

DESIGN GOAL

To design a product for a domestic setting, to promote
alternative & healthy methods of cooking

x

Safe | Simple | Efficient

WHAT IS DOMESTIC COOKING?

The experience of preparing food within a domestic kitchen or homely environment

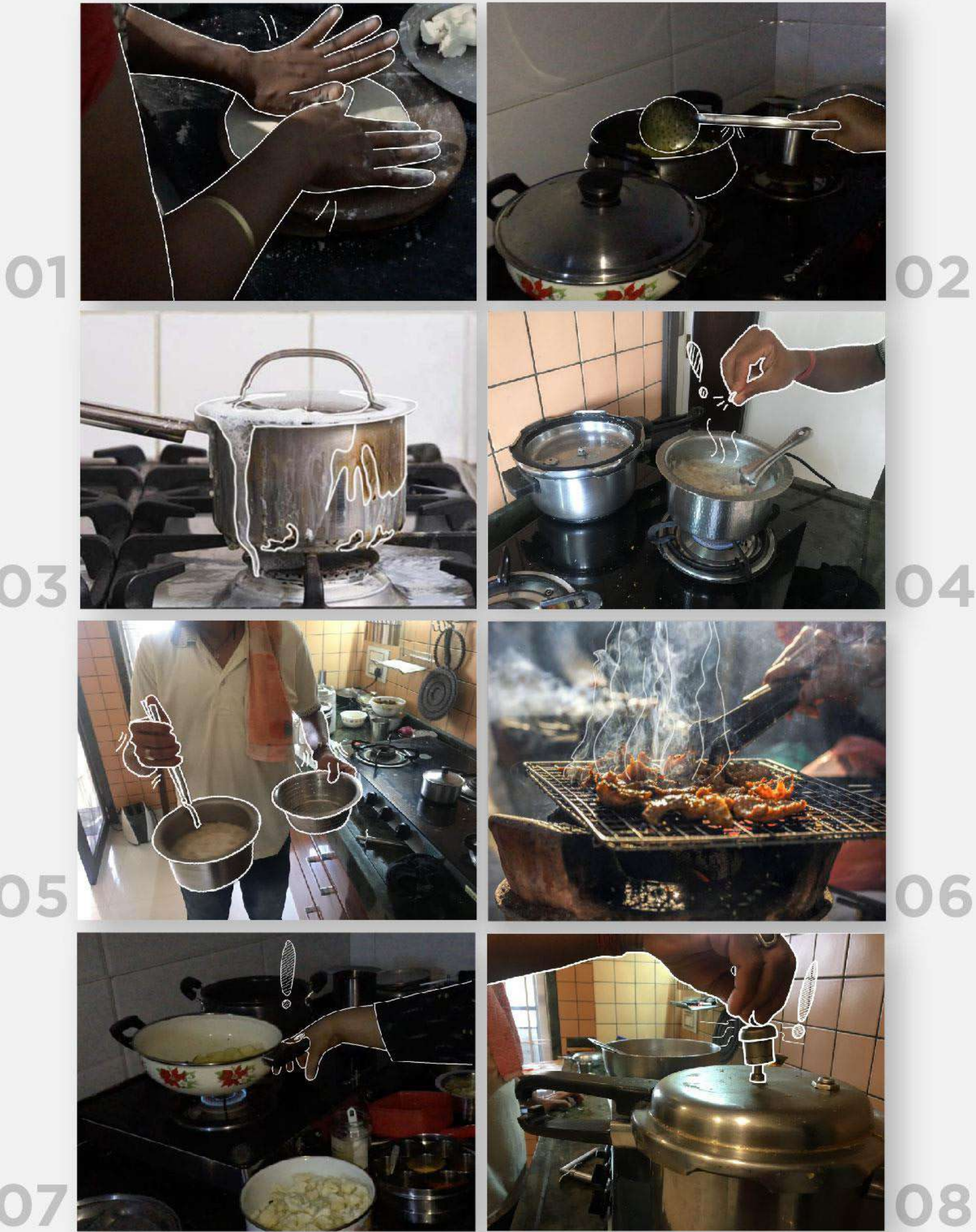


_01 RESEARCH PHASE

From detailed user studies and field research, our analysis and insights led us to our global directions, to take forward for ideation

OBSERVATIONS

Field research helped us obtain insights into the cooking process. Understanding these problems first-hand, was the crux to finalizing an environment and setting for development



RAPIDLY DEVELOPING URBAN ENVIRONMENT

MID-SIZE DOMESTIC KITCHEN



UPPER-MIDDLE INCOME GROUP FAMILY



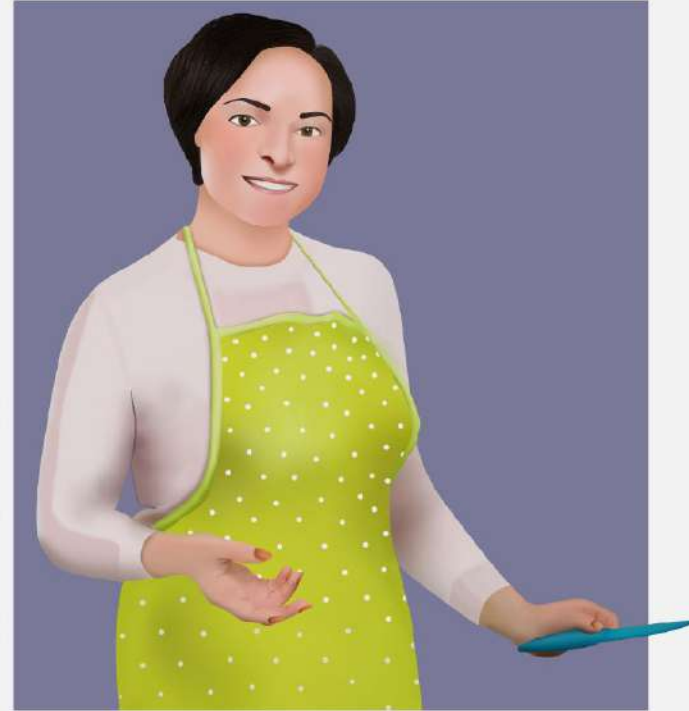
USER PERSONA

MR. MEHRA



- Working professional
- Nuclear family with children
- Balances personal & professional life
- Health conscious
- Cooks regularly

MRS. SMITH



- Homemaker
- Nuclear family with young kids
- Lives abroad
- Spends most of her time in the house
- Experiments with new dishes

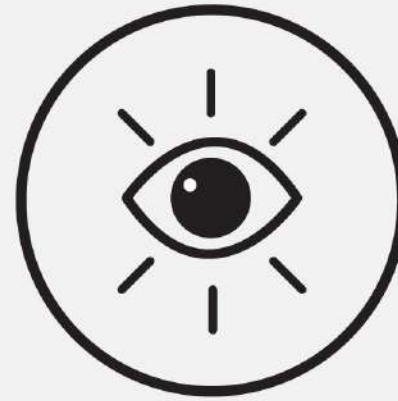
GLOBAL DIRECTIONS



SAFETY



QUALITY OF FOOD



VISUAL INDICATIONS

_02 CREATIVITY PHASE

Taking our insights forward, we began ideation, to come up with concepts that suited our brief



POST-IT IDEATION

100+ Post-Its encompassing our global directions and more were done in one session to get all the ideas out



CONCEPT GENERATION

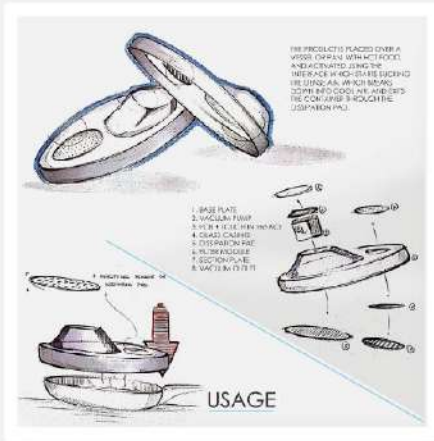


CONCEPTUALIZATION

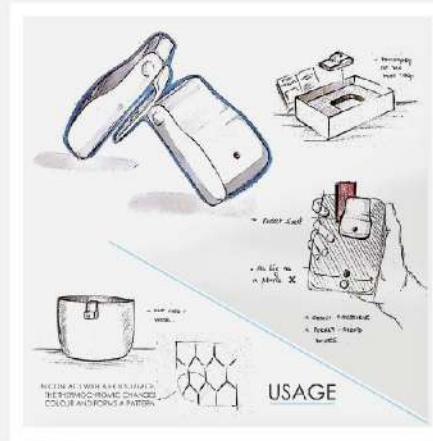
10 concepts out of the initial 30, were taken forward.



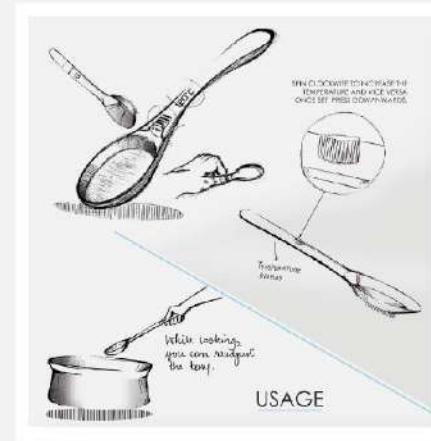
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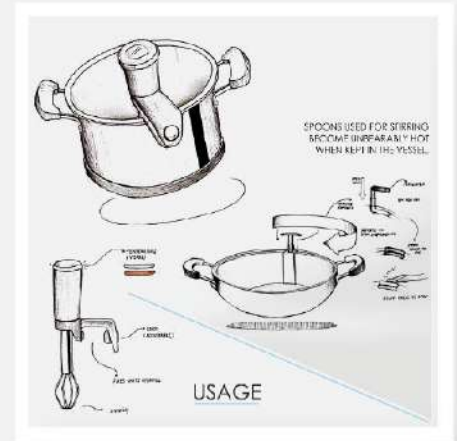
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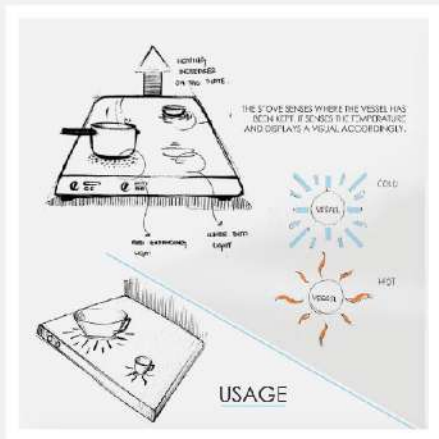
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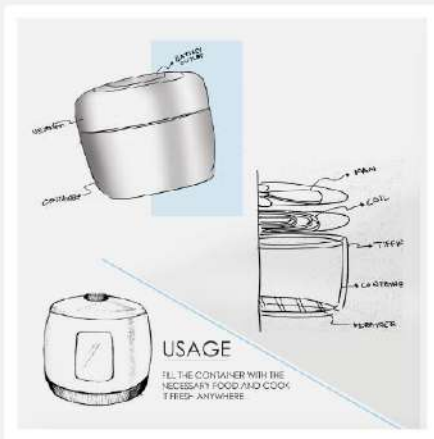
04



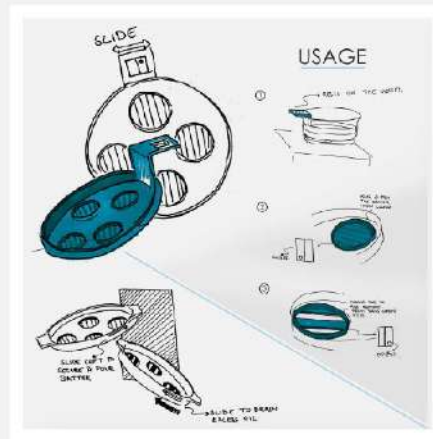
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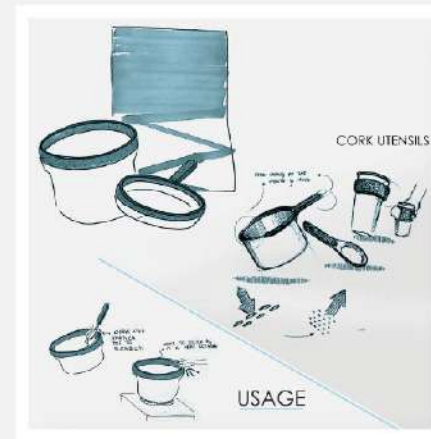
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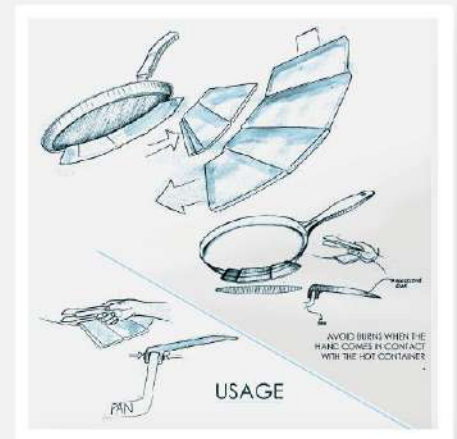
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08



09



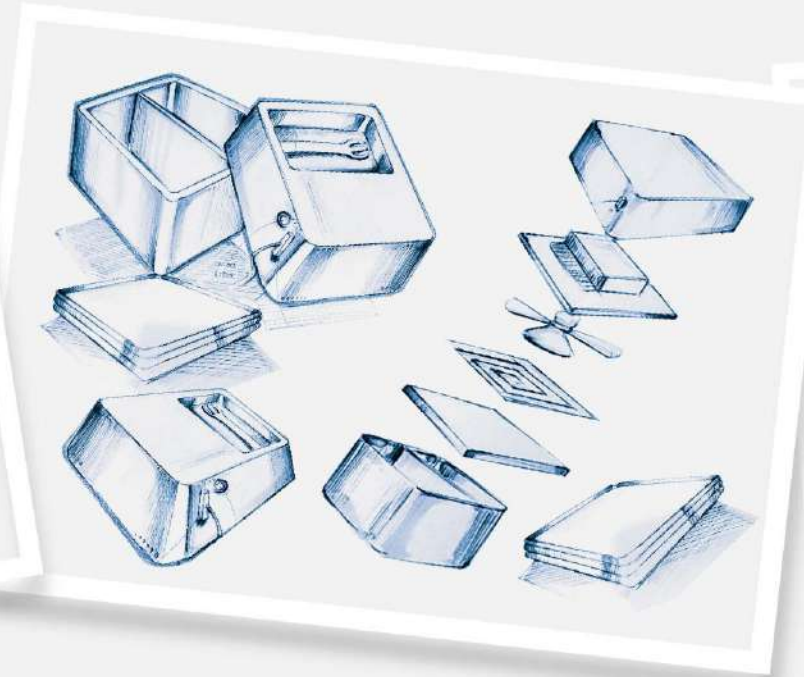
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FINAL CONCEPTS

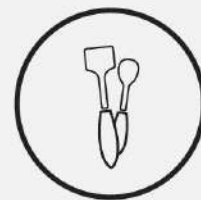
With the brief in mind, 3 were taken forward for further creativity



_01 VAPOUR COOKER



_02 SMART TIFFIN

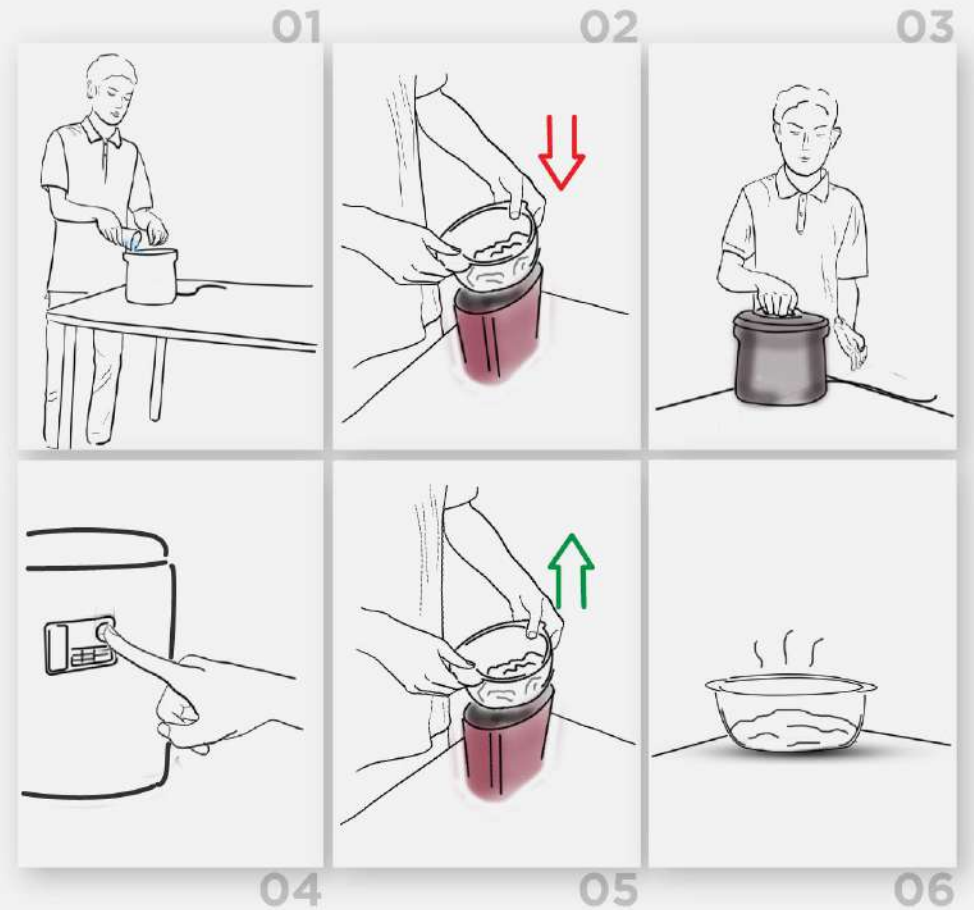


_03 CORK UTENSILS

_01 VAPOUR COOKER



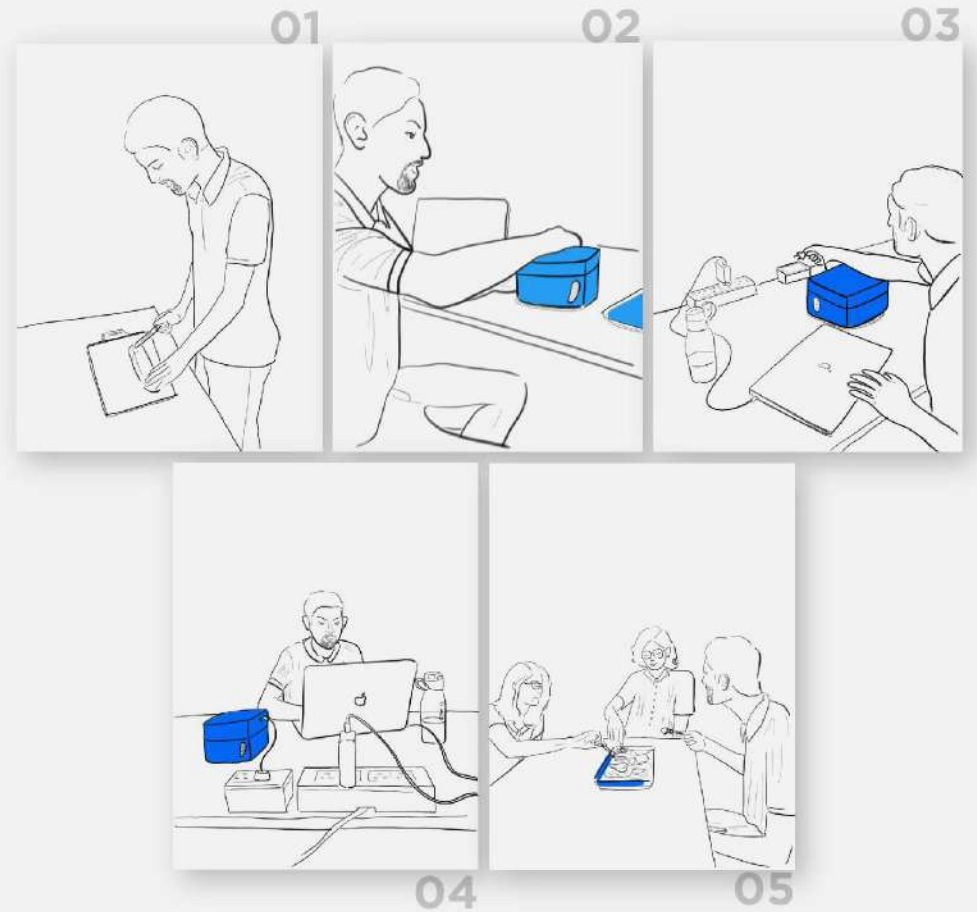
An electric cooker, it utilizes principles of steam cooking and sous-vide cooking, using water as the primary medium to cook food within the cooker



_02 SMART TIFFIN



A new take on a tiffin box, it makes the most out of the least, utilizing the concept of air frying, to cook food using electricity



_03 CORK UTENSILS



01



02



03



A range of utensils and tools made primarily from cork, that doubles as a source of moisture to enhance the flavour of food being cooked

CONCEPT EVALUATION



VAPOUR COOKER

1. Versatile Solution
2. Requires validation through testing
3. Could be a good way to promote slow cooking



SMART TIFFIN

1. Not a all-round solution to pack lunch
2. Fitting the mechanism could be difficult
3. Nice personal element of sharing included



CORK UTENSILS

1. Allows only fixed amounts of water
2. Too small a problem to solve with the range
3. Requires more human effort

FINAL CONCEPT



VAPOUR COOKER

x

Safe | Simple | Efficient

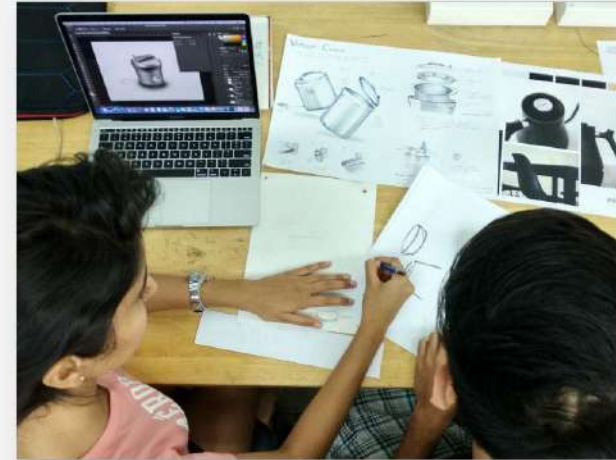
CURRENT PROBLEM SCENARIO

Current cooking methods have their shortcomings. Overcooking or undercooking of meats, burning of ingredients, loss of nutrition due to water solubility, human error and lack of temperature control are just a few problems that we observed



_03 DEVELOPMENT PHASE

Getting into the validation of the concept, form study, details and mechanisms behind the product along with quick prototyping sessions



VALIDATION OF CONCEPTS

01



Setting the potatoes in a sealed bag to ensure vacuum, and placing it inside a pan filled with water

02



As the water reaches the desired temperature, heating is stopped, and pressure is allowed to build up within the pan

03



The vacuum sealed bag restricts heat from escaping from within and ensures the contents are cooked the same temperature as the water

VALIDATION OF CONCEPTS

04



After some time, the steam is allowed to dissipate naturally, which allows for wholesome preparation

05



Once completely cooled, the contents can be removed from the sealed vacuum bag

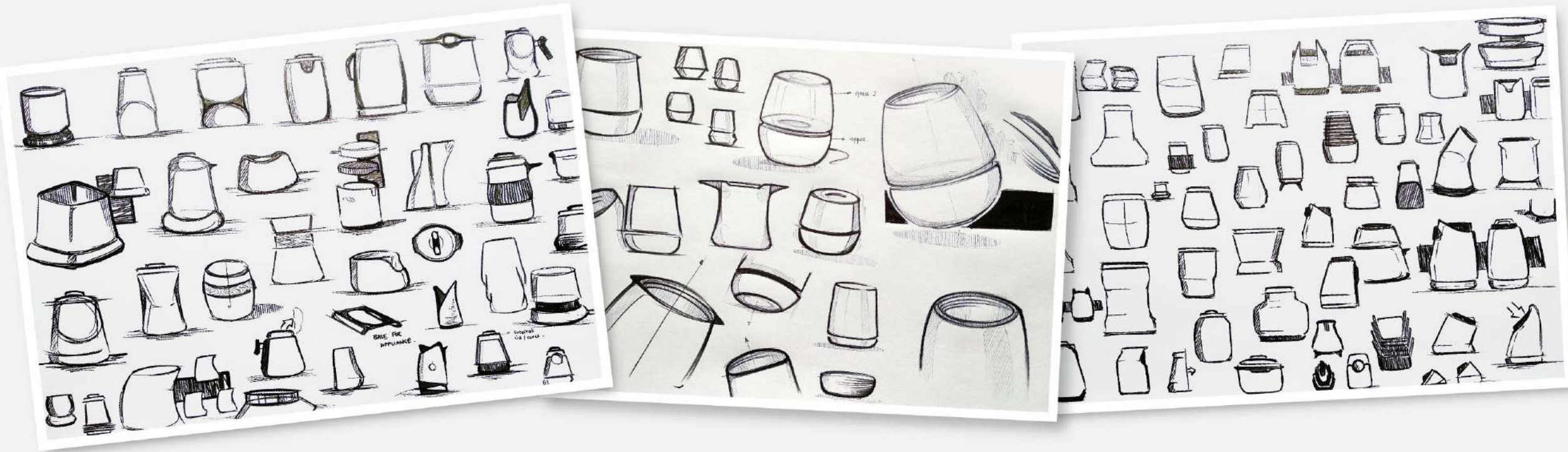
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The food is cooked perfectly throughout, at your preferred temperature, and you can enjoy your dish!

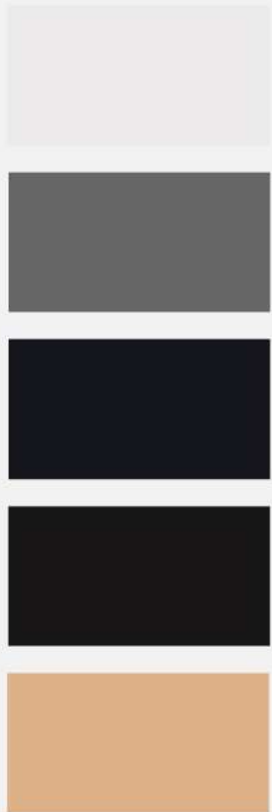
FORM IDEATION

Quick form sketches were done to differentiate the product from a regular appliance. With the help of 3D mock-ups, we were able to finalize on a slightly tapered cylindrical form.



COLOUR / MATERIAL / FINISH

CMF Studies and multiple references were taken into consideration



PROTOTYPING

A big step towards getting to our final product was creating mock-ups and a final prototype, and this was done through Foam modelling, Vacuum-forming and other processes





THE BASICS BEHIND VAPOUR

Vapour, is a kitchen appliance that uses water as the primary source of heat within the vessel, to cook food thoroughly and precisely, according to the time and temperature presets



COMPONENTS



COOKING MODULES

The modules, made out of stainless steel and borosilicate microwave glass, aid in adjusting to different cooking styles and methods



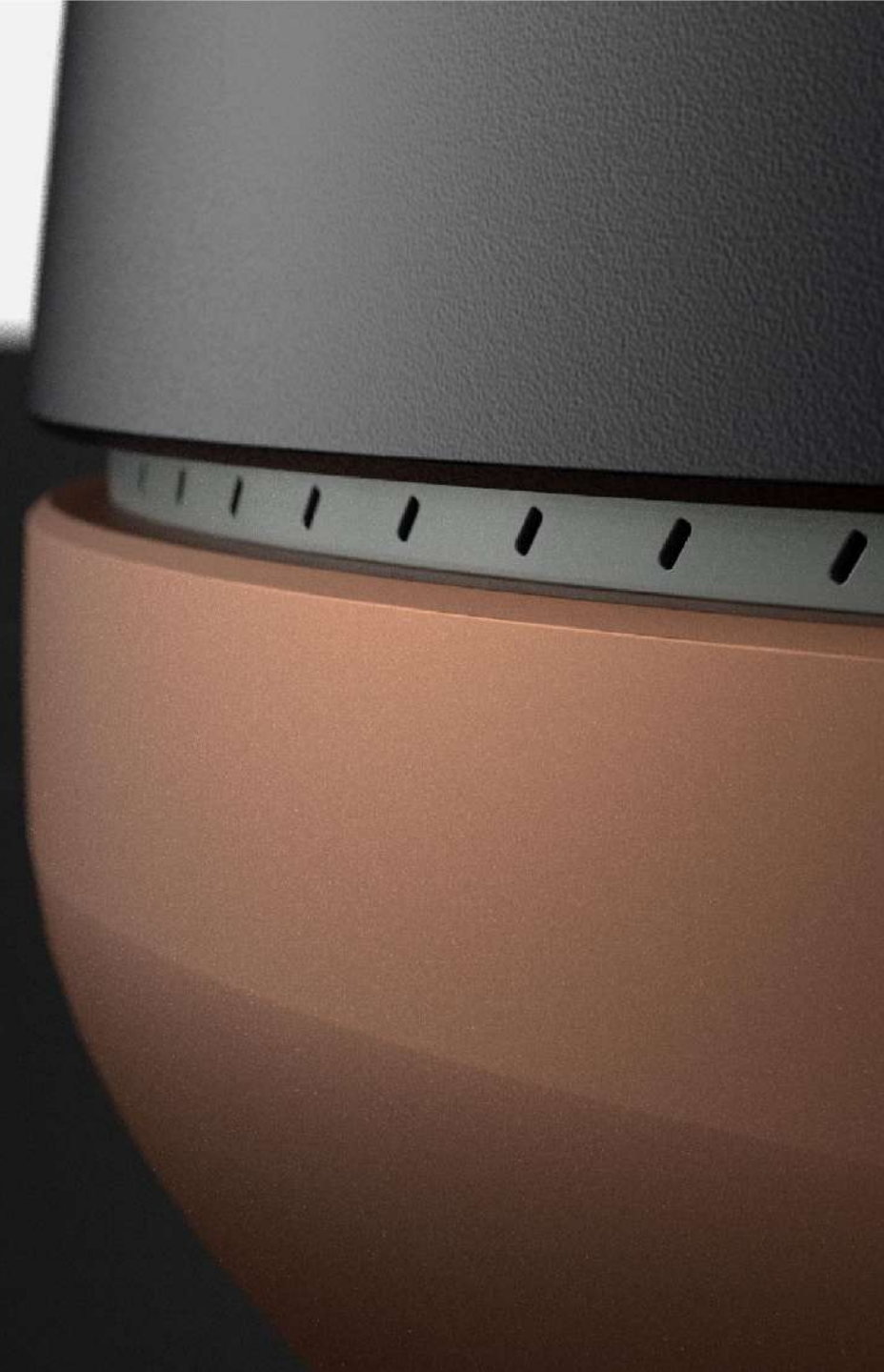
NATURAL RELEASE

A small pressure release on the lid allows steam to escape in very small quantities over time, which helps in slow and wholesome cooking



EXHAUST VENTS

Excess heat transferred between the base and the main container is allowed to escape through the vents present in between the two components



ELECTRICAL COMPONENTS

Vapour comes with a 3-Pin AC Adapter at 110V-220V



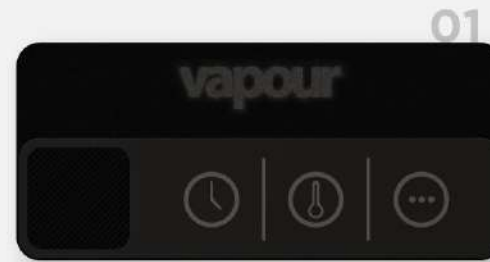
ELECTRICAL COMPONENTS

The adapter fits comfortably and seamlessly into the appliance

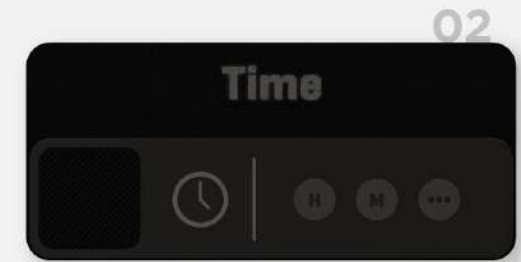


USER INTERFACE

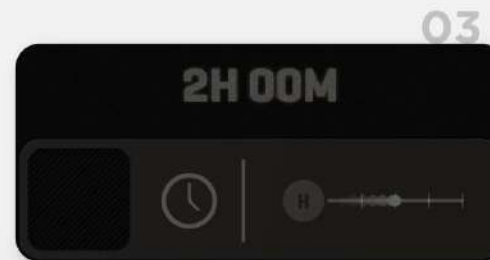
A simplified touch interface, with a tactile start button, coupled with a backlit LED panel, replacing a traditional screen allows the user to set the time and temperature with the simple action of sliding



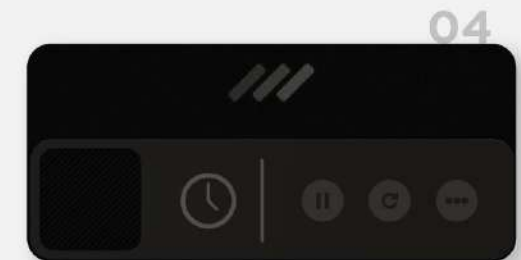
Start-up screen with 3 options, Time, Temperature and More, and the logo appearing on the backlit panel



Going into Time, options allow for setting of Hours, Minutes or Custom, for other options and more control

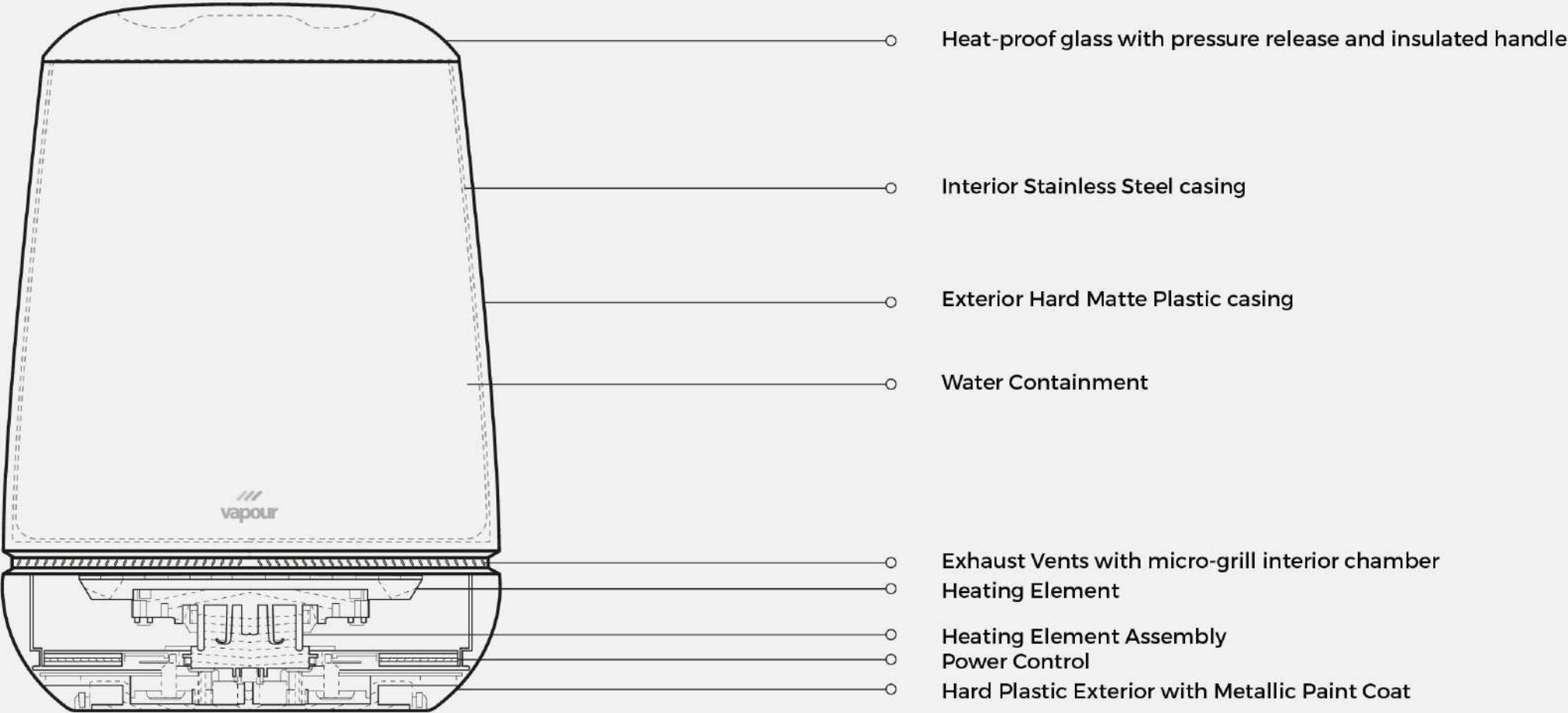


The slider allows the user to set the timer according to the recipe in mind and the same can be done with temperature



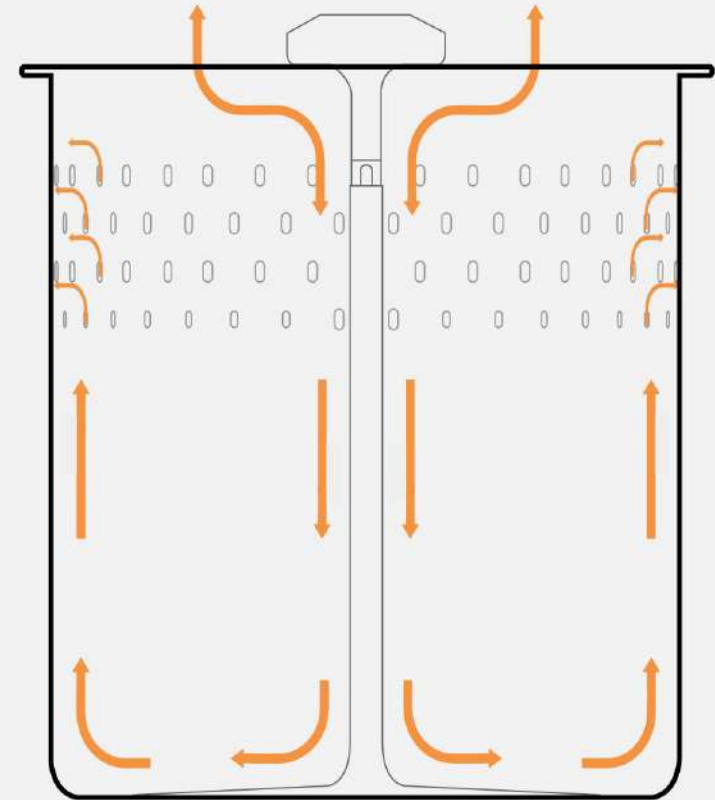
Pressing the start button begins the cook, and allows for pausing, restarting and more

TECHNICAL DETAILING



CIRCULATION

Circulation of water, and air within the container is crucial for the food to cook, hence, giving the modules and the appliance their respective forms



USER SCENARIO

01



The kids are finally back from college to spend their vacations at home

02



The mother feels that its time to prepare them a special dish, but at the same time make them eat healthy!

USER SCENARIO

03



She prepares the ingredients, and puts them into the module of her choice

04



Now comes the main ingredient, water, which goes into Vapour, to be heated

USER SCENARIO

05



The module is then placed within Vapour using the centrally located handle, making it very easy to lift it, both in and out

06



Once the module is in, the lid is sealed, and Vapour powers up. Using the interface, the mother sets the required time and temperature for cooking

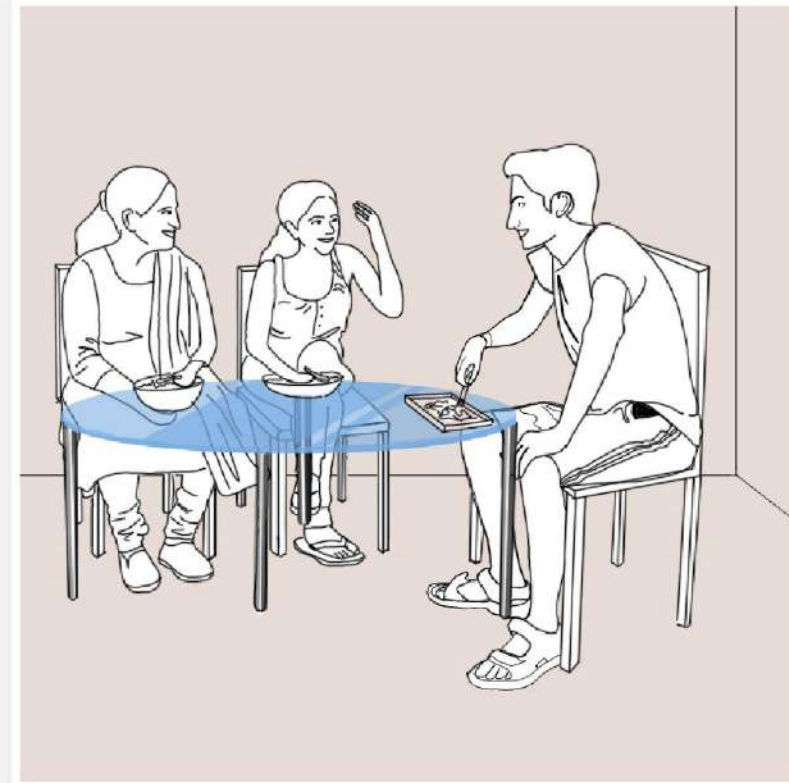
USER SCENARIO

07



Vapour cooks silently in the kitchen as the family enjoys a lively conversation

08



After the meal is done, it is served and the kids know what they've missed at college - mom's special, homecooked food!

VISUAL IDENTITY



SLATE GREY



BRONZE GOLD



CERAMIC WHITE

ELEGANT PACKAGING

A matte-finish cardboard box is used to package the cooker, along with the 2 modules, adapter, user manual as well as a complementary recipe book.



THE LEARNING CURVE

A complementary pocket-sized recipe book, specialized to the product, as a way to acquaint the user with Vapour and some delicious new recipes, while also improving the cooking experience in the long run



WHAT CAN YOU COOK?

With the usage of multiple modules, it will be possible to cook a variety of dishes, ranging from dense meats, to vegetables, and even rice





BENEFITS

1. Promotes slow and wholesome cooking
2. Chance of safety-related issues are minimized
3. Minimizes human error involved in cooking

