product innovation project

Final Gala Graz 16.05.2011

Table of Contents

Introduction:
product innovation project

- Task from the industry
- October to May - Budget: 8.500 €
- Institute of Industrial Management and Innovation Research at University of Technology Graz
- Cooperation with Aalto University in Helsinki

Introduction:
Task

- Company: Philips Consumer Lifestyle Klagenfurt

PHILIPS

- most easy-to-use handblender in application
- significant advantage in competition
- a helping hand which is easy to operate, quick at hand and easy to clean

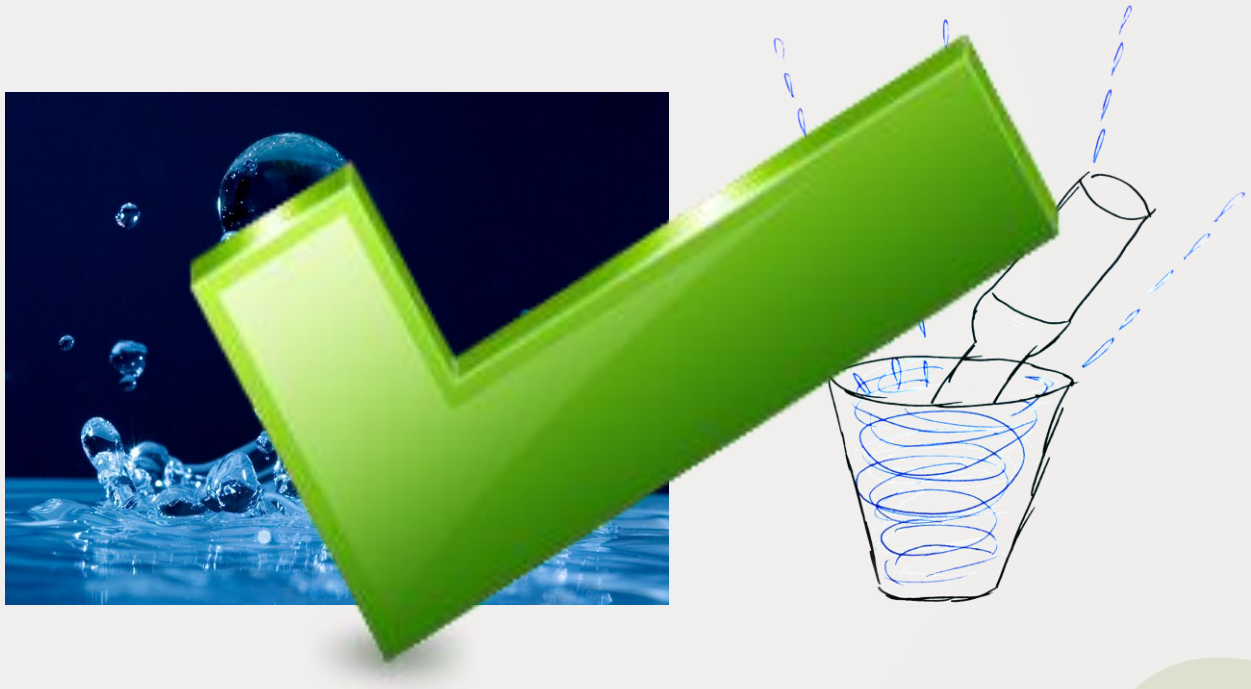
Introduction:
Team

- International, interdisciplinary team:

Christian, AUT | Andrea, AUT | Christoph, AUT | Karin, AUT

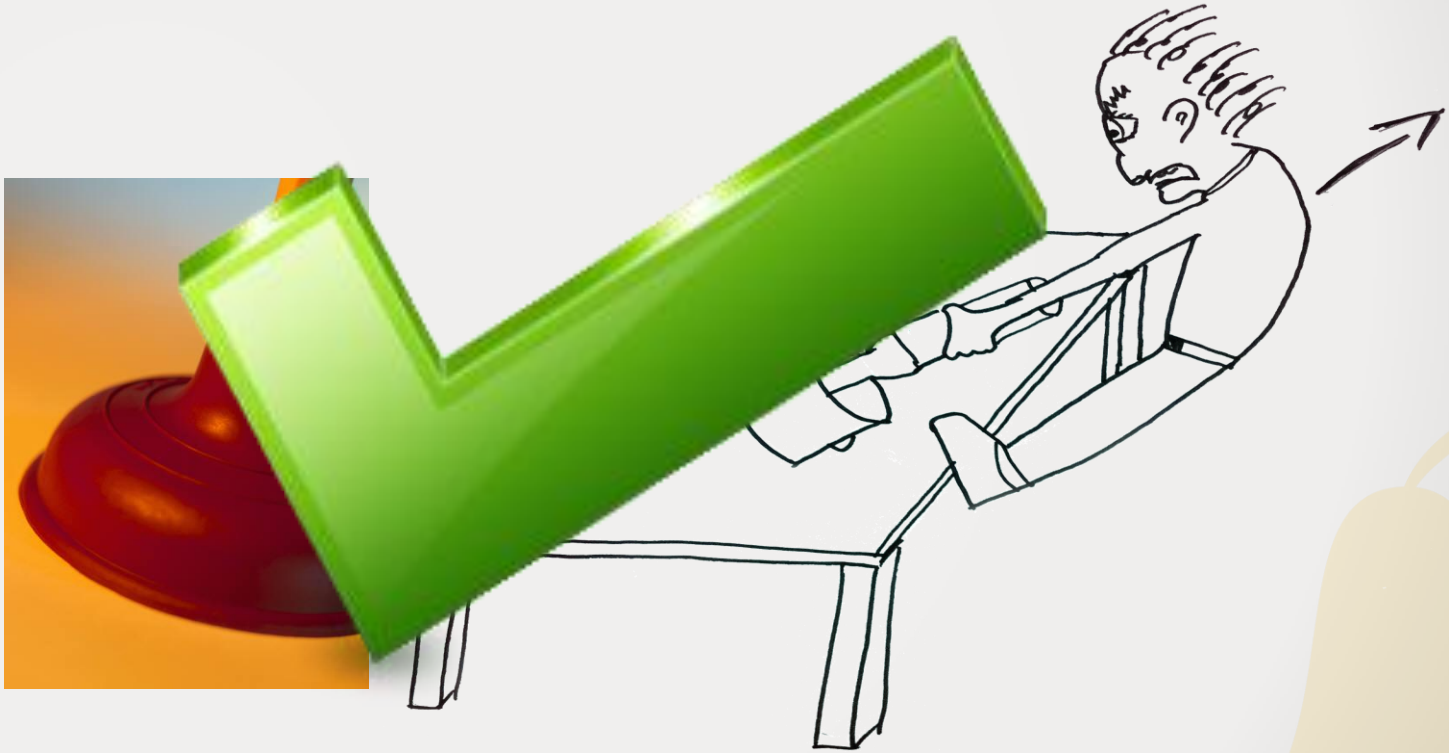
Matthias, FIN | Jakob, AUT | Robert, AUT | Sandi, SLO | Christoph, AUT

Challenge - Splashing



Challenge - Buttons

Challenge - Suction Force



Challenge - Handling

KABEL

Results

Why two prototypes:

- General concept out of the morphological box
- Restrictions for the design or the engineering
- Fulfill all our most easy-to-use criteria

Prototype:
Engineering Prototype

PURPOSE OF THE PROTOTYPE

- Test Motor in blending operation
- test different Cage designs to get low Suction Force

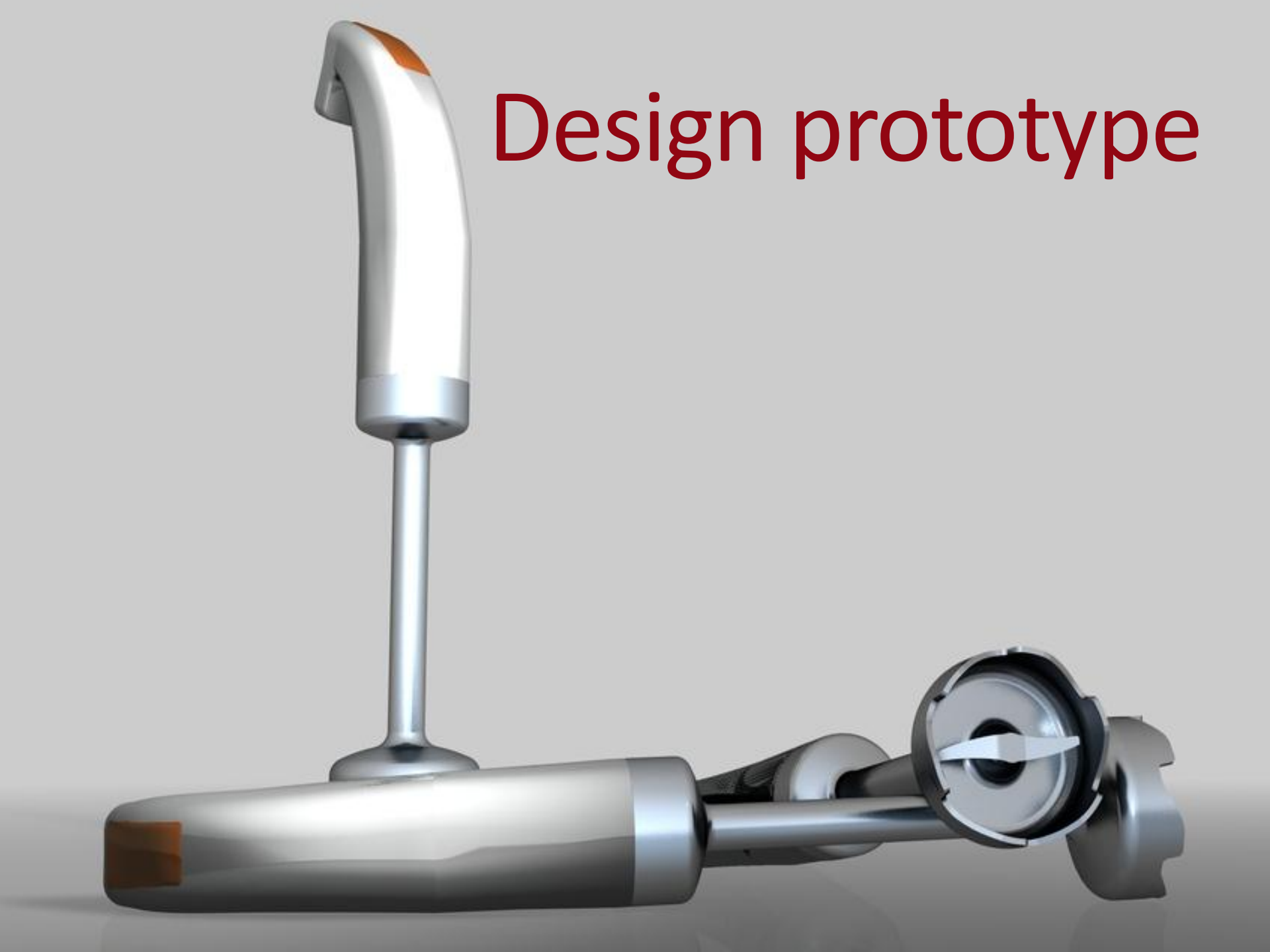
The Engineering Prototype is just a functional Prototype not focusing on any design aspects!

Prototypes:
Design prototype

PURPOSE OF THE PROTOTYPE

- testing design ideas
- testing comfort and ergonomics
- testing visual appearance

Design prototype



Prototype:
Design prototype

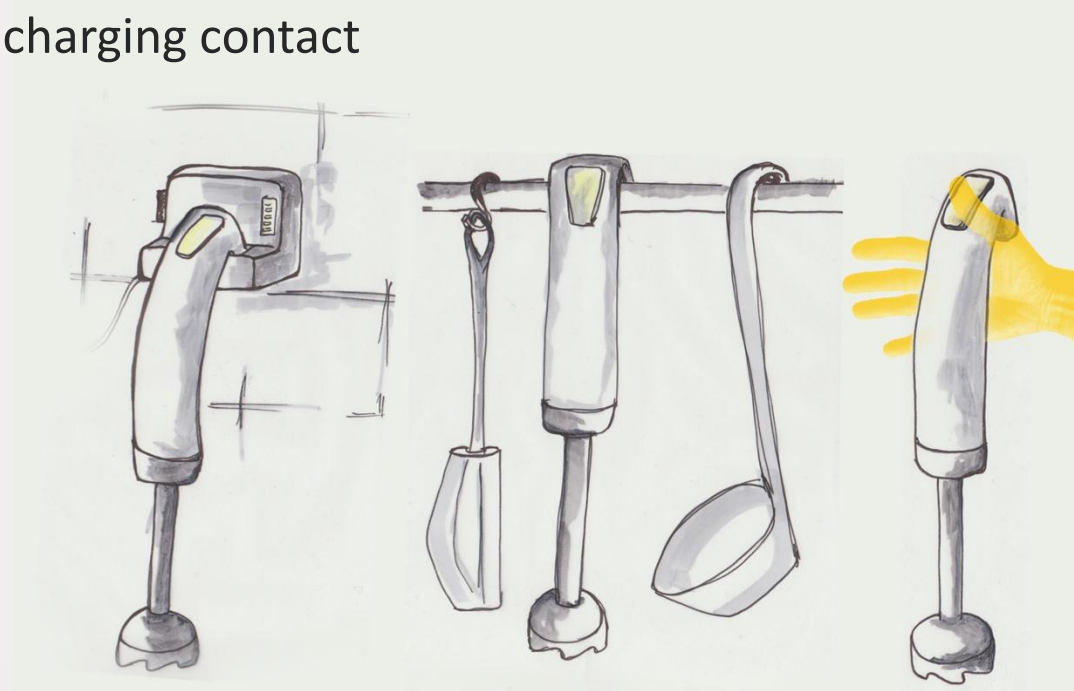
button

- one mechanical button
- sensor for safety restrictions
- pressing with thumb
- sufficient size of button + easy to press

Prototypes:
Design prototype

hook

- for better grip
- storing on the rod
- position of recharging contact



Prototypes:
Design prototype

geometry of grip

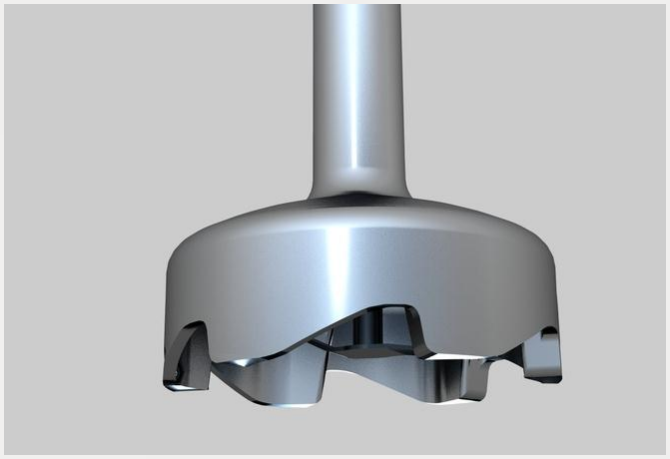
- smaller diameter due to the brushless engine
- curve for relaxed and natural hand holding
- space for engine + battery + elelectronics

Prototypes:
Design prototype

light guidance

- blinking LEDs show the way to hold
- show that the device is switched on

Prototypes:
Design prototype



- inlets proceed to flowbreakers
- create the impression of dynamics

barcage and shaft

Patent

product innovation project 2011

PHILIPS

PHILIPS Consumer Lifestyle Klagenfurt

TU Graz

Aalto University

University of Maribor

iBL

SMART MIX

Video