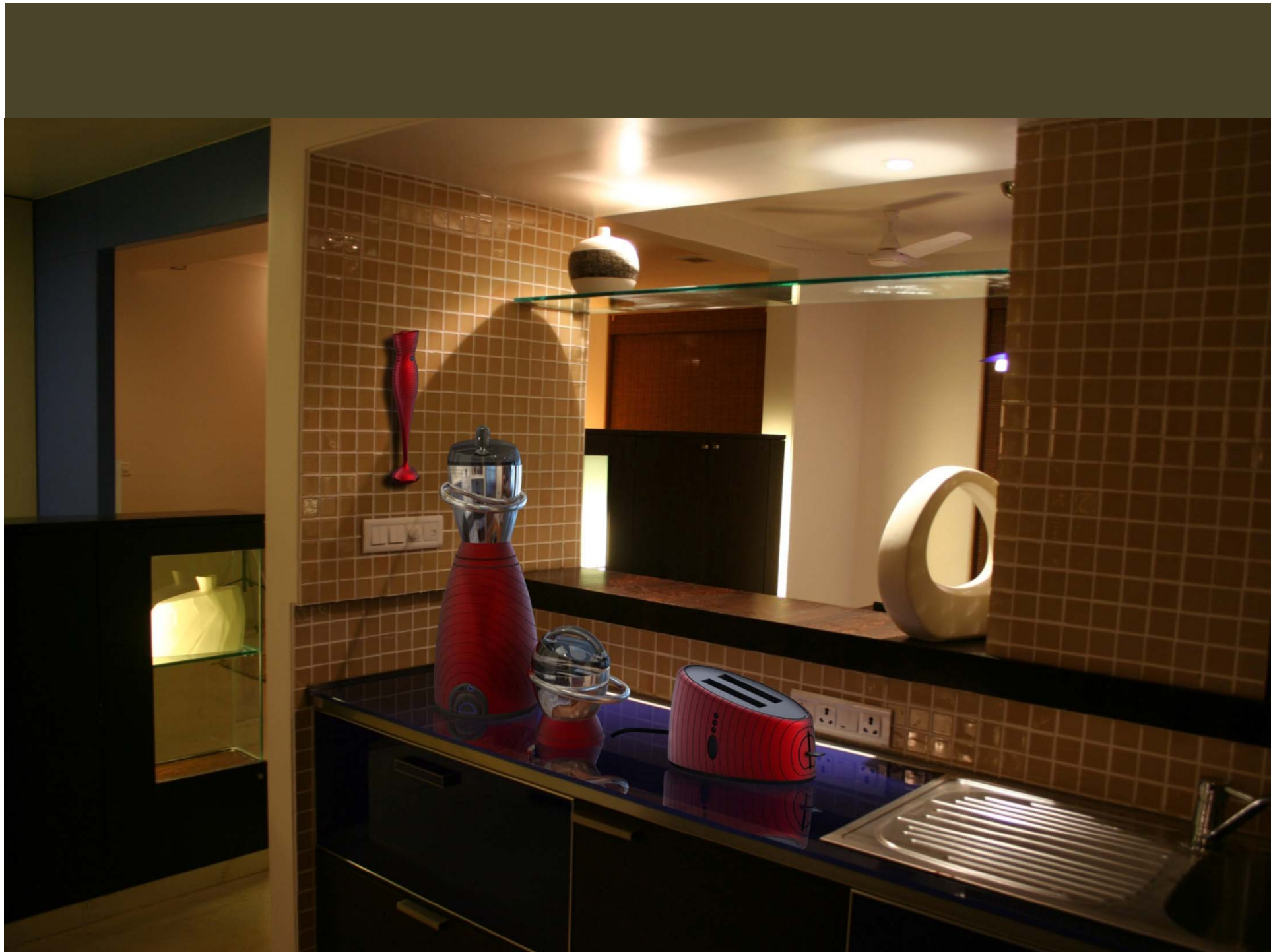


Variations



Final Composition





Final products – Mixer grinder



- Slightly **taller** than existing ones for differentiation
- Separate cap** – To complete the form when not in use – **Show piece**
- Handle** of jars – Inclined **circular rings** with elliptical section – **Easy to hold, lift and tilt**
- Lid** of the jars – **Transparent** with inclined plane – **Better interaction** – Visibility and orientation
- Special **depressions as handles**
- Retractable** mechanism for **wire**
- Control switches with **backlight LEDs**

Toaster



- Form transforming from ellipse to rectangle
- Large radii at the bottom – Visually light
- Slope at the top – Holding area for the toast – No exposure to local environment
- Control buttons with backlight LEDs
- Avante garde but not too far away from existing image of toasters.

Hand blender



- Smallest part of the family – Single piece element
- Depression for control button – Better grip and control
- Slope on top – LED – Better visibility
- Special wall mounting hood – Houses the power cord when not in use





Thank you...

Acknowledgements

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IDC Family