

Place of Internship

Godrej Appliance



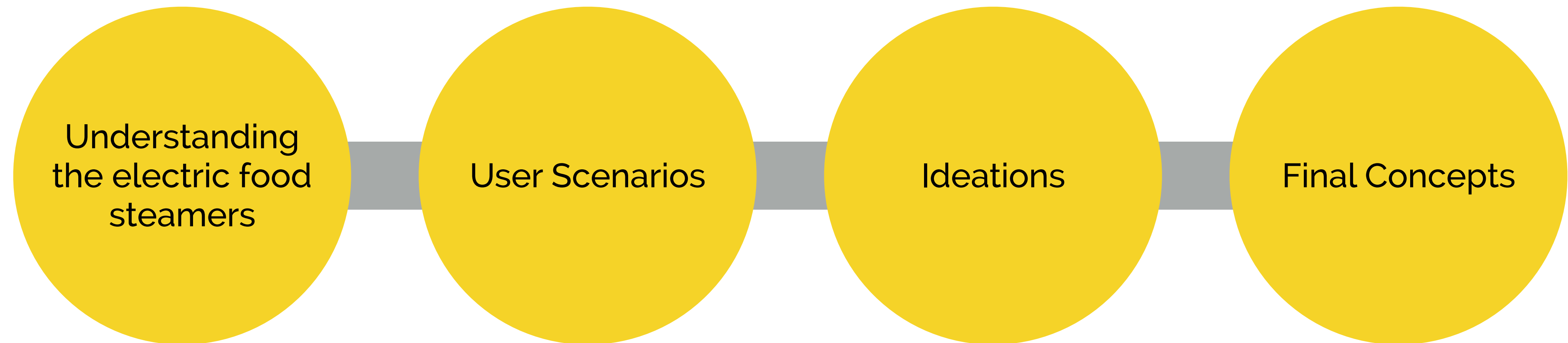
Vikhroli, Mumbai

THE PROJECT BRIEF

Godrej Appliances doesn't have any electric food steamers in their market. The main brief was to explore and create a new form and function of electric food steamer.

To design the electric food `steamer,

- it should be standing out
- it should be a unique product
- the form should be the most important to enter the market
- one should know on how to celebrate steam cooking process



WHAT IS A FOOD STEAMER?



A food steamer is a small kitchen appliance used to cook or prepare various foods with steam heat by means of holding the food in a sealed vessel that limits the escape of air or liquids below a preset pressure. This manner of cooking is called steaming.

Foods like momos, steamed rice, steamed fish and many other are usually prepared from a food steamer.

The big advantage of using a food steamer - nutrients are generally not lost during steaming process, unlike in boiling process.

TYPES OF FOOD STEAMER



Bamboo
Food Steamer



Metal
Food Steamer

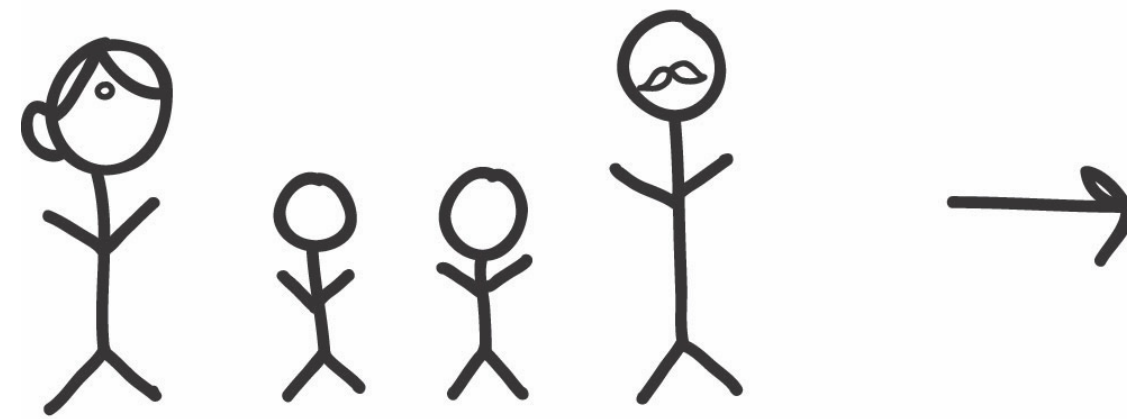


Microwave
Food Steamer

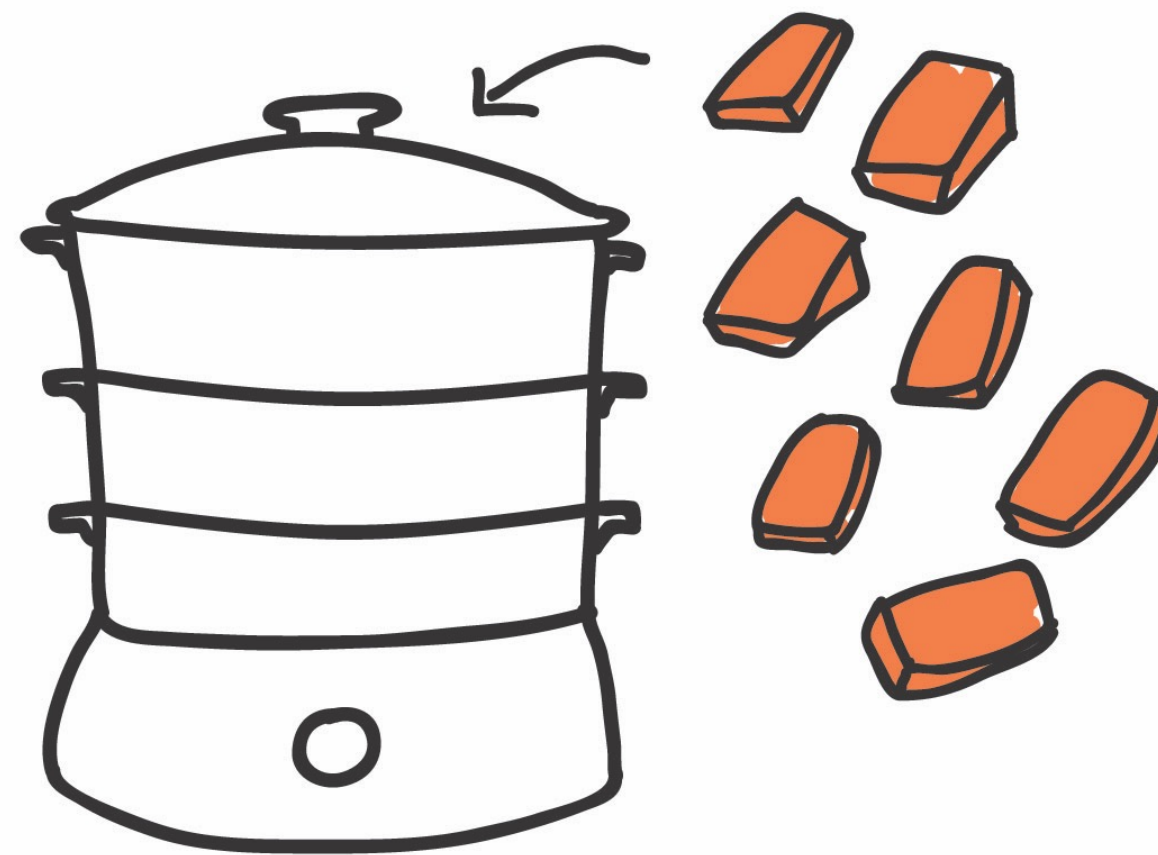
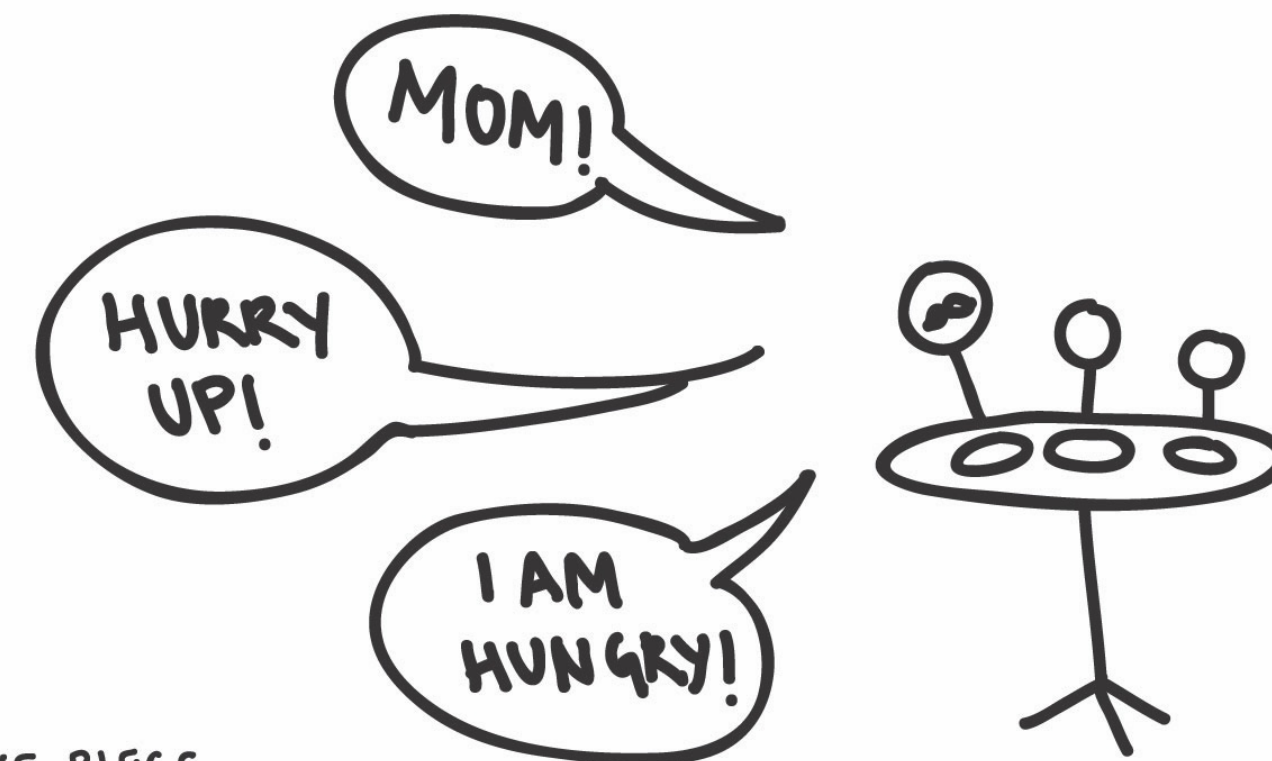


Electric
Food Steamer

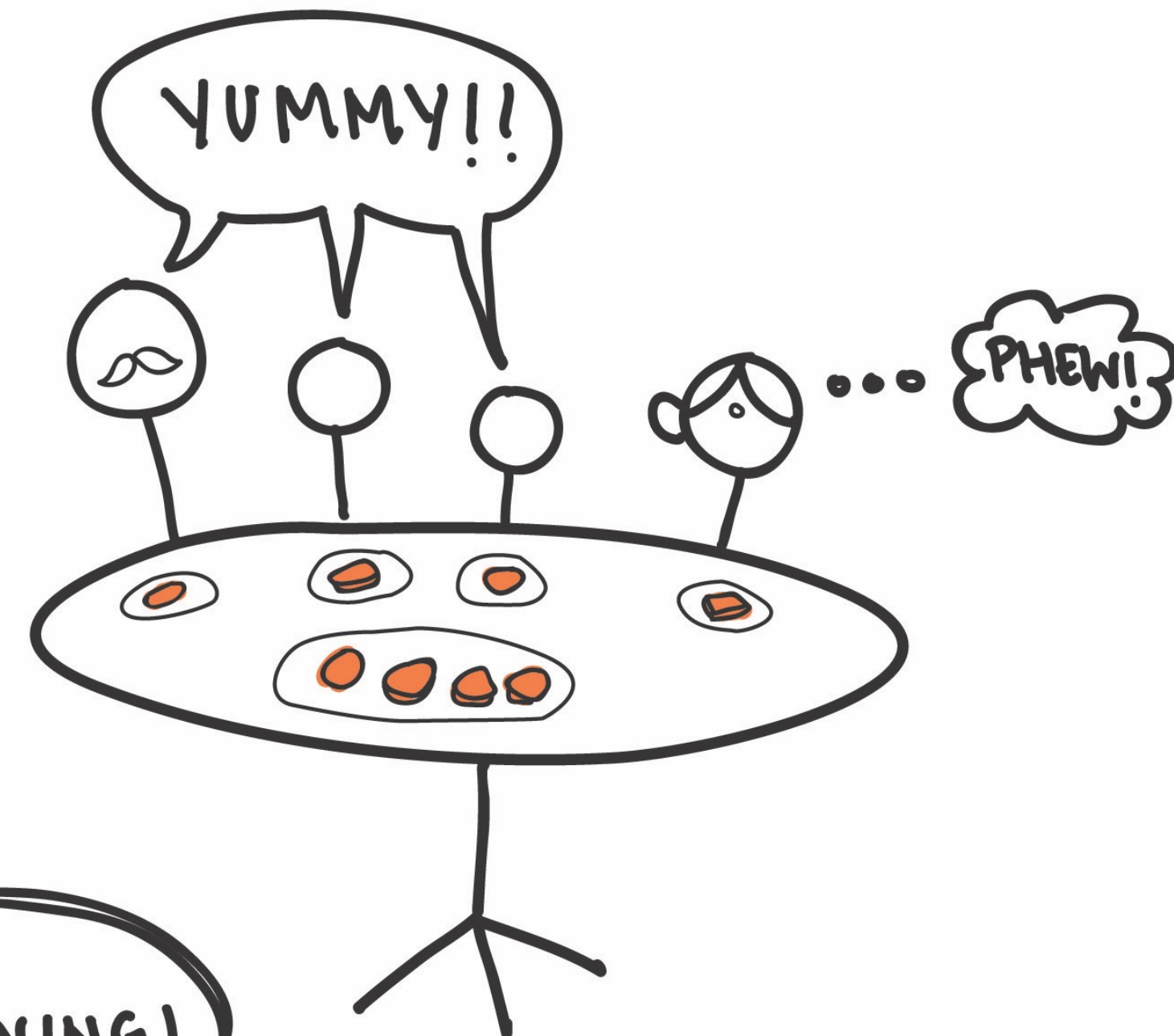
WHY DO WE USE AN ELECTRIC FOOD STEAMER?



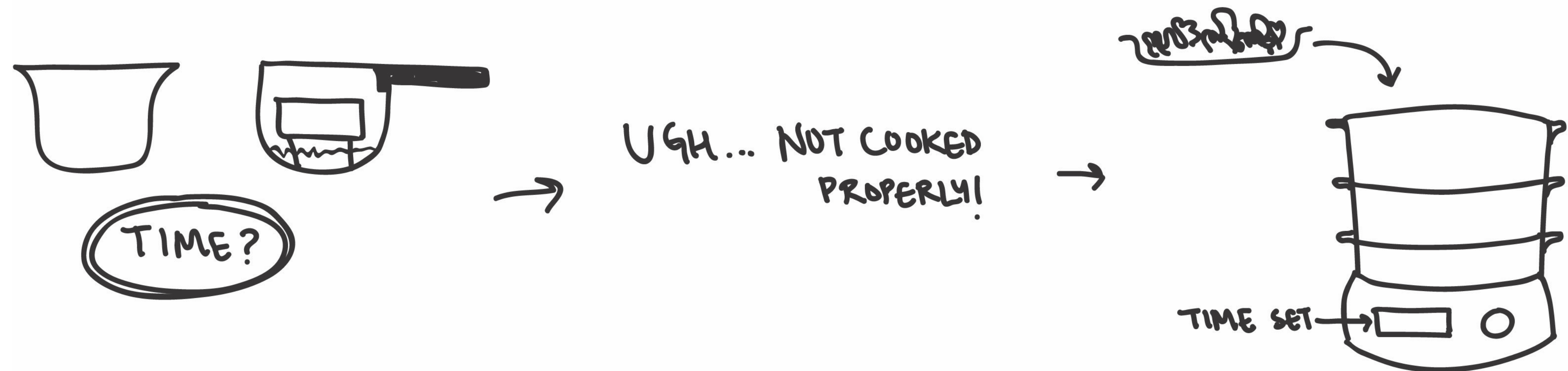
ONE PIECE
= 15-20 MINS



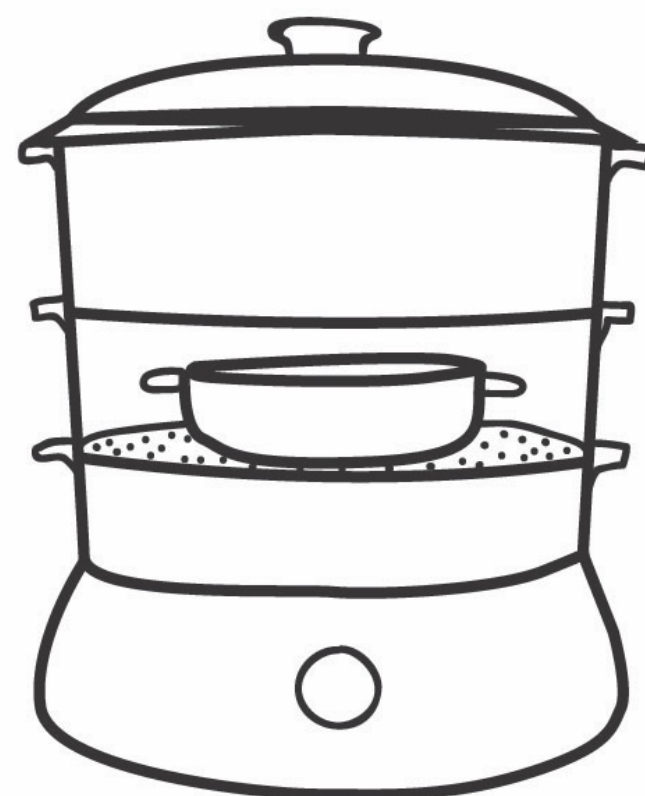
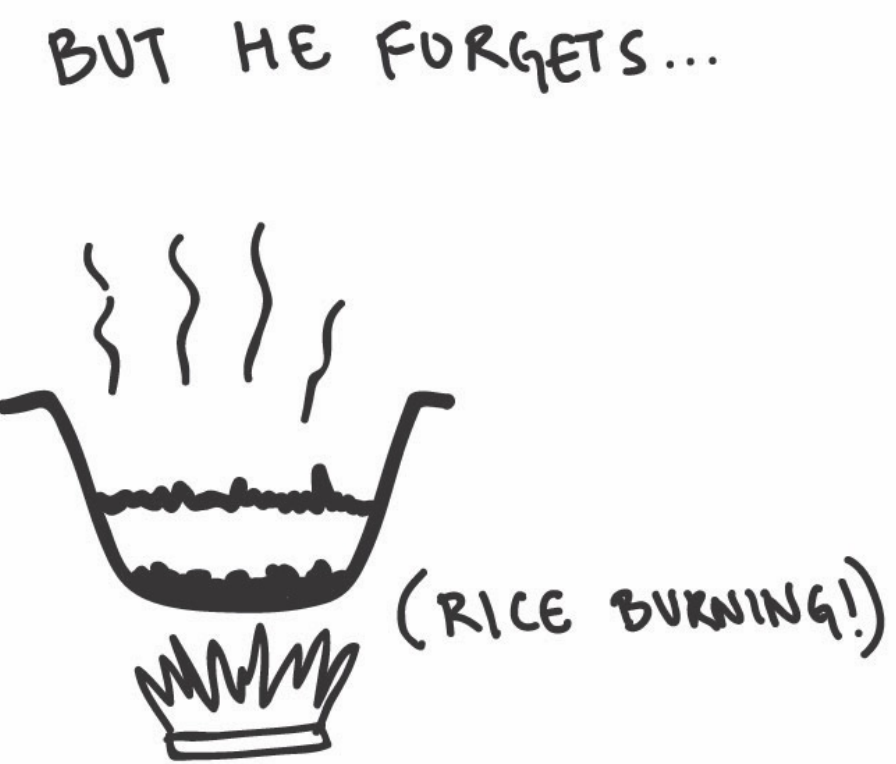
MORE THAN 1 PIECE OF FISH
= 5-10 MINS



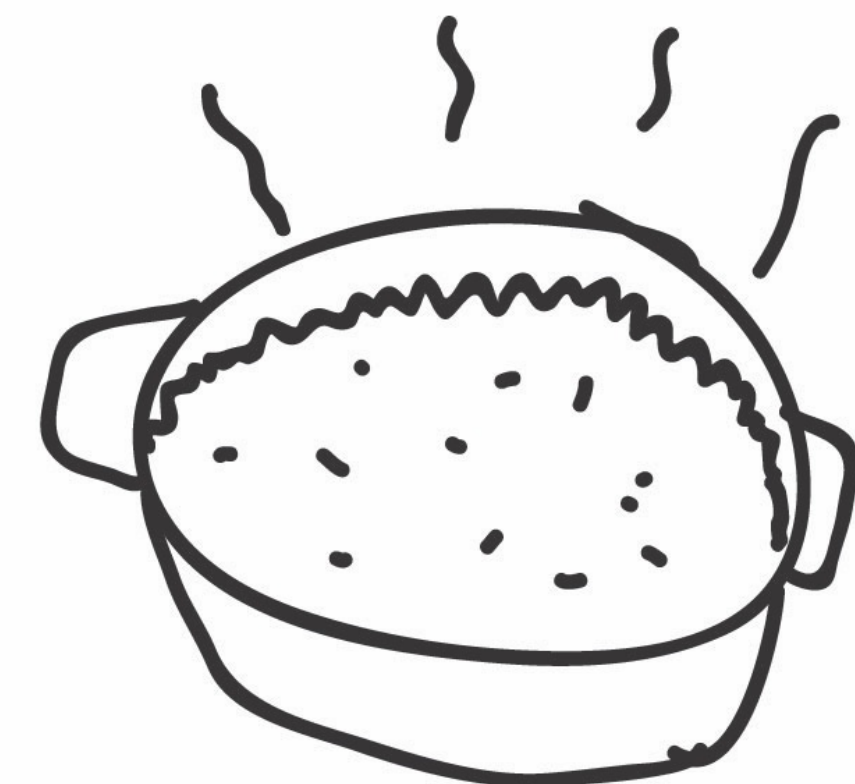
TIME
SAVING!

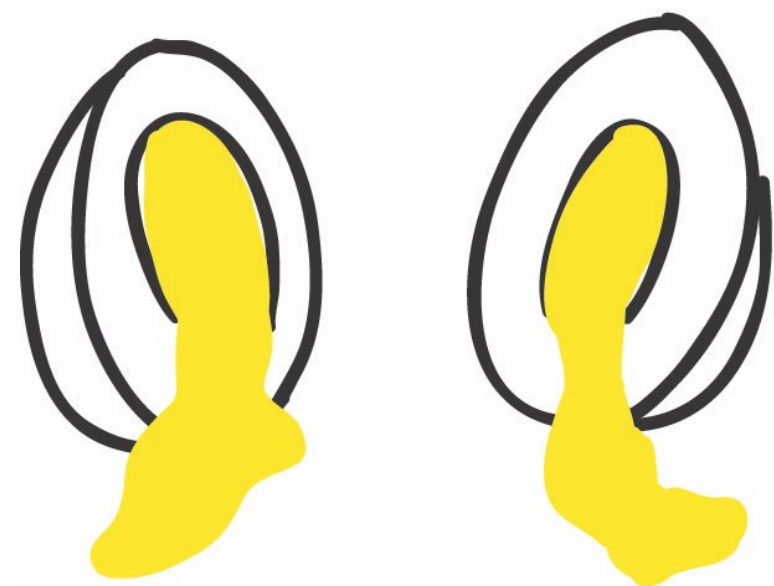
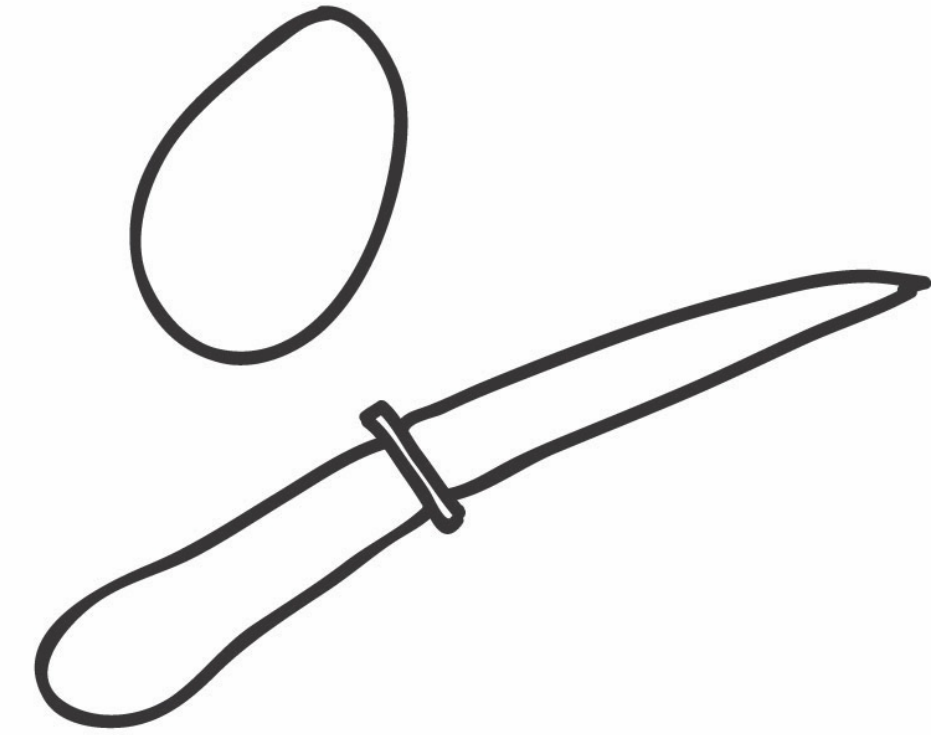
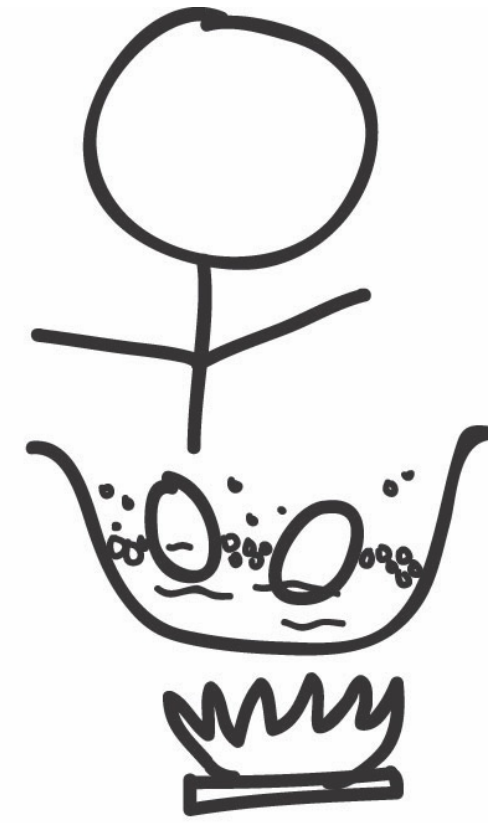
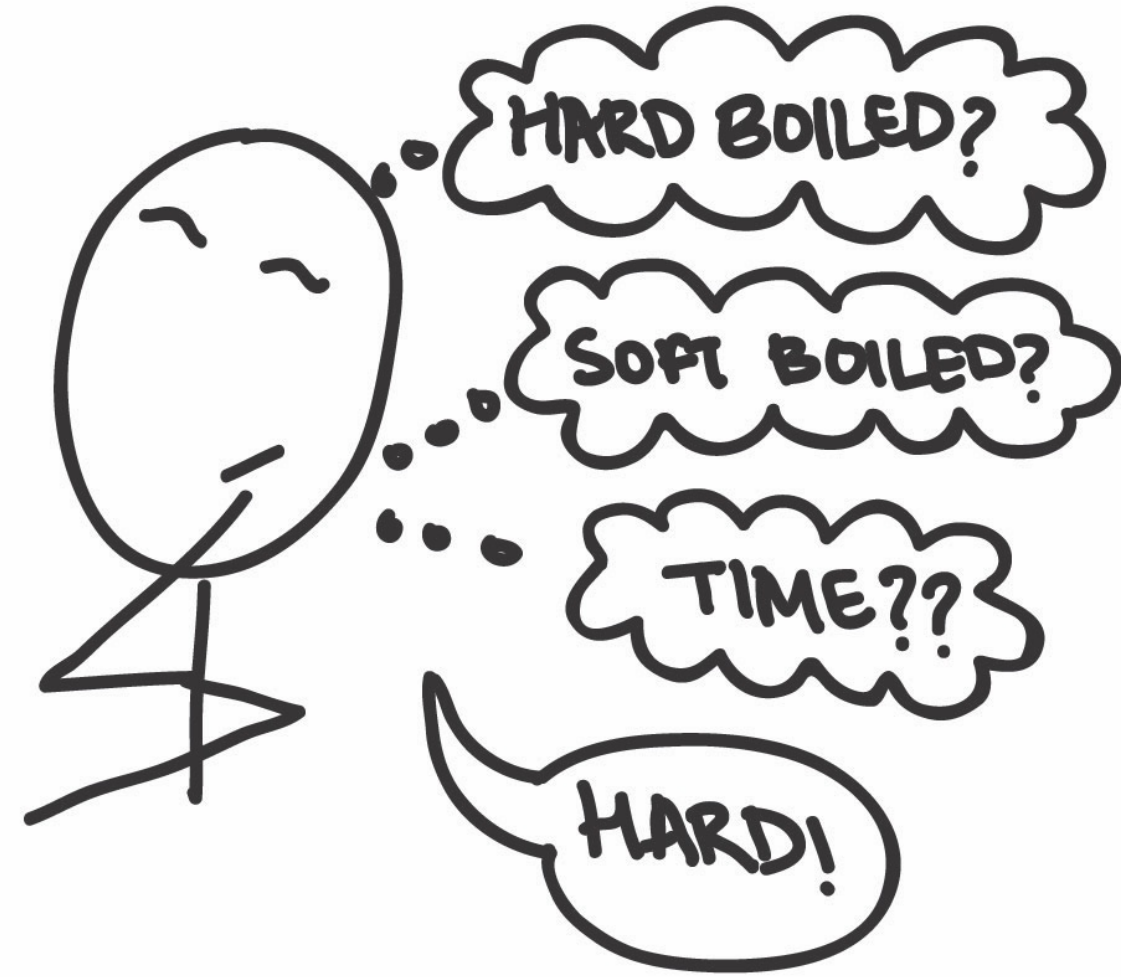


AFTER OFFICE...



SET TIMER
AUTO SHUT OFF
KEEP WARM

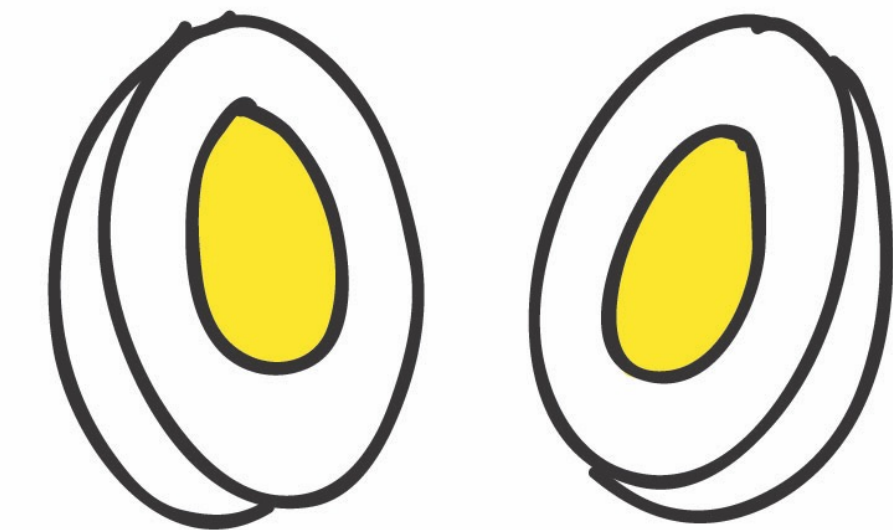
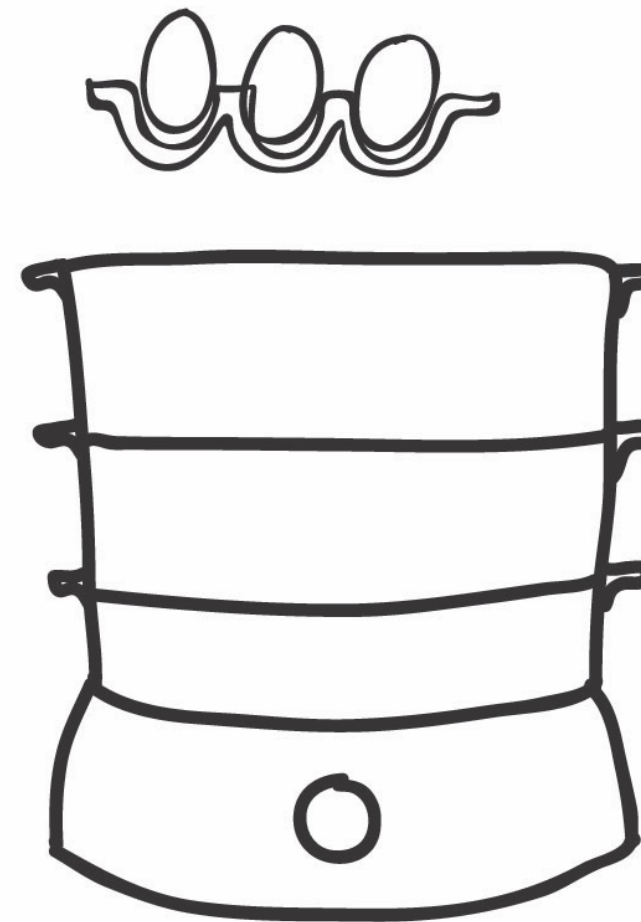




NO! NOT THE
SOFT BOILED EGGS!!



WEIGHT
+
TIME SETTING



YASS!
HARD BOILED!!

EXISTING ELECTRIC FOOD STEAMERS



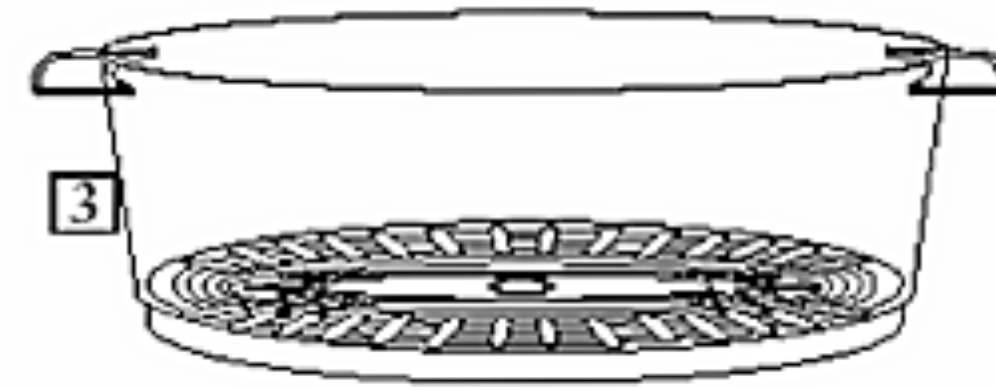
Brands in India - Panasonic, Glen, Kenwood, Morphy Richards, Philips
Prices range from Rs 2,200 to Rs 5,000



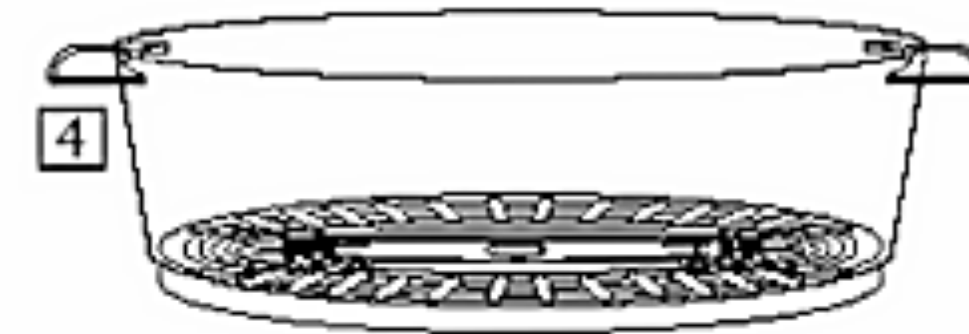
1. Lid



2. Rice Bowl



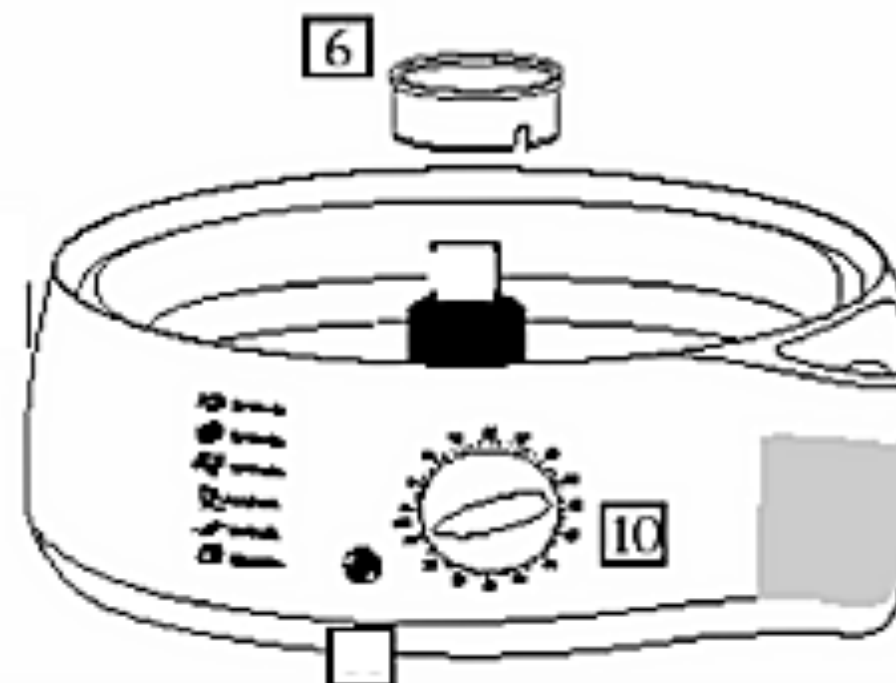
3. Upper Steaming Bowl



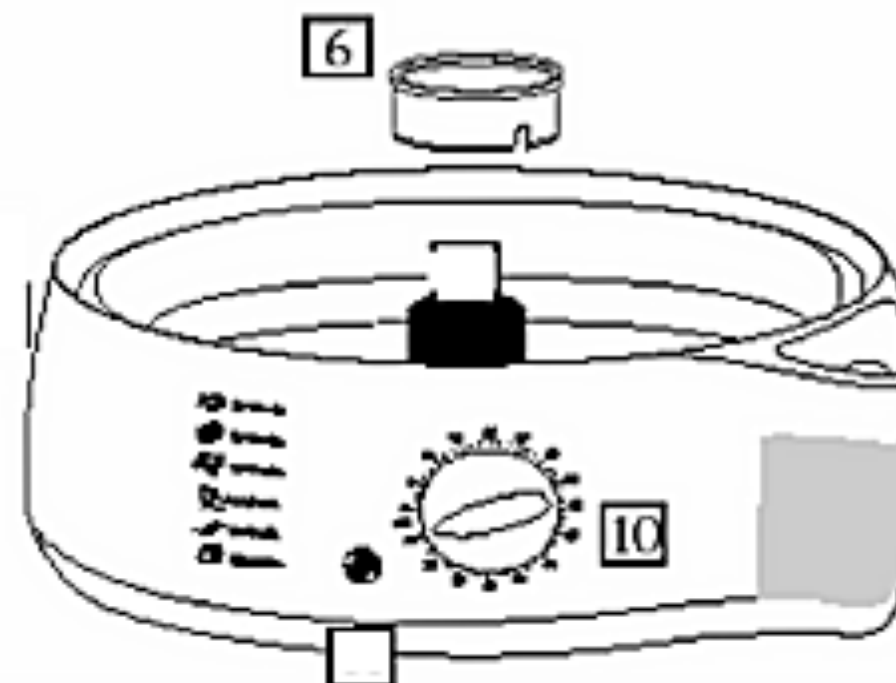
4. Lower Steaming Bowl
Can Be Used As Egg Tray



5. Drip Tray



6. Removable Heating
Element Sleeve

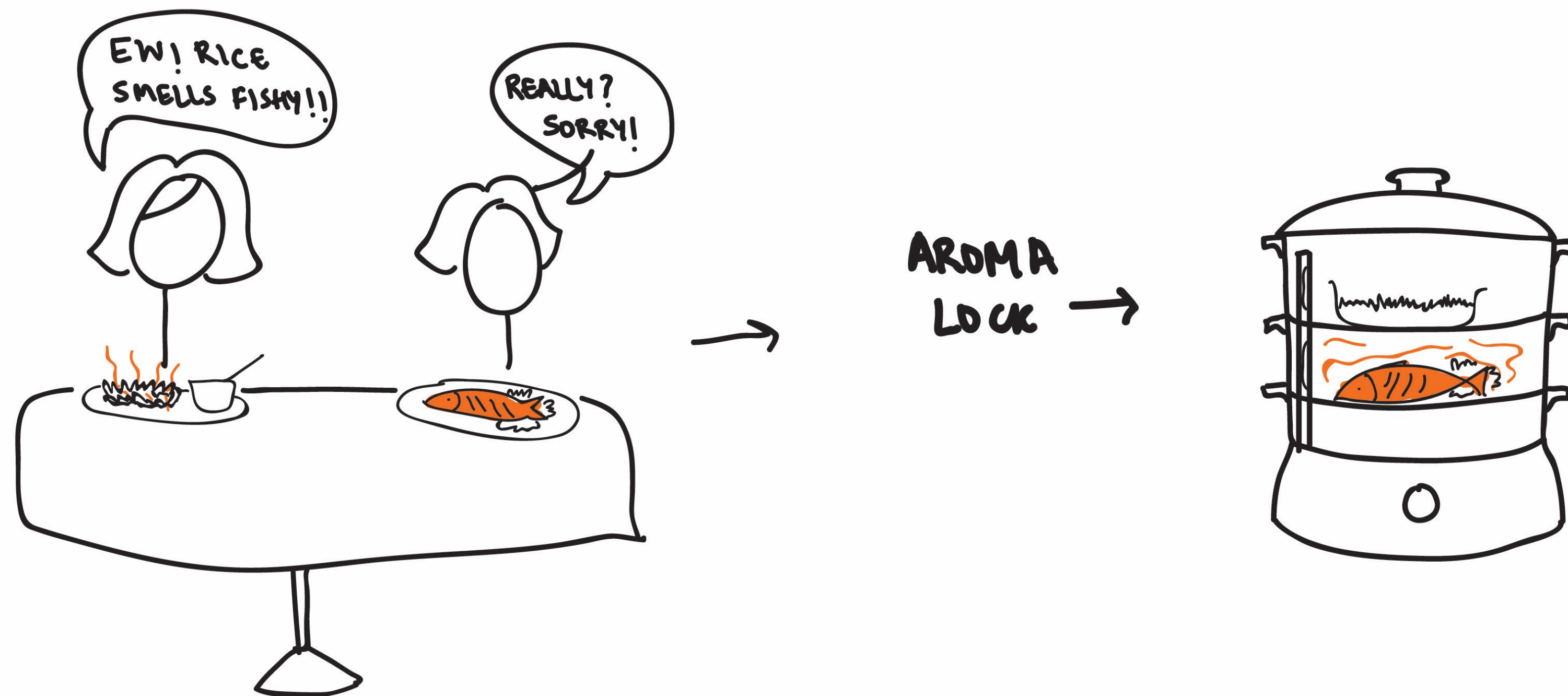
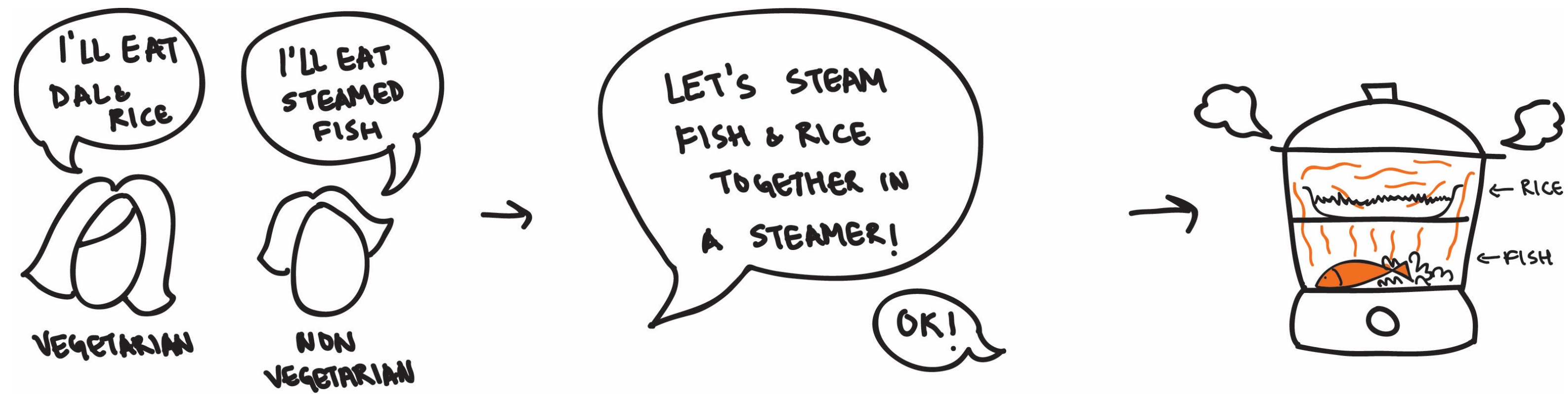


10. Timer

EXISTING FEATURES

- KEEP WARM
- AUTO SHUT-OFF
- TIMER
- LOW WATER LIGHT
- AROMA INFUSER
- ANTI DRIP LID
- EGG RACK + CONTAINER
- VISIBLE WATER GAUGE
- PERSONALISED MEMORY

PROBLEMS? SOLUTIONS?



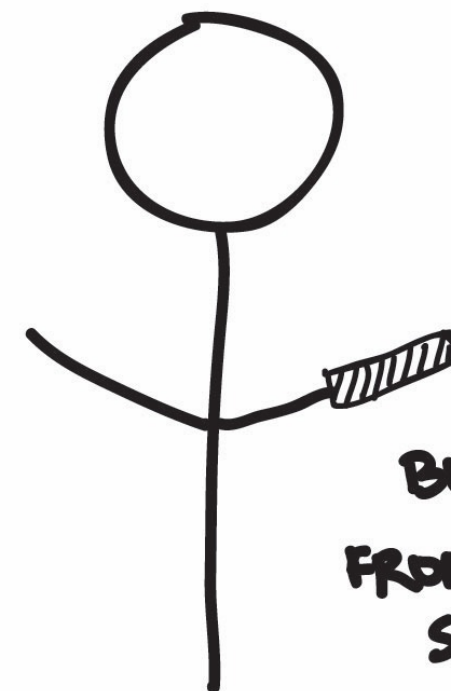
AROMA LOCK



STEAMING



SUDDEN
BURST
OF
HOT
STEAM
AFTER OPENING
THE LID

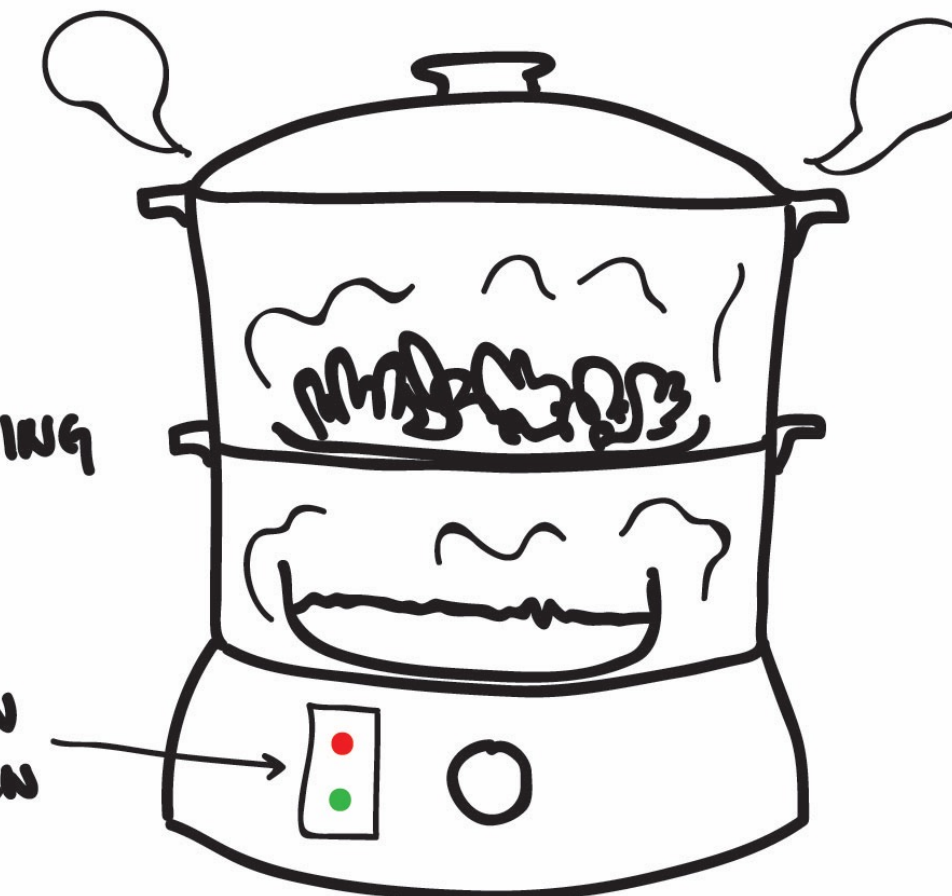


BURNS
FROM HOT
STEAM

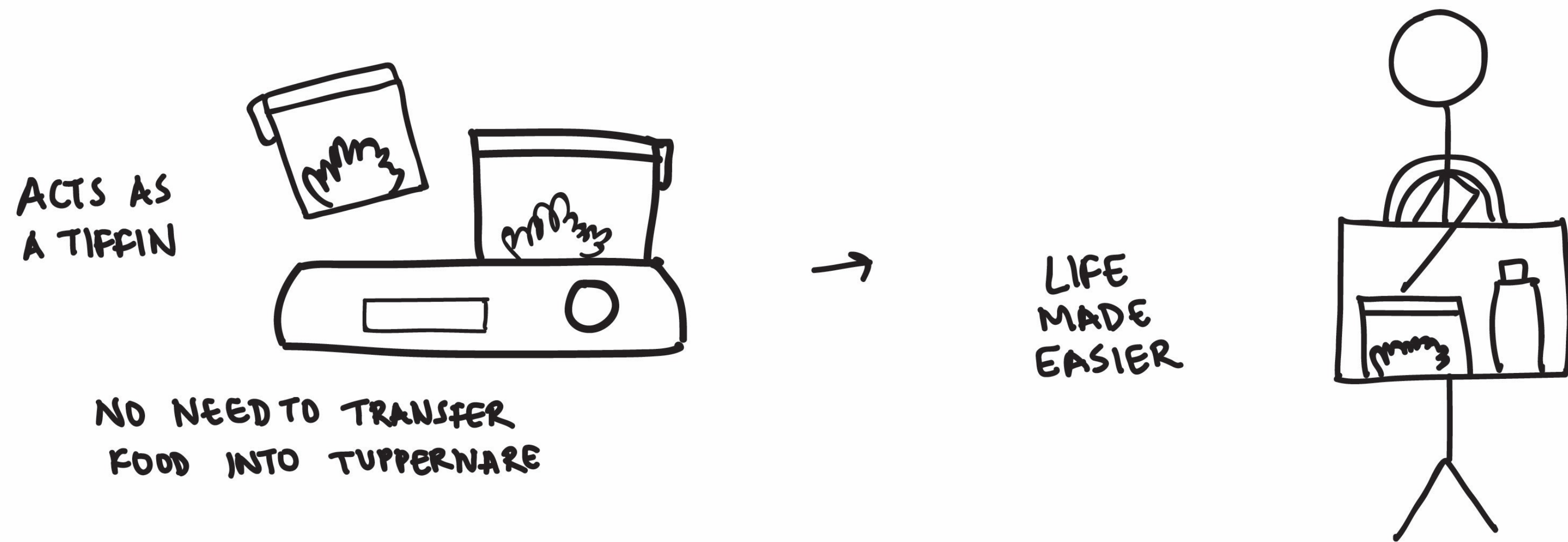
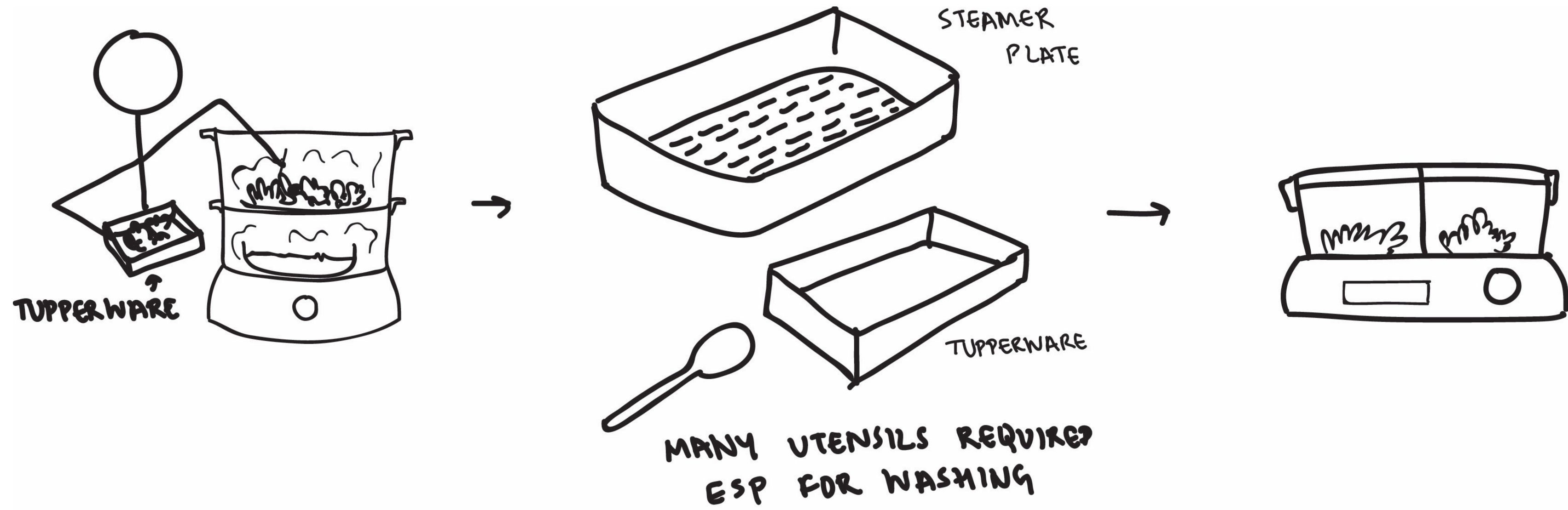


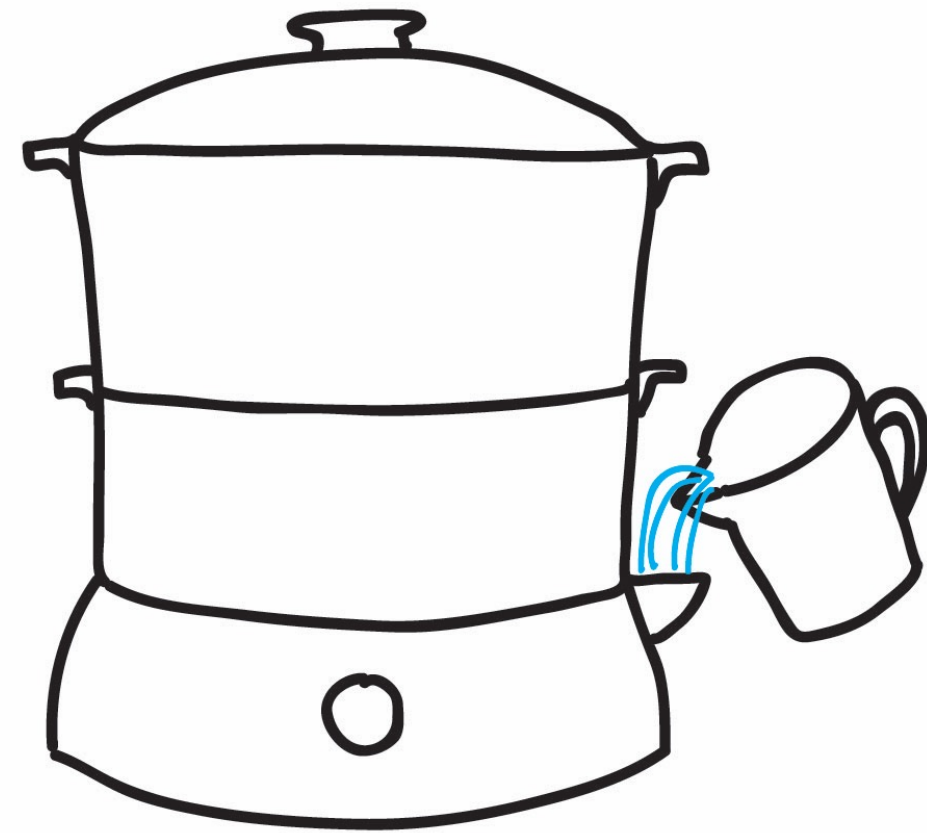
LET STEAM
COOL DOWN
BEFORE BEEPING

LED INDICATOR TO SHOW
WHEN IS IT SAFE TO OPEN

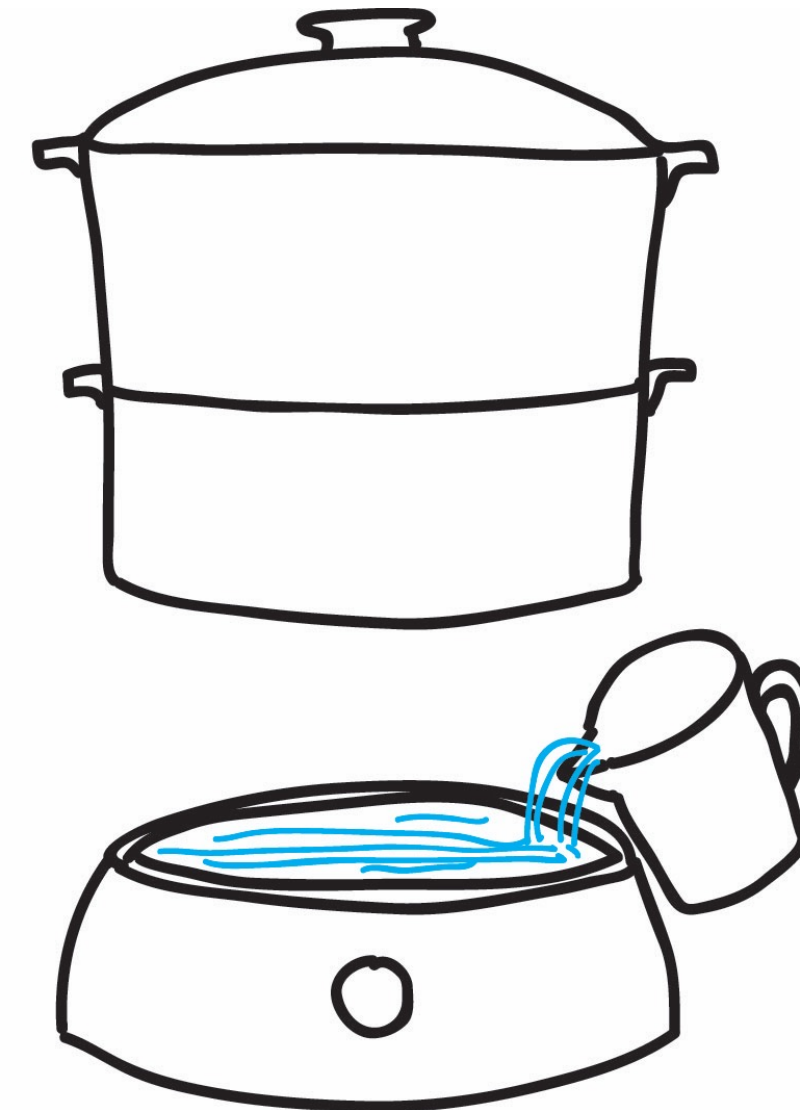


STEAM COOLING INDICATOR

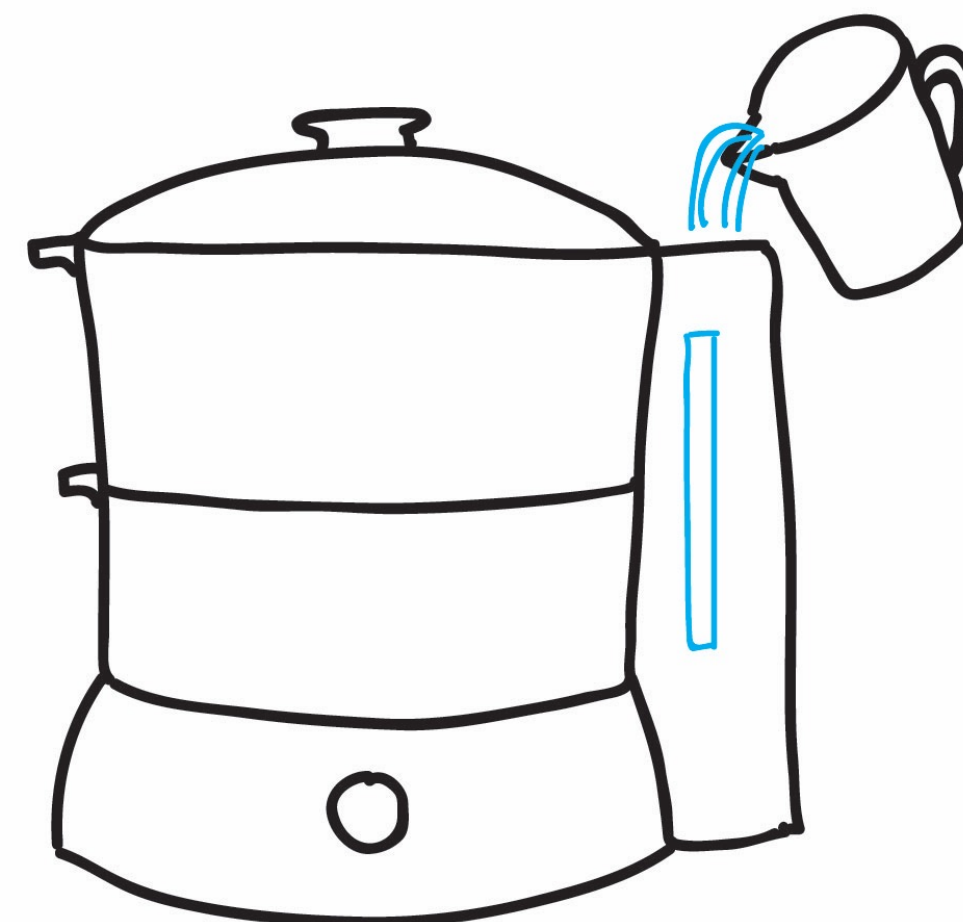




LOW WATER CAPACITY



TAKE OUT
STEAM PLATES
TO FILL WATER



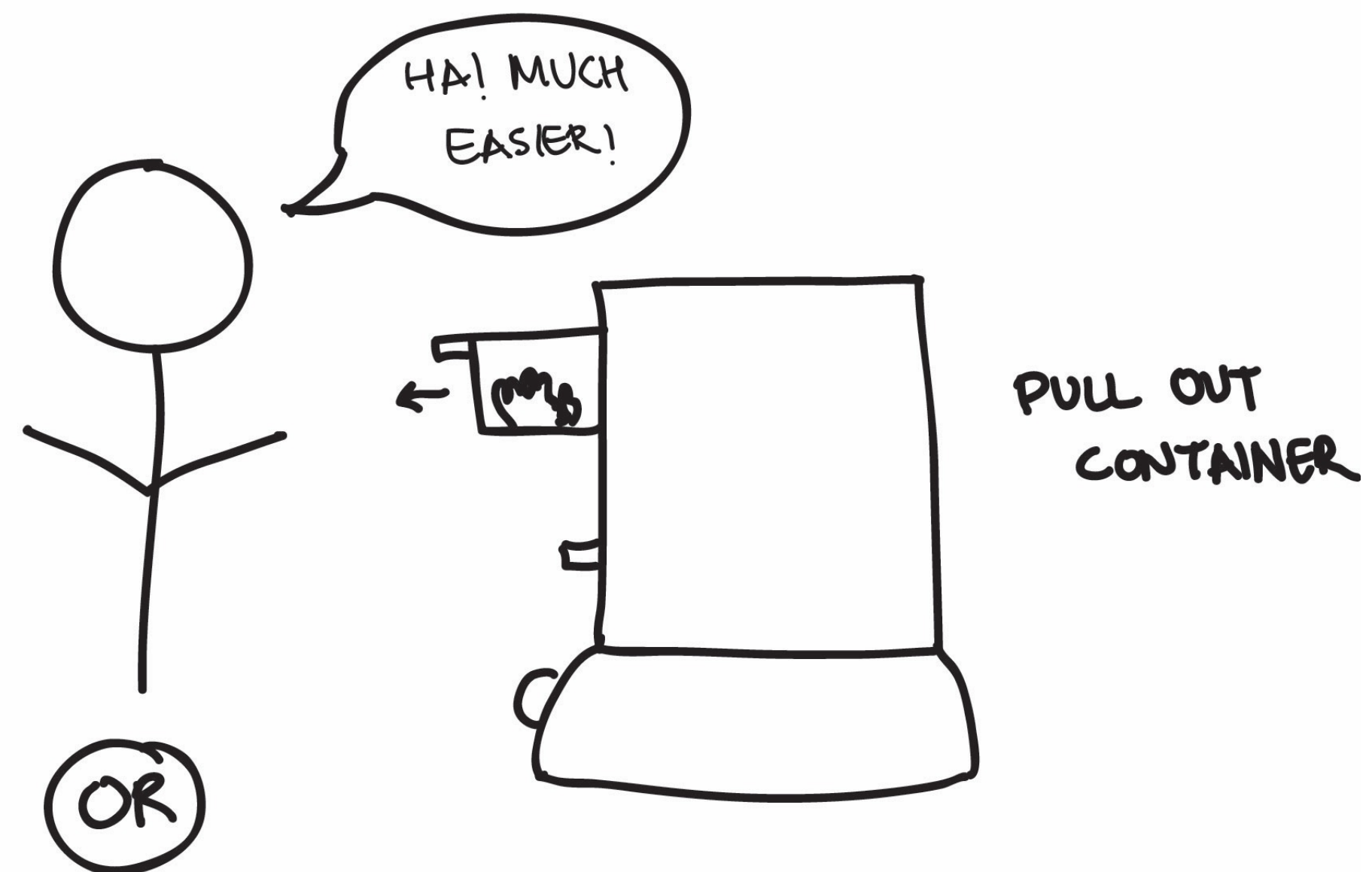
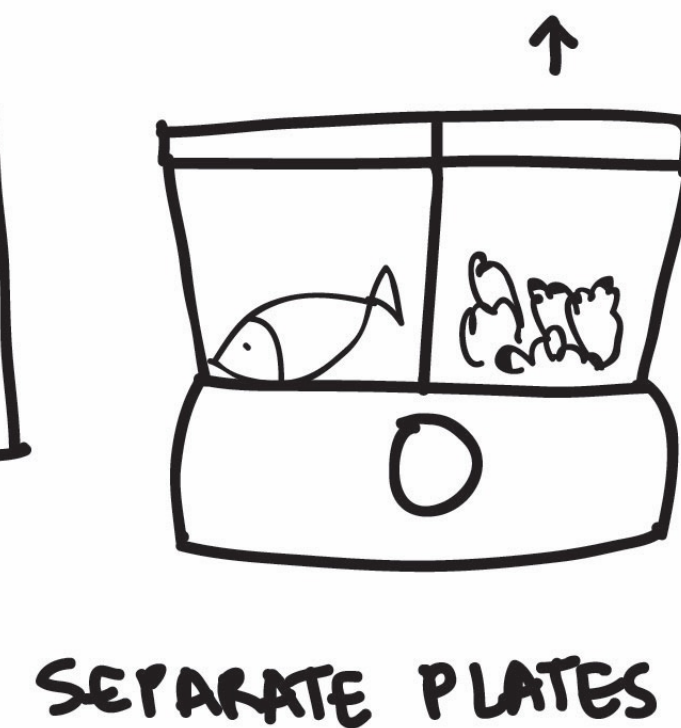
- WATER TANK ON SIDE
- NO NEED TO REMOVE PLATES WHILE ADDING WATER
- WATER GAUGE
- EASY FILLING

EASY WATER FILLING

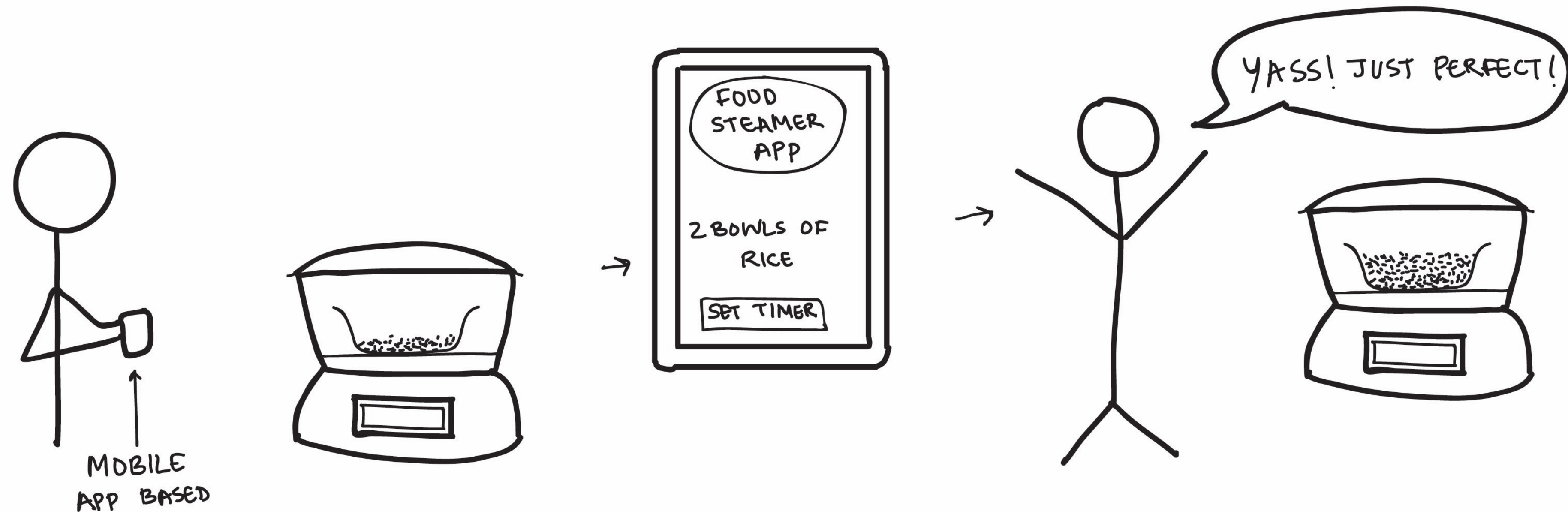
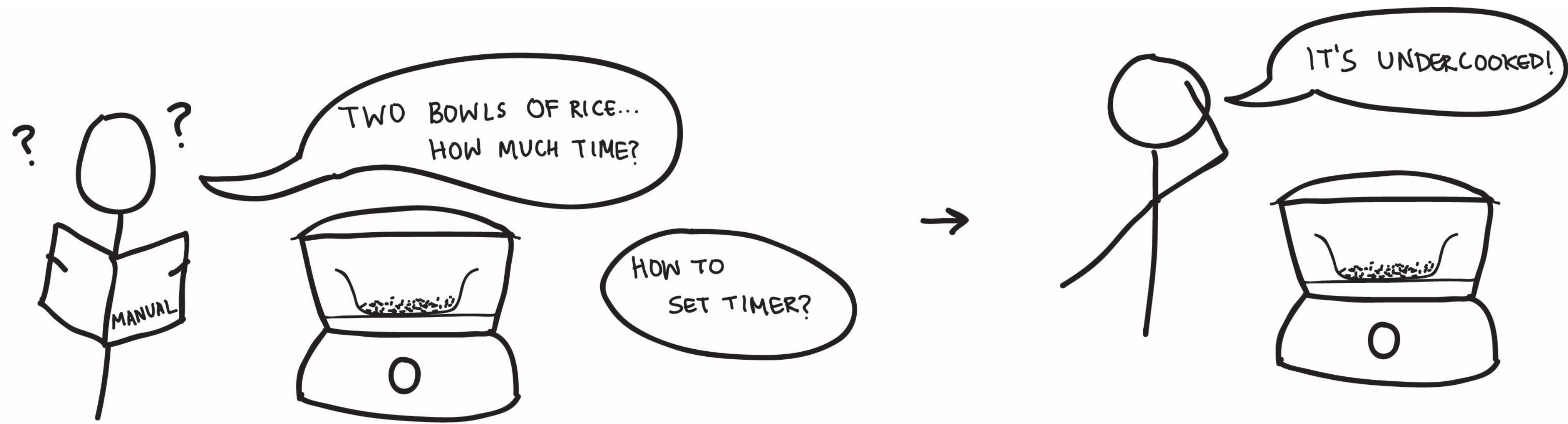
HOW TO REMOVE
VEGETABLE PLATE BUT...



DIFFERENT
TIMERS,
FOR DIFFERENT
FOOD

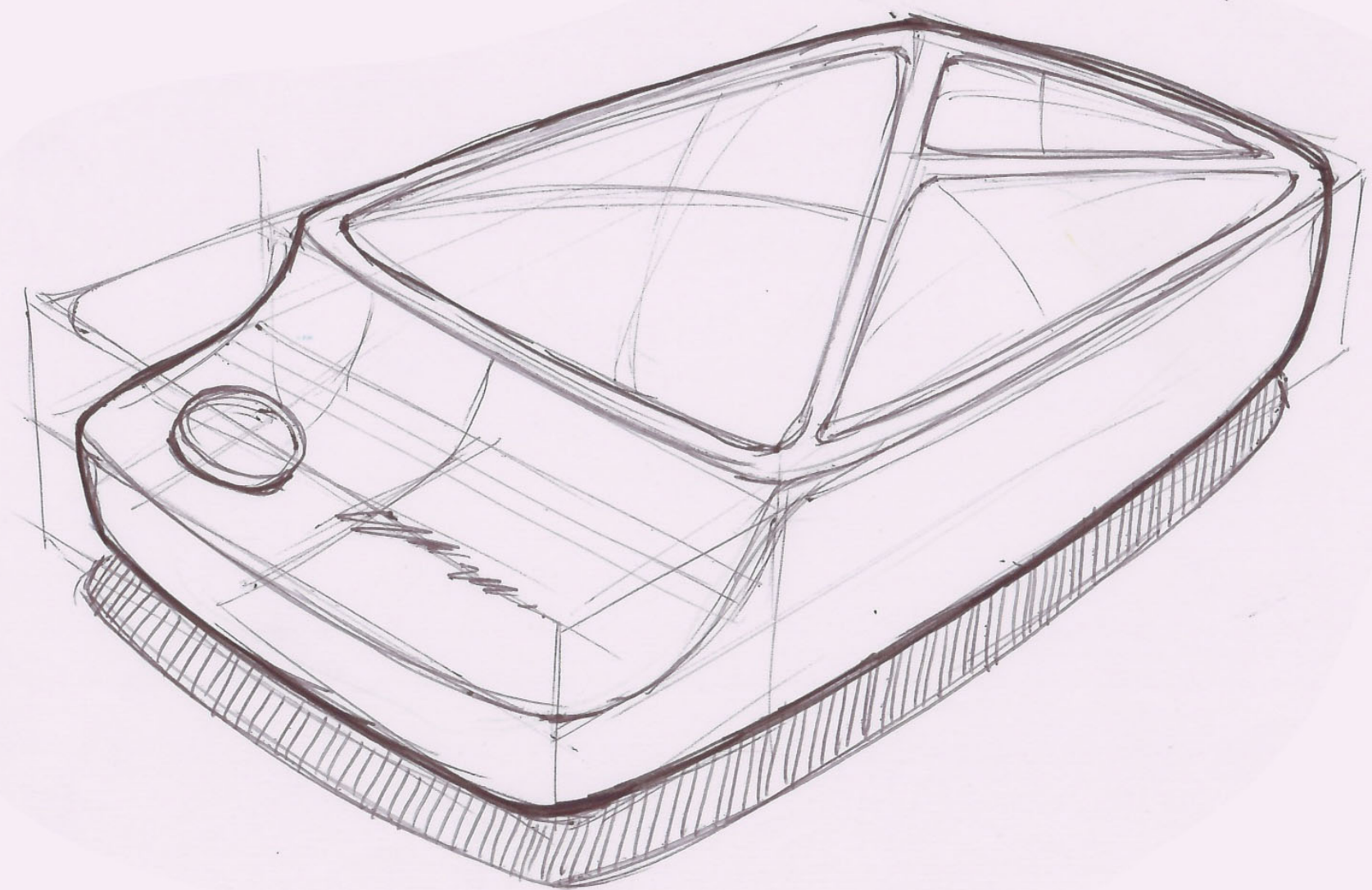
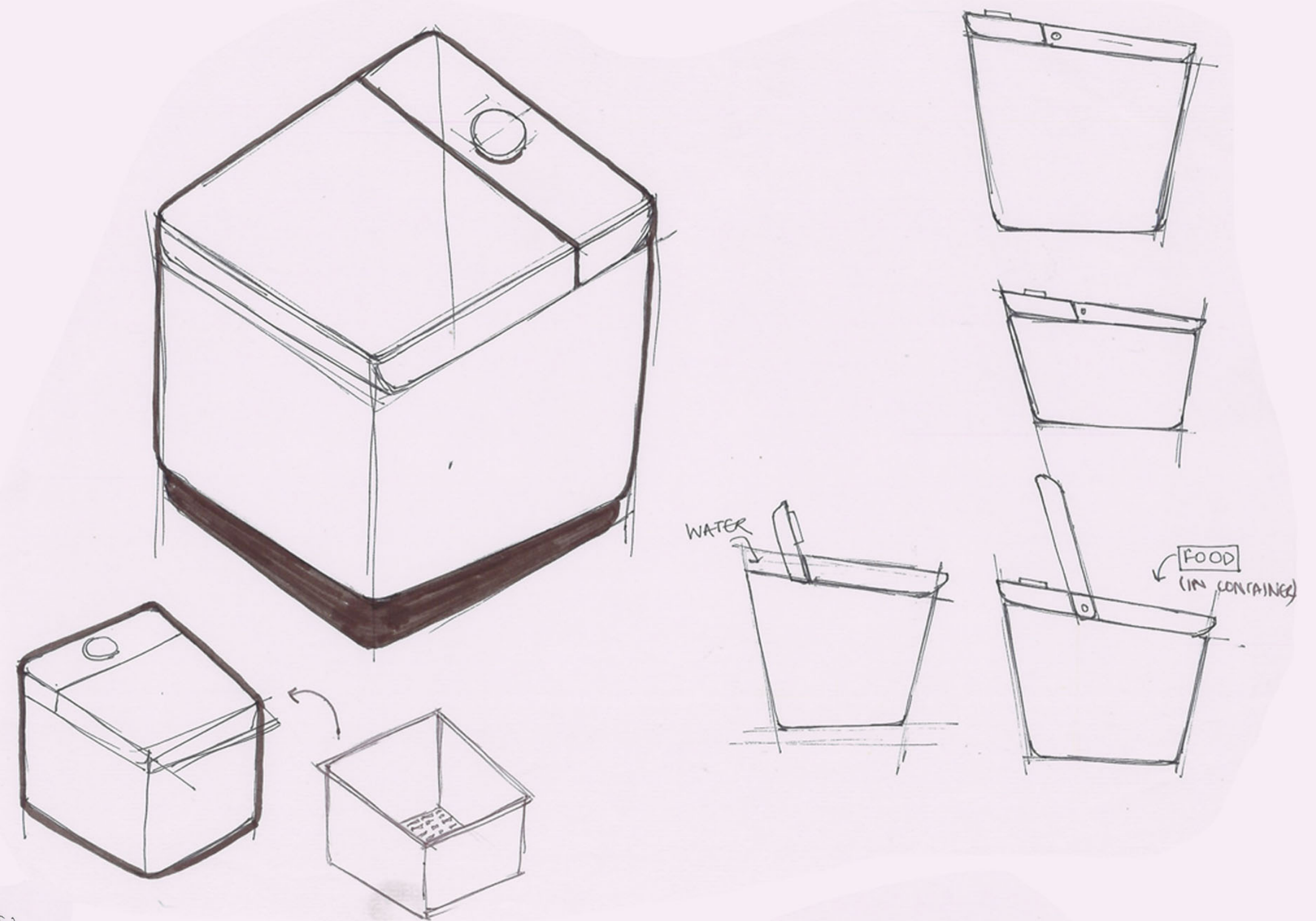
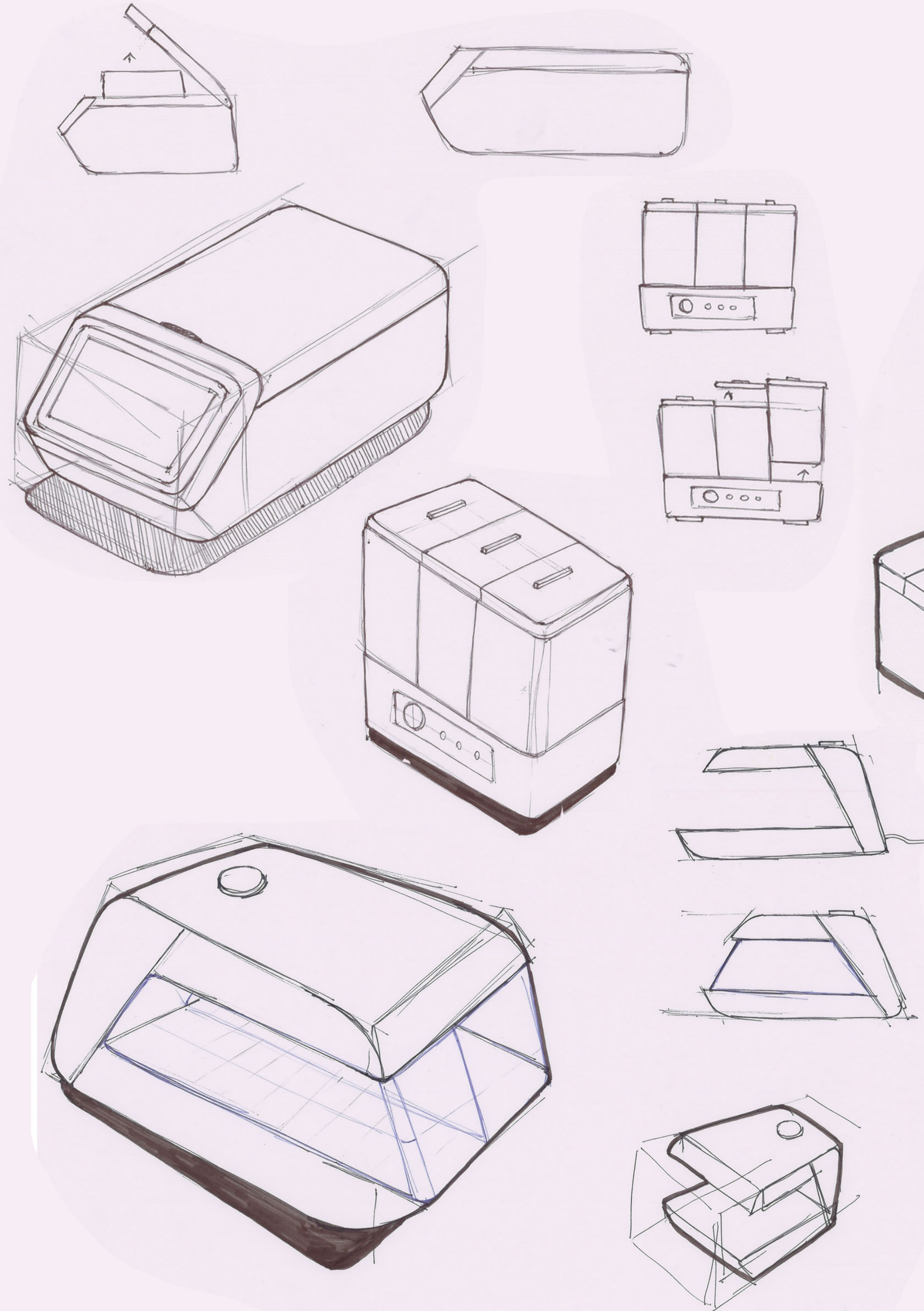


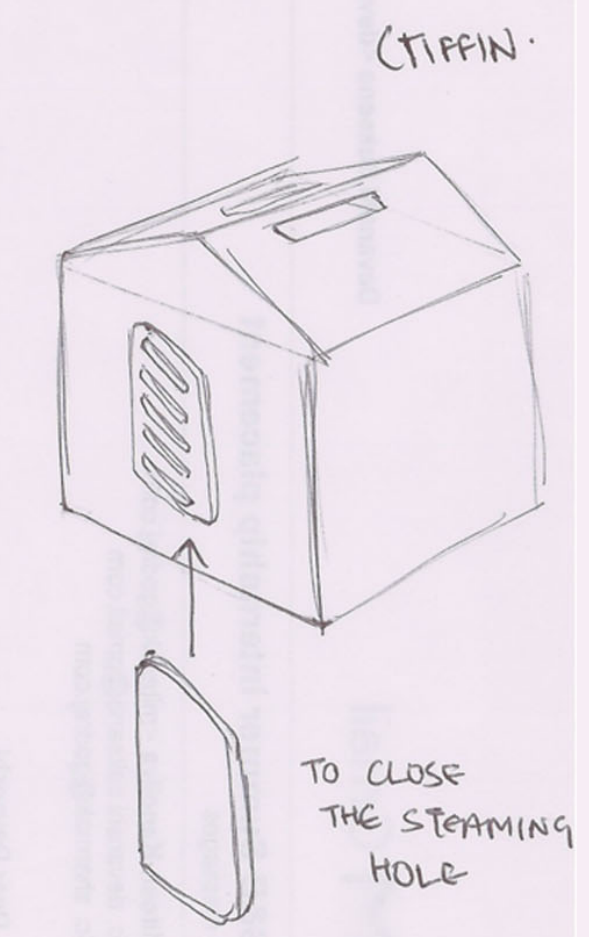
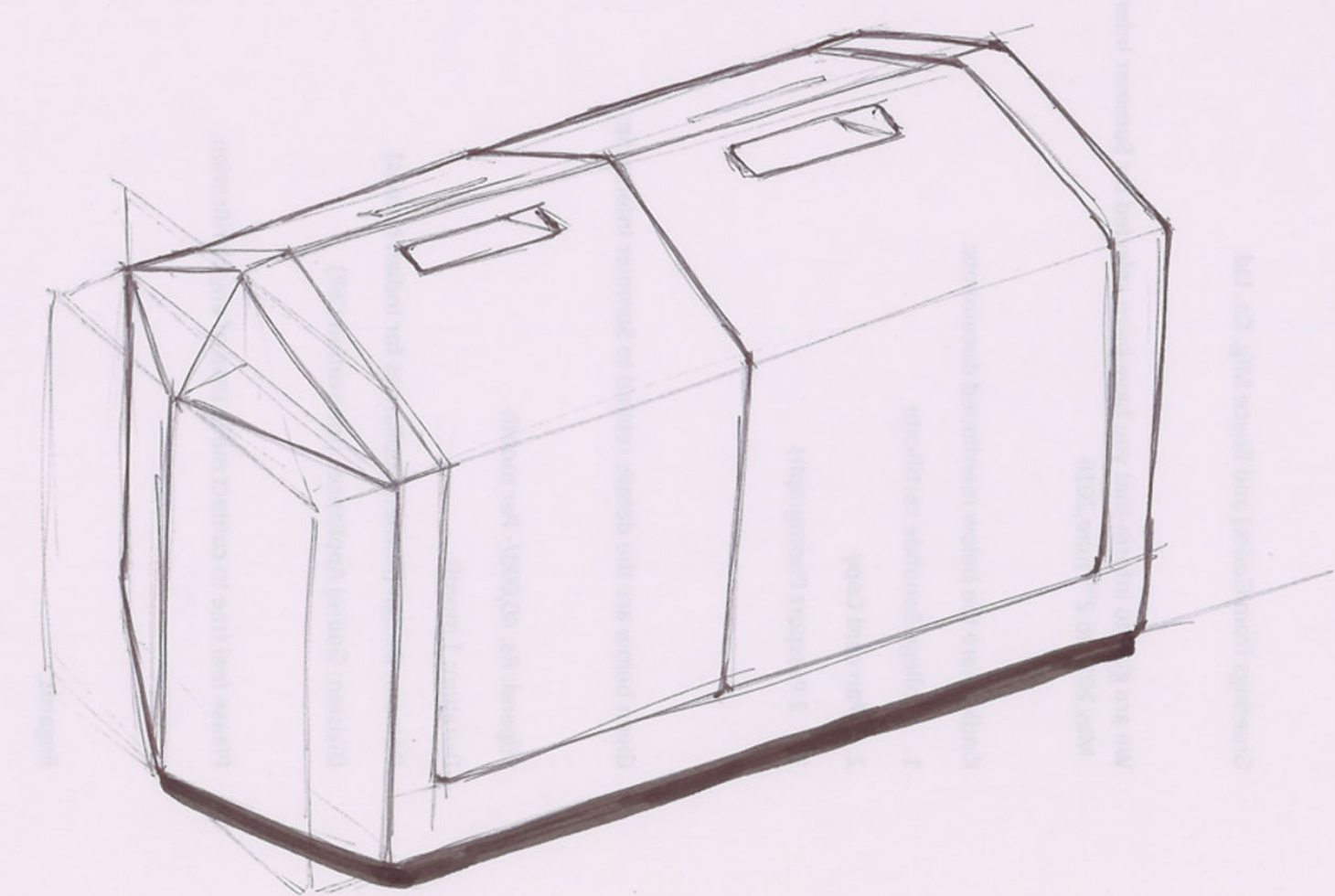
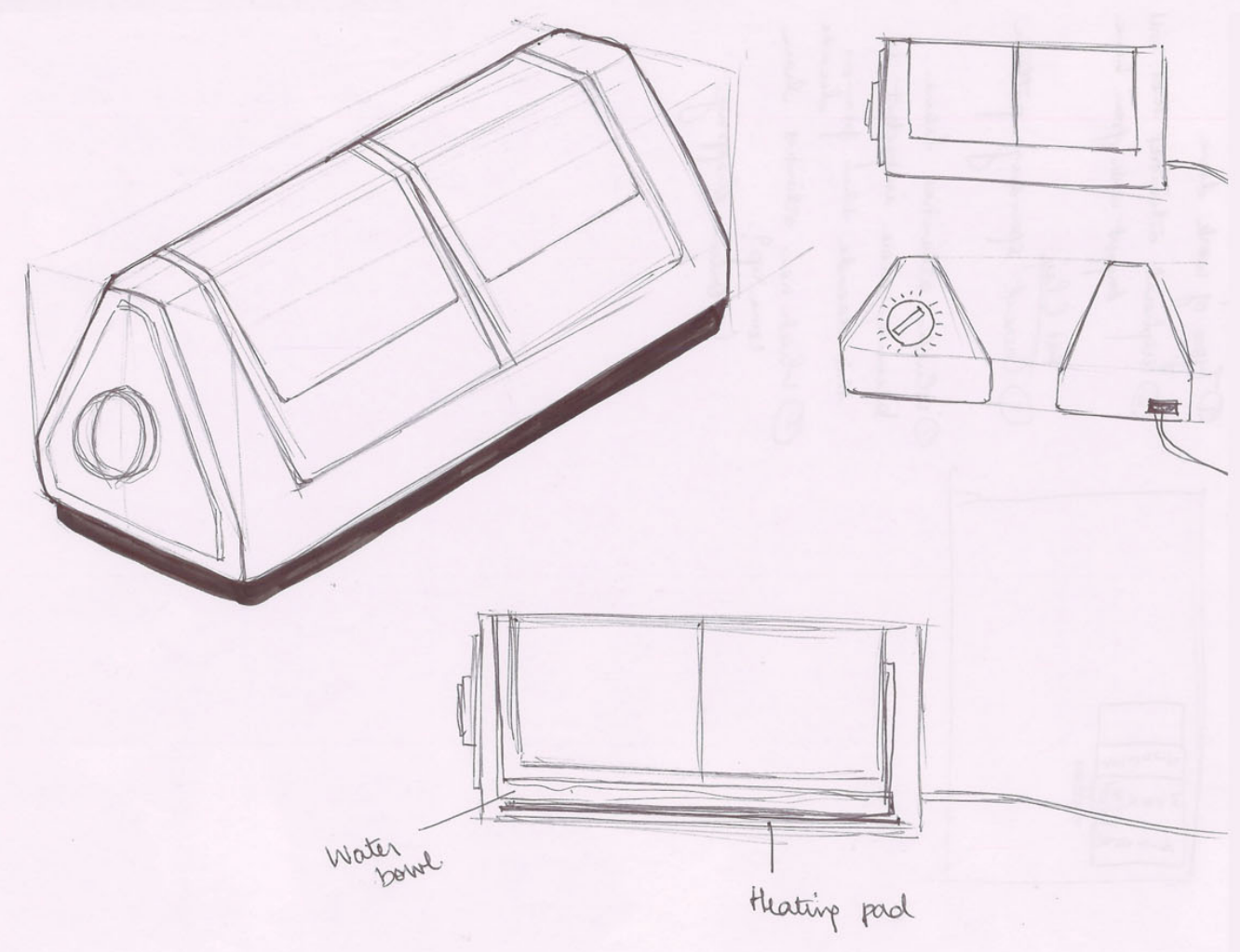
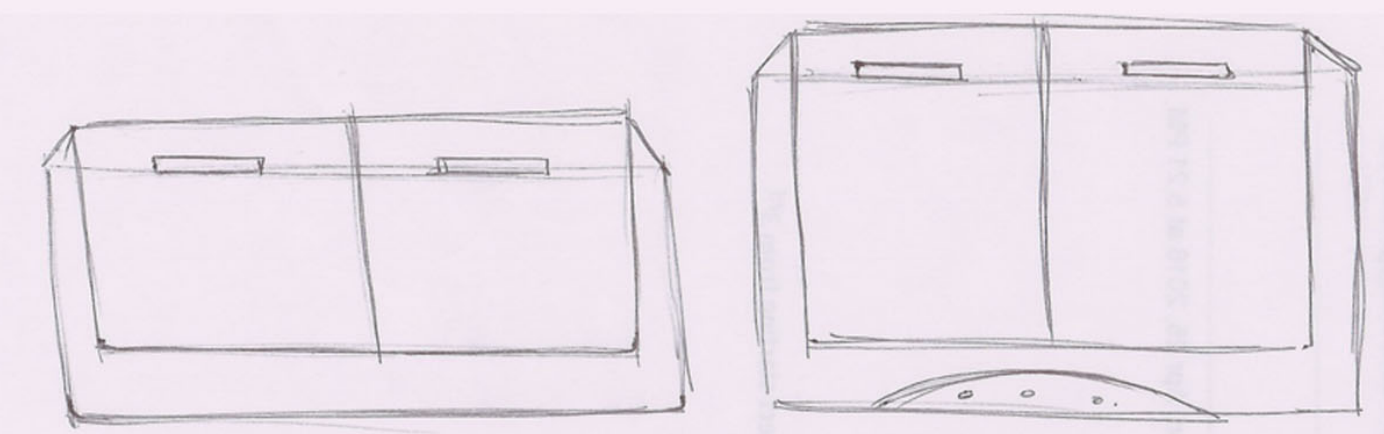
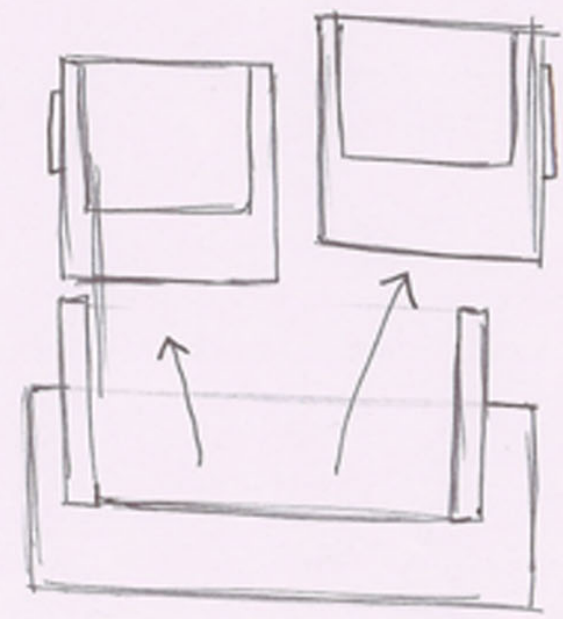
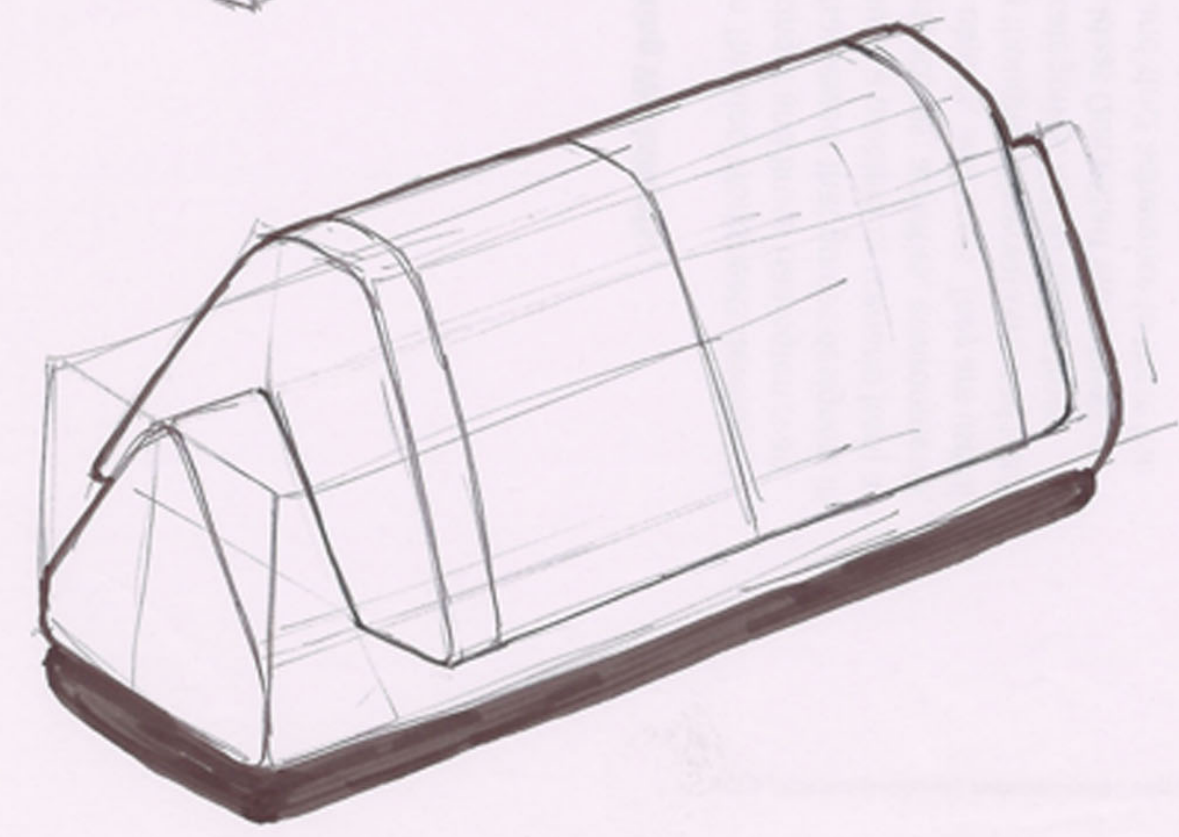
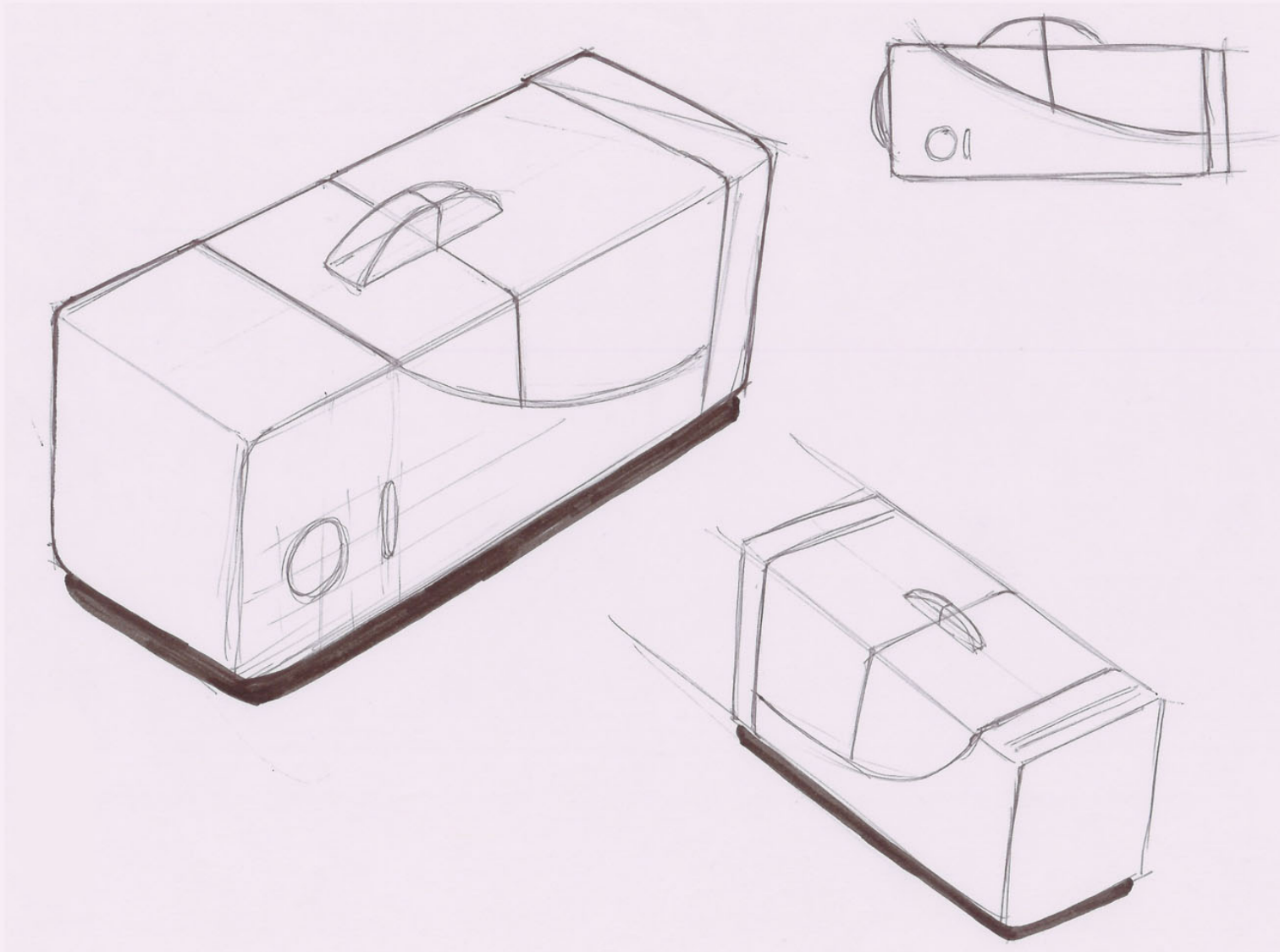
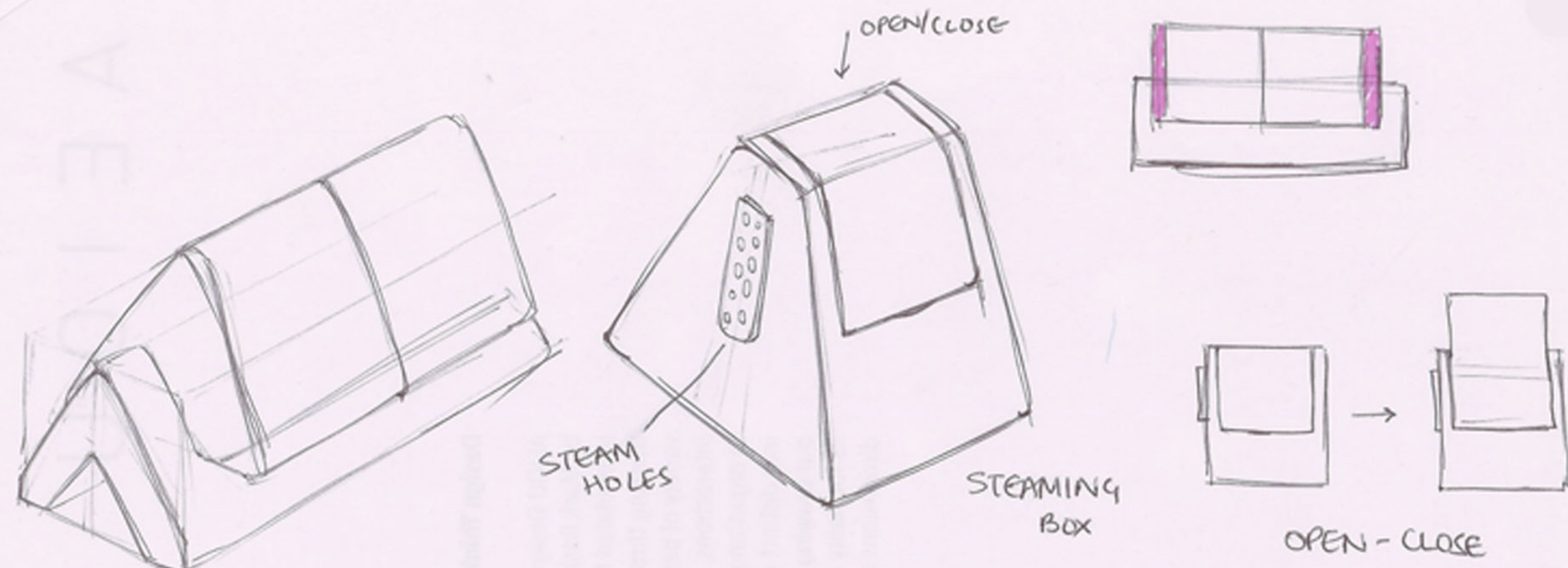
CONTAINER ARRANGEMENTS

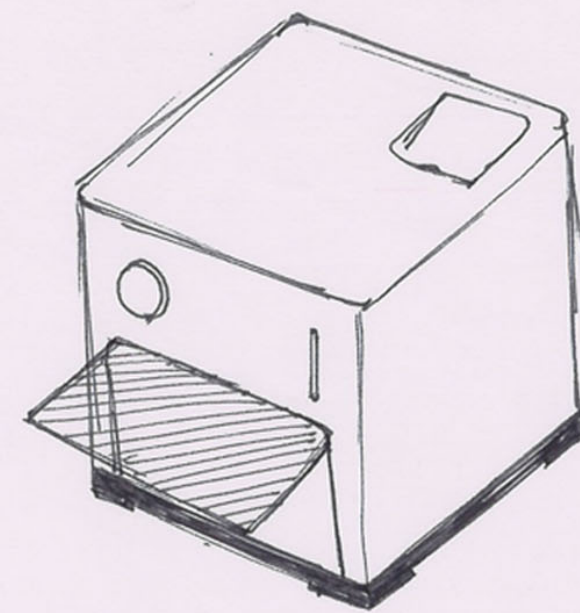
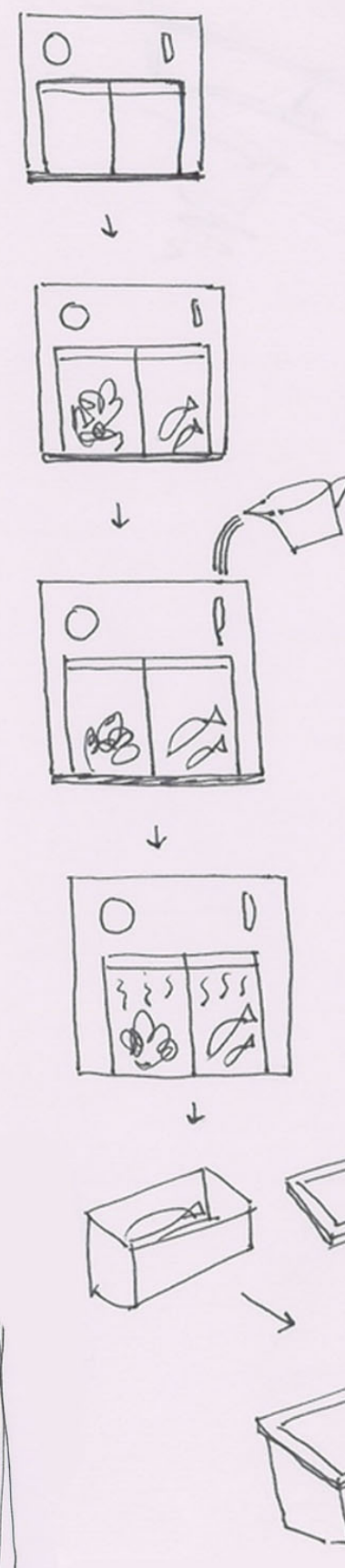
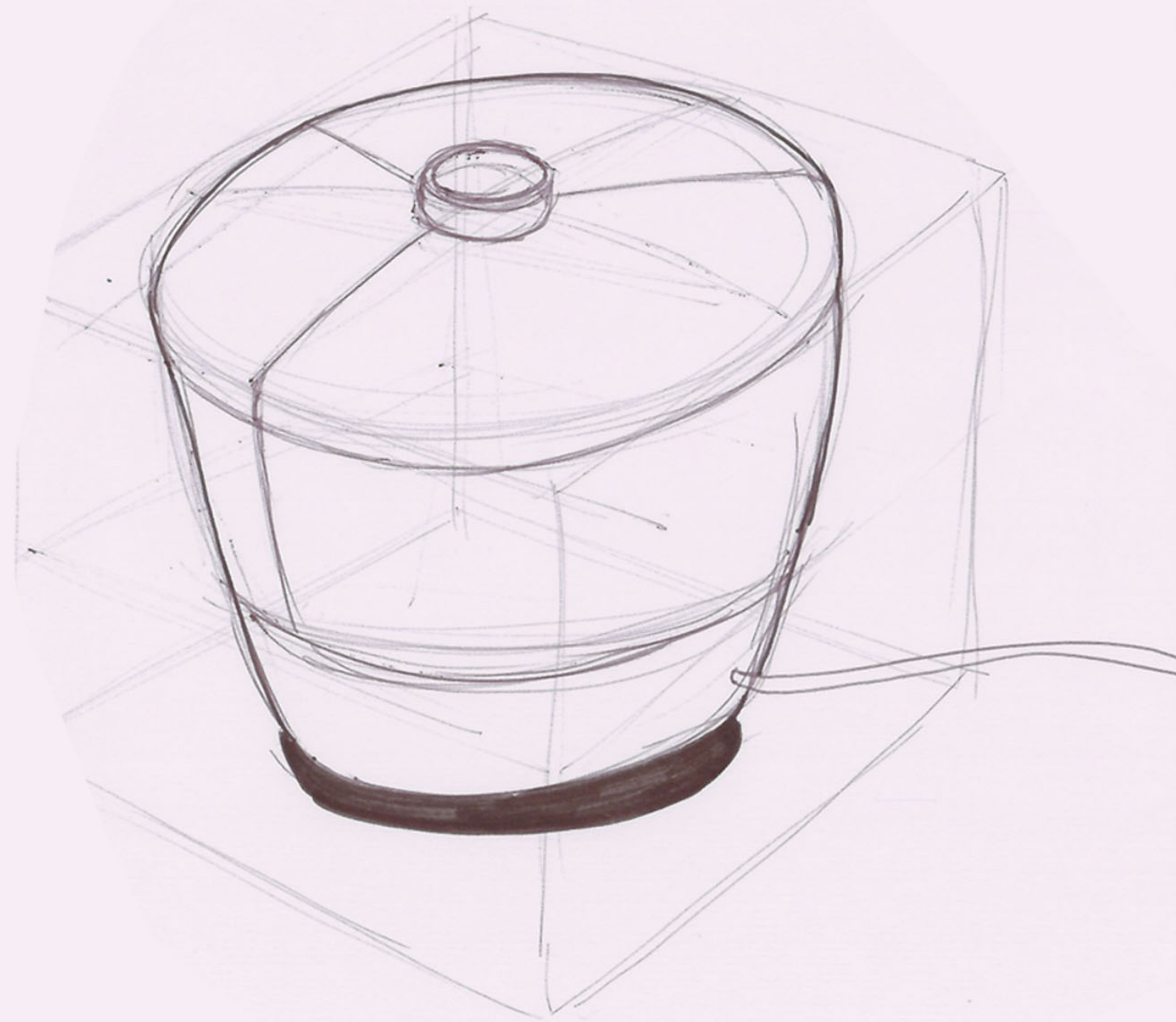


APP BASED STEAMER

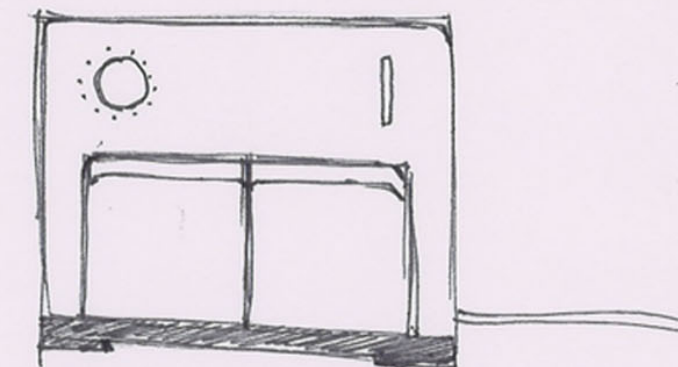
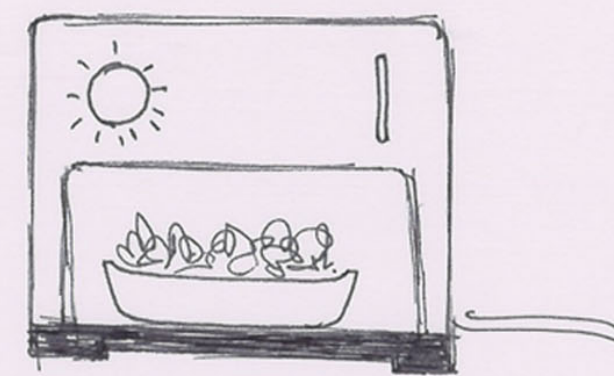
IDEATIONS



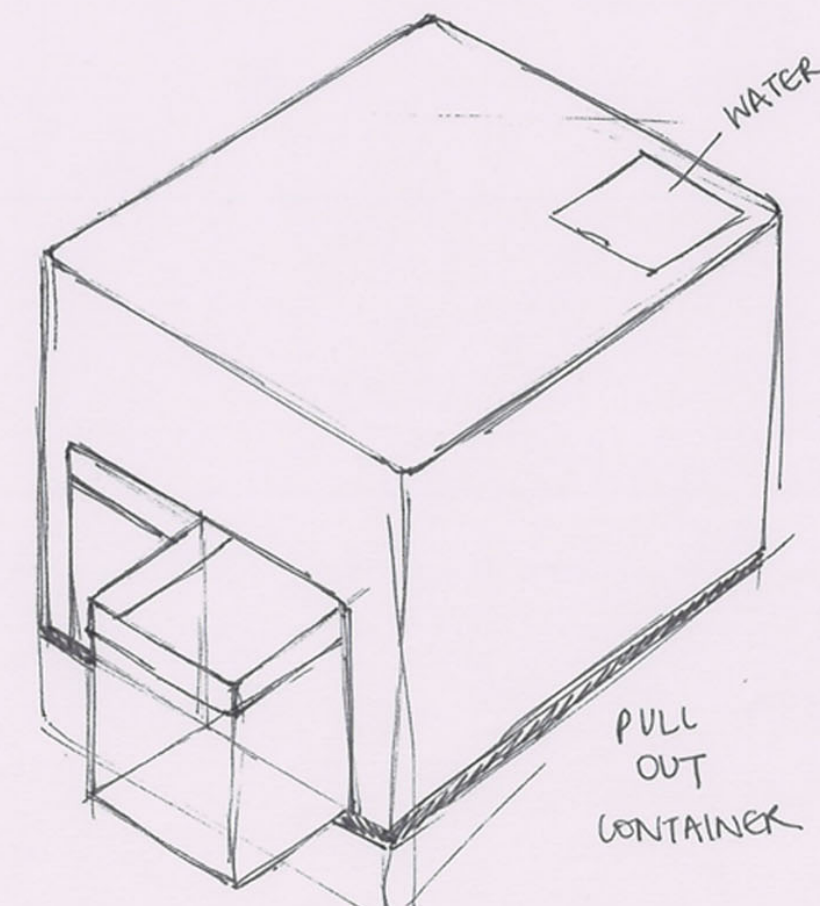




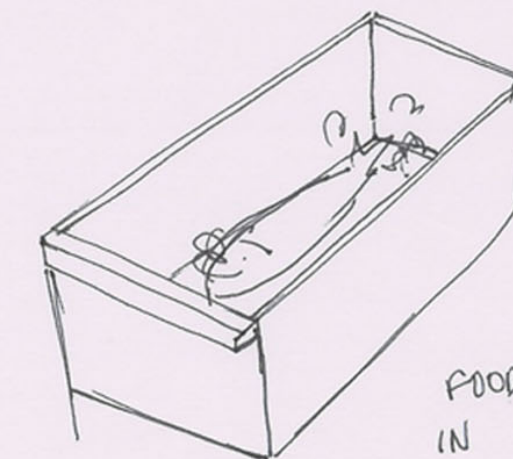
OR



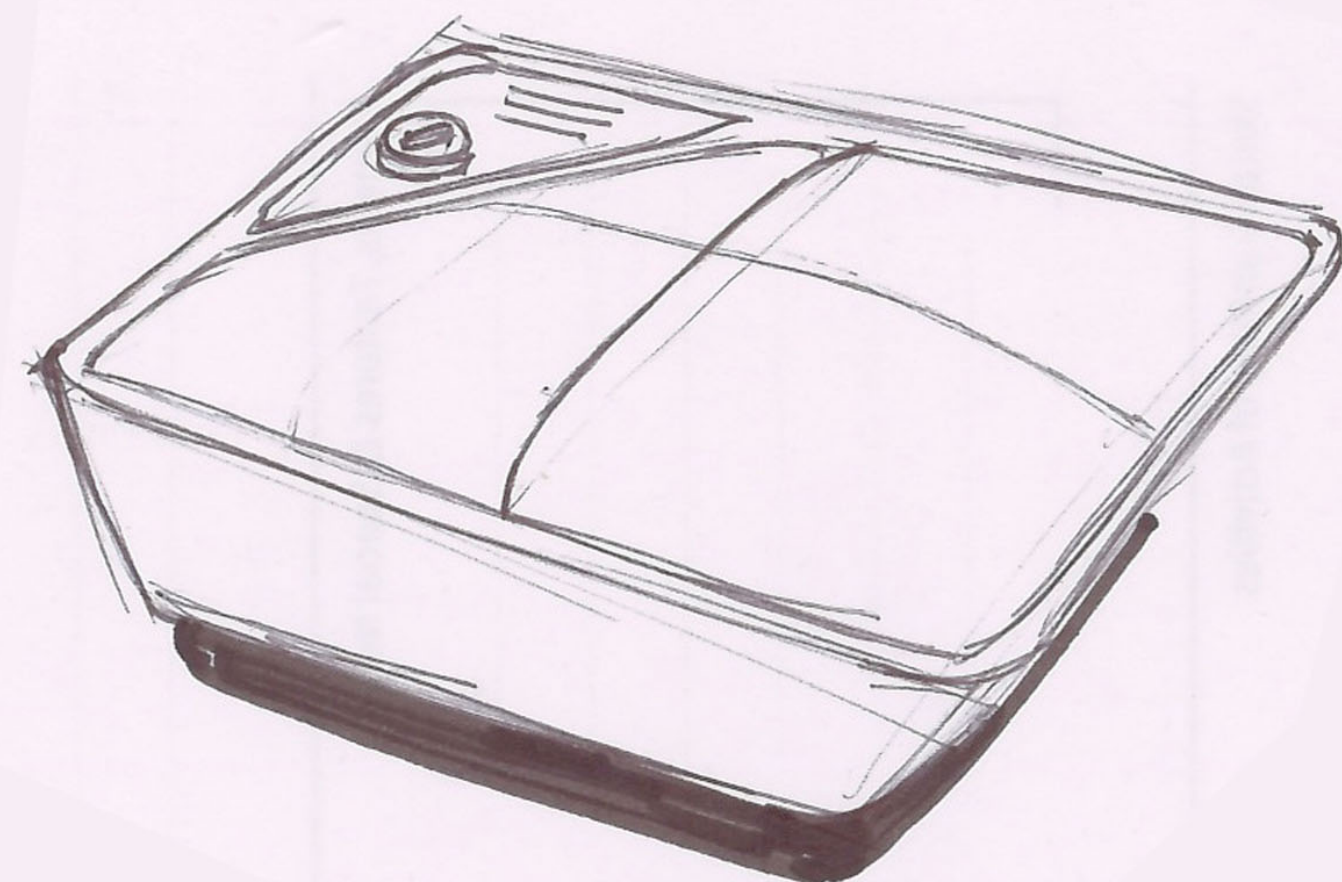
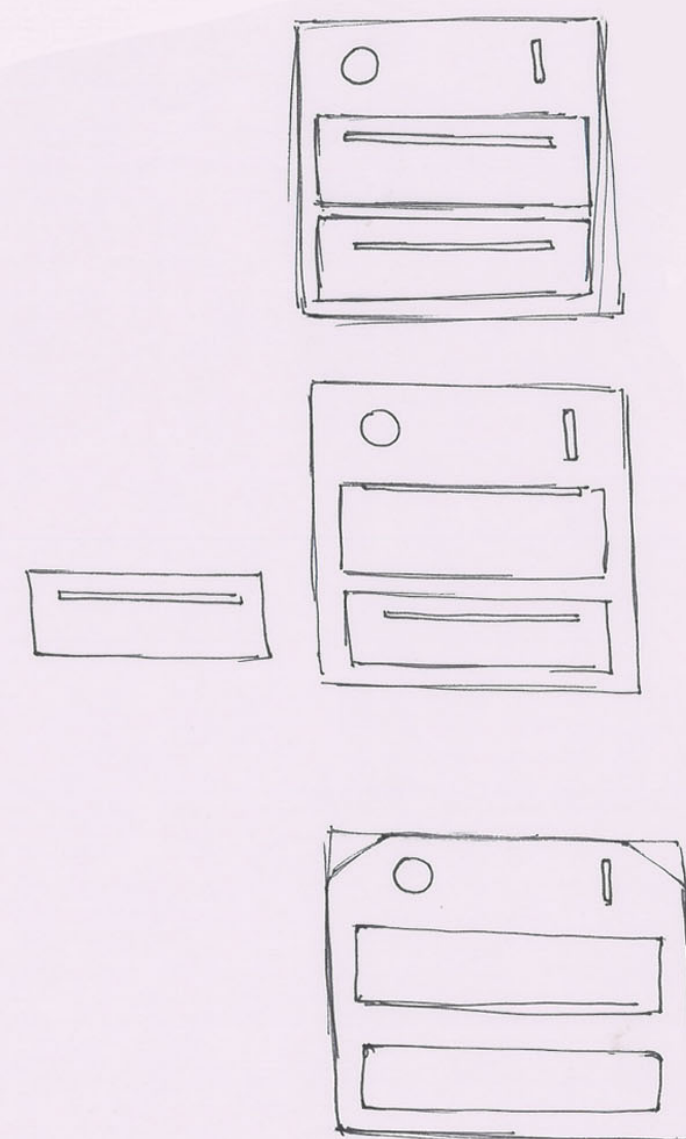
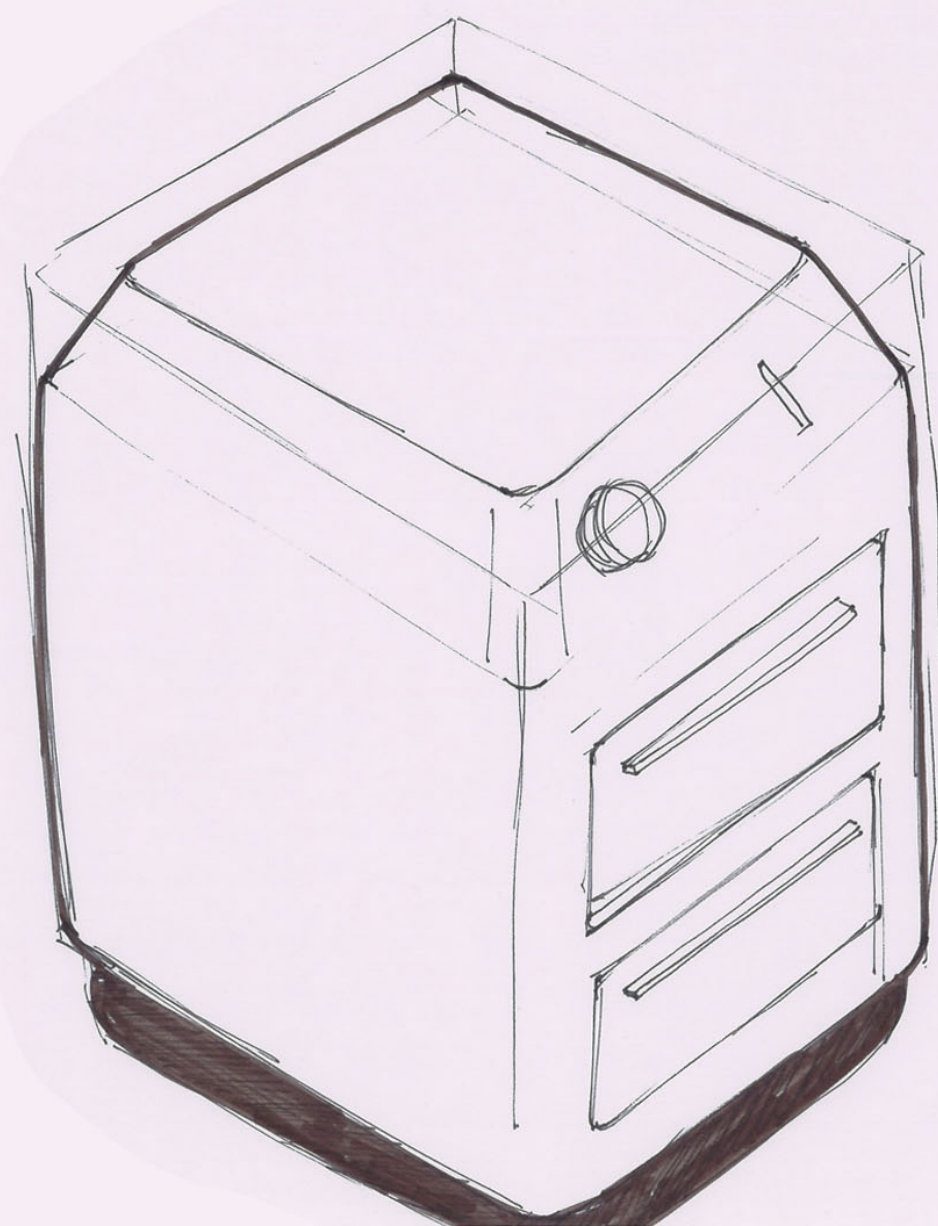
TWO CONTAINERS

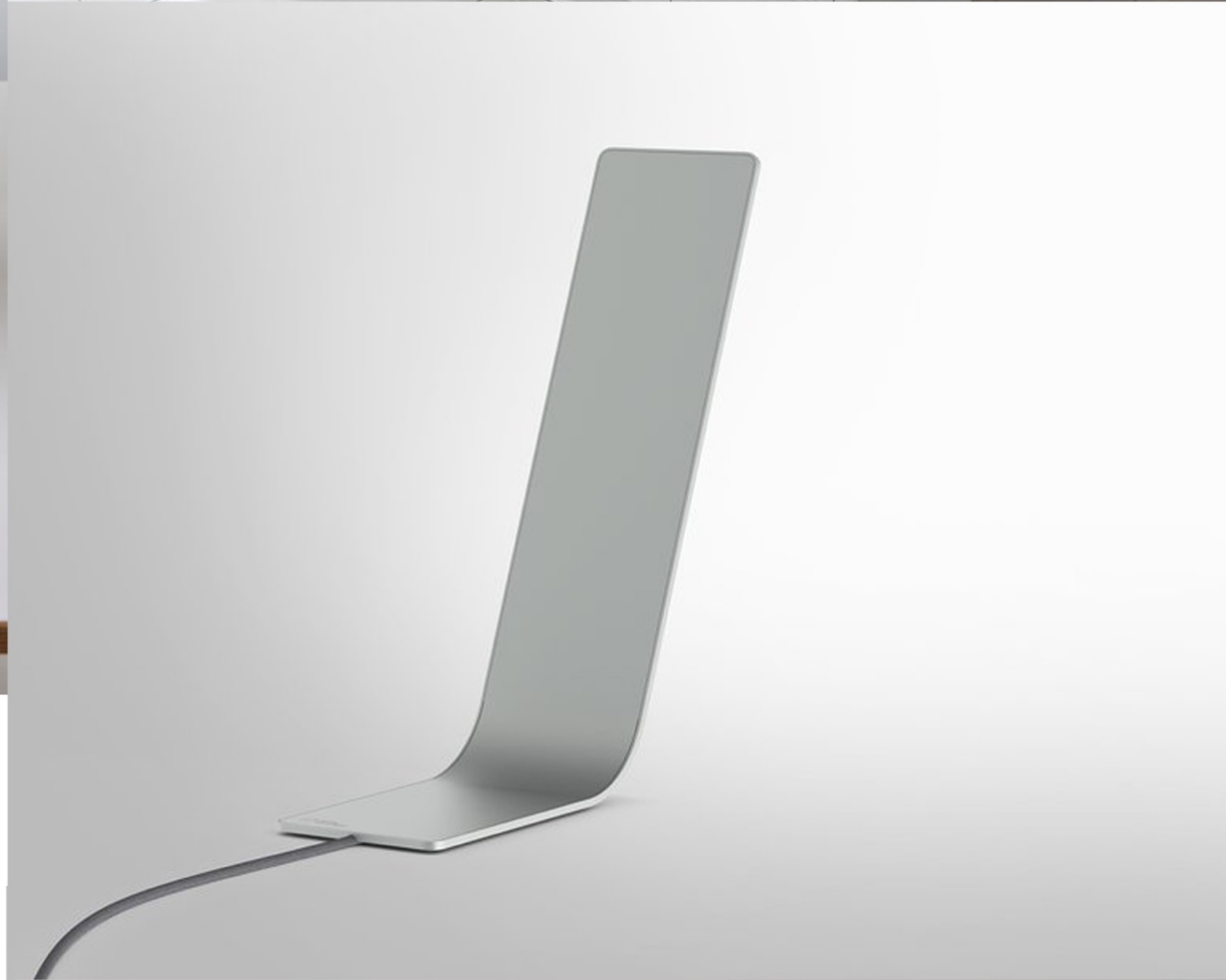


PULL
OUT
CONTAINER



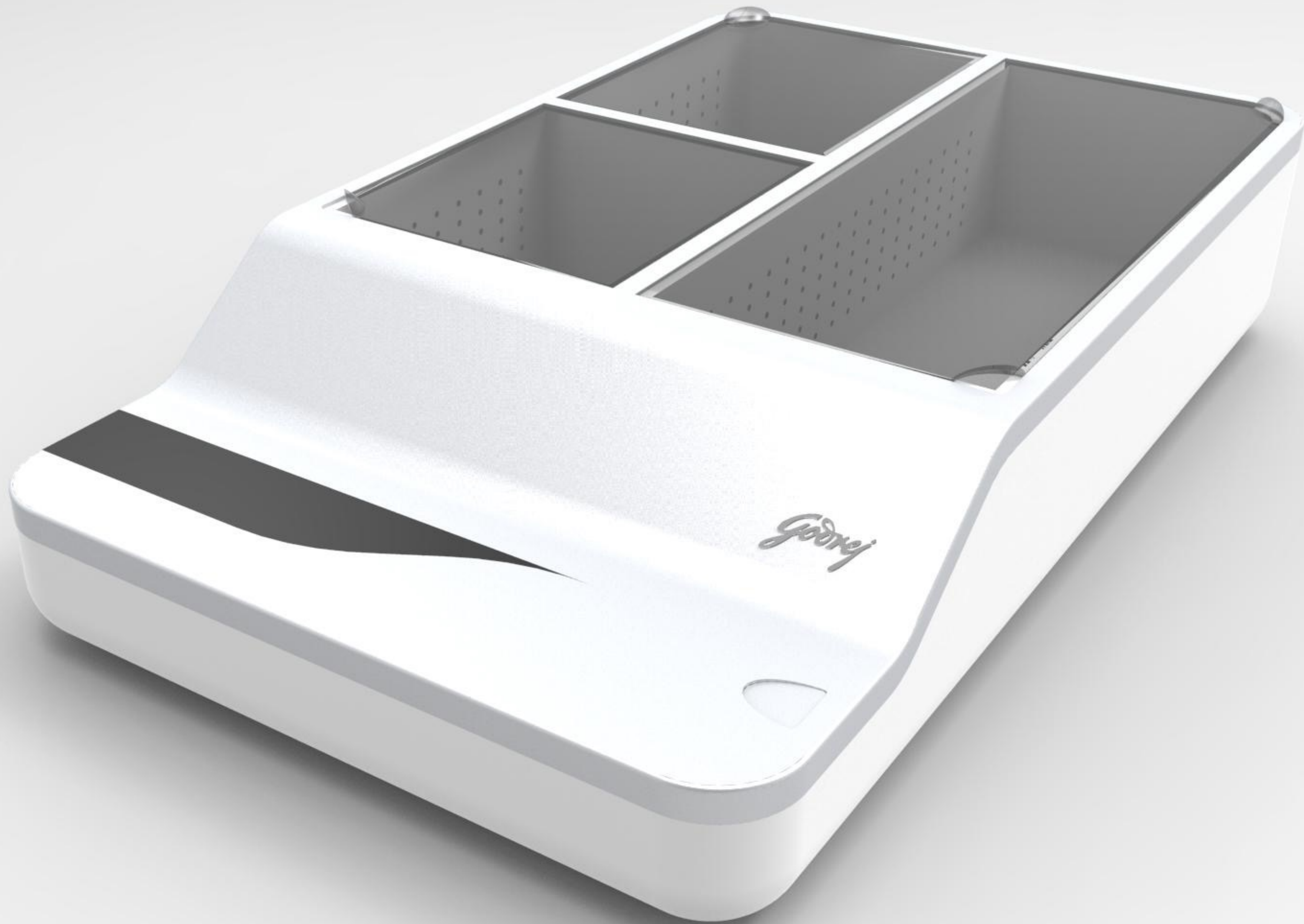
FOOD
IN A
CONTAINER





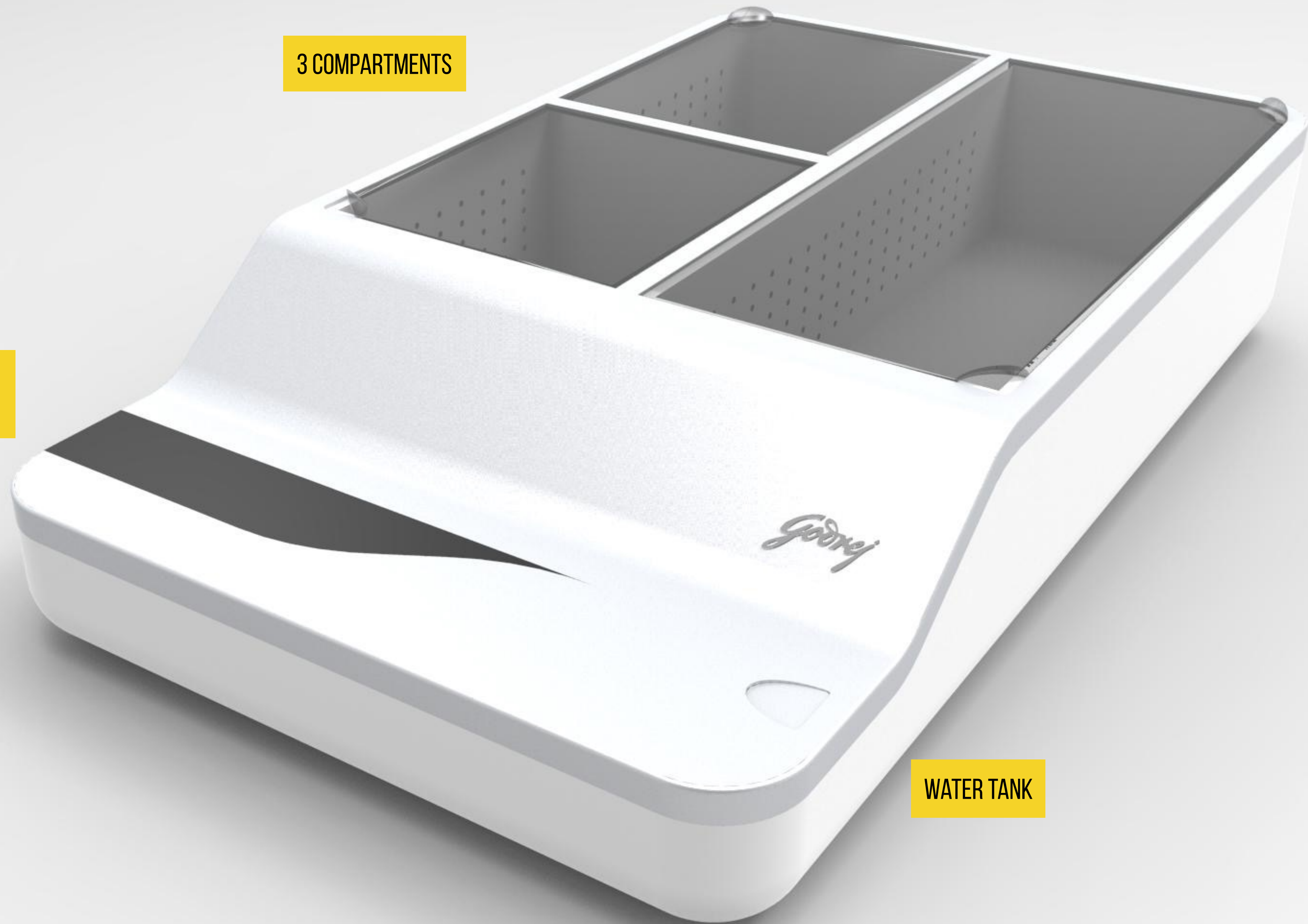


CONCEPT 1



TOUCHSCREEN
APP BASED

3 COMPARTMENTS



WATER TANK

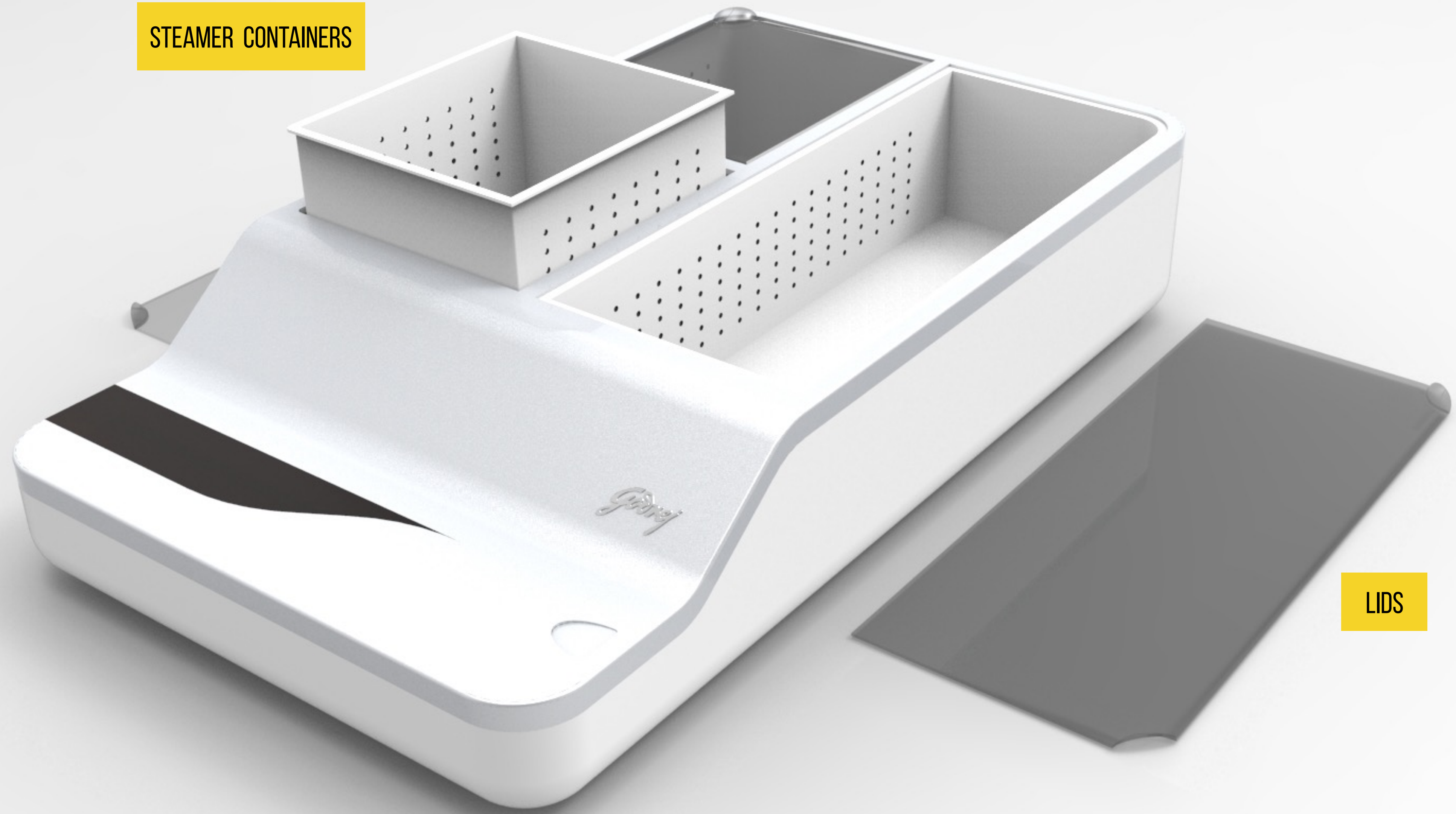


WATER TANK



WATER TANK

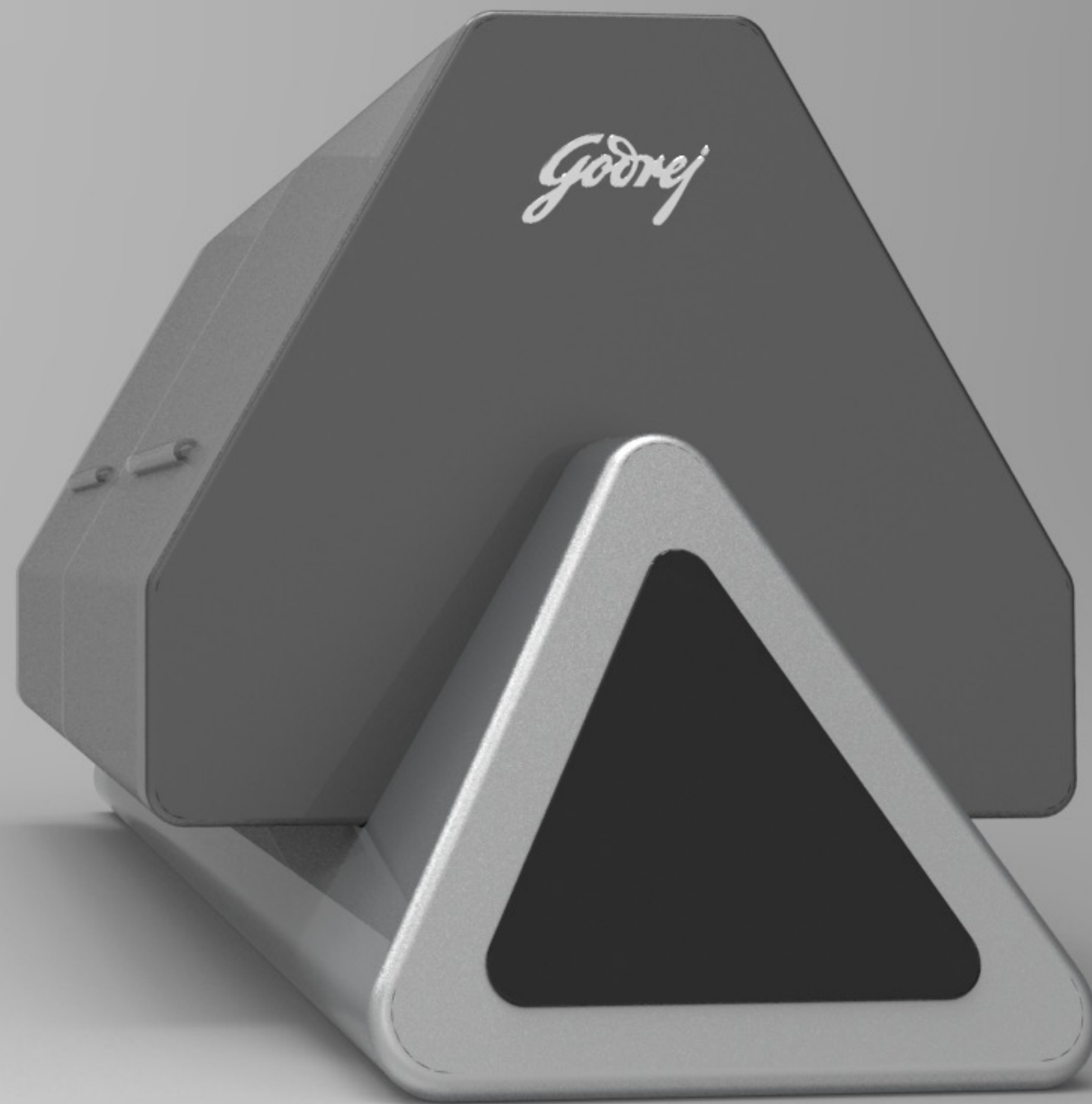
STEAMER CONTAINERS



LIDS

CONCEPT 2



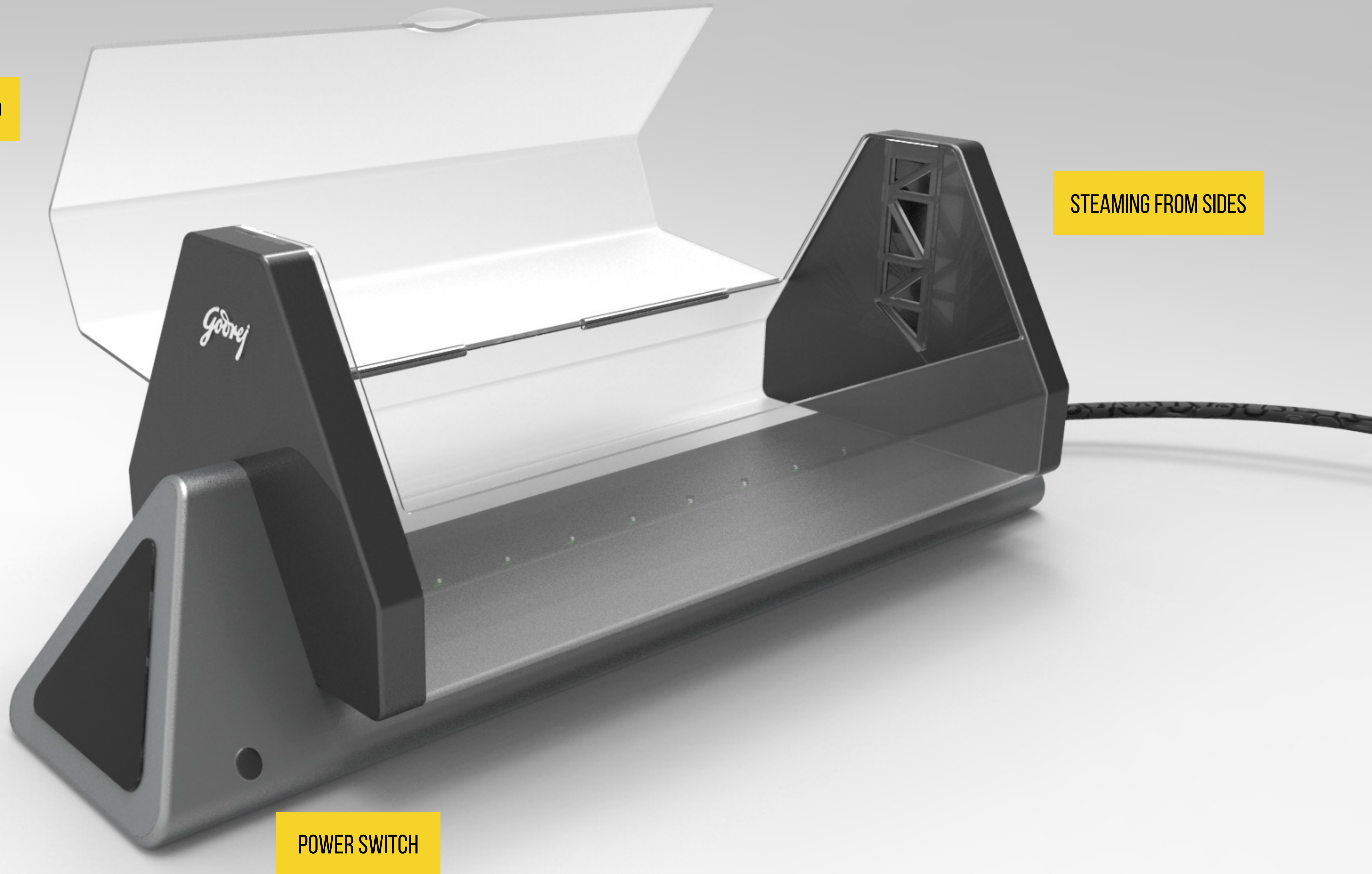


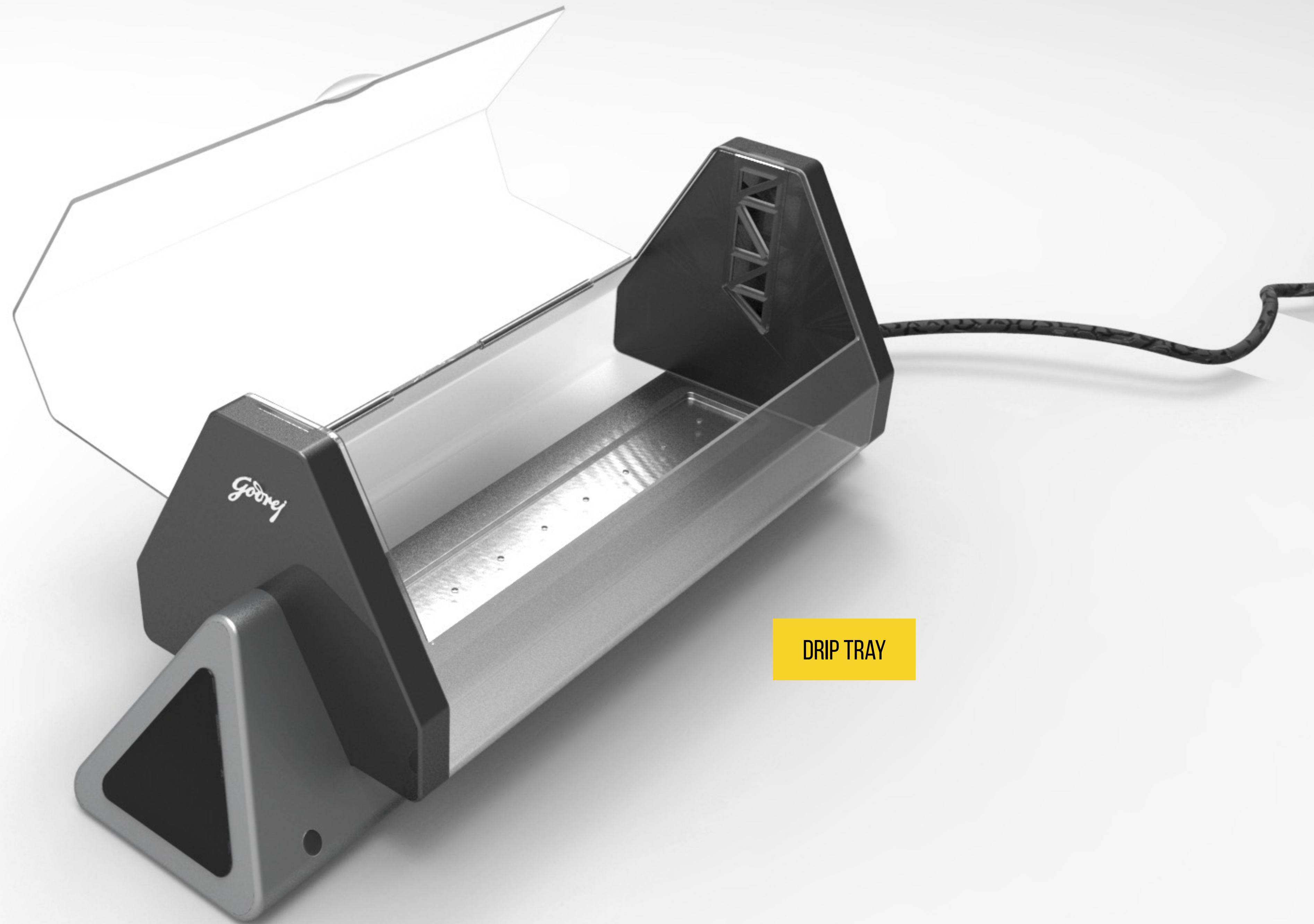
OPEN THE LID

STEAMING FROM SIDES

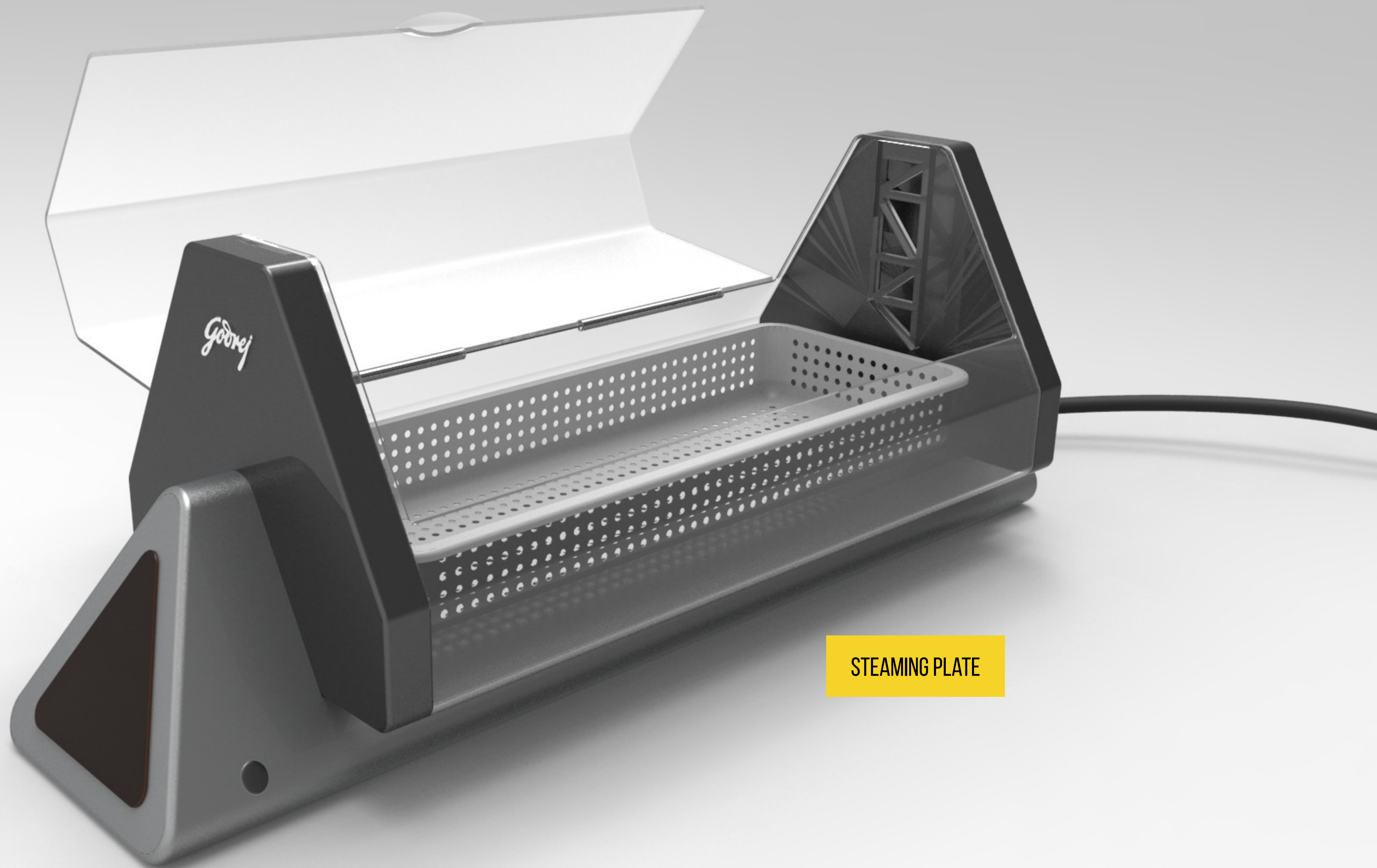
TOUCHSCREEN

POWER SWITCH



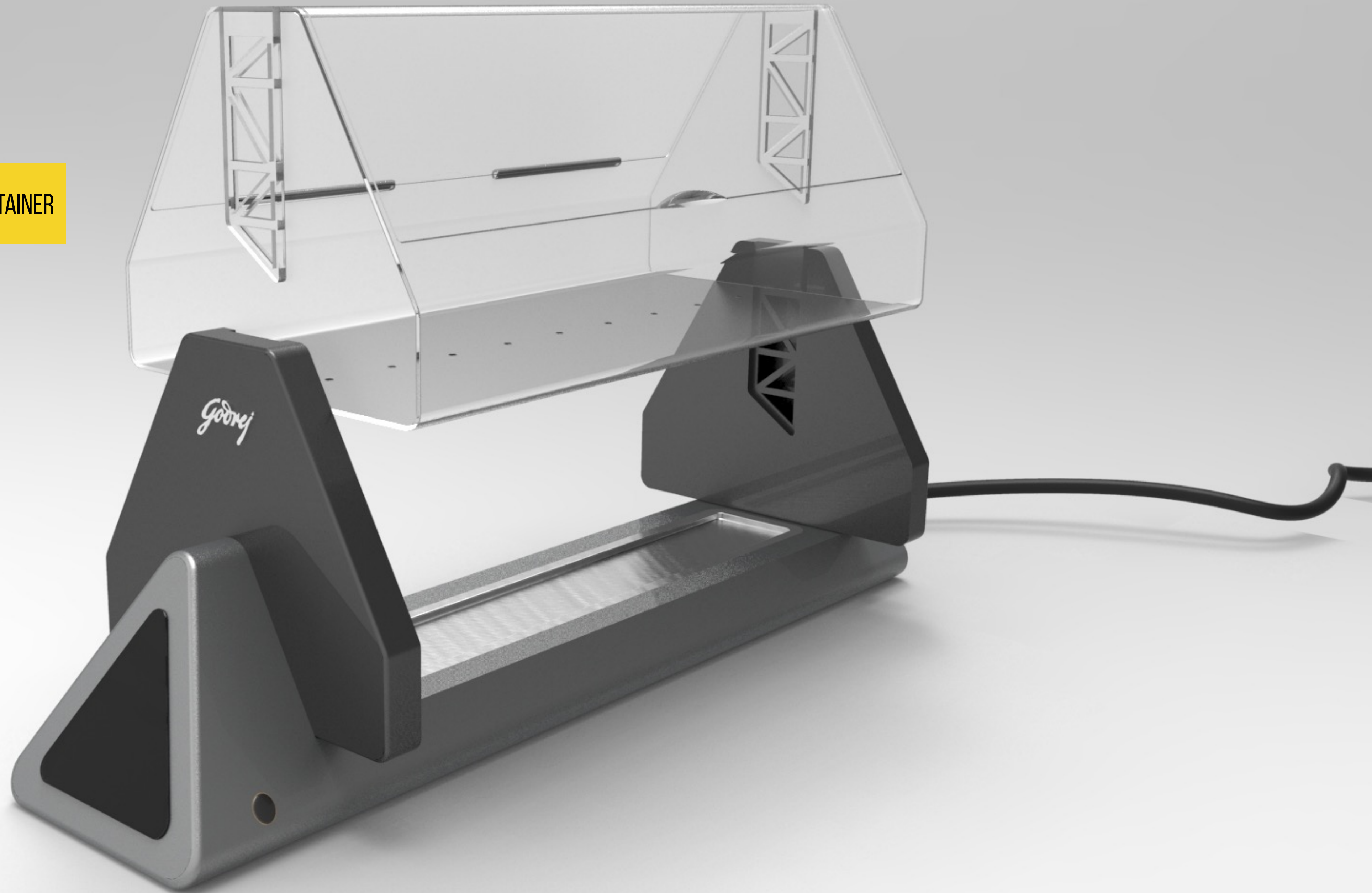


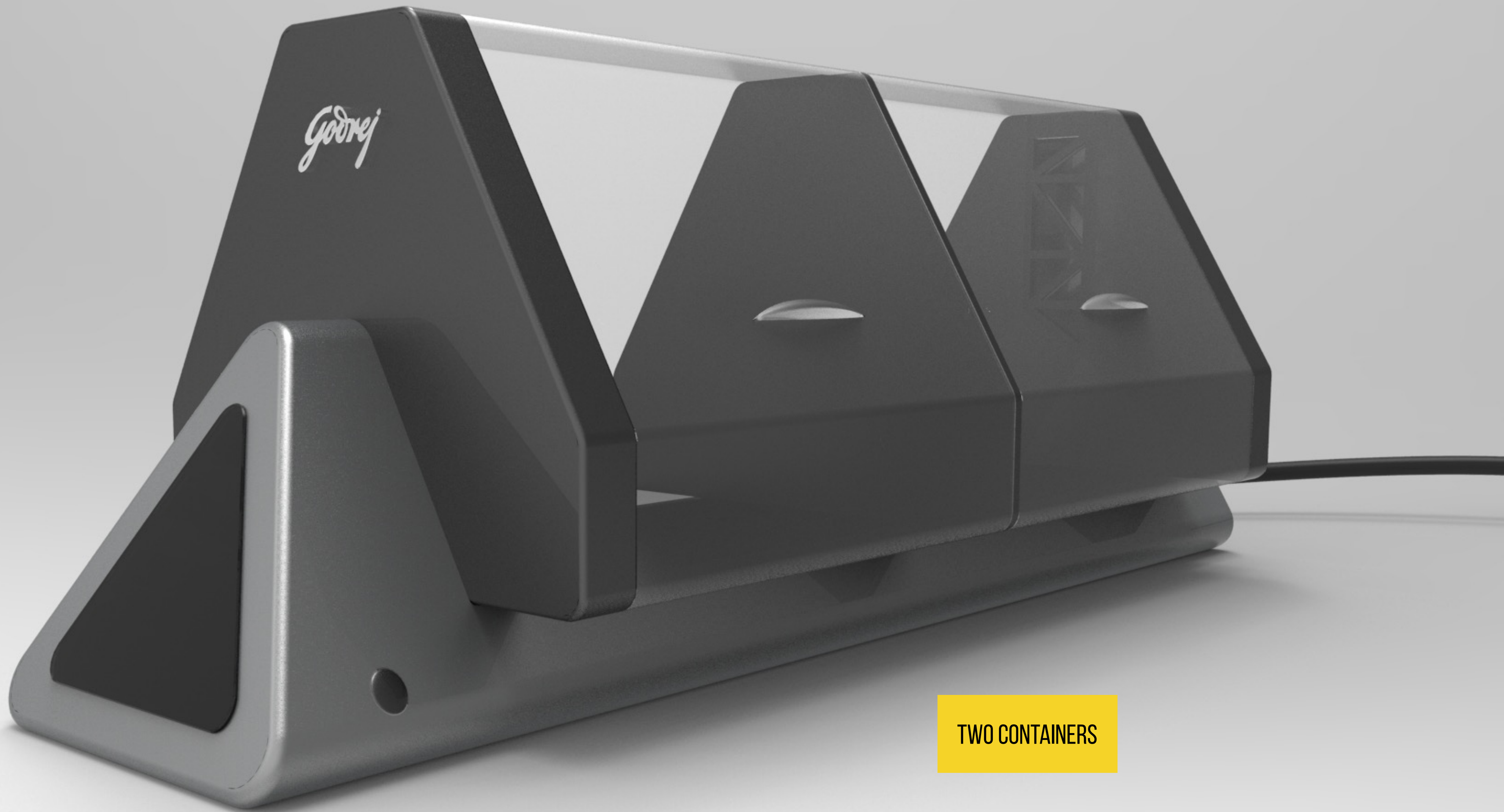
DRIP TRAY



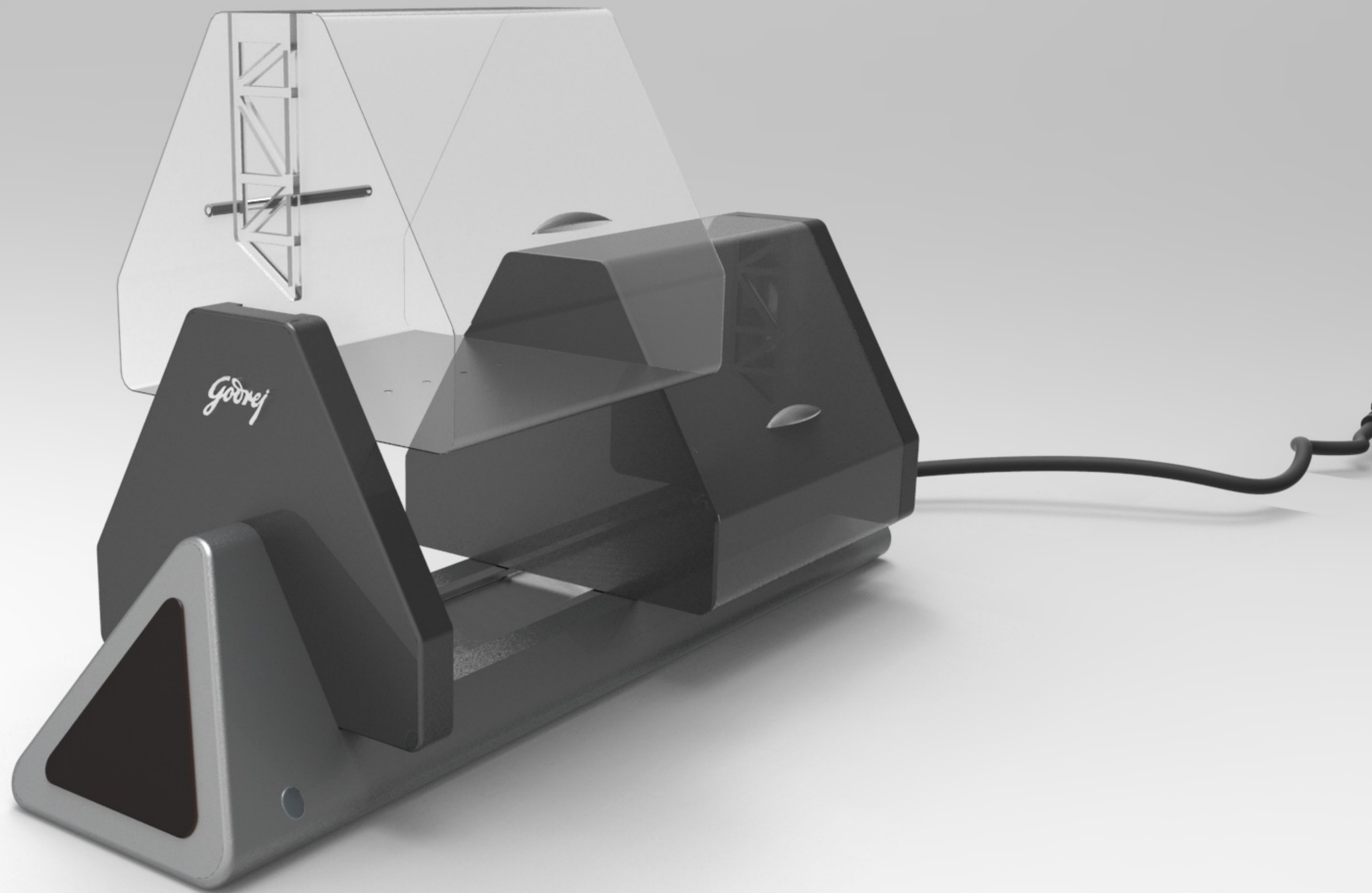
STEAMING PLATE

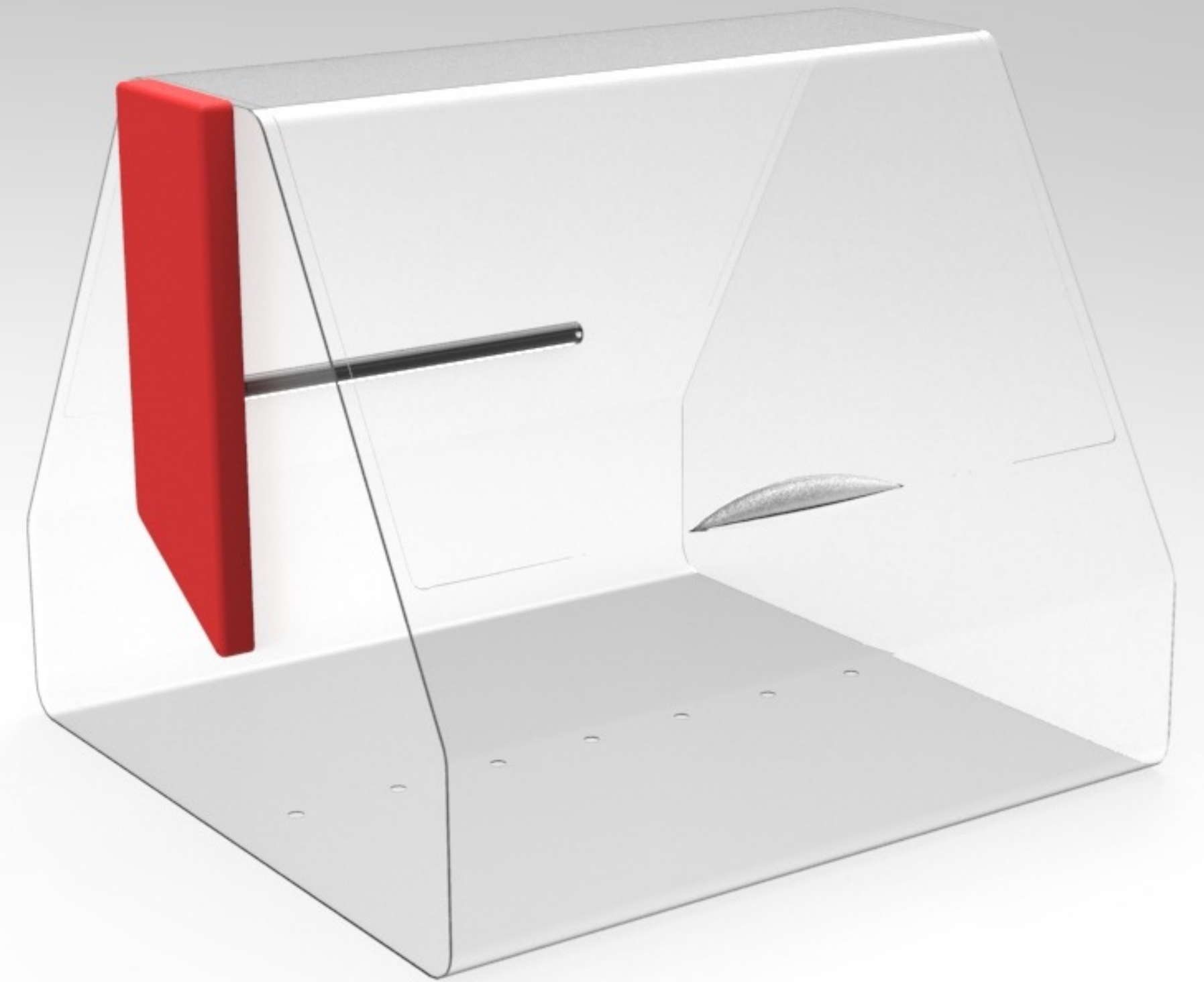
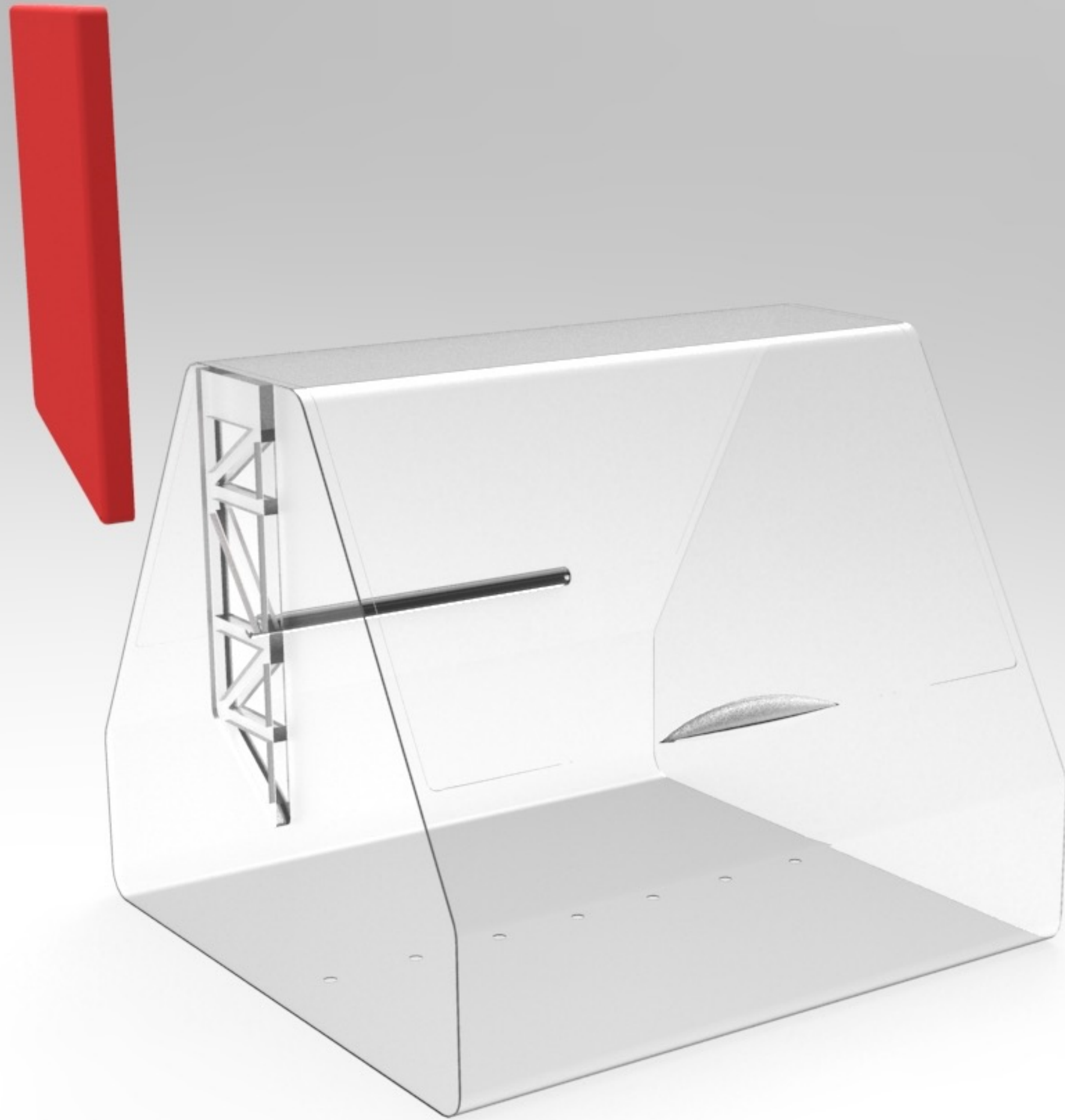
TAKING OUT THE STEAM CONTAINER



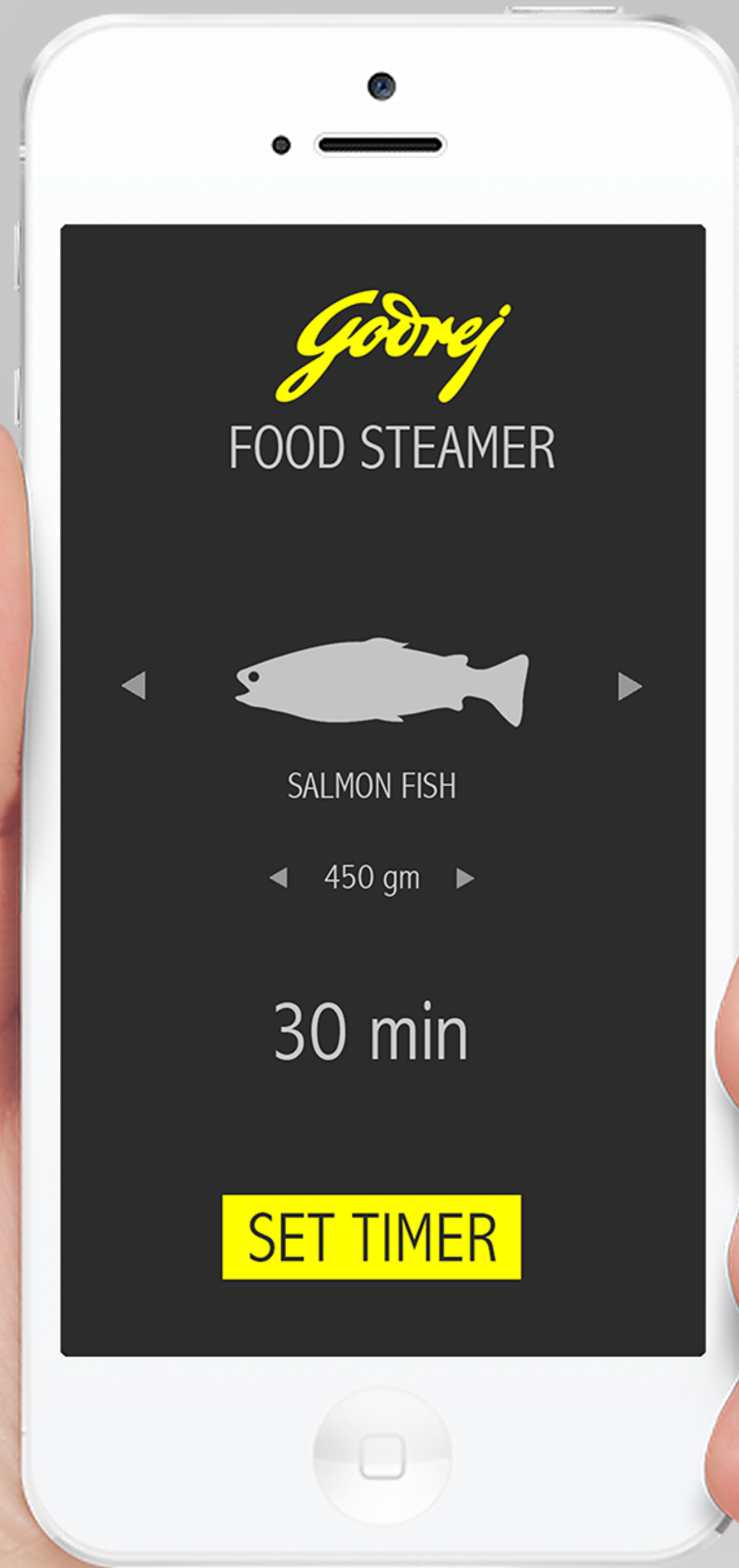


TWO CONTAINERS





ACT AS A TIFFIN



MOBILE APP BASED - INTERFACE DESIGN

FIN.