



# breakfast kit

for people living away from home



**Diversity of Indian cuisine**

**Change in urban breakfast habits**

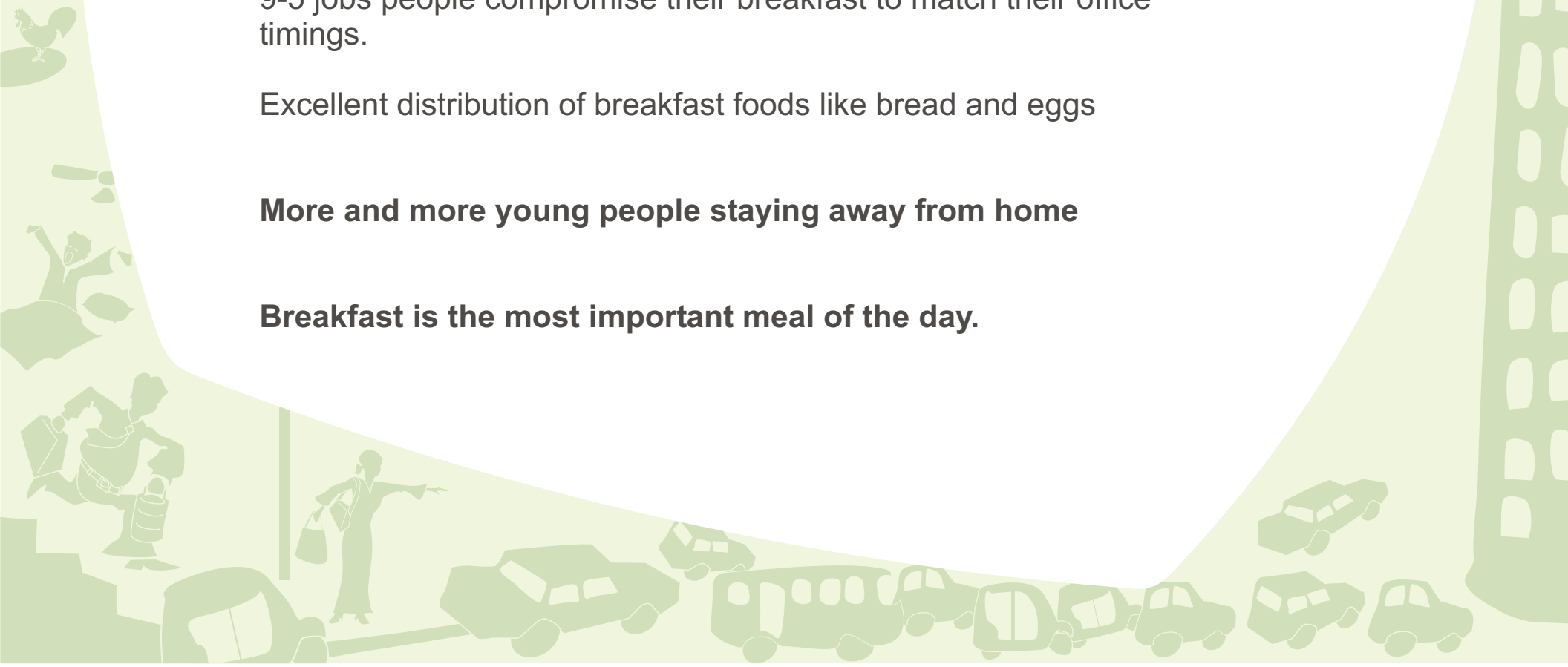
The British influence

9-5 jobs people compromise their breakfast to match their office timings.

Excellent distribution of breakfast foods like bread and eggs

**More and more young people staying away from home**

**Breakfast is the most important meal of the day.**





## **Intent**

**Provide for a variety of breakfasts that are made in India**

**Simplify the process of making breakfast** for a target user group consisting of young people staying away from home



**Do our users need a product to make breakfast?**



## **User profile**

**Age group 18-28 years**

**Not completely settled in life**

**Unmarried**

**Ready to take on challenges**, travel to any place away from home for their career

**Open mind...** Ready to experiment with new things

**Live an independent life**

**Fast paced lifestyle**

**Don't mind spending on their comfort**



## Two types of surveys

### **Quantitative**

To find out preferred breakfast menu across India considering a context of home and breakfast is provided for.

### **Qualitative**

To understand the lifestyles and breakfast habits of our user group



# **The questionnaire**

**User's information**

**Cooking equipment used**

**Understanding the context**

**Activities during breakfast time**

**Understanding their food habits**





# User Survey Tree

Young people  
living on their own

1. Rented flat/  
office owned flat

a. Two girls staying together

b. Bachelors

c. College students

a. Transferee (banker in RBI)

b. Employees staying together

2. Paying guest

a. Students

b. Office employee



## **Case study 1**

**Two girls staying in a rented place**

**Company provides food...**

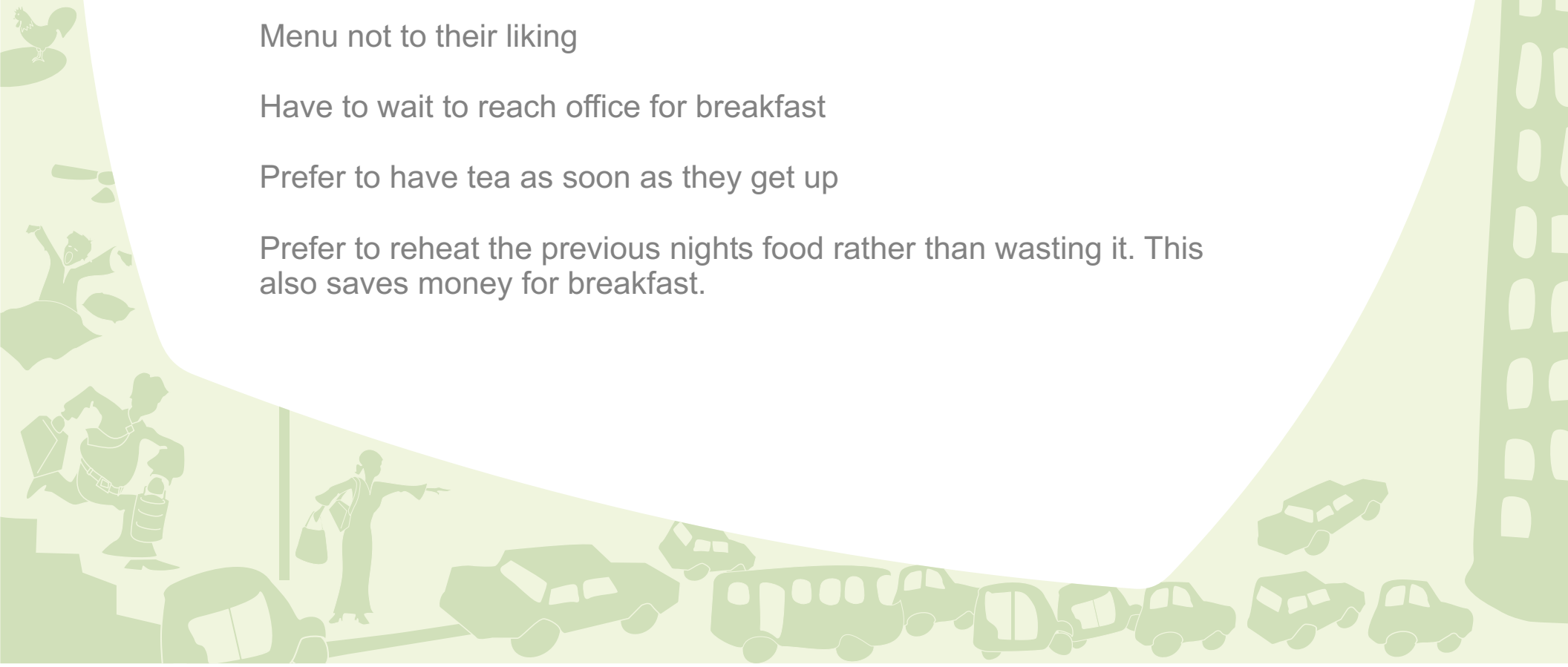
But it gets monotonous

Menu not to their liking

Have to wait to reach office for breakfast

Prefer to have tea as soon as they get up

Prefer to reheat the previous nights food rather than wasting it. This also saves money for breakfast.





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The kitchen platform



Washing is done in sink



LPG burner is common in most rented places



## breakfast kit



Refrigerator ensures that food can be stored and reheated.



The lpg cylinder is replaced on a weekend. If it runs out in the mid week then one tends to pull on without it for the week.



## breakfast kit

The cost of appliances is shared between the two.

Currently eat bread, eggs, cornflakes and milk, pohe made on sundays.

Fruits are popular as they can be eaten on the go.

Managing breakfast and parrallely getting ready is difficult.





## Case study 2

**Students in a rented flat**

**Leave for college early**

**Grab a bite at the canteen but it is junk food.**

**They currently use hot plate for cooking but it is very slow.**

**Essentially they don't eat much till afternoon... This affects health**

**Their two main needs**

**Making breakfast**

**Basic cooking aid**



They buy any breakfast item that does not take any time to prepare and also which can be eaten as a snack at any time of the day.



## **Case study 3**

### **Bachelors in a rented flat**

**LPG burner runs out and so they have an extra small cylinder.**

**Replacing the cylinder is easy nowadays but our users don't have two cylinders as in a home.**

**Breakfast eaten while watching television even if it is for five minutes.**

**Everyone has their own timings of leaving for work.** (Unlike dinner or lunch breakfast is dependant on individuals timings)

**Servant comes for cleaning the vessels**



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## breakfast kit





## **Case study 4**

### **Transferee in office owned flat**

**For men tranferees the cooking need is very basic.**

**Lunch and dinner is eaten outside but breakfast is to be prepared.**

**Occassional Sunday brunch**

**Something that cooks really fast but does not require supervision**

**They don't mind spending on basic neccessities aslong as they know they are going to be living away from home.**

**The kitchen is the most boring place. "Breakfast should happen while reading newspaper and breakfast news."**



## **Case study 5**

### **Employee in office owned flat**

**After six months of eating out he feels like making breakfast at home.** Its inconvenient to go out to a restaurant and have breakfast.

**Need for healthy food**

**Has all his earnings to spend on his new found independence**

**Wants to maintain a certain level of lifestyle**



## **Case study 5**

### **Student as a paying guest**

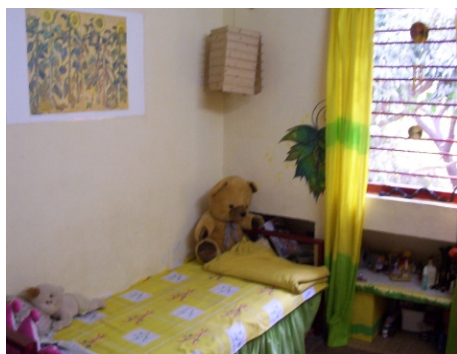
**Lunch eaten outside, dinner with flat owners family, but breakfast is not provided for as this girl had to leave at 6 30 for college.**

**Dependant on owner for cooking purpose.**

**Hot plate is inefficient and the electric kettle is a dedicated device.  
So is a toaster.**



# breakfast kit





### Most commonly eaten breakfasts

**South indians-** idli, dosa, appam, puttu, idiappam

**North indians-** parathas with dahi, mathri with pickle, lassi

**Gujaratis-** sev, gathiya, upma, sheera, faafda and jalebi.

**Maharashtrans-** pohe, upma, sheera, idli, chapatti bhajee

**Parsees, Christians** -2 cornflakes and milk, bread/toast, all kinds of eggs, cheese, bacon and ham, sausages



**Common observation was that only people coming from urban areas accepted breakfast habits from the west. In non urban India people still enjoy a traditional breakfast.**

**Its mainly to do with availibility of time**





## Appliances

**most common breakfast appliances purchased by our user group**

1. toaster
2. sandwich maker
3. tea/coffee maker

**They are dedicated appliances and work well in home context.**

**They don't provide desired variety.**

**They don't cater to Indian breakfasts.**

**A large number of appliances means much more weight to carry.**





## **Appliances**

**Why would someone buy this product as a breakfast maker when they might be owning a LPG burner?**

Time

Overcoming constant surveillance



## **Would the users make elaborate Indian breakfasts?**

**Availability of ready mixes for a lot of breakfast items**

**+**

**Appropriate appliance**

**Will make it possible for our users to have an indian breakfast rather than surviving on bread, eggs and cornflakes**



## **Technology**

**Breakfast is a parallel activity**

**Electric appliance**

**Elimination of constant attention**  
(Milk boiling over, toast burning)

**Controlled heating possible**

**Safety - auto switch off**

**Can have preset controls for fixed menu list**

**Gas cylinders can get over.**

**Gas leakage in hurry.**



# **Technology**

**Radiant heaters**

**Induction hobs**

**Quartz halogen cooking**

**Microthermal oven**





## **Reasons for choosing microwave technology**

**Time saving**

**Doesnt require frequent stirring as compared to lpg burner**

**Crocery used inside can be directly used for eating in or packing and eating on the go. This reduces cleaning**

**Complete control of cooking time.**





## Why our users don't buy microwave?

**Too large for carrying.**

**Baai cant operate a microwave.**

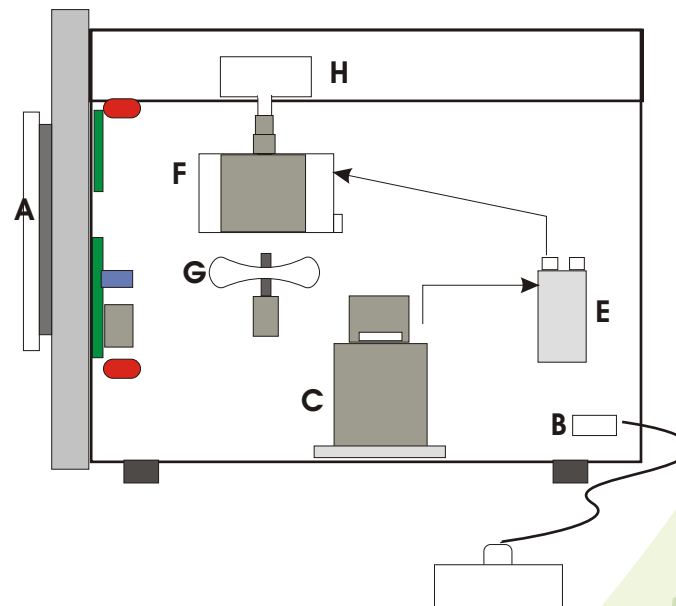
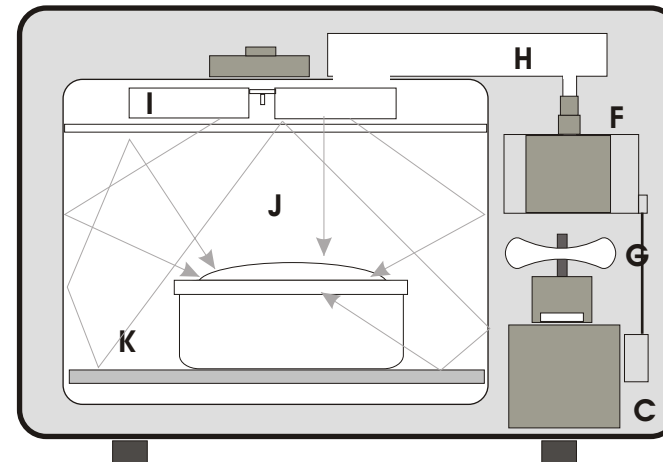
Fixed mindset that one cannot cook in microwave exists in regular homes **but in case of users they are open to the idea of microwave cooking**

The fixed mindset comes because in India we are lucky to have someone prepare food.



## Parts of a microwave

- A - The **digital timer**
- B - The **power relay**
- C - A **power transformer**
- D - The **power rectifier**
- E - A **capacitor**
- F - The **magnetron**
- G - **Fan.**
- H - The **wave-guide**
- I - a metallic fan blade
- J - The **cooking chamber**





## Time activity analysis

The time activity analysis has been done on the basis of calculating the amount of time it requires to make a particular breakfast item on a typical working day.

	Microwave	LPG gas Burner
Toast	N.A	4-5 minutes
Milk	20 seconds	5 minutes
Precooked parathas.	30 seconds	3 minutes
Previous day's sabji	1 mint	3 minutes
Tea/ coffee	20 seconds	4 minutes
Eggs- omelets,	2 minutes	2 minutes
Scrambled,	2 minutes	3 minutes
Boiled eggs	2 ½ minutes	8 minutes
Pohe	6 minutes	10 minutes
Upma	6 minutes	10 minutes
8 Idli	3 minutes	10-12 minutes





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# I n f e r e n c e s

## Inferences from data collection:

### 1. The common breakfast menu and the need for variety

It should provide a range of breakfast items.

Provide for rushed weekday and also leisurely weekend breakfasts

Users from different places and cultural backgrounds have different preferences.

### 2. The time constraint

20 minutes allowed

Constant supervision consumes time

It is rush time... So typically milk boils over... Toast gets burnt

Breakfast is sometimes eaten on the go



# I n f e r e n c e s

## **3. Portability**

It should be compact in size

One main heating unit with a number of accessories will let the user buy only the items which she needs thus reducing weight and size It should be light weight

Will increase usage time of product as user will conveniently carry the product to new place

## **4. Cleaning**

The product should be easy to clean

Number of vessels should be reduced

Spillage / burning should be avoided as it is time consuming to clean

Typically servant comes to clean...it should be servant proof



# I n f e r e n c e s

## 5. Safety

Accidents happen in rush

Gas is left on

A product with a timer will ensure that accidents are avoided even before cooking starts

An audio input in the product will help to announce the end of a cooking process.

## 6. Quantity

Less quantity means less time in microwave

Also will lead to smaller sizes improving the portability of the product



# I n f e r e n c e s

## **7. Flexibility**

Can be used instead of LPG burner when it runs out

Can be standalone cooking equipment also

This attribute will also make the user use it after marriage

## **8. Cost**

Understanding user psyche- comparison of product... order of preference of purchase



# P r o d u c t b r i e f

## **Breakfast items possible**

Toasts (2 Nos.)

Idli

Pohe

Upma

Heating up precooked food, left overs

Making scrambled eggs, omelet's, boiled eggs

Making 2 cups tea/ coffee/

Heating milk ½ liters



# p r o d u c t b r i e f

## **Accessories to be incorporated**

Idly maker, unit for heating, unit for steaming, toast rack, egg boiler

## **Time consideration**

Typically 15 minutes

Simultaneously make tea/ coffee along with breakfast item

## **Features**

### **Safety**

Process completion signal

Automatic switch off after cooking is done

Settings for different breakfast items



## breakfast kit

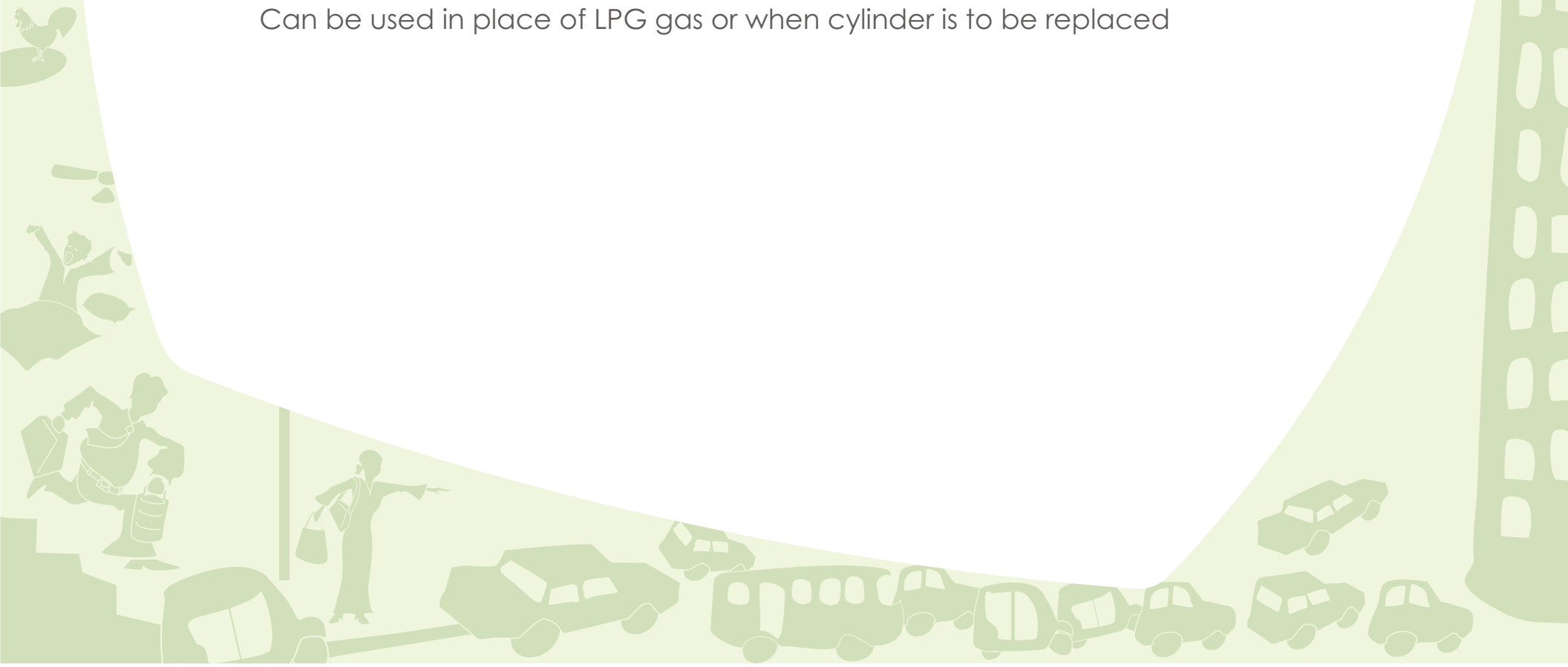
### **Portability**

Fits into a suitcase along with other belongings while moving from rented place.

### **Cleaning**

Accessories can be given to servant for cleaning

Can be used in place of LPG gas or when cylinder is to be replaced





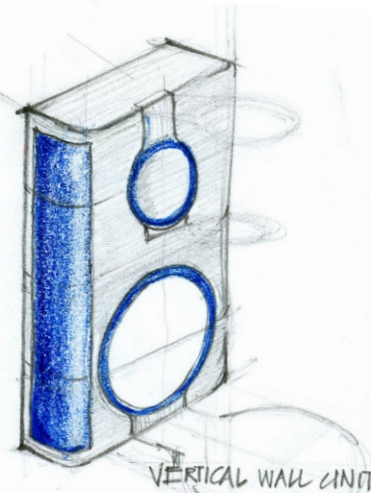
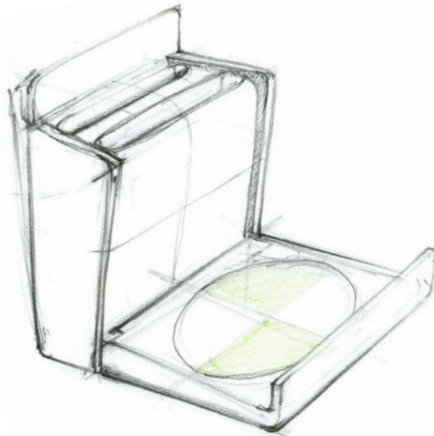
# C o n c e p t s

There were **two** approaches that were considered in **the concept development** stage.

**A. The Linear approach**

**B. Approach involving accessories**

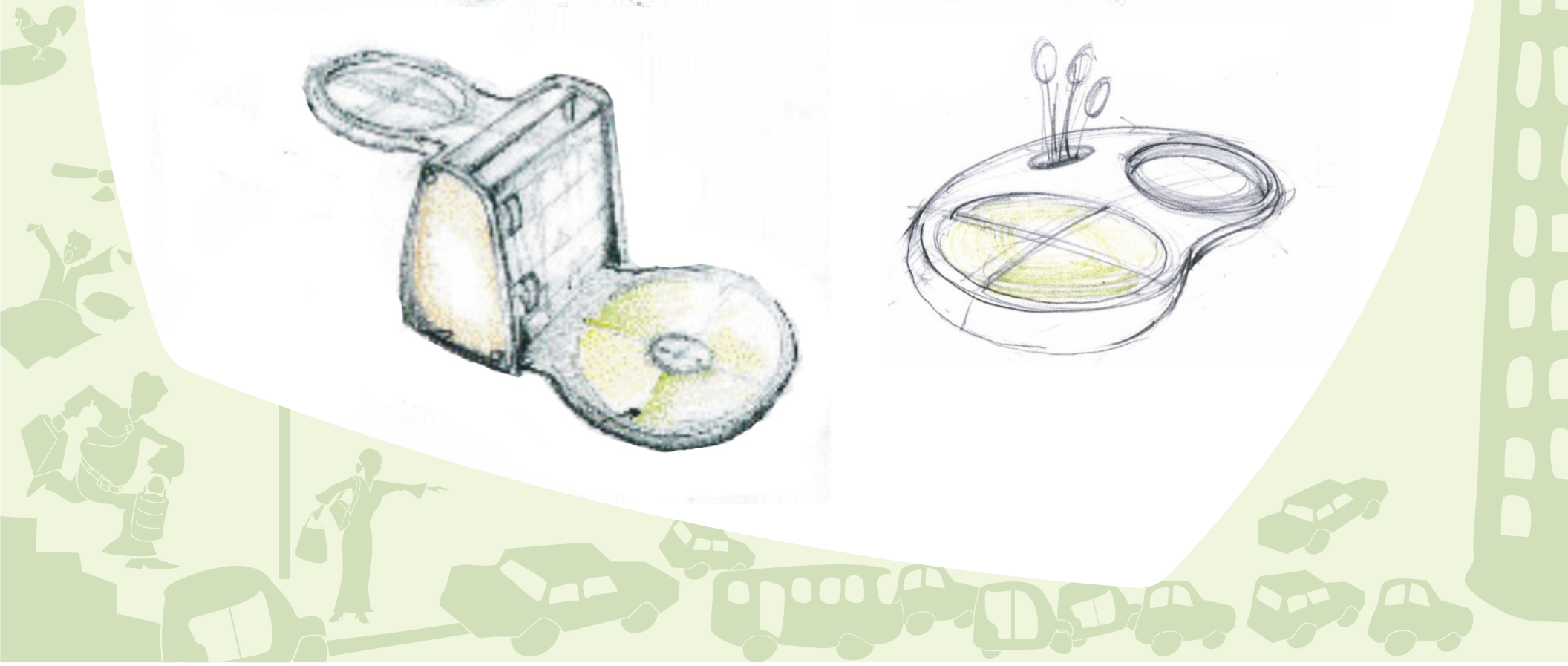
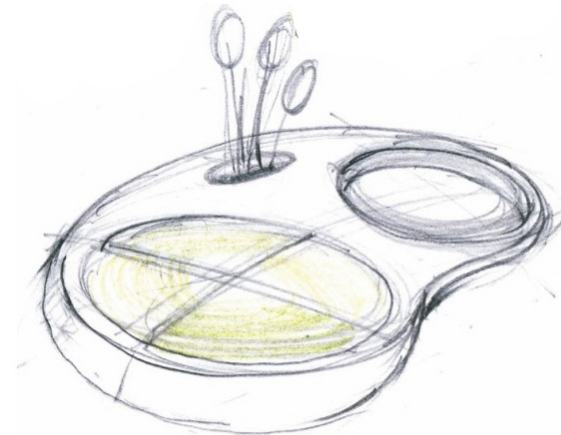
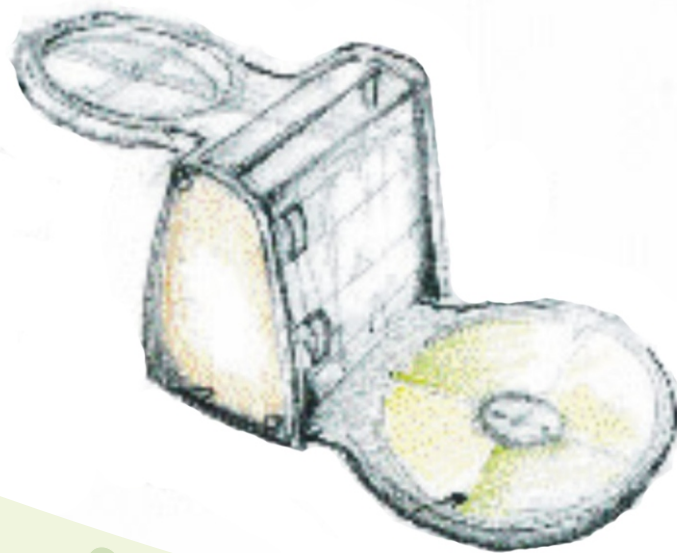
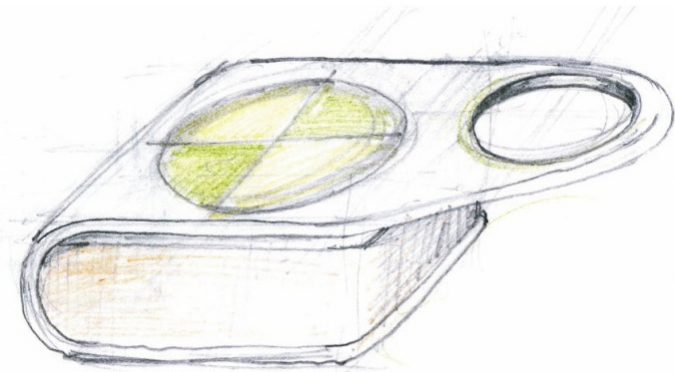
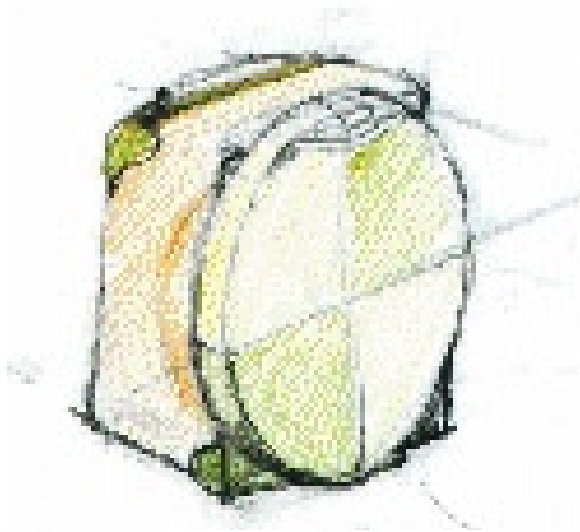




**A. The Linear approach:**  
repetition of a heating element  
negating any possibility of a variety



# breakfast kit





## **B. Approach involving accessories**

**Making the heating element used for cooking as a common platform.**

**The product was conceived as something that would give a variety of menu to the user by means of providing accessories and the user would by these accessories depending on his or her preference of food preparations.**



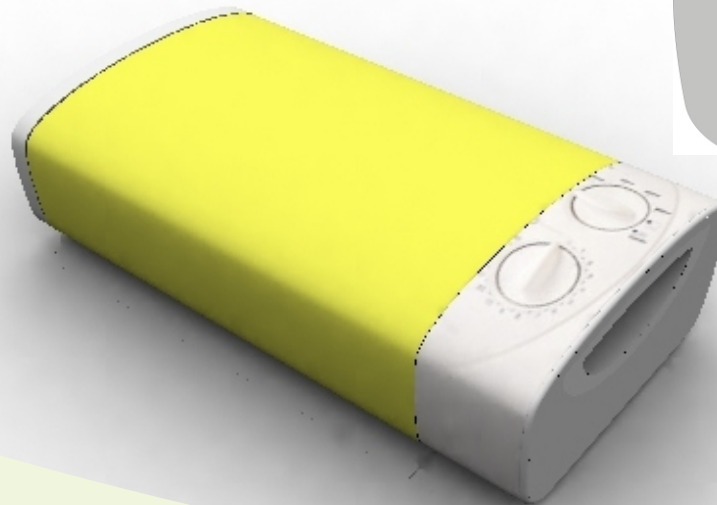
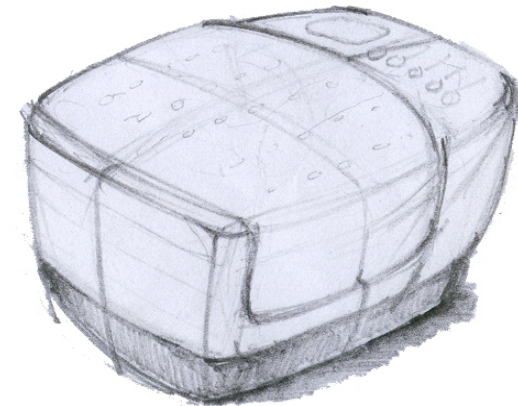
# C o n c e p t 1

Form developed after seeing how indian food is cooked

lid from a vessel is removed and the masalas are added from the top adapt this activity (of opening the lid) into the product form.

Compactness

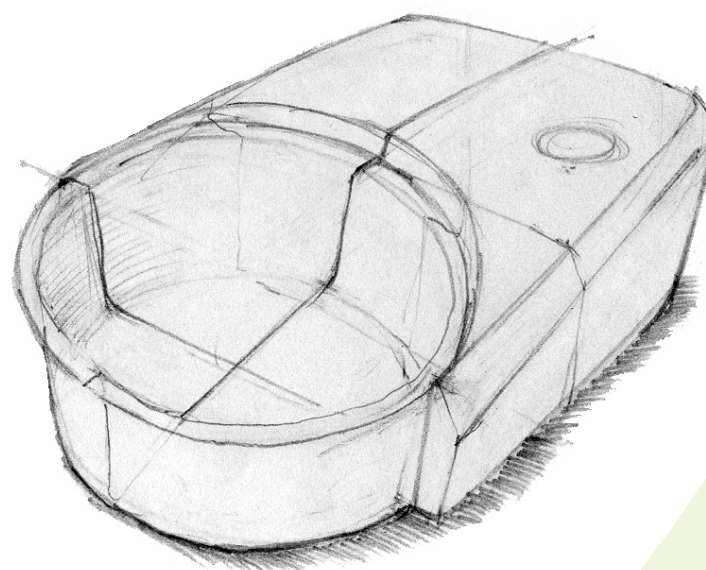
Cleaning







# C o n c e p t 2





## C o n c e p t 3

This idea took the metaphor of a butler and how he would come and serve the food as if you were the most important person in the world. That's where the idea of the tray was generated.

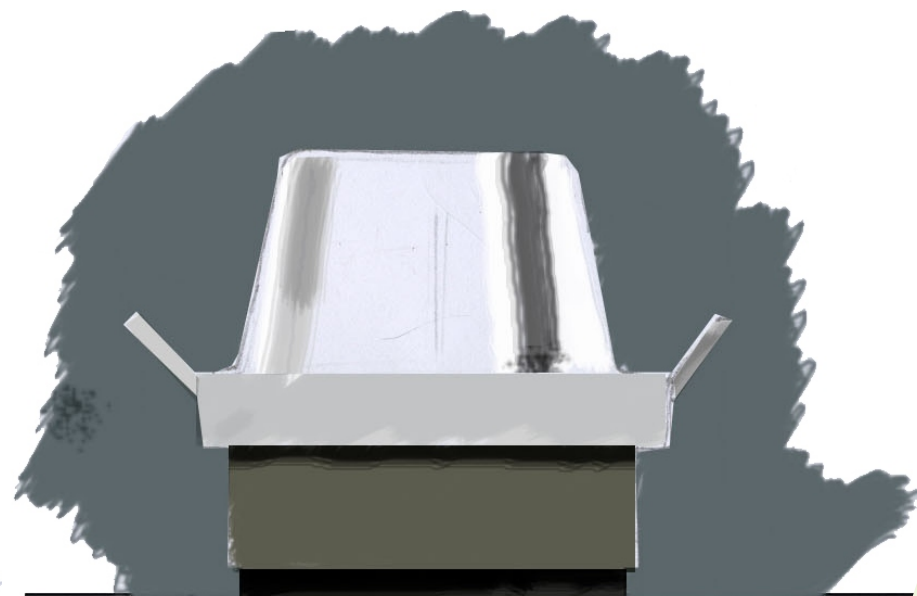
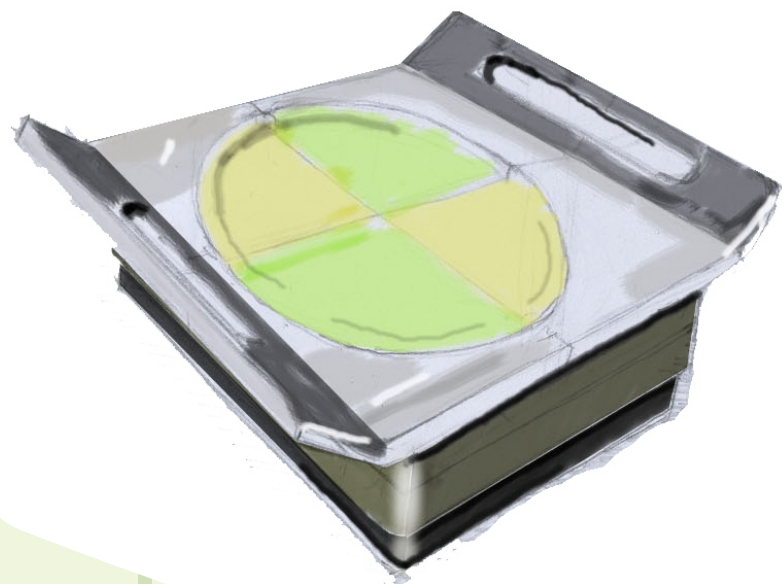
In this stage of the concept generation a need was felt to design looking at the activity of breakfast as a whole rather than looking at the activity just as cooking or just eating.



A “t r a y”

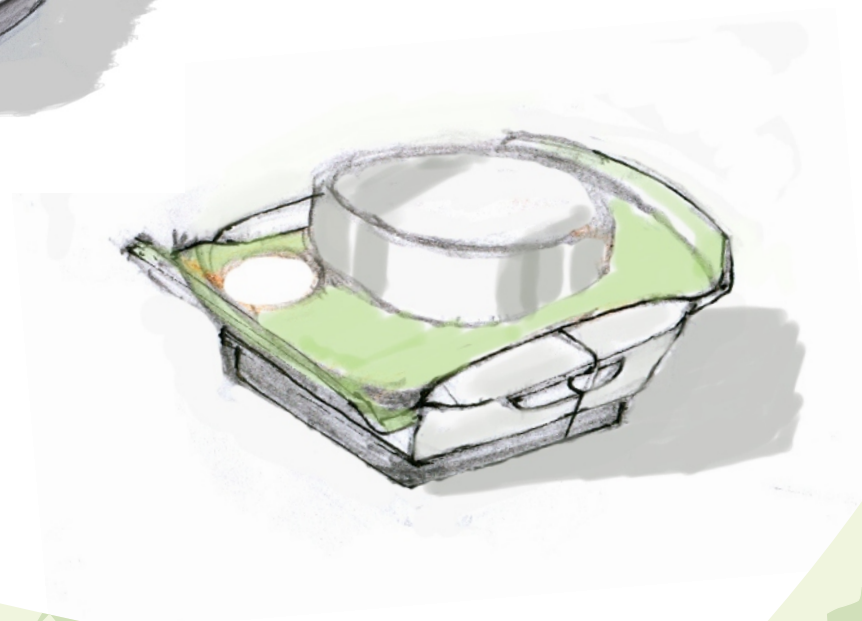
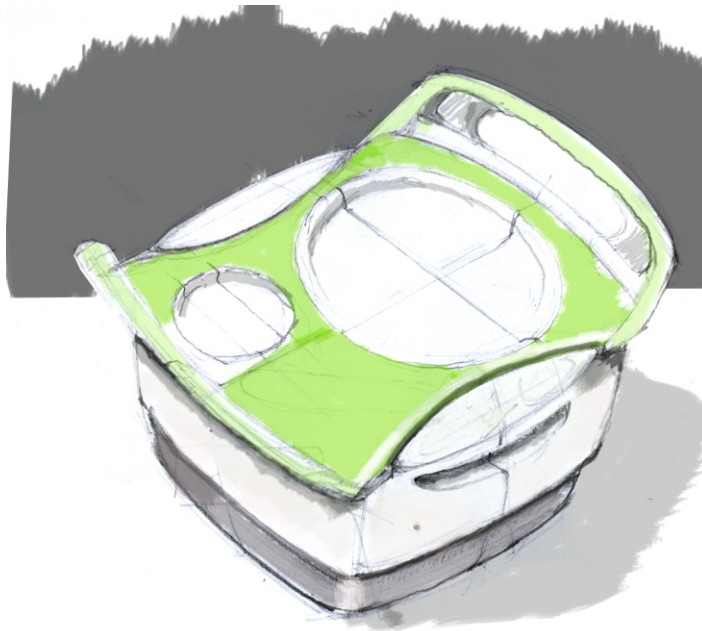


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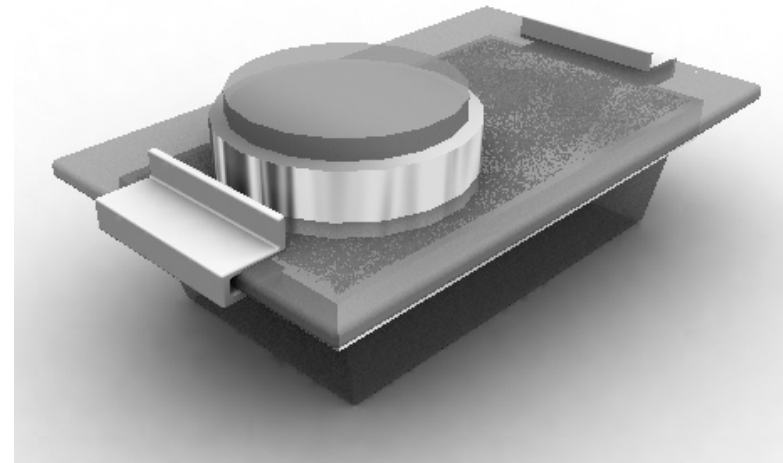
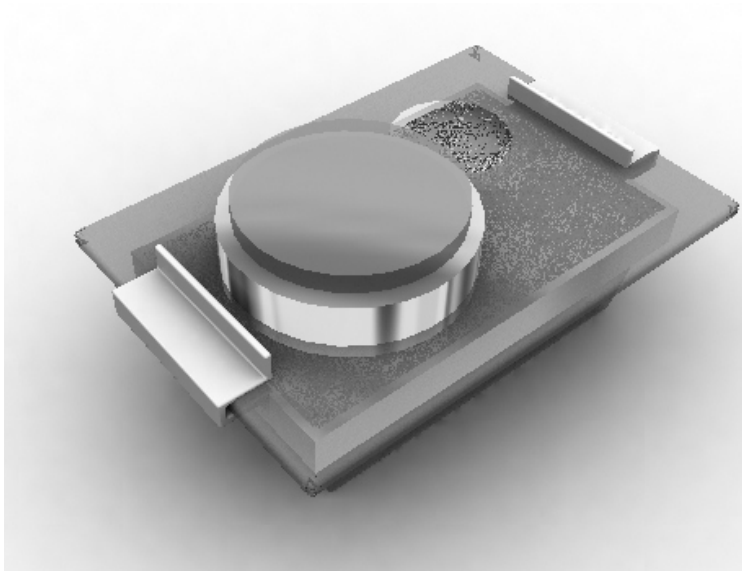


# breakfast kit





**breakfast kit**





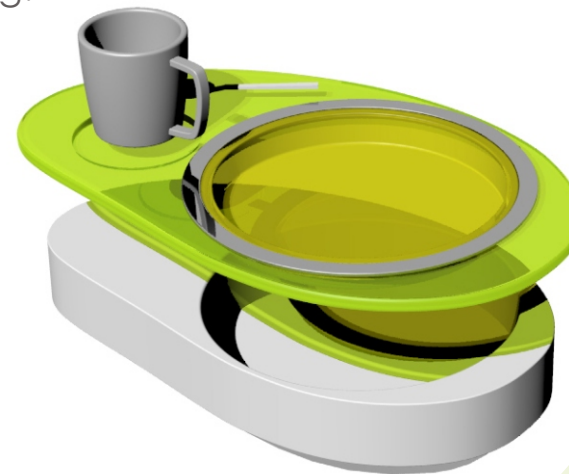
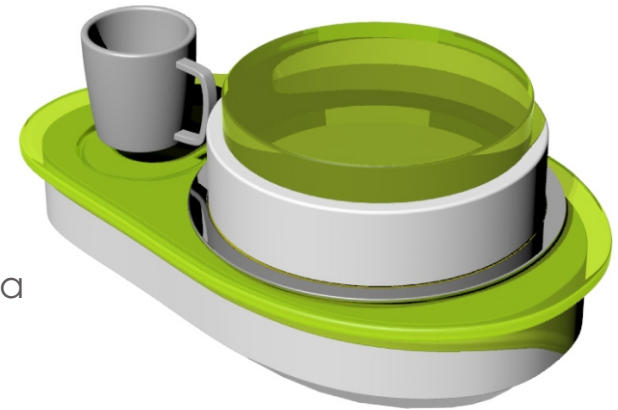
# Final concept development

The third concept was chosen for further development.

The tray was developed further as a means of **eating on rather than just carrying**.

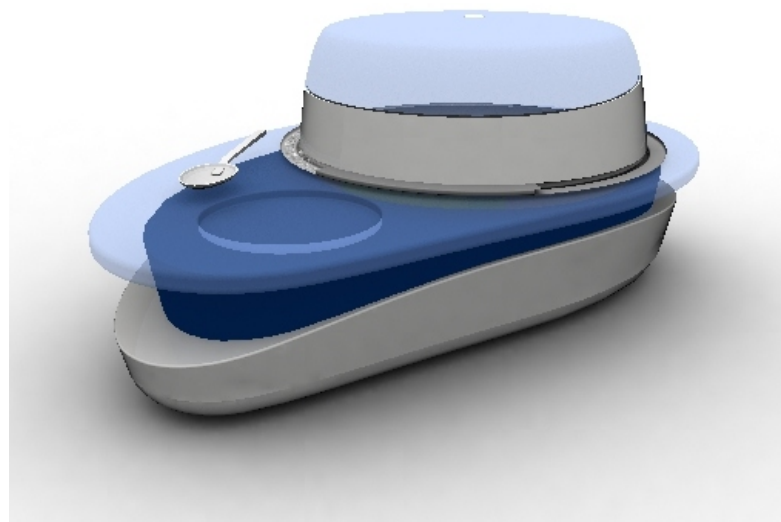
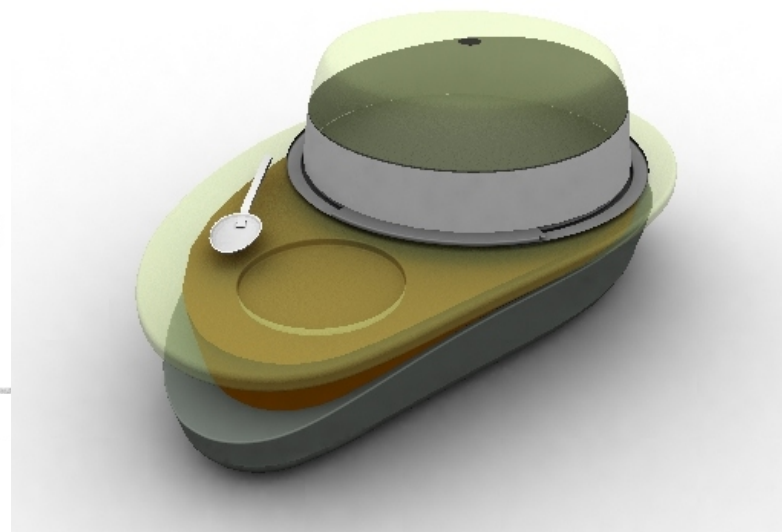
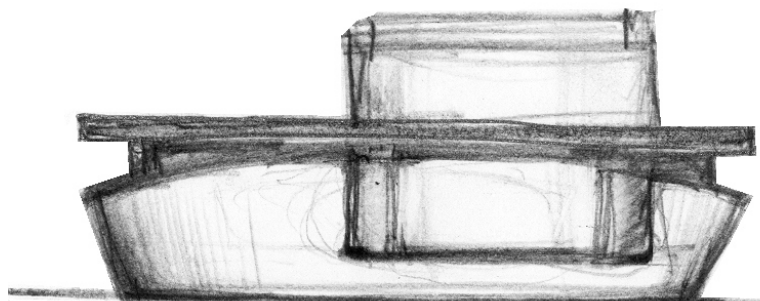
The form was thought about as a **banana leaf** which has a strong association with food in India.

There is a festive freshness about eating on this leaf. The third concept had prominent handles for carrying.



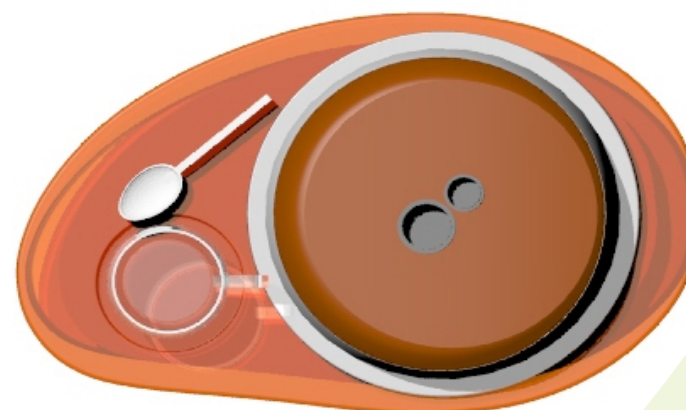
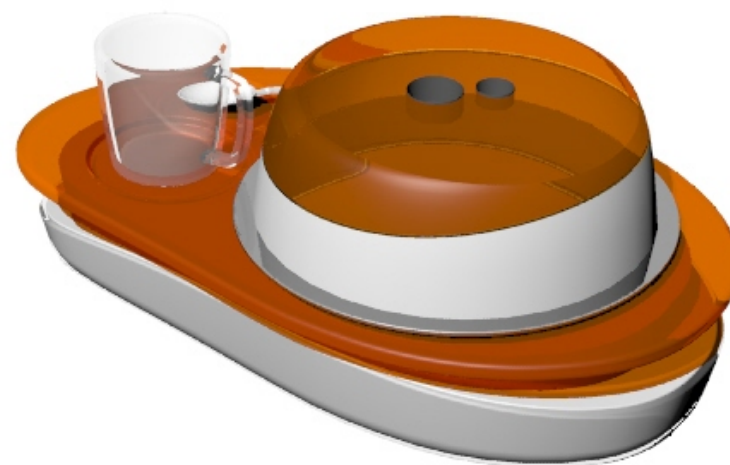


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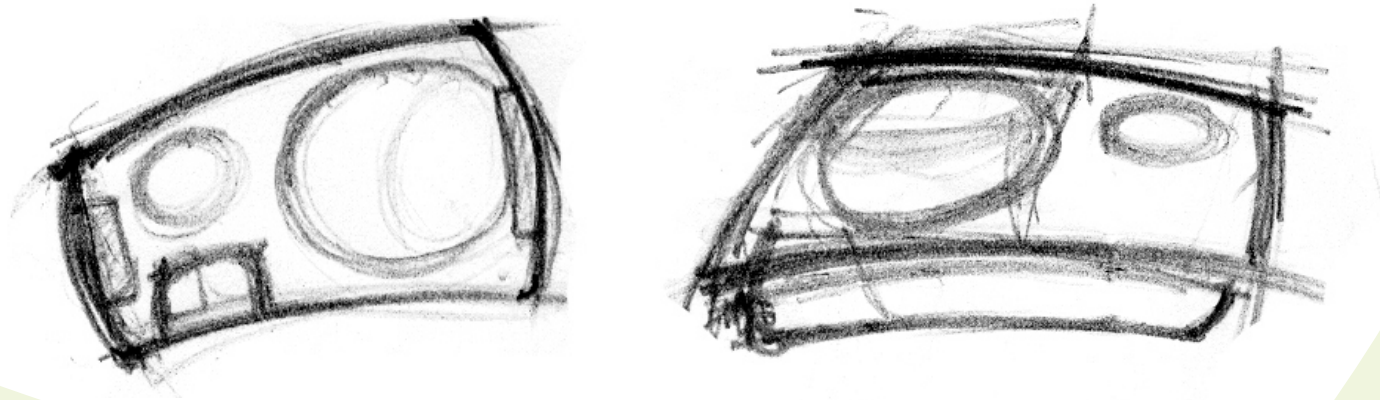
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# F i n a l c o n c e p t

After evaluating the several made in the final concept development stage, it was found that the positive thing about the concepts was that they did not have the typical appliance kind of a look. It moved away from the conventional to something which suggested an activity. However the major drawbacks of the forms was that they lacked a degree of sophistication that would be necessary to relate to our users.





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# Process models





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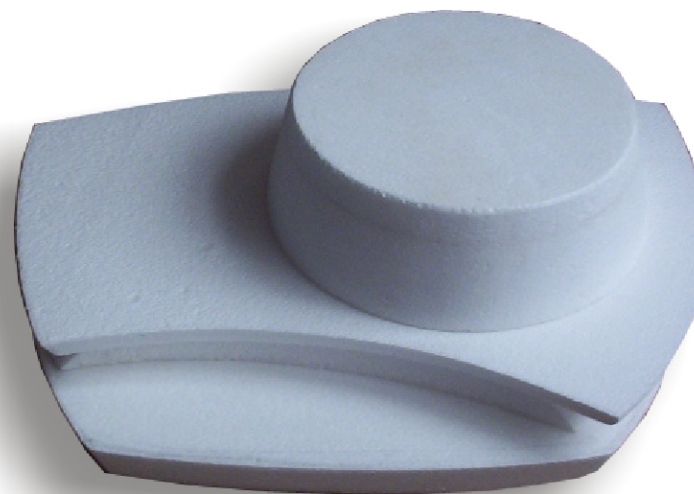




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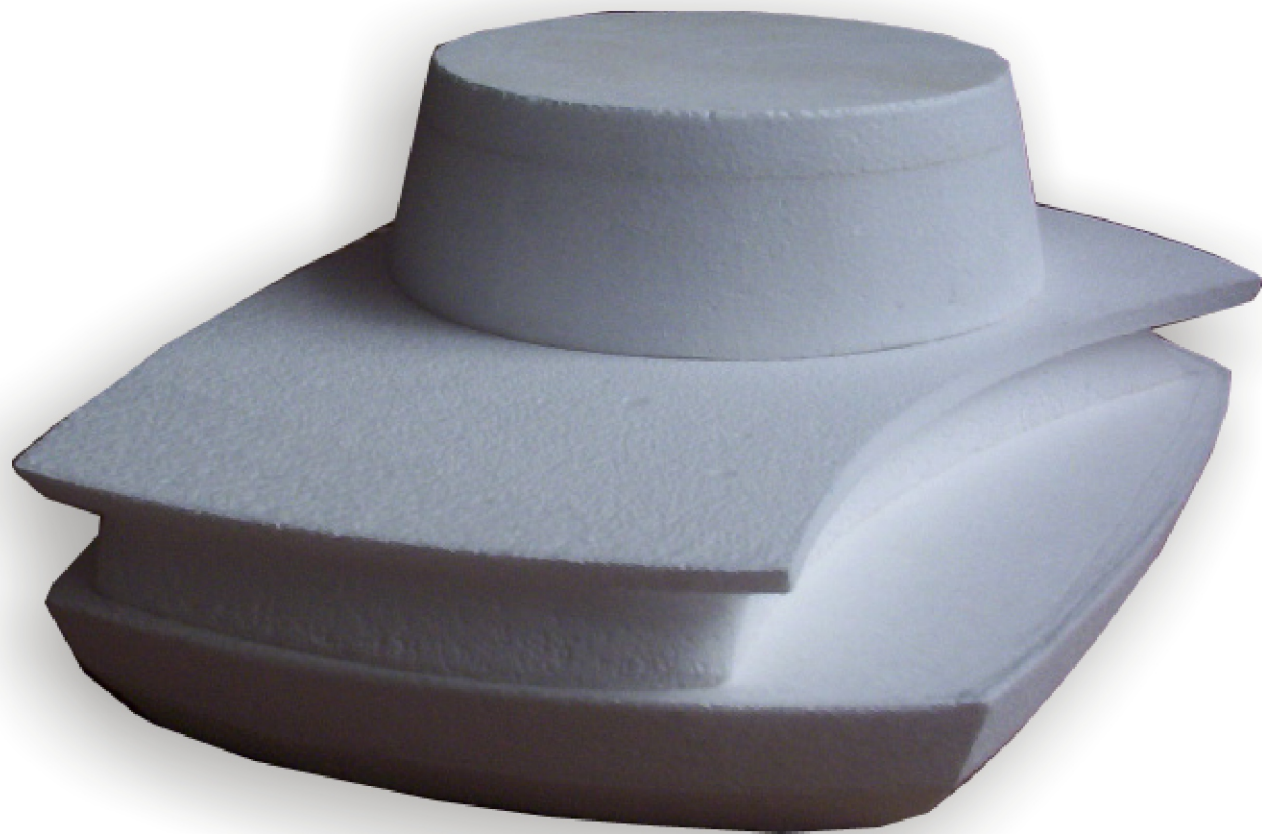


Space for control panel.



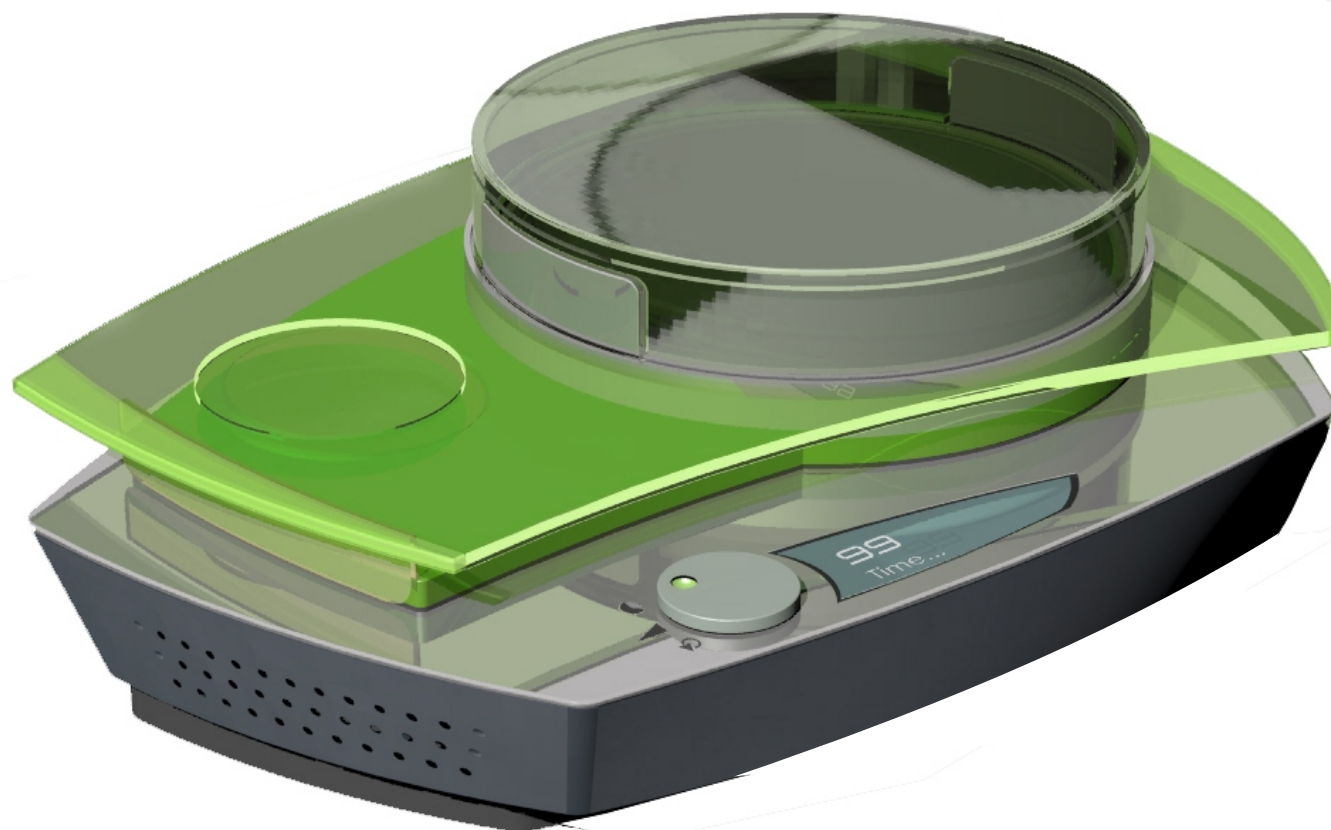


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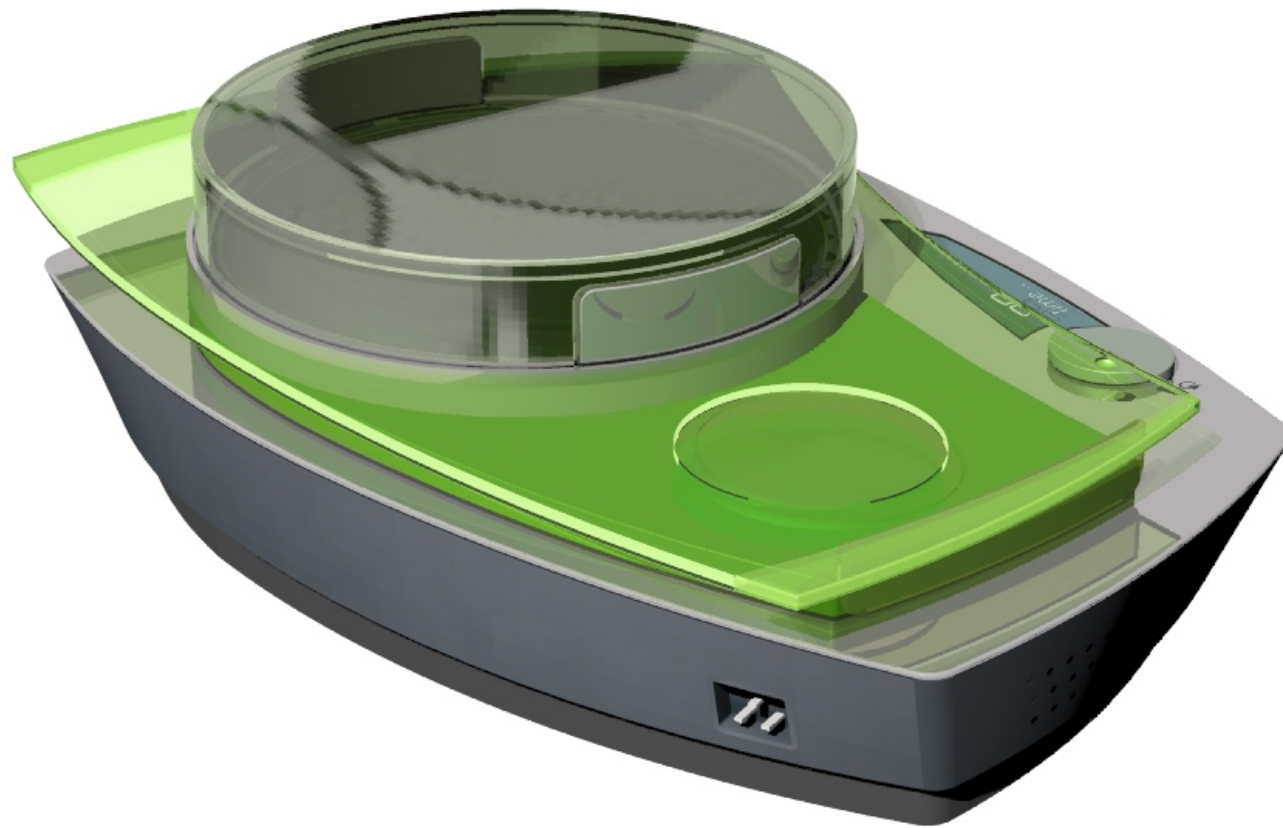


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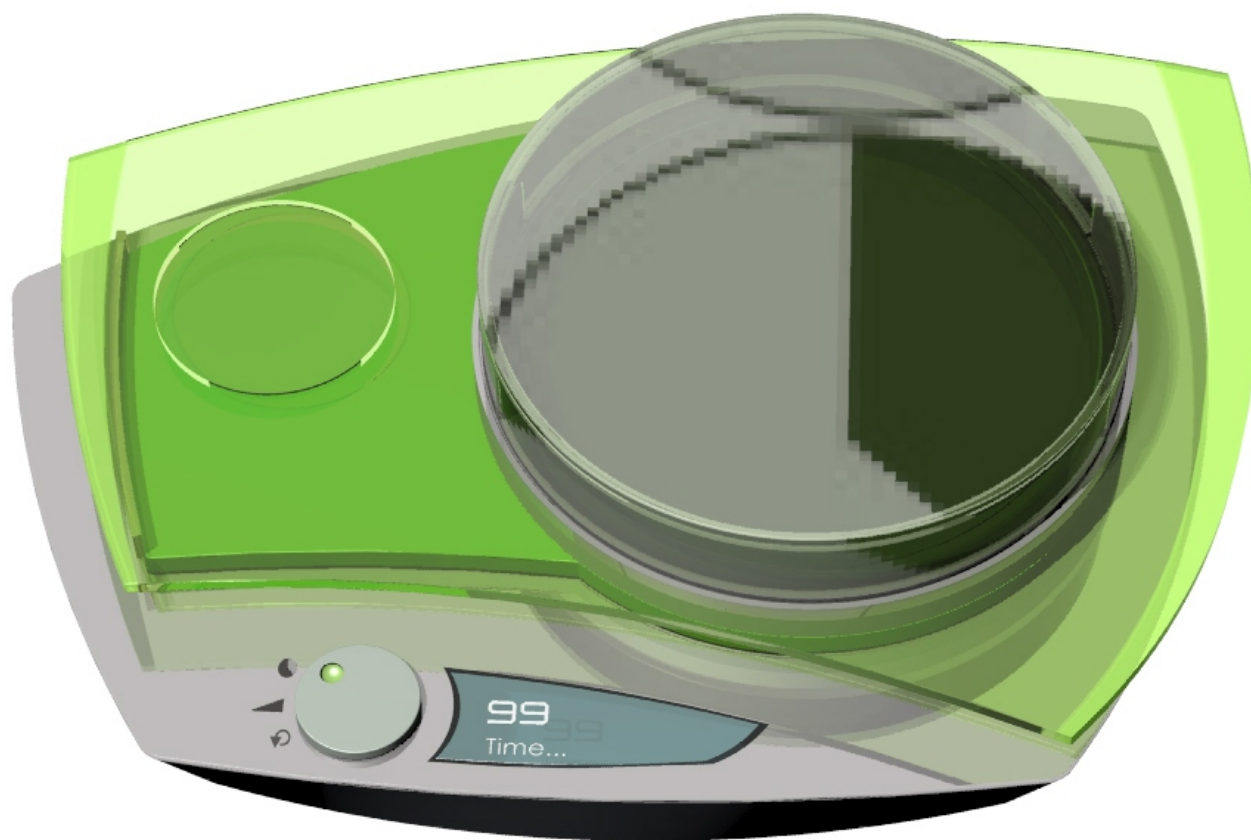


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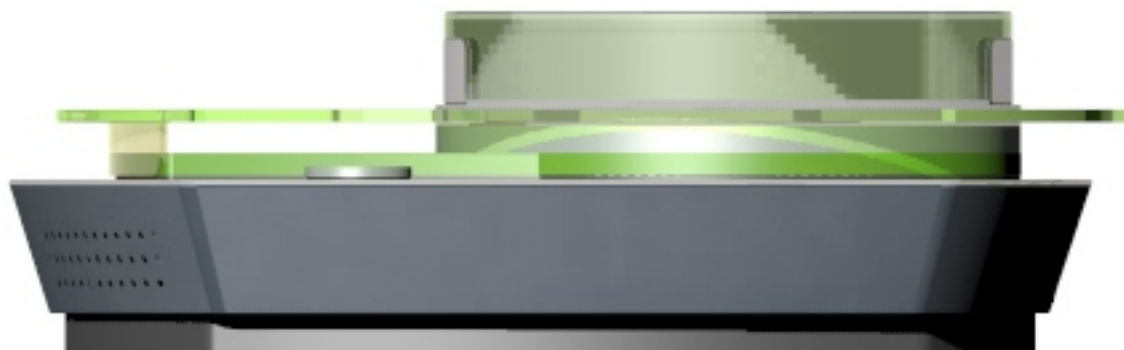
**breakfast kit**



Top view



**breakfast kit**



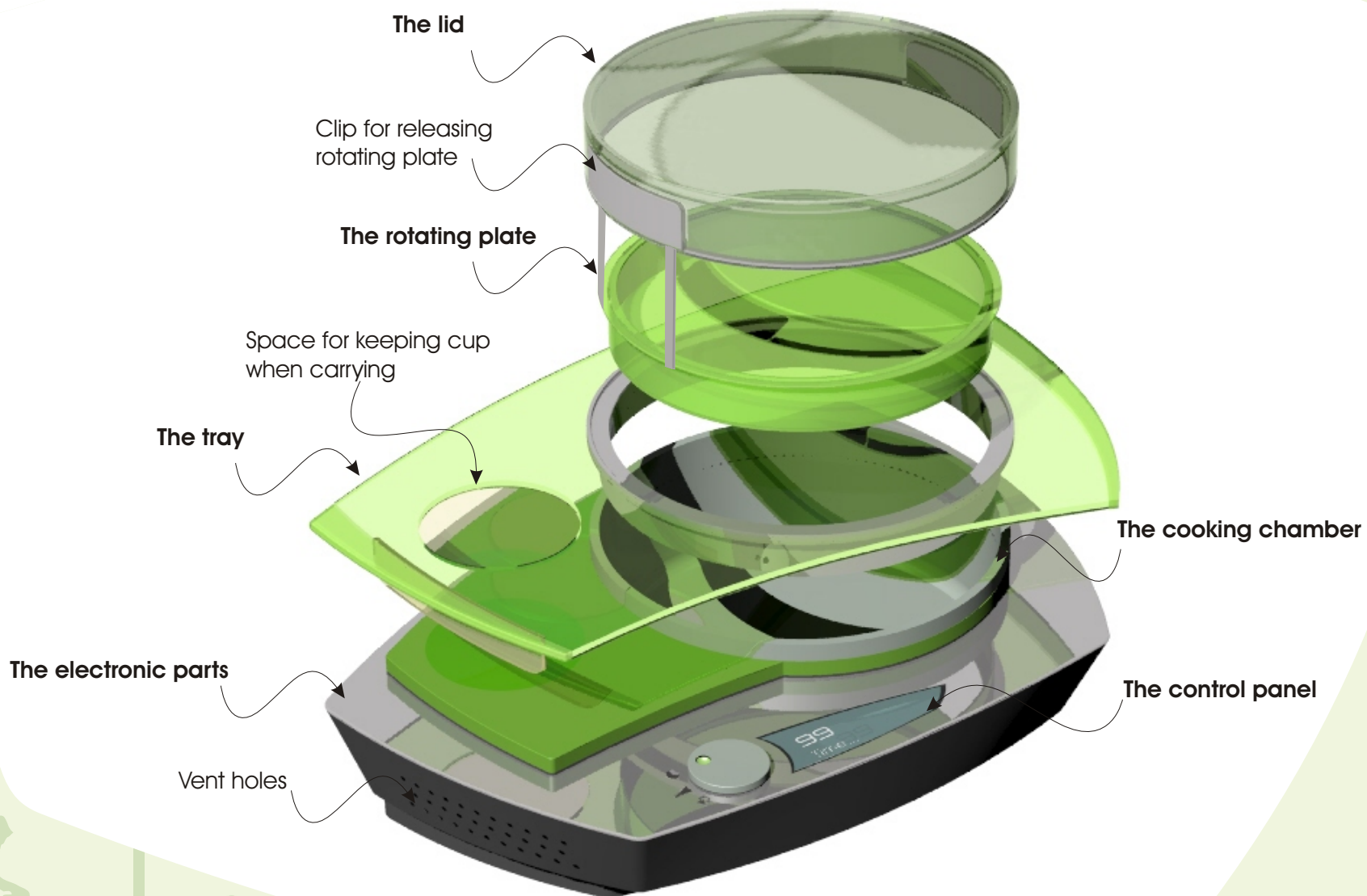
Front elevation



Left side



# breakfast kit





**breakfast kit**

