

LEADING MULTINATIONAL APPLIANCES COMPANY



Appliance of the Future

Summary

A multinational corporation, with a vision of making a difference in consumer lives, seeks to create the future of our home experiences starting with its epicentre, the kitchen.

In partnership with Desall, this design contest invites applications to **transform the classic mixer grinder into an appliance of the future** addressing deep consumer pains and solving them through cutting-edge technology and design, invoking a sense of pride and ownership.

Official page: <https://bit.ly/Appliance-of-the-Future>

Company Description

Leading Multinational Appliances Company

What we are looking for

We're on the hunt for a **mixer-grinder** for premium customers. The product should seamlessly blend **future looking style aesthetics, multiple innovative cutting-edge features and easy to operate user experience.**

Guidelines

To ensure the proper development of your projects, carefully consider the following guidelines:

The Mixer-Grinder

The focal point of this contest is the mixer-grinder. Currently this kitchen device performs two primary functions. As a **mixer**, it chops, blends, or purées soft foods and liquids. Additionally, as a **grinder**, it can break down tough food items into smaller particles or powder. These distinct operations are facilitated using specific blade types and adjustments in the blade's rotational speed. Generally, this appliance comprises the following components:

- *Main Body*: incorporates the motor and electronic components and features a user interface for product operation.
- *Interchangeable Containers*: these are equipped with blades and other elements tailored for food processing. They also include secure closing mechanisms and side handles for ease of use.

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The challenges

You are invited to design an innovative mixer-grinder, an appliance you are proud to own, that integrates the following **features**:

- *Sou-chef*: it is **customizable** and **versatile** in terms of functionality, while being **simple to use**. It does not have an excessive number of accessories.
- *Saves time*: it reduces preliminary preparation time, requires a **low level of supervision during use** and reduces cleaning and maintenance time after use.
- *Safety and convenience*: it has a **space-saving design, sturdy structure** and **reliable safety systems**.
- *X-Factor*: it presents **advanced technologies**, as well as **smart functions** related to food preparation.
- *Innovative*: it presents one or more **innovative features**, which make it a product capable of conveying a new future-oriented vision within its market sector.

Mixer grinder Style and colors

Design Philosophy: the product design should be **minimalistic and elegant**, embodying a **smart and futuristic essence**. To achieve this, it's crucial to **steer clear of prominent, flashy knobs** to prevent a traditional appearance. However, incorporating minimalistic switches or touch controls is acceptable.

Design looks: the design should feature a **unique look which complements any modern kitchen**.

Design color & finish: opt for soft and subdued shades that can enhance the product's premium or luxury appeal, depending on its placement context. The surface finishes can be satin or metal effect.

Design Materials

Main body: The materials allowed are injection moulded plastic, for example ABS, PC or PP. The use of glass or metal is not permitted.

Containers: The materials allowed are glass and metal in addition to other injection-moulded plastic-type materials, for example ABS, PC or PP.

It is possible to propose the use of sustainable materials if they are compatible with industrial production technologies.

Dimensions

The approximate dimensions of the product's main body should be 200 mm in height x 160 mm in width x 160 mm in depth.

The mechanical components housed within the main body will occupy an estimated volume of 183 mm in height x 128 mm in width x 128 mm in depth.

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The product should be designed to be compact and space-efficient, allowing for potential reductions in size depending on the specific internal components used. It can also incorporate other functions, such as a juicer, etc.

The overall weight of the product, including internal components and the casing, should be around 6 kg.

Technologies

We welcome the incorporation of innovative technologies and features beyond blending that enhance food preparation.

Context of use

The product is designed for use in the kitchen and should have a style that complements both modern and luxury kitchen designs.

Market target

The primary market for the product is Asia, with potential expansion into other international markets, including the USA, Canada, Italy, UK, Germany, Austria, Norway, France, Australia, Southeast Asia, and the Middle East.

User target (profiles)

Profile 1: The consumer is a **premium homeowner** who desires to outfit their kitchen with elegant and high-quality appliances. In this context, the product does not merely meet functional needs but also contributes to the overall aesthetics of the home and the lifestyle of its owner.

- This individual **has a passion for interior design** and invests in kitchen appliances to complete the elegant, modern, minimal, and futuristic interior design of their kitchen.
- They seek a product with **unique aesthetic and functional elements**, akin to a “limited edition,” to impart a sense of exclusivity.
- They appreciate **advanced technologies integrated into their appliances** (such as touch controls, innovative functionalities, digital displays, etc.).
- They favor smart features that enable **connectivity** with other home devices and provide a wealth of detailed information (for example, ingredients, calories, etc.), seeking a coherent and connected living experience.
- The consumer places value on the **quietness** of the appliance, showing a preference for maintaining a peaceful and stress-free environment in the kitchen.
- They prefer to rely on a **well-known brand**, as a guarantee of quality and reliability.
- They are willing to invest in a product that offers **sustainable technologies and materials**.

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Profile 2: The consumer is a **culinary expert** or a **professional chef**, operating within a professional environment. In this case, the product is chosen for its technical features, advanced functionalities, and excellent user experience.

- They demand **efficiency and precision in cutting** to achieve the exact results needed for their recipes.
- They require a **versatile product** capable of handling a wide range of activities, from grinding spices to blending sauces. They are attracted to the potential for streamlining workflow and equipment.
- They prefer a **space-saving design** with a limited number of accessories to make the product less bulky.
- They favor a product that is **easy to clean** and maintain.
- They appreciate a modern design that serves functionality, with solutions that can **enhance the overall user experience** and make work more efficient.
- They expect a product with a **robust structure**, featuring **advanced safety systems**, such as secure locking mechanisms, overload protection, overheating protection for the container, non-slip bases, etc. A product that requires minimal supervision, ensuring a safe working environment.
- They often need **customization options** (like the ability to specify the type of food being processed: dry, wet, hot, frozen, butter, baby food, etc.), adjustable speed settings, and interchangeable blades to tailor the product to their individual needs

Summary of the main mixer grinder problems emerged

- Ease of operation: too many jars/ attachments
- After operation, a lot of ingredients are wasted as they get caught between the blades and the jar
- Cleaning post-operation is complex
- The product requires a lot of pre and post operations
- The product requires a high degree of supervision
- High noise levels
- The product does not harmonize well with modern interiors

Benchmark products

Please consult the downloadable *Material files* to explore a series of reference products highlighting innovative and inspirational features.

User target (demographic information)

- *Age:* 26 to 40 years old
- *Gender:* the product does not differentiate based on gender
- *Occupation:* on average, well-compensated workers, or small business owners
- *Purchasing power:* individuals with good purchasing power, within the premium segment.
- *Geographic location:* urban centres
- *Technology preferences:* individuals inclined to purchase innovative products and eager to try the latest technological advancements available on the market.

Submission materials

Provide detailed descriptions and up to 5 images to effectively present your projects. Images should be in 4:3 format, with .jpg, .gif or .png file formats acceptable. The color mode should be RGB and the maximum size of a single file should be 1 MB.

You're also invited to use the designated field on the Upload page to attach a .zip file containing 3D files and high-resolution versions of the project images. The maximum file size for the .zip archive is 100MB.

Judging criteria

Entries will be judged based on the following criteria:

Degree of innovation 5/5

Aesthetic quality 5/5

Functionality/Usability 4/5

Customizations 3/5

Technical feasibility 3/5

Language

English – Desall is an international community, so all texts (abstract, description, tags, etc.) must be written in English.

Contest timeline

Upload phase: 09 May 2024 – 01 August 2024 (1.59 PM UTC)

Concept review: 12 June 2024 (1.59 PM UTC)

Client vote: from 01 August 2024

Winner announcement: tentatively by the end of October 2024.

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Concept review (optional)

Participants can request an optional review of their project by the Desall team by the date indicated above. To do so, they must 1) save their project as a draft from the upload page and 2) send a request to the Desall team via email at contest@desall.com or through the contact form. **This review is entirely optional** and only provides an opportunity for participants to receive feedback but does not constitute a necessary condition for participation or provide any advantage in the final evaluation by the Sponsor.

Eligibility and submission

Participation is free and open to creative talents of any nationality aged 18 or older. Participants may submit one or more projects, but only projects published on the website www.desall.com from the upload page dedicated to the contest will be accepted.

Award

1°: €5000

The selection of the winner by the Sponsor will be the result of an unquestionable evaluation and it will consider originality, feasibility, and consistency of submitted projects with the presented brief.

Extra Award (option right fee)

€2500

Throughout the duration of the option right, the Sponsor offers an additional opportunity to all participants by setting the compensation of €2500 for the purchase of the license for the economic exploitation of projects not recognized as winning proposals.

For more information, log in and read the [Contest Agreement](#) from the Upload page. For questions about the brief, use the “Have a question” button or write to contest@desall.com.

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Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.