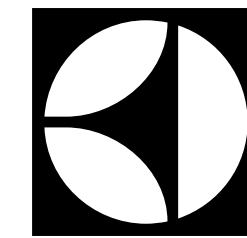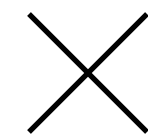UMEÅ INSTITUTE OF DESIGN
UMEÅ UNIVERSITY

× Electrolux

/

The Team

Luisa Ebeling

Germany

Indalecio Gaytan

Mexico

Niklas Muhs

Germany

Yash Saboo

India

/
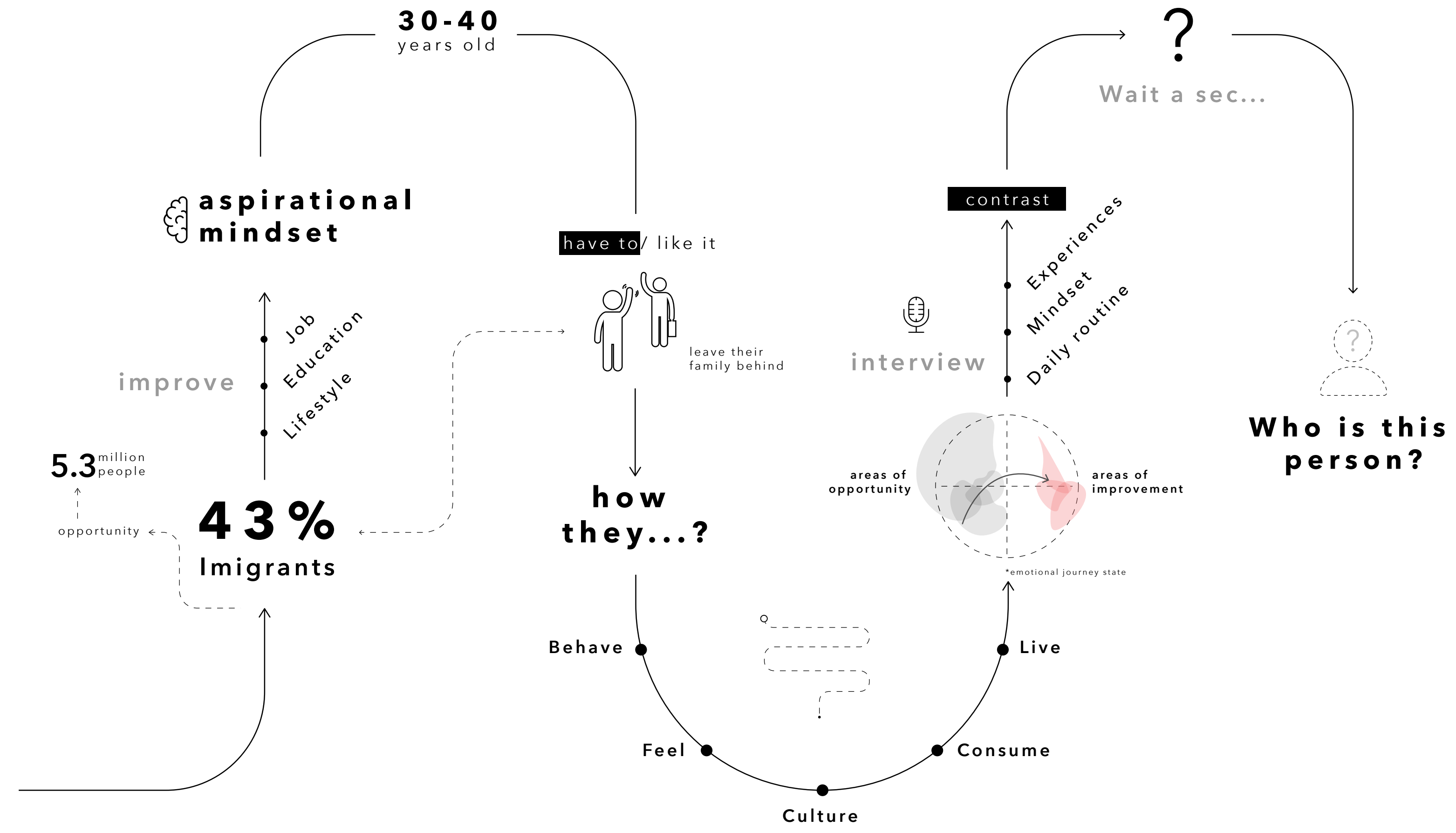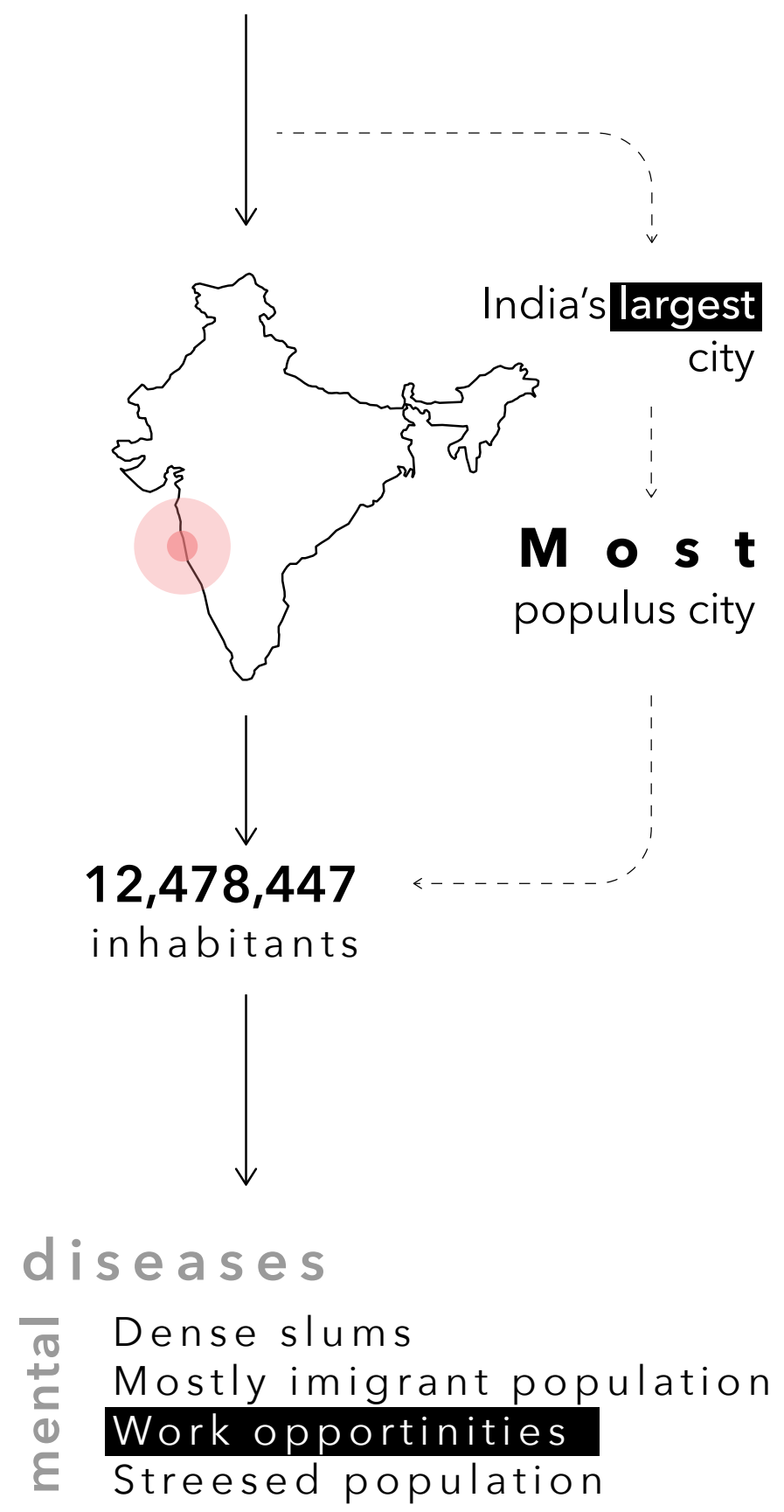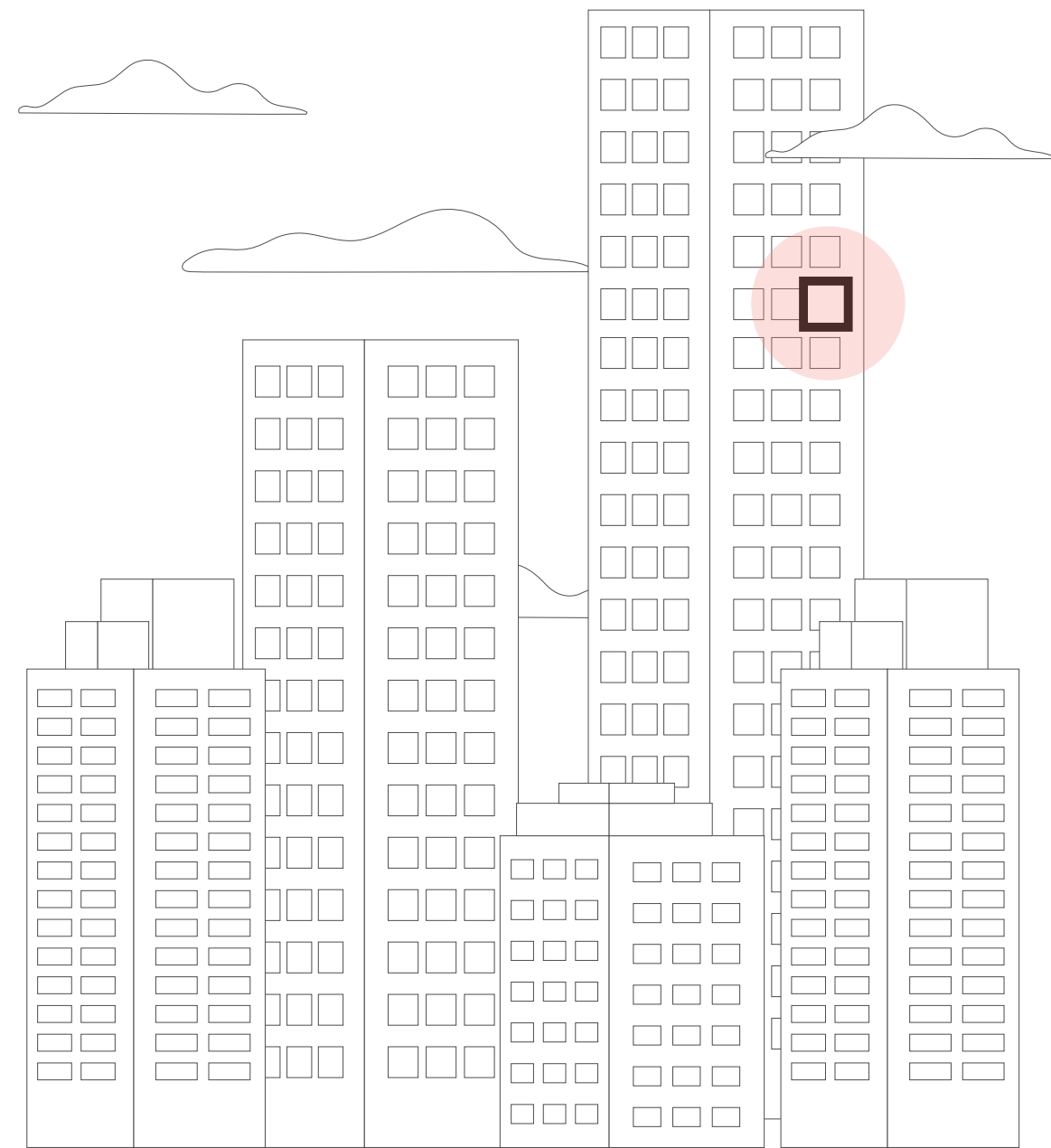
Research

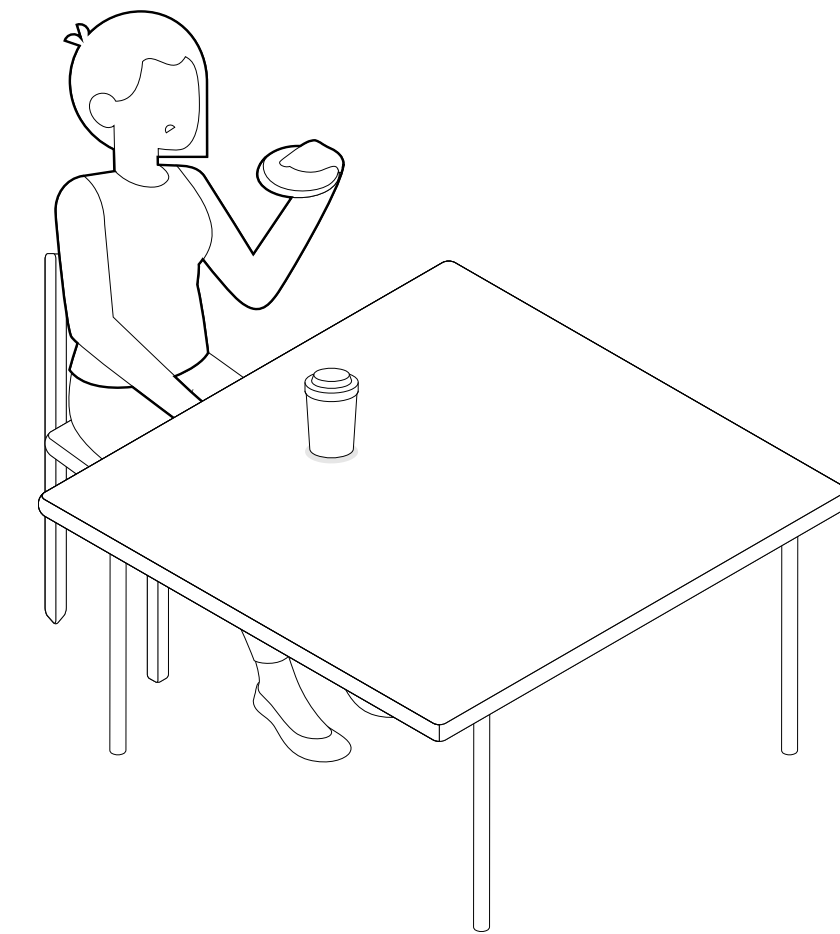Primary and secondary research

/

Context

Mumbai

India's **largest** city

M o s t
populus city

12,478,447
inhabitants

d i s e a s e s
mental
Dense slums
Mostly imigrant population
Work opportinities
Streesed population

**aspirational
mindset**

improve
Job
Education
Lifestyle

5.3 million people

opportunity

43%
Imigrants

30-40
years old

have to / like it

leave their
family behind

**how
they...?**

Behave

Feel

Culture

Consume

Live

interview

Experiences
Mindset
Daily routine

contrast

areas of
opportunity

areas of
improvement

*emotional journey state

Wait a sec...

?

?

**Who is this
person?**

/

Who is Rohit?

Mumbai
Improve their conditions

31 years old
Aspirational mindset
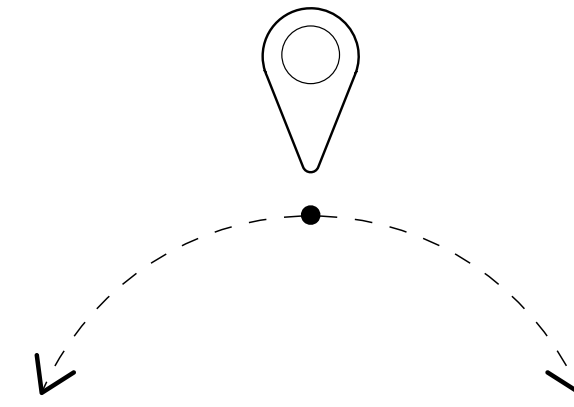
Distant marriage

/

Key Findings

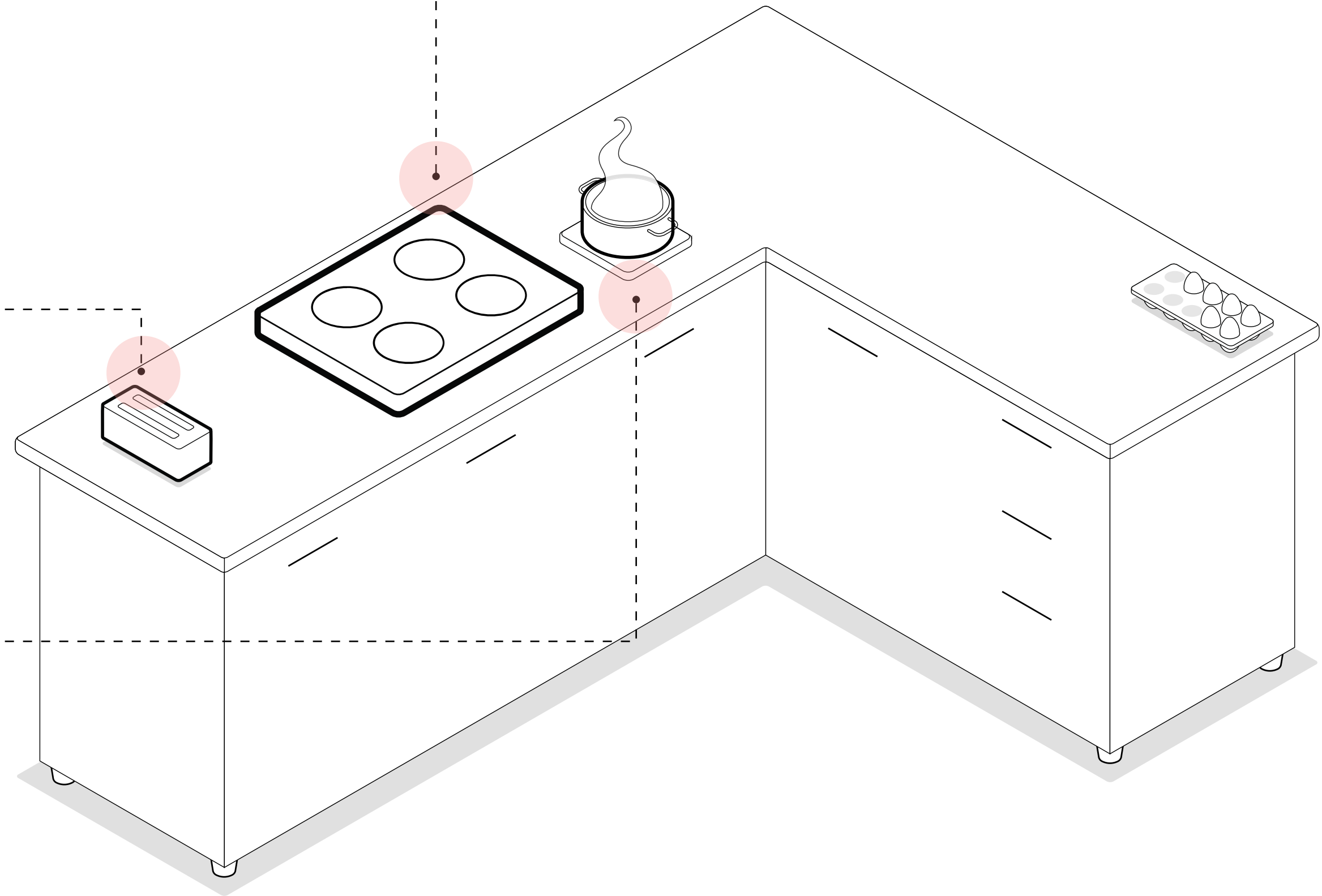**01** **Surface mounted cooktops** are standard in India.

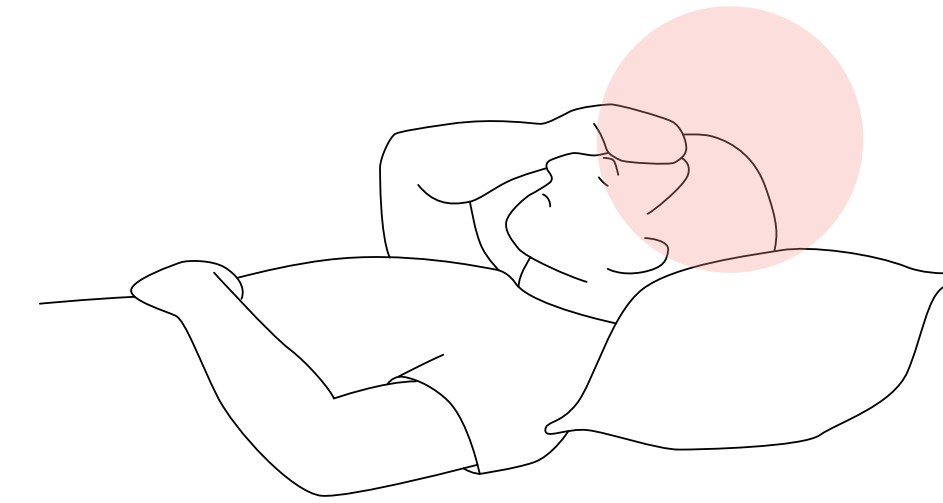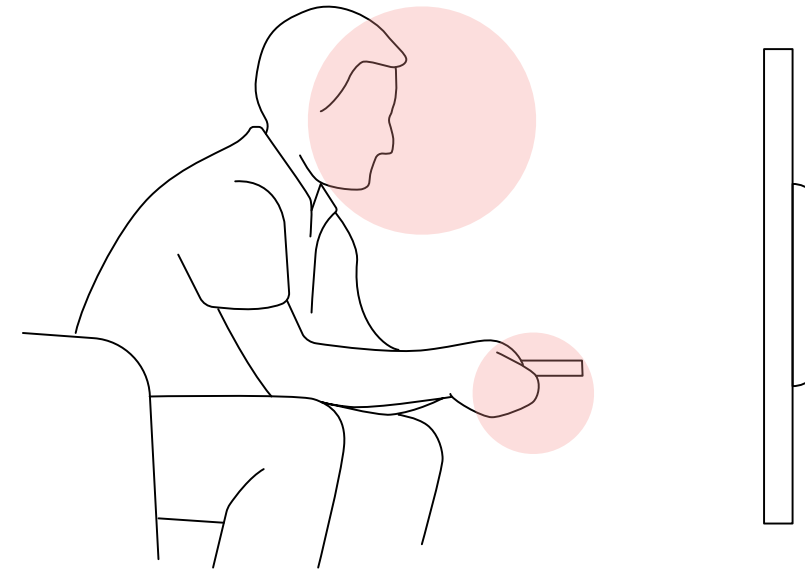**02** Singletons invest only in **temporary basic devices**
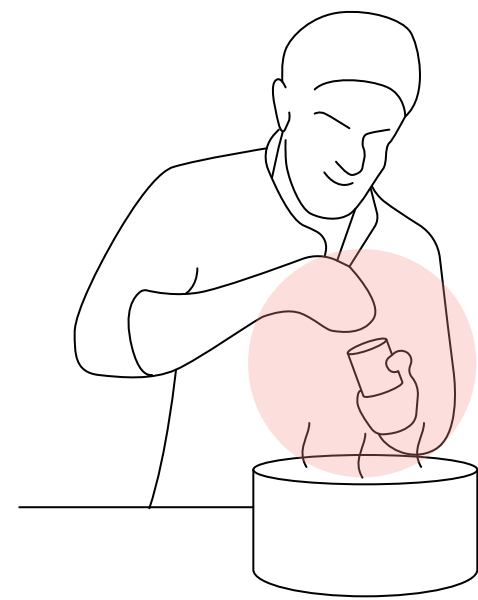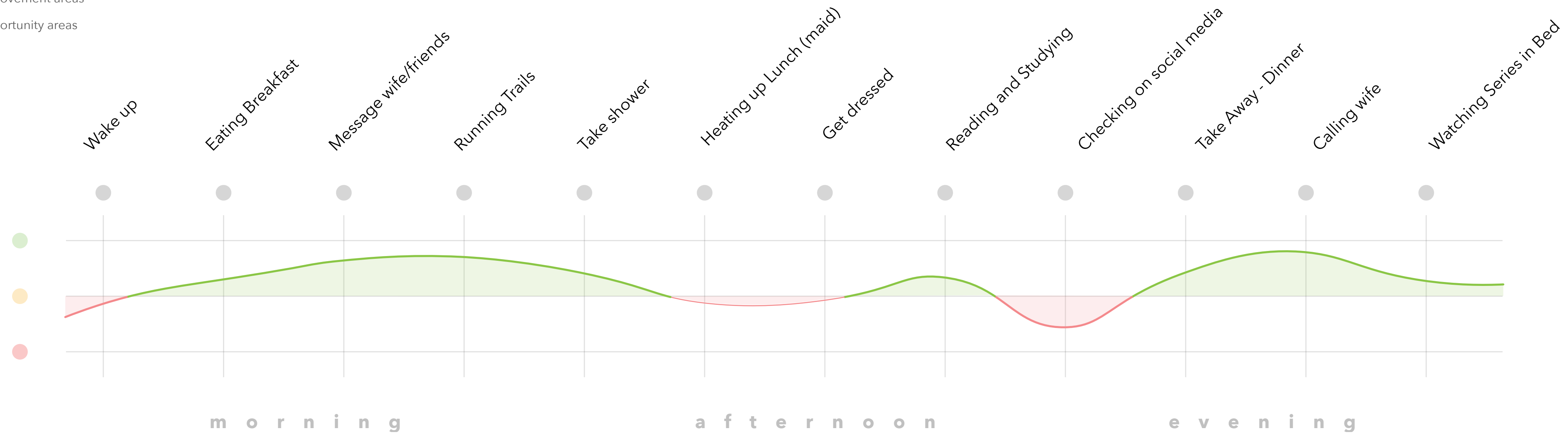
03 Many Indian dishes require round bottomed **"Kadai" pans**

/

Emotional State Journey

Improvement areas

Opportunity areas

Wake up

Eating Breakfast

Message wife/friends

Running Trails

Take shower

Heating up Lunch (maid)

Get dressed

Reading and Studying

Checking on social media

Take Away - Dinner

Calling wife

Watching Series in Bed

m o r n i n g   a f t e r n o o n   e v e n i n g

/

Emotional **Pain Points**

.a

Anxiety   **Enthusiasm**

Depression   **Comfort**
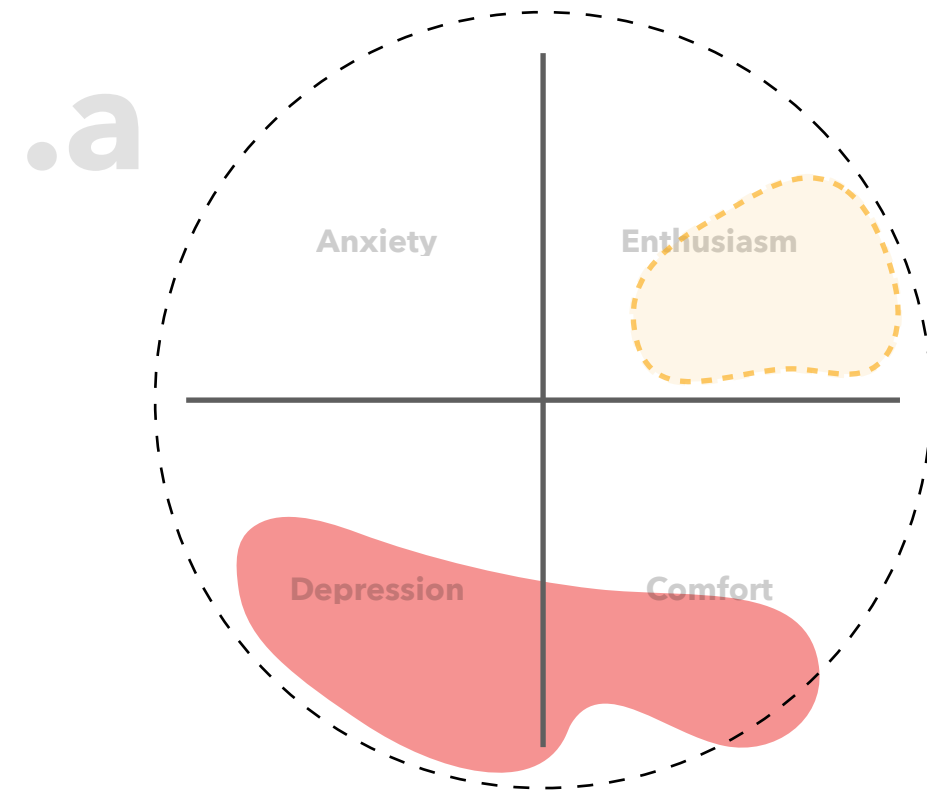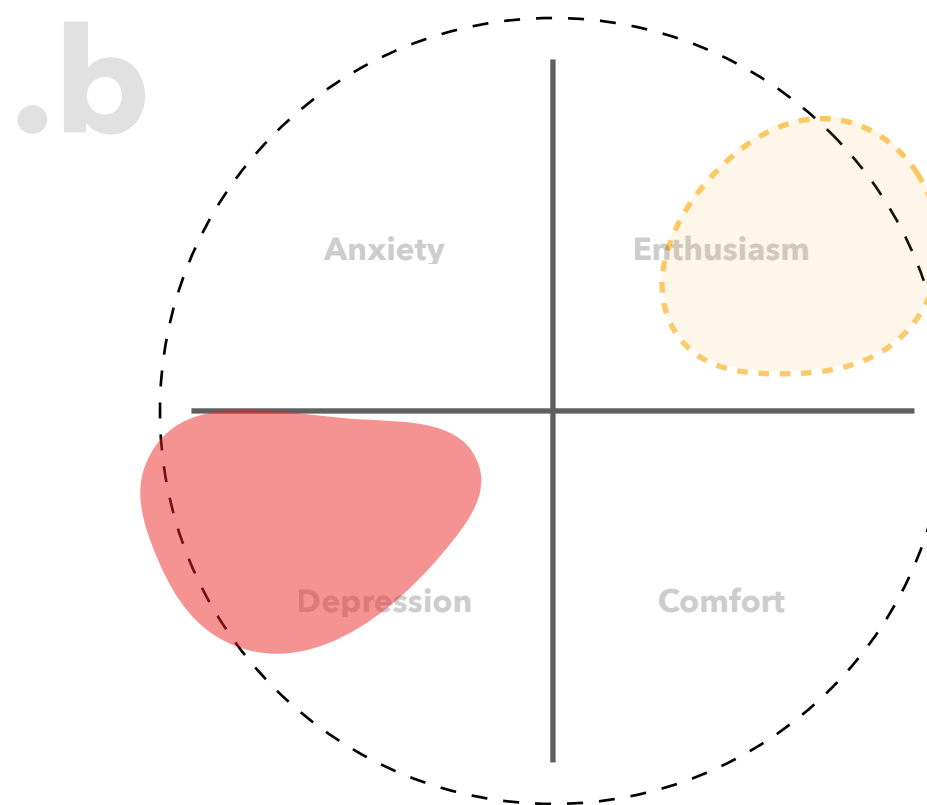
I miss Her ... a lot

*"But once you get married, the whole **thought process changes** in the sense you start feeling that **the other person is also feeling lonely** because you are not together."*
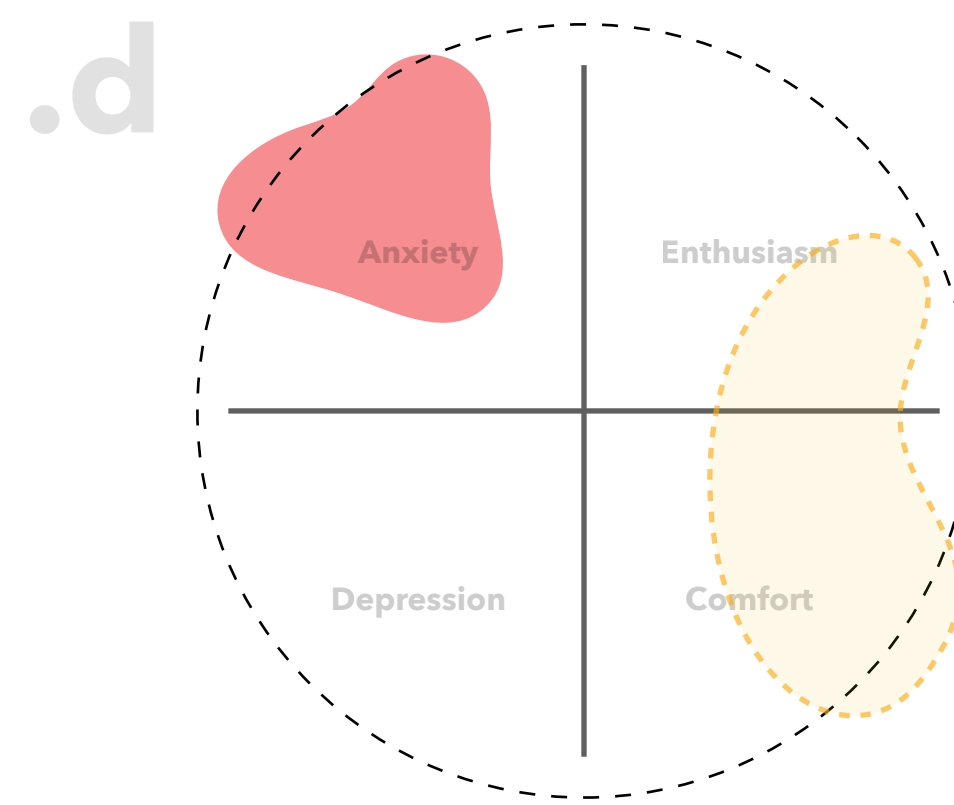
.b

Anxiety   **Enthusiasm**

Depression   **Comfort**

Back to the Basics

*"I'm not very unhappy with any appliance. See, **my usage of appliances is very need based**."*

.c

Anxiety   **Enthusiasm**

Depression   **Comfort**
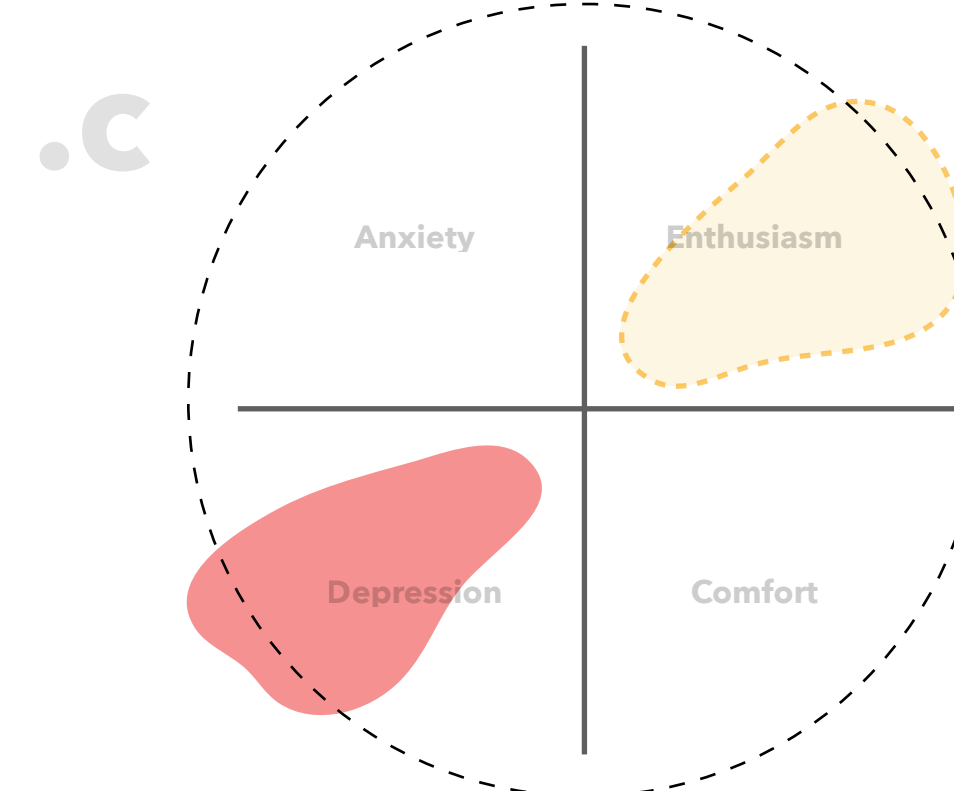
Mumbai it's on hard mode

*"And after work in a city like Mumbai with lot of traffic, you **don't feel like going out** and meeting somewhere."*

.d

Anxiety   **Enthusiasm**
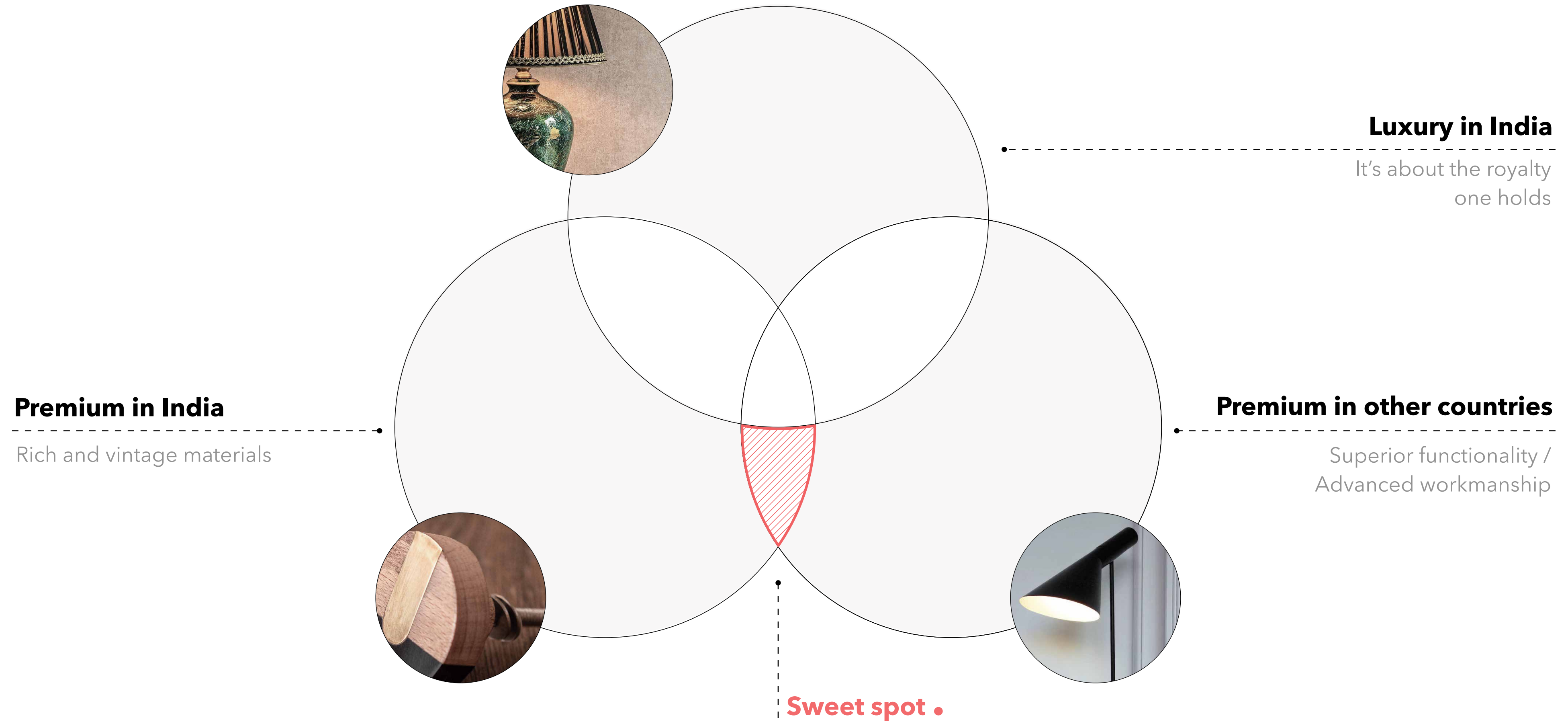
Depression   **Comfort**

Green is the new Black

*"I would say because we have not been using plastics for the last 20 years. So **I don't use single-use plastic** at home."*
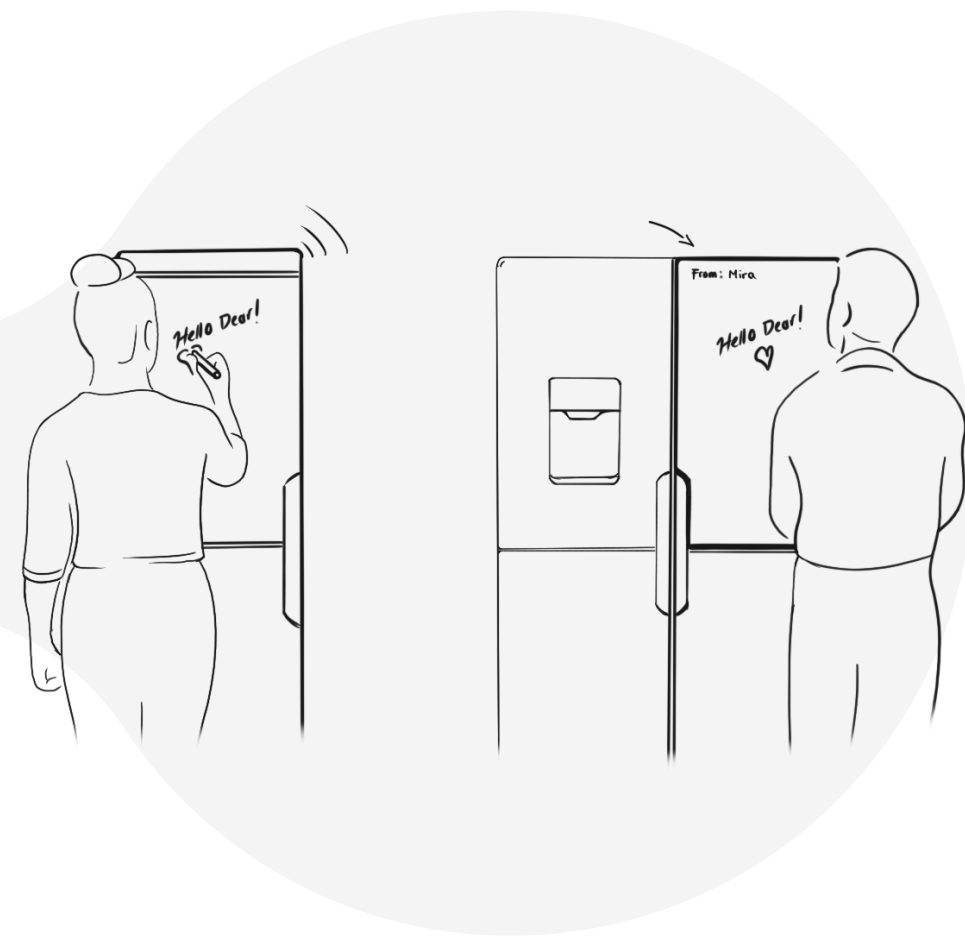
/

How is **Premium in India** perceived?

Luxury in India

It's about the royalty
one holds

Premium in India

Rich and vintage materials

Premium in other countries

Superior functionality /
Advanced workmanship

Sweet spot ●

/

Concept Sum Up

↓

Electrolux **grows** with you

Shared emotions

Heating Conversations

Growing Life

/

Ideation

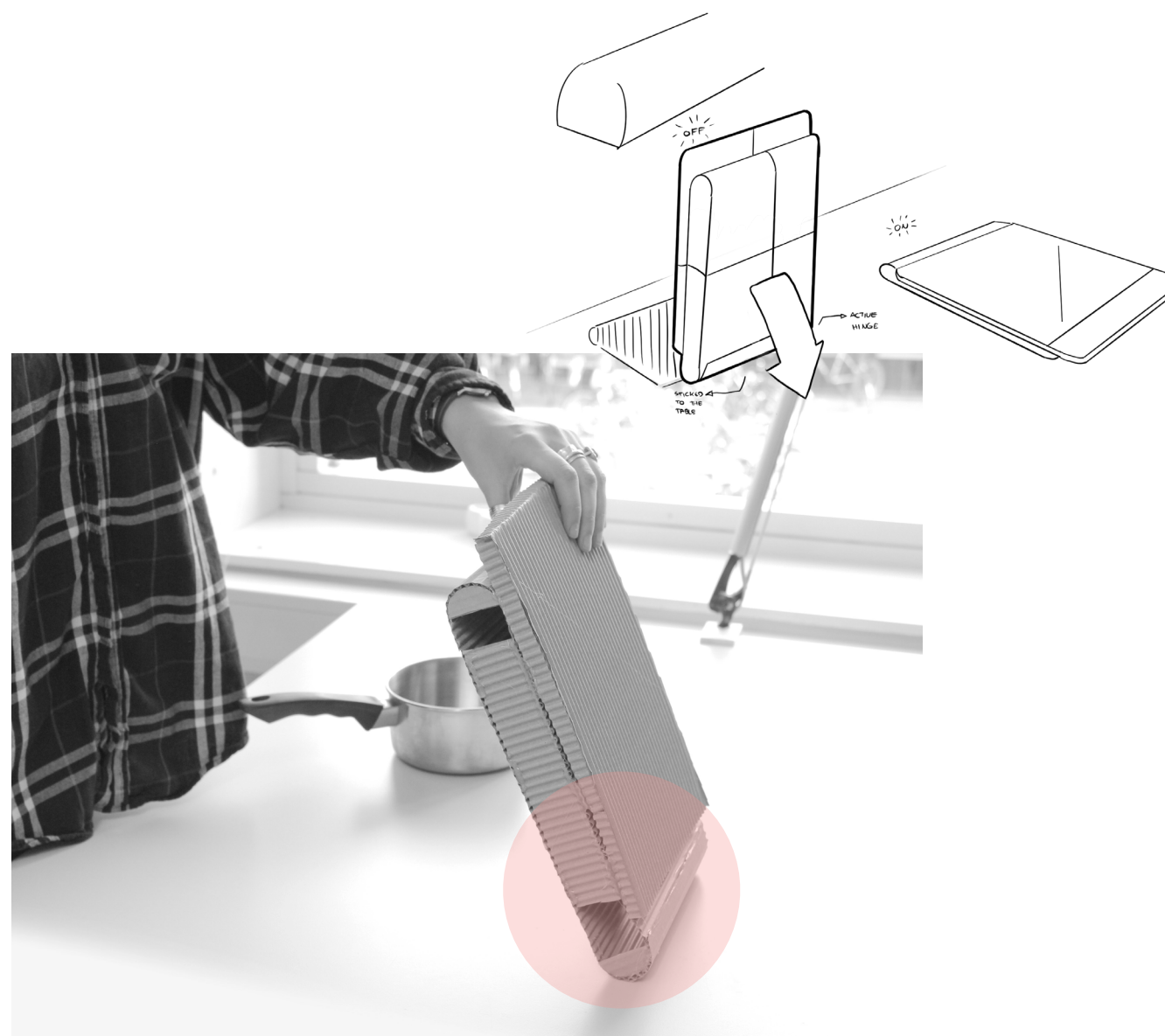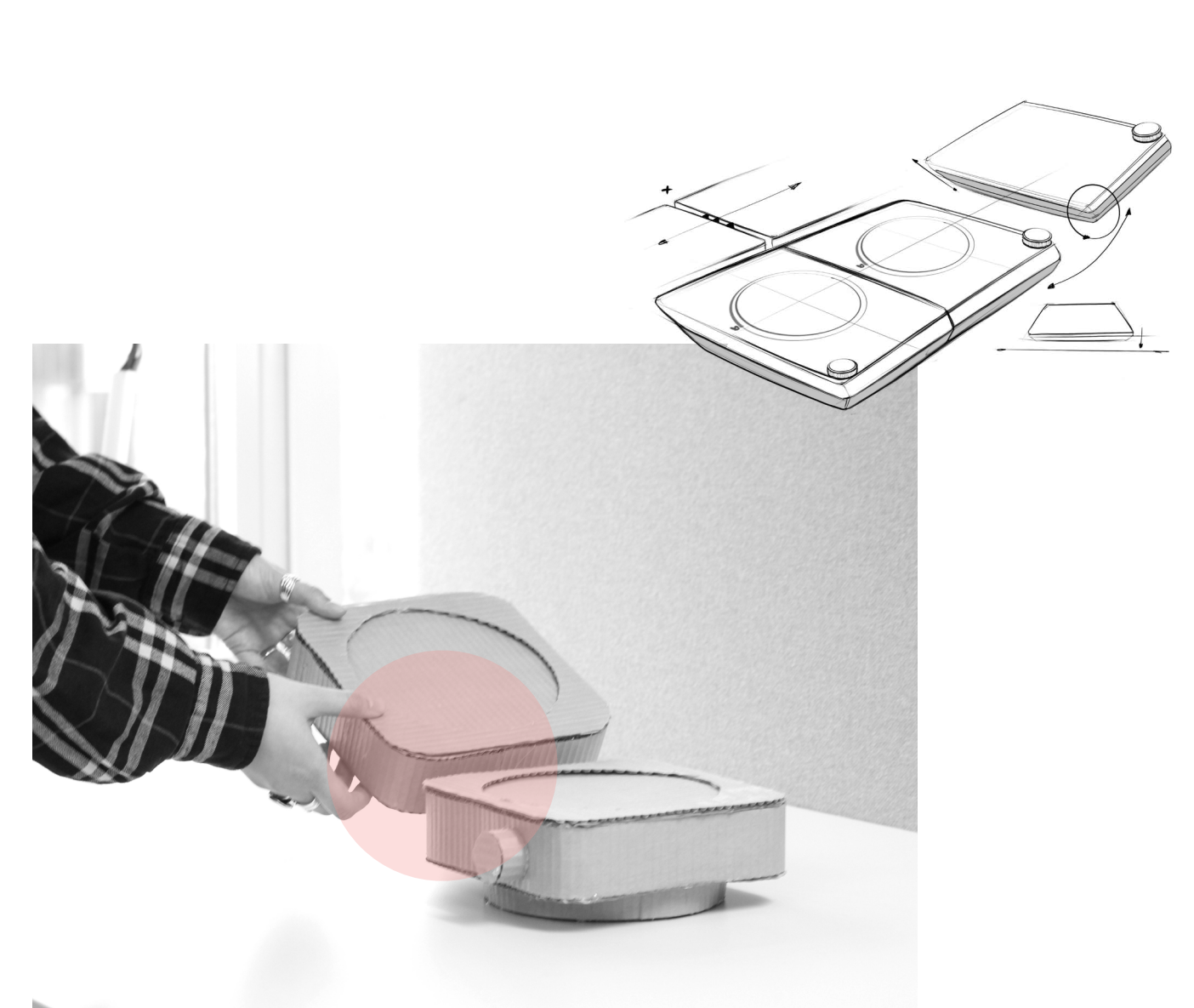Prototyping and form exploration

Early exploration
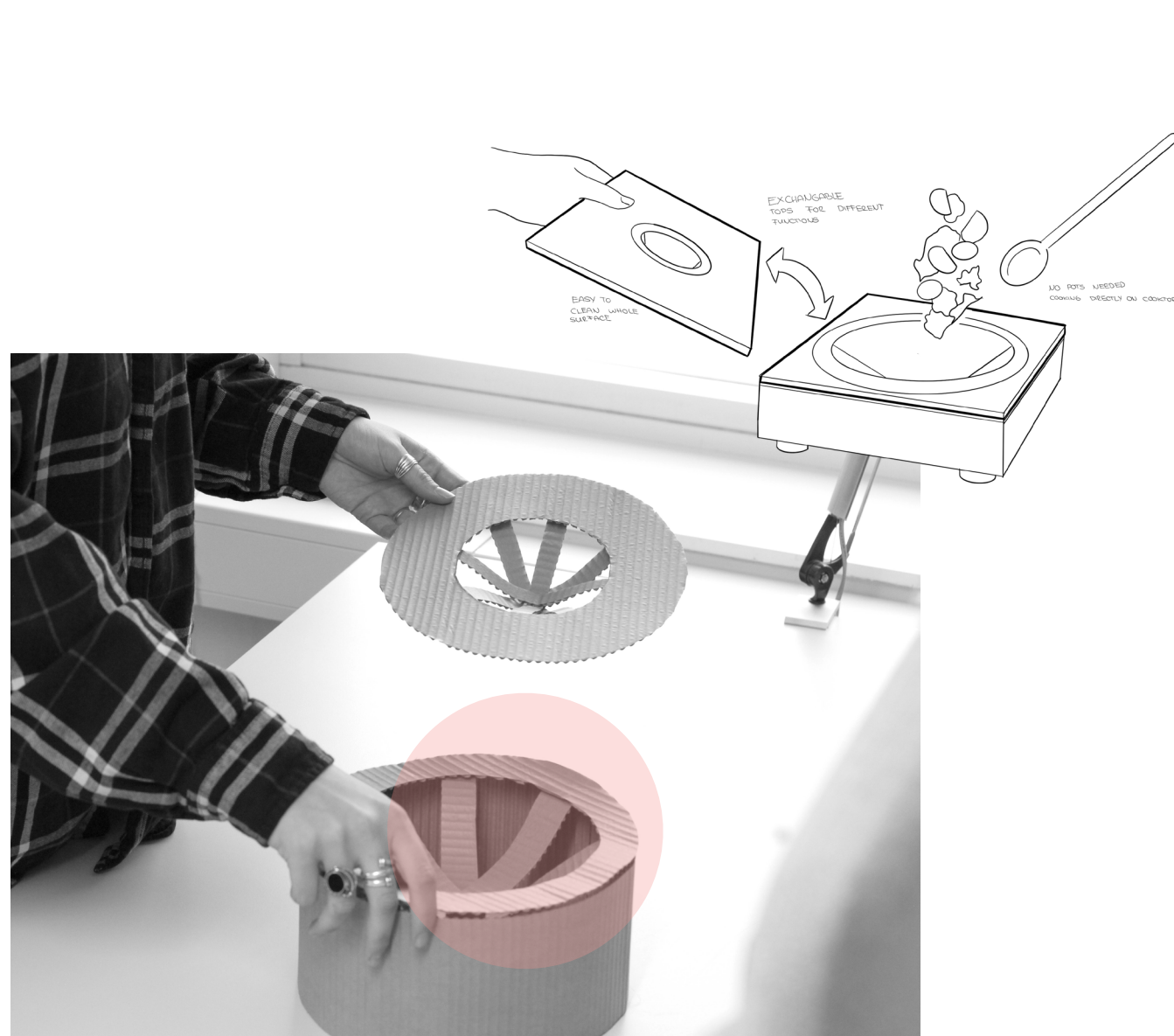
Concave Surface

recess in surface for
better heat transfer

Vertical Storing

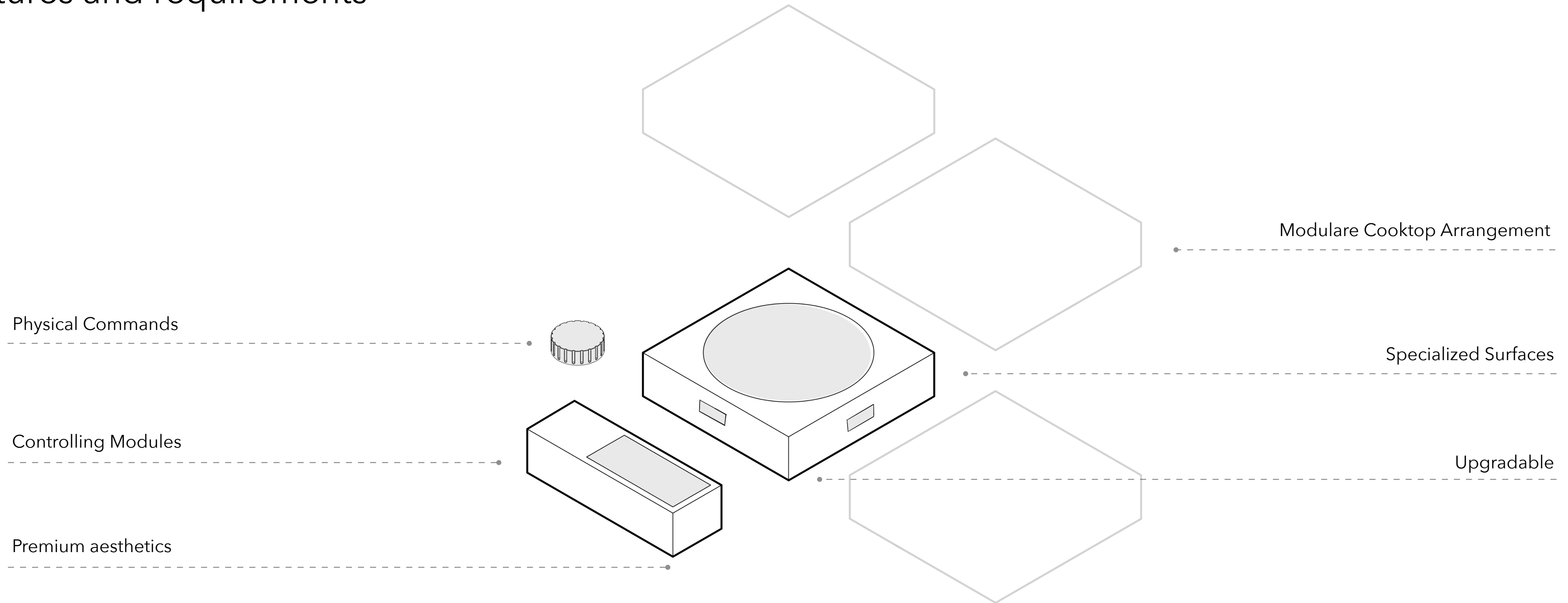Vertical storage saves space
and has a decorative factor

Fragmented Modules

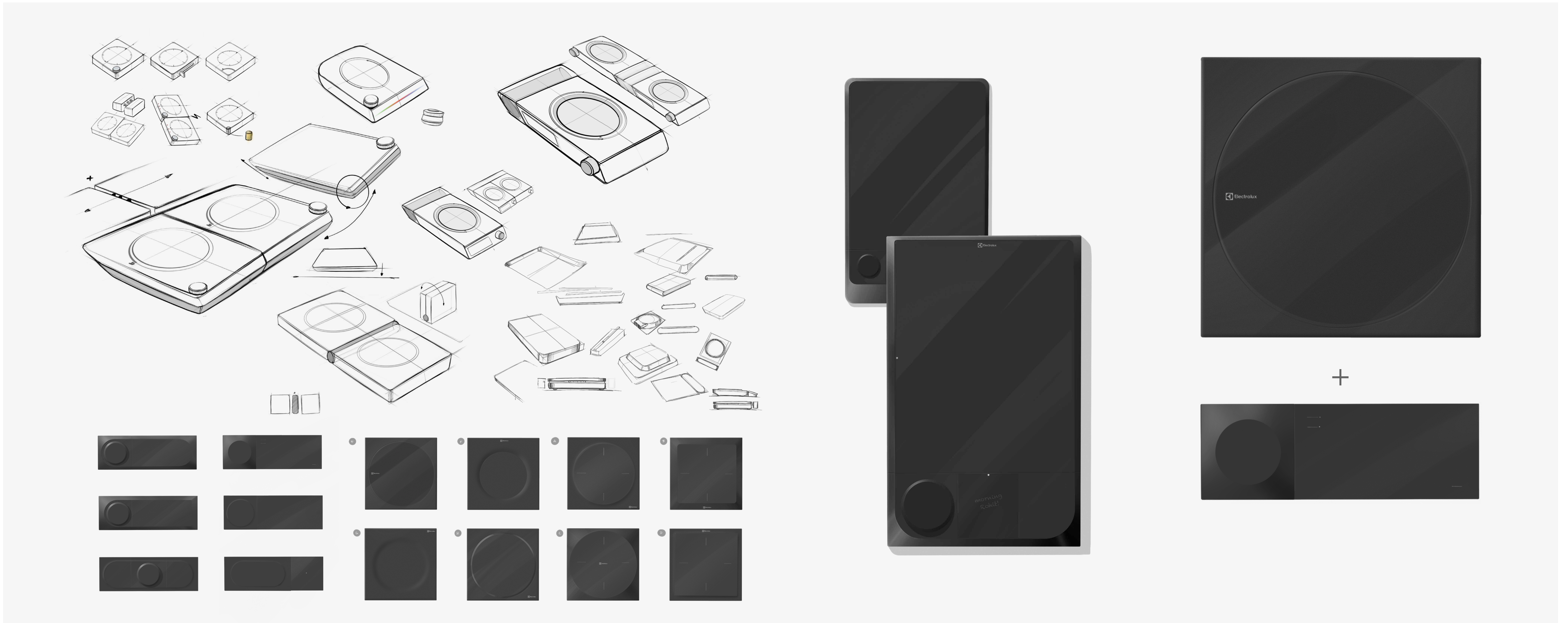individual modules with
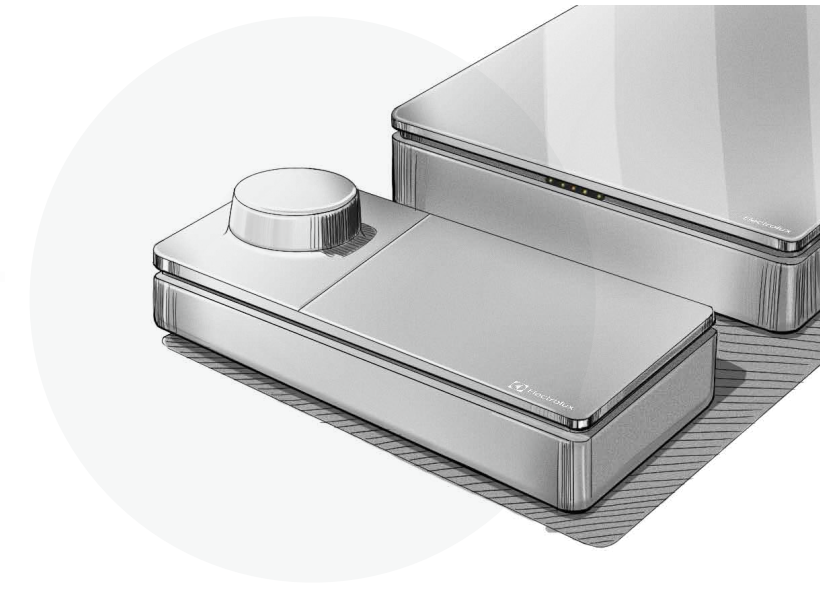different technical functions

/

Features and requirements

Modulare Cooktop Arrangement

Physical Commands
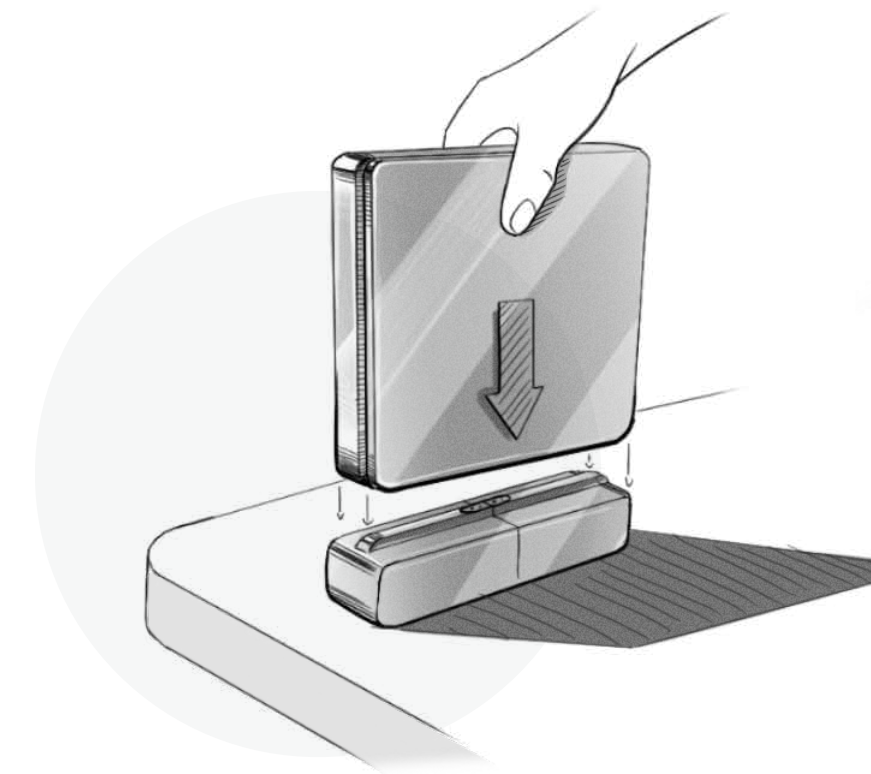
Specialized Surfaces

Controlling Modules

Upgradable
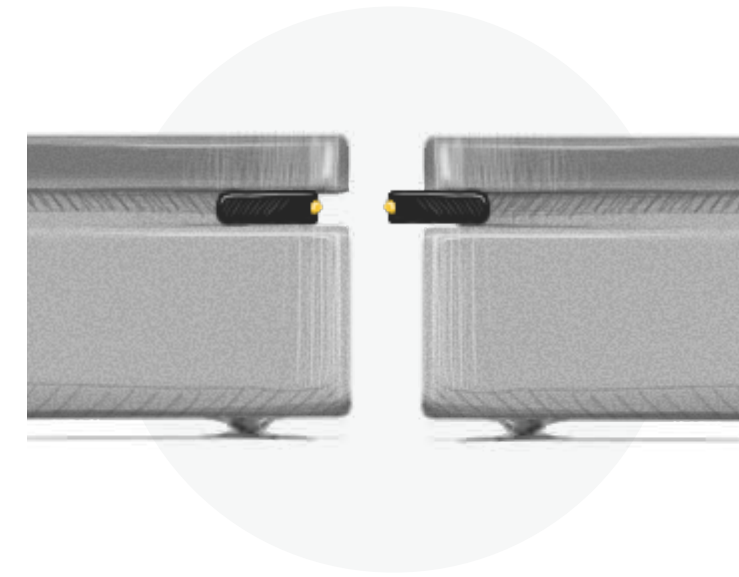
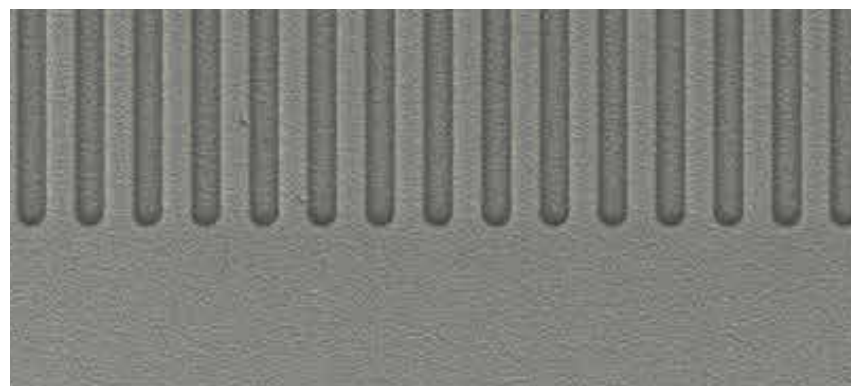Premium aesthetics

/

Ideation

/

Key form/key sketch
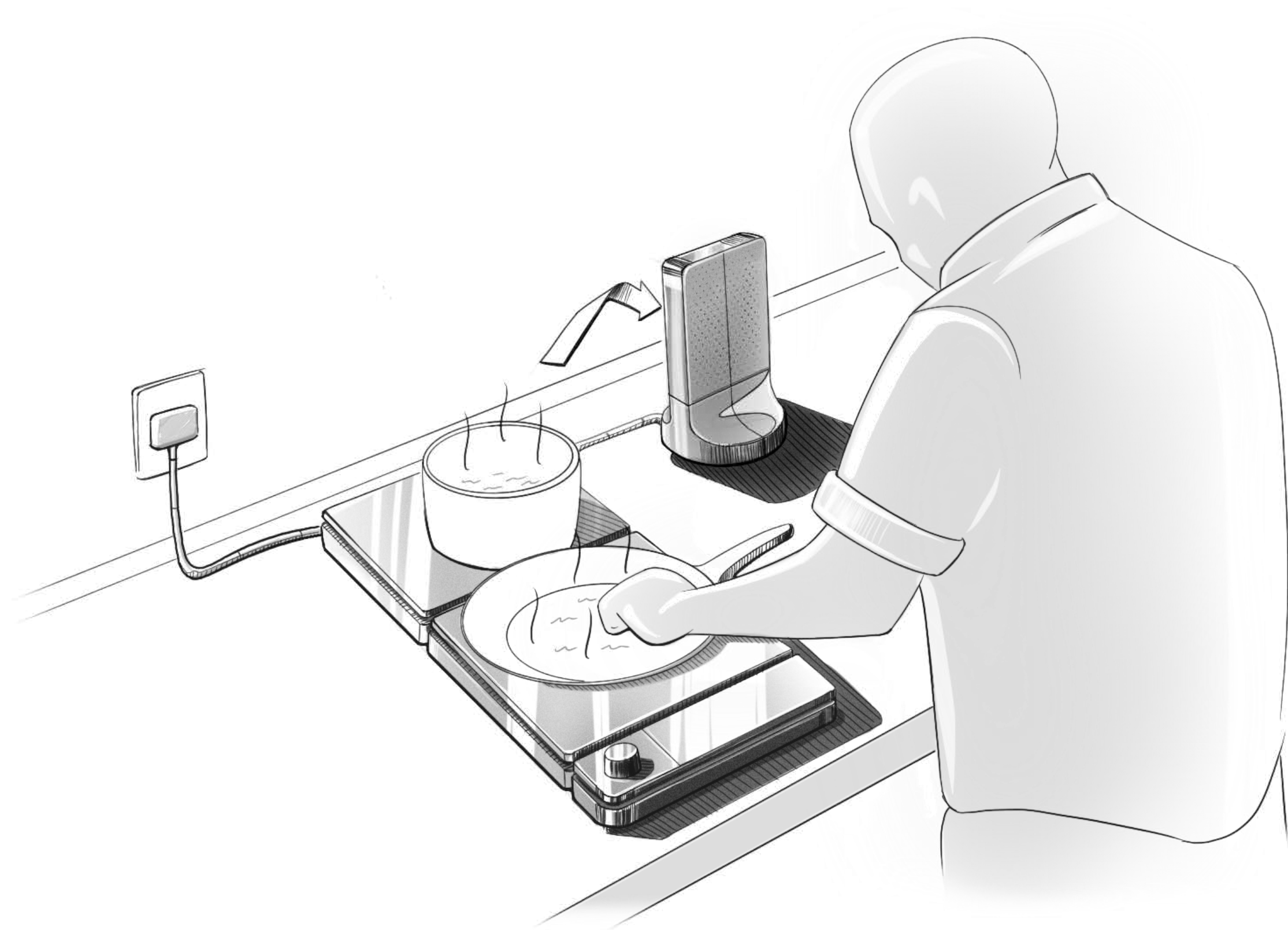
Controlling Core Module

Stand for Storage

Power Supply through Connectors
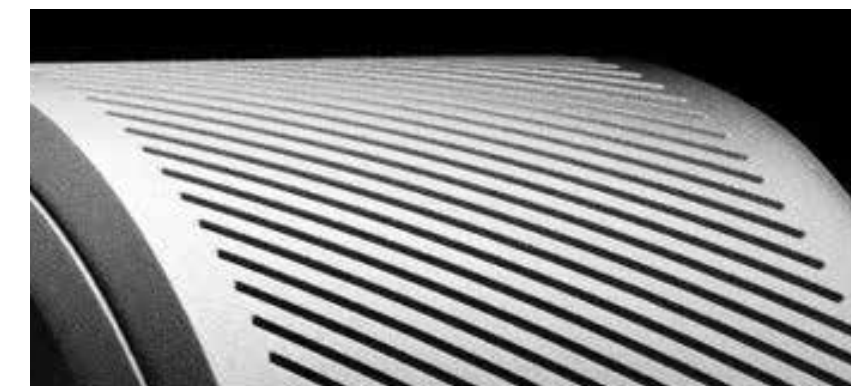
/

Moodboard

Linear texture

Textures can be used for
ergonomics and precise
operability.

Golden Elements

Gold stands for prosperity in India
and can be accentuated symbolically
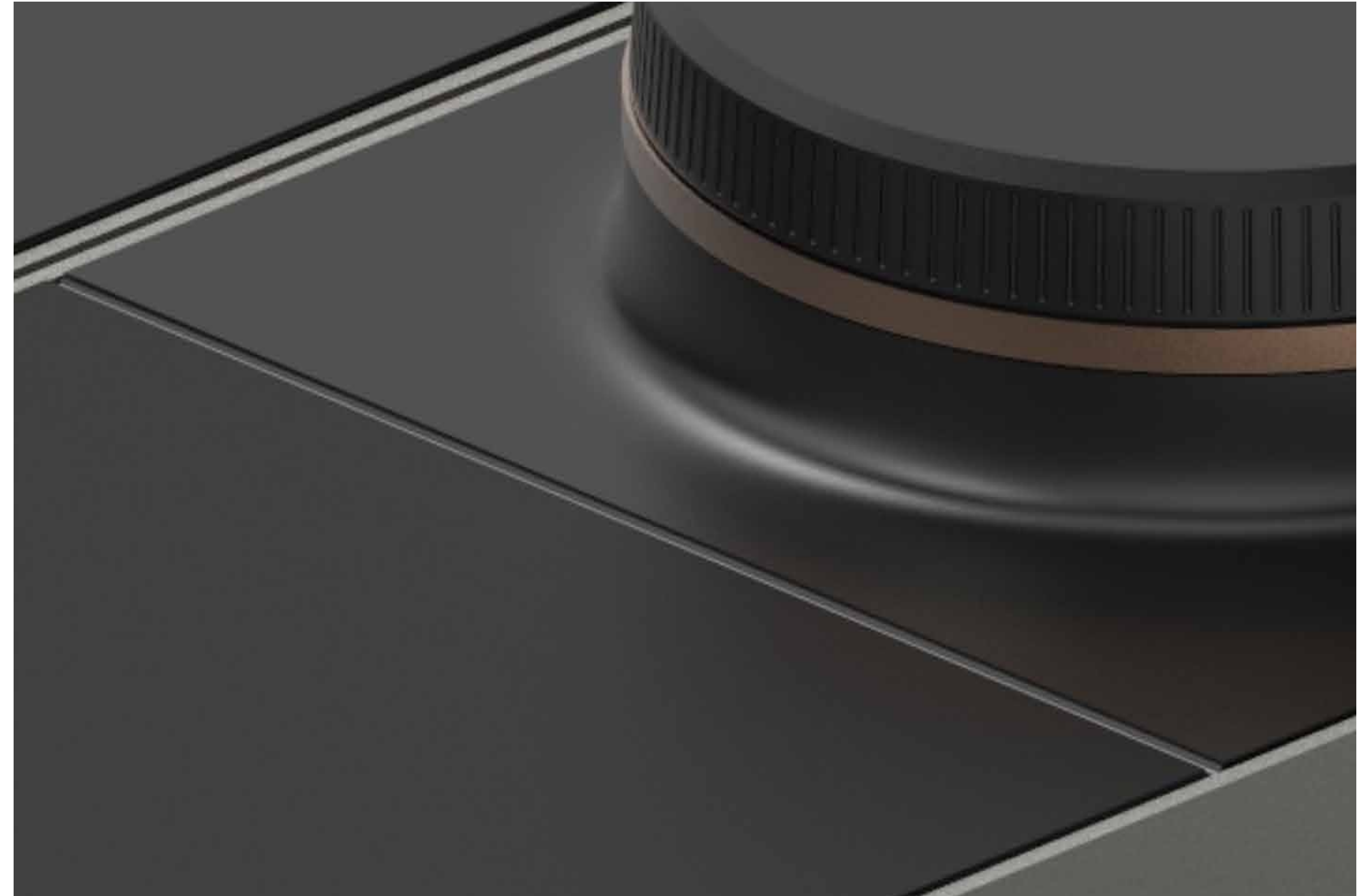integrated into the design.

Pure Materials

Raw materials can age
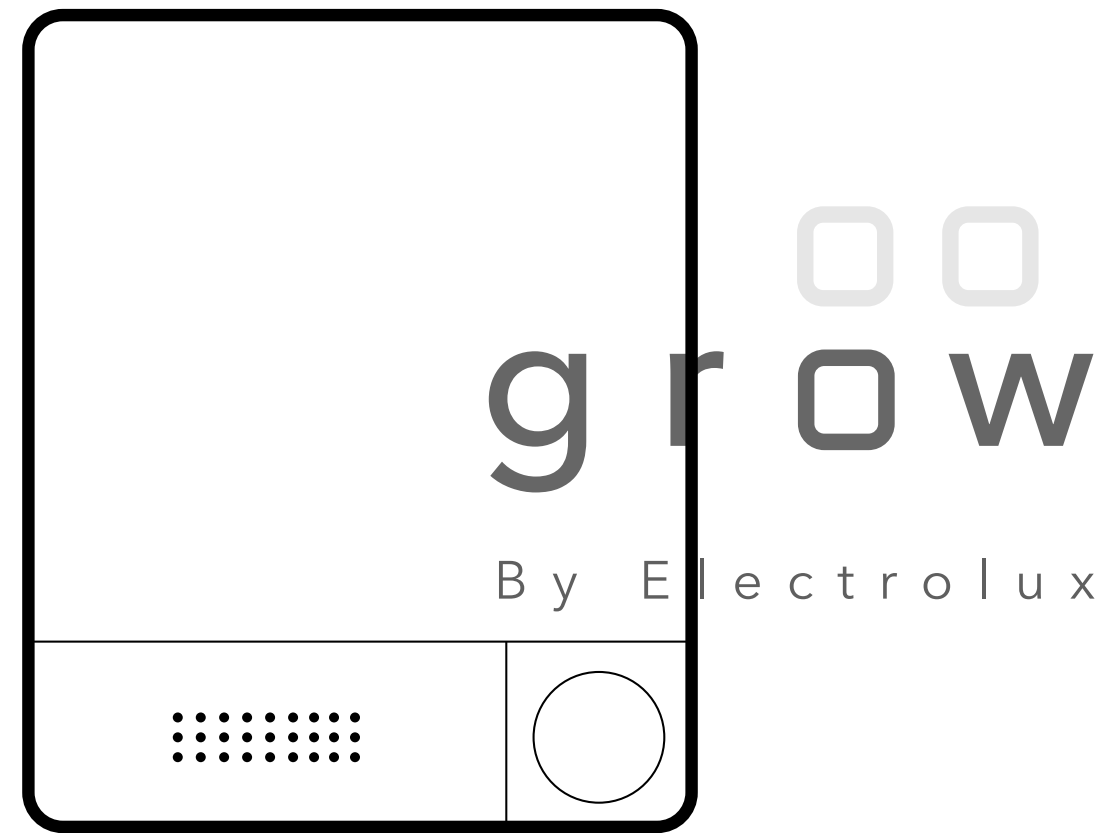aesthetically and develop a
high-quality patina.
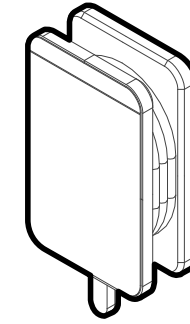
/

Outcome
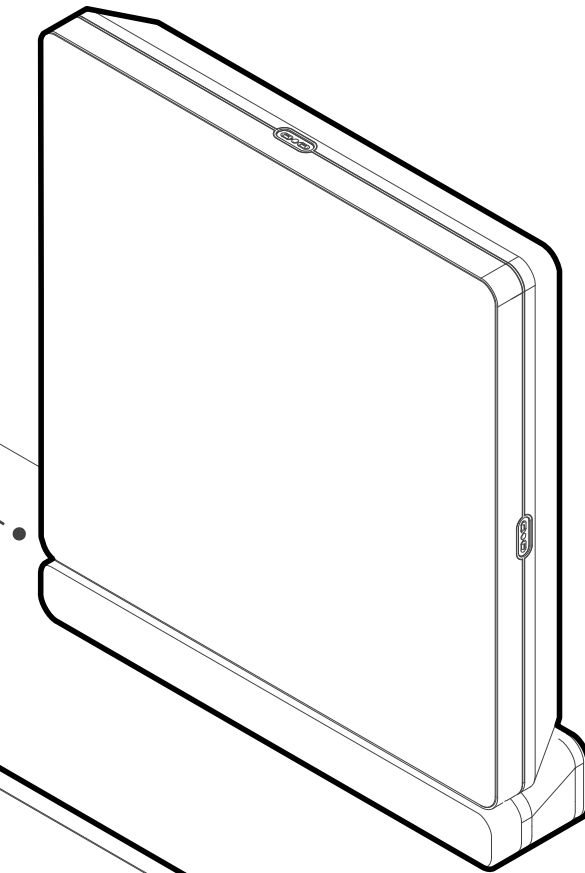
Primary and secondary research
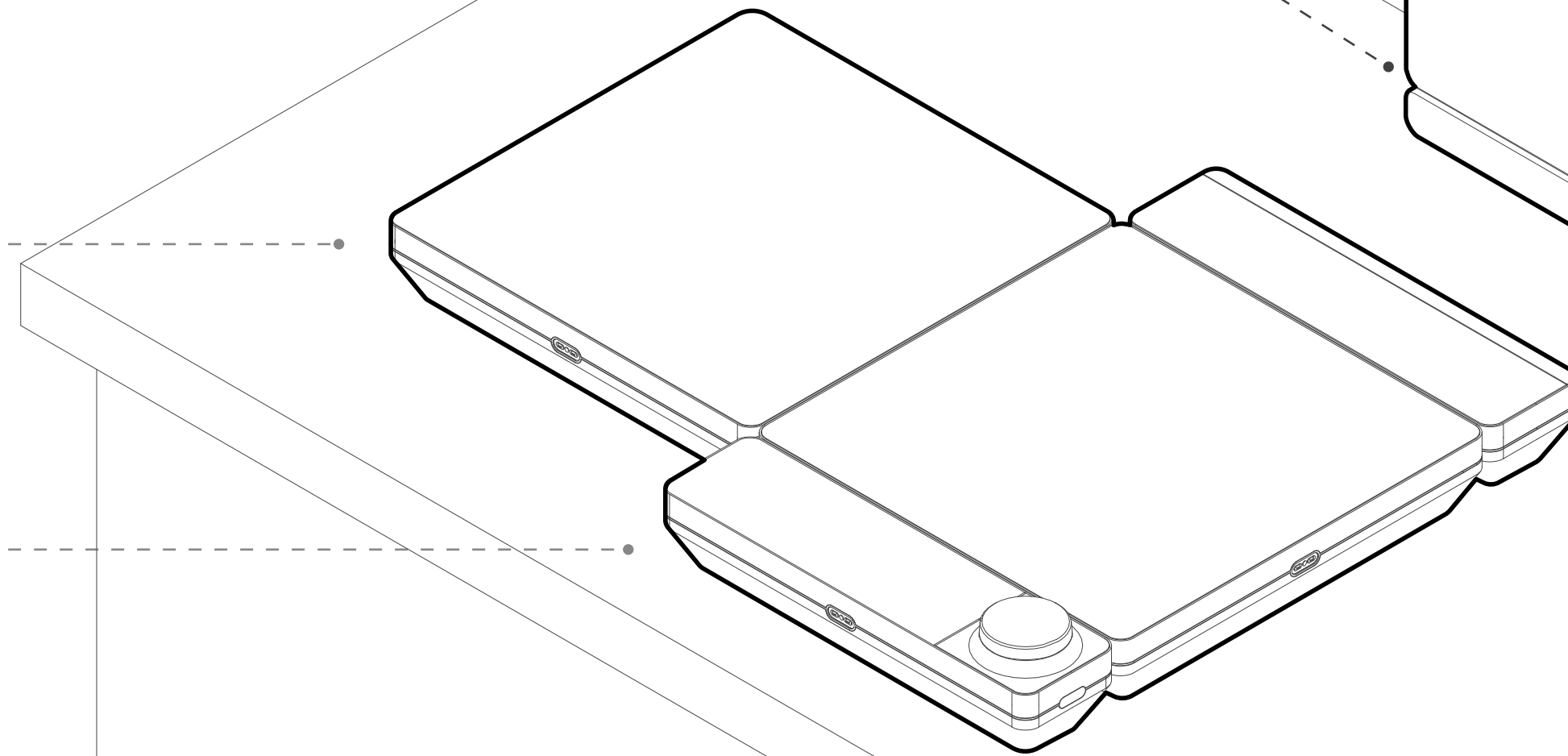
/

grow
By Electrolux

Sustainable Ecosystem
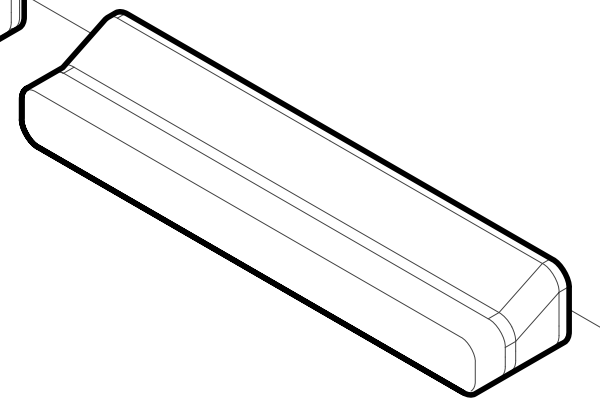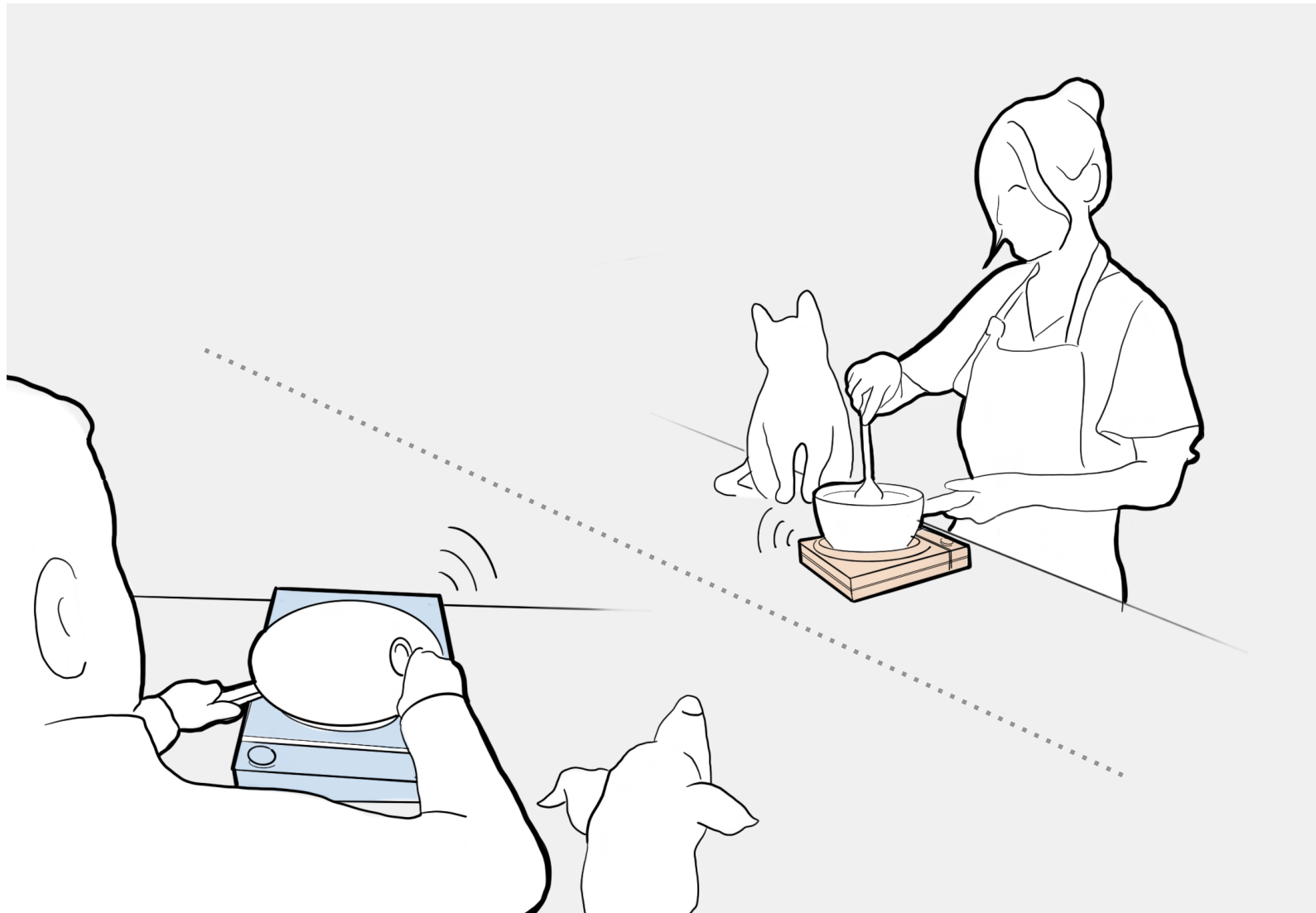

01. Power supply
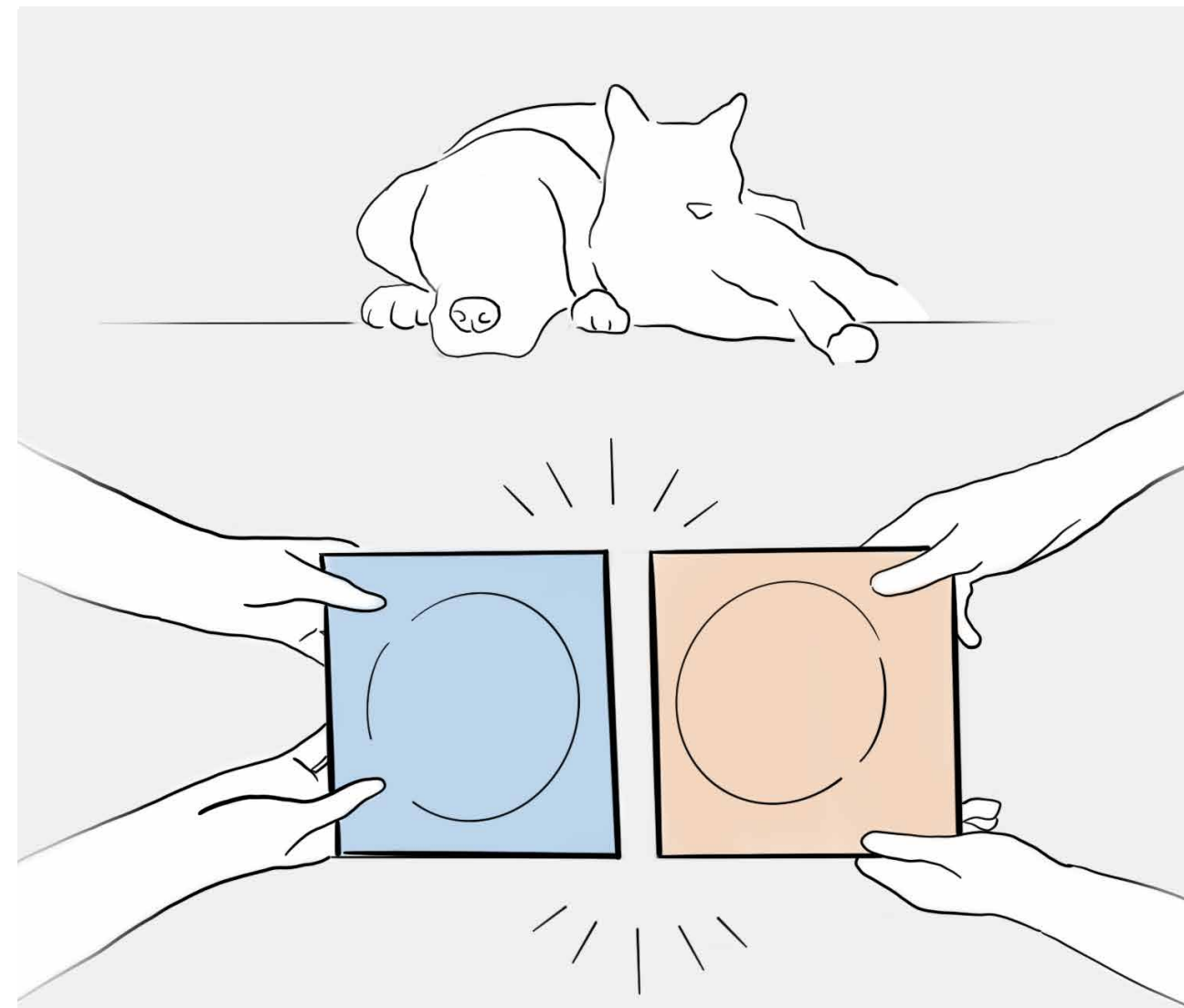
02. Vertical stand

03. Cooktop

04. Core module

/

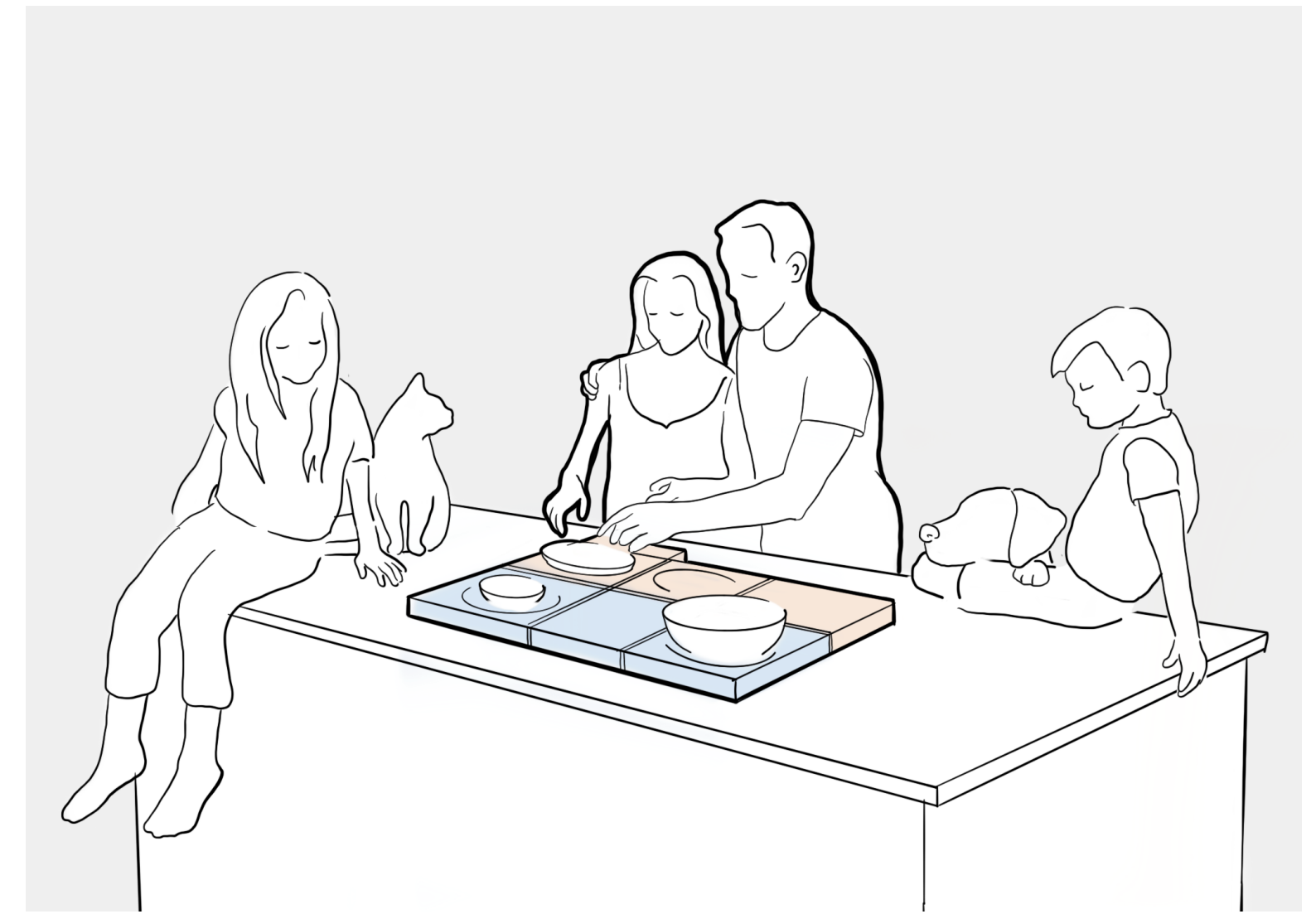# From learning to cook together to a united kitchen in future

While the pair are **physically separated**, they can **connect** through **cooking**.

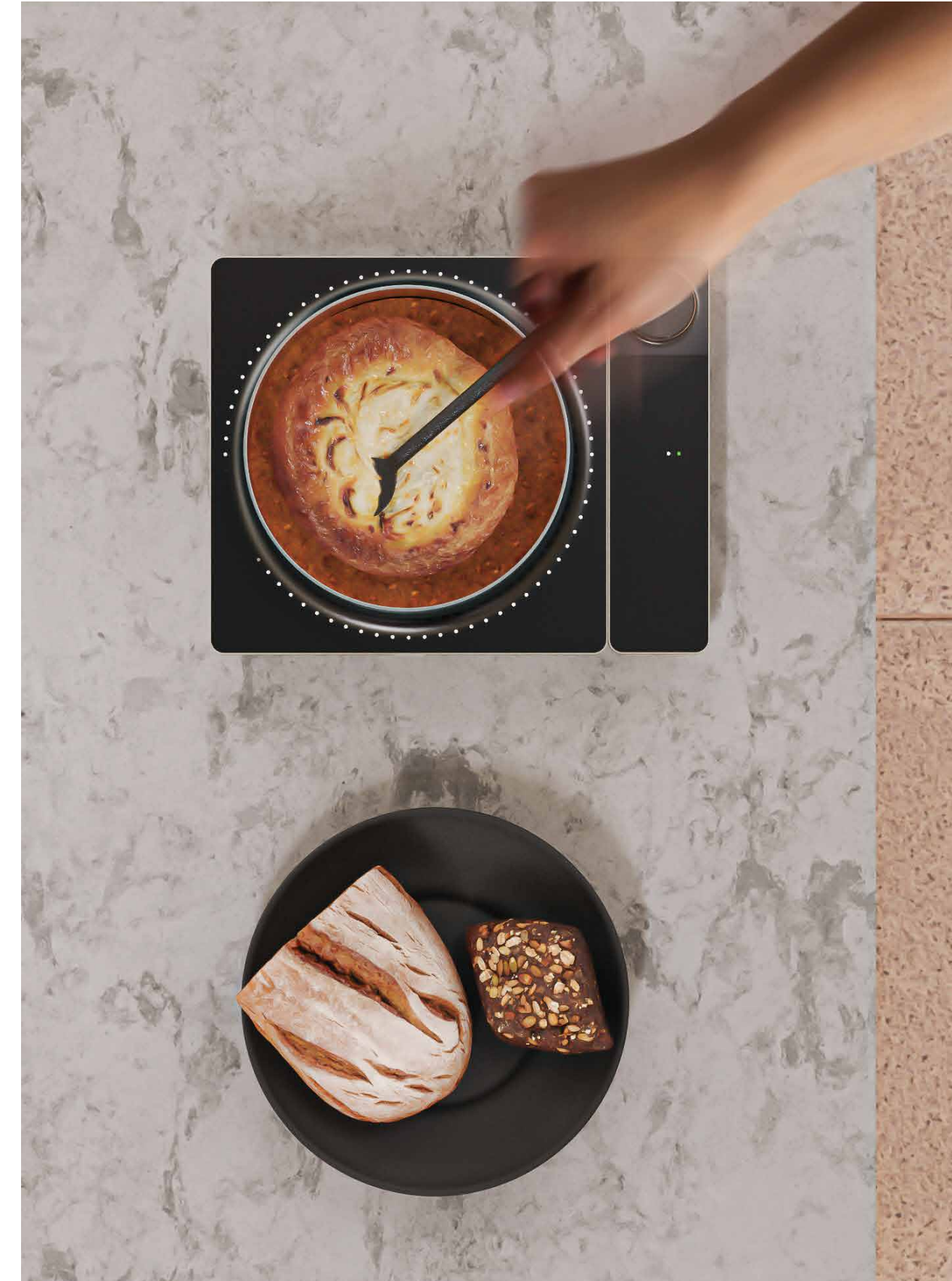At a **reunion** the modules can be united to have **more** space for **cooking**.

The system can grow **infinitely** in the future and adapt optimally to the family.

/

Being apart but cooking
together

/

Reunited Cooking Experience

/

Adjusting the Heat

/

Weight Measuring

/

Timer for Cooking

/

Attaching Cooktops Together

/

Different Surfaces

/

The Ecosystem

/

Details

/

Colour palette

/

Growing Ecosystem Family

C: Midnight black
M: PC
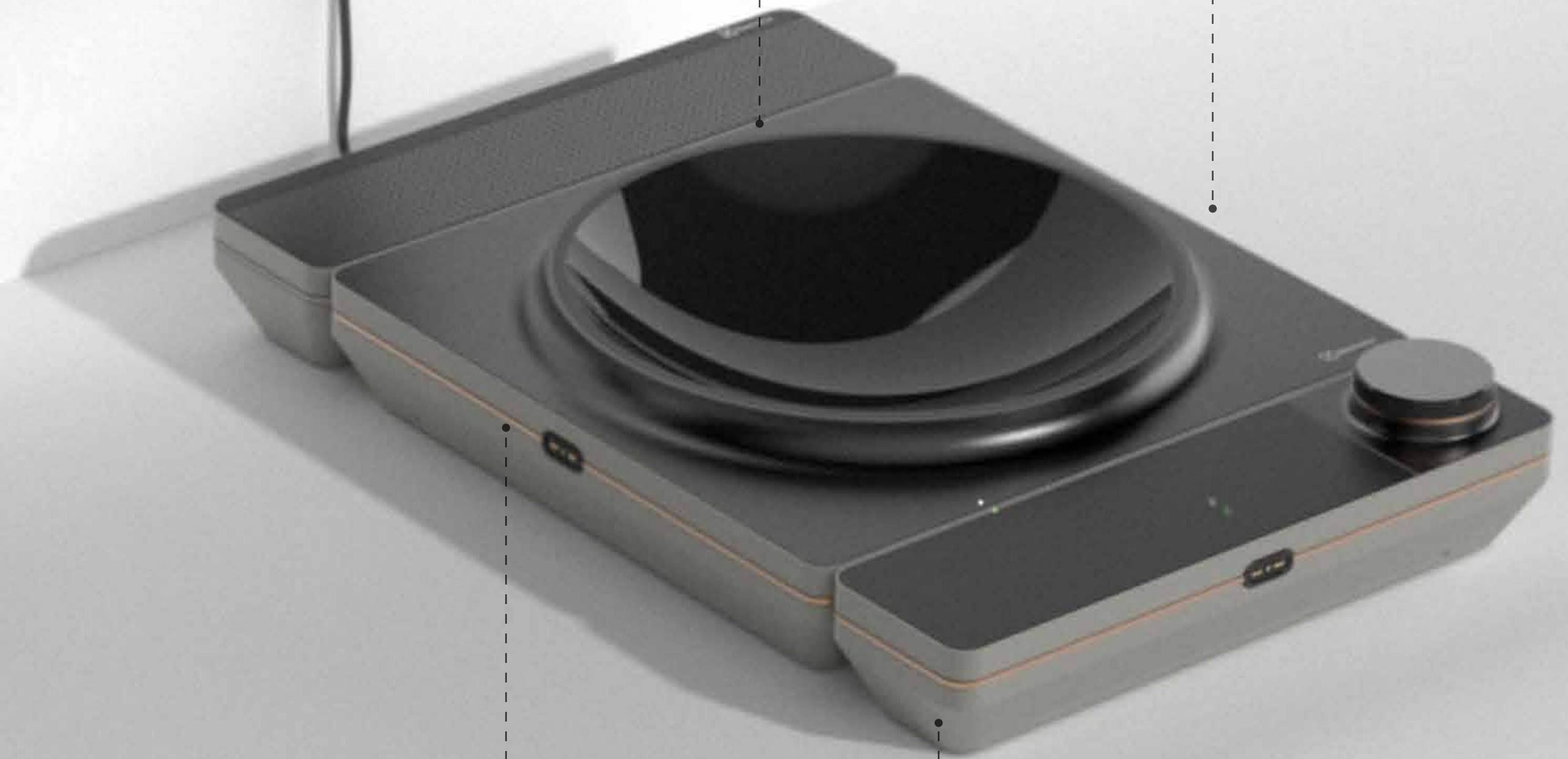F: Polished

C: Midnight black
M: Ceramic
F: Polished

C: Midnight black
M: Aluminum
F: Brushed

C: Midnight black
M: Ceram
F: Matte

C: Midnight black
M: Ceram
F: Polished

C: Natural
M: Brass
F: Polished

C: Titanium
M: Aluminum
F: Matte

/

Colour palette

Mumbai Night

Shadow Titanium

Ice apple

Thank you!