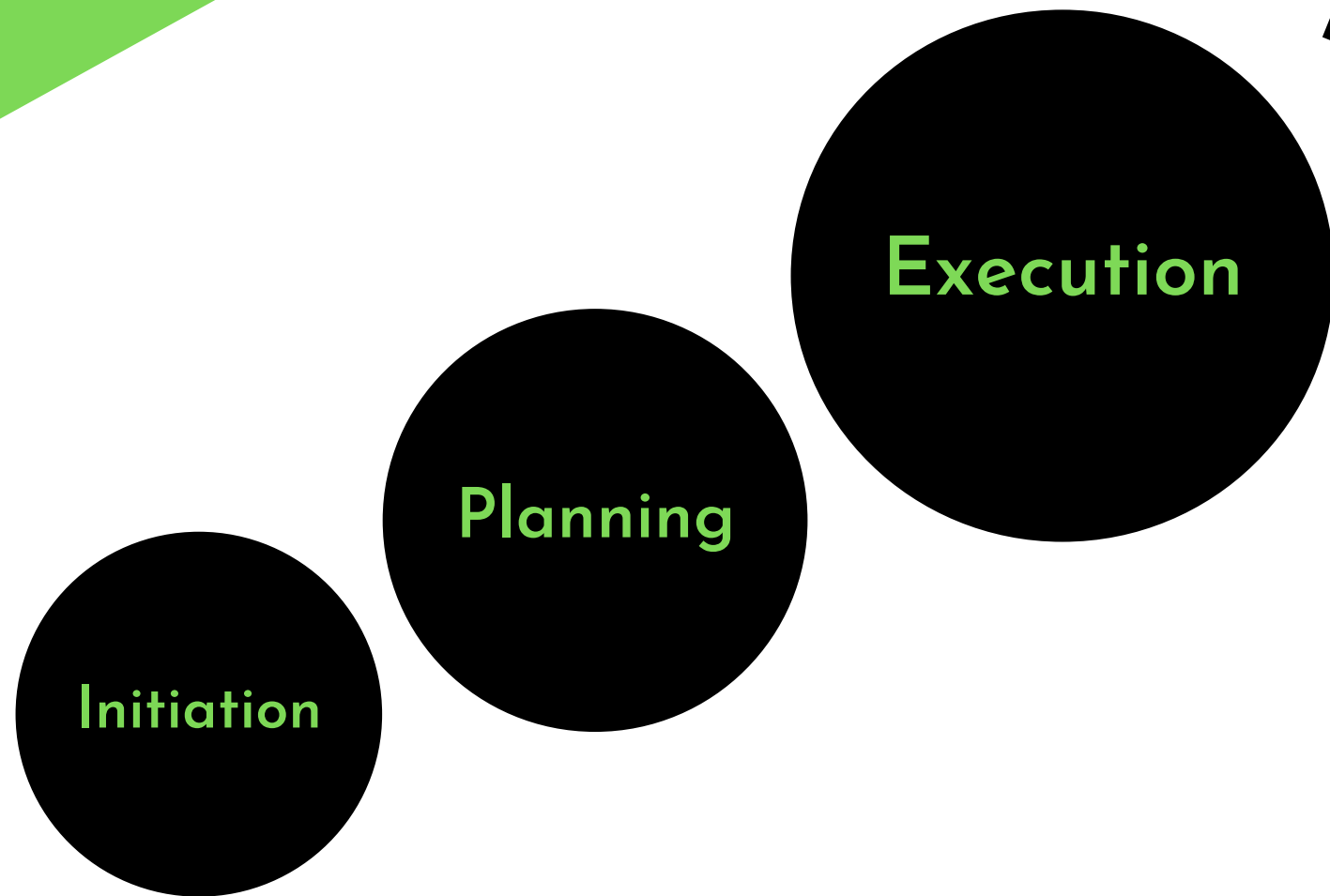


M-I
T O
S O

Giving
Mind
to
Soul

Contents

M-I
TO
SO



Initiation

Planning

Execution

Learning Curve

Initiation



Evaluating Feasibility

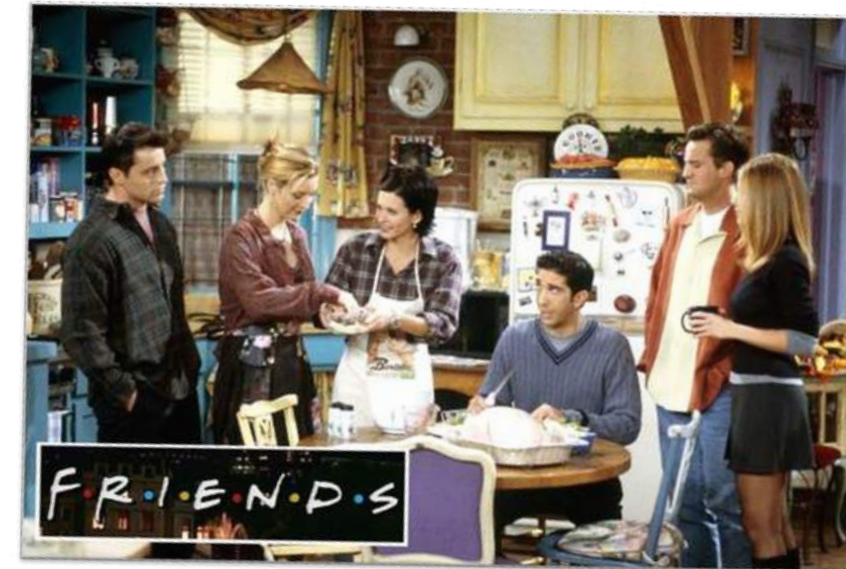
Ideating Products

Identifying Problems

Undersanding Kitchens

Understanding Kitchens

M-I
T-O
S-O



To build products that make kitchens smart, we wanted to understand what does kitchen mean to the users?



The kitchen is the **SOUL** of a house. It is the kitchen that turns a house into a home. Parents spend time with their kids, friends socialize, partners cook together, and during the pandemic we even work from the kitchen.



Now that we understood what value does a kitchen hold for its users. We went ahead to look at the current problems being faced in the kitchen.

There were some common themes that we identified as problems that are being currently faced in the kitchen:

1. Safety
2. Inventory
3. Accessibility



Identifying
Problems

Ideating Products

M-I
T-O
S-O

- Smart Spice jar set that dispenses contents at different preset measurements.
- Smart Kitchen Faucet
- Pantry that signals and dispenses items in a kitchen
- Smart pantry tracker
- Pre An intrusive system for cooktops and stoves to override and turn off the appliance when they are left unattended.
- Surface area based Cooktop
- Sec A secure access-based knife-box.

NO MORE



NO MORE



NO MORE



To address the problems we identified, we ideated more than 30 product ideas and selected these top 3.

Idea	Technical Feasibility	Manufacturability	Time Feasibility	Budget Feasibility	Market Need	Overall Motivation Factor	Total
Smart ingredient dispenser	3.50	4.75	4.00	4.50	2.75	3.25	3.79
Safe Cooktop	3.50	3.75	3.75	4.25	4.25	3.50	3.83
Safety Knife Box	4.50	4.50	4.25	4.00	3.25	4.25	4.13

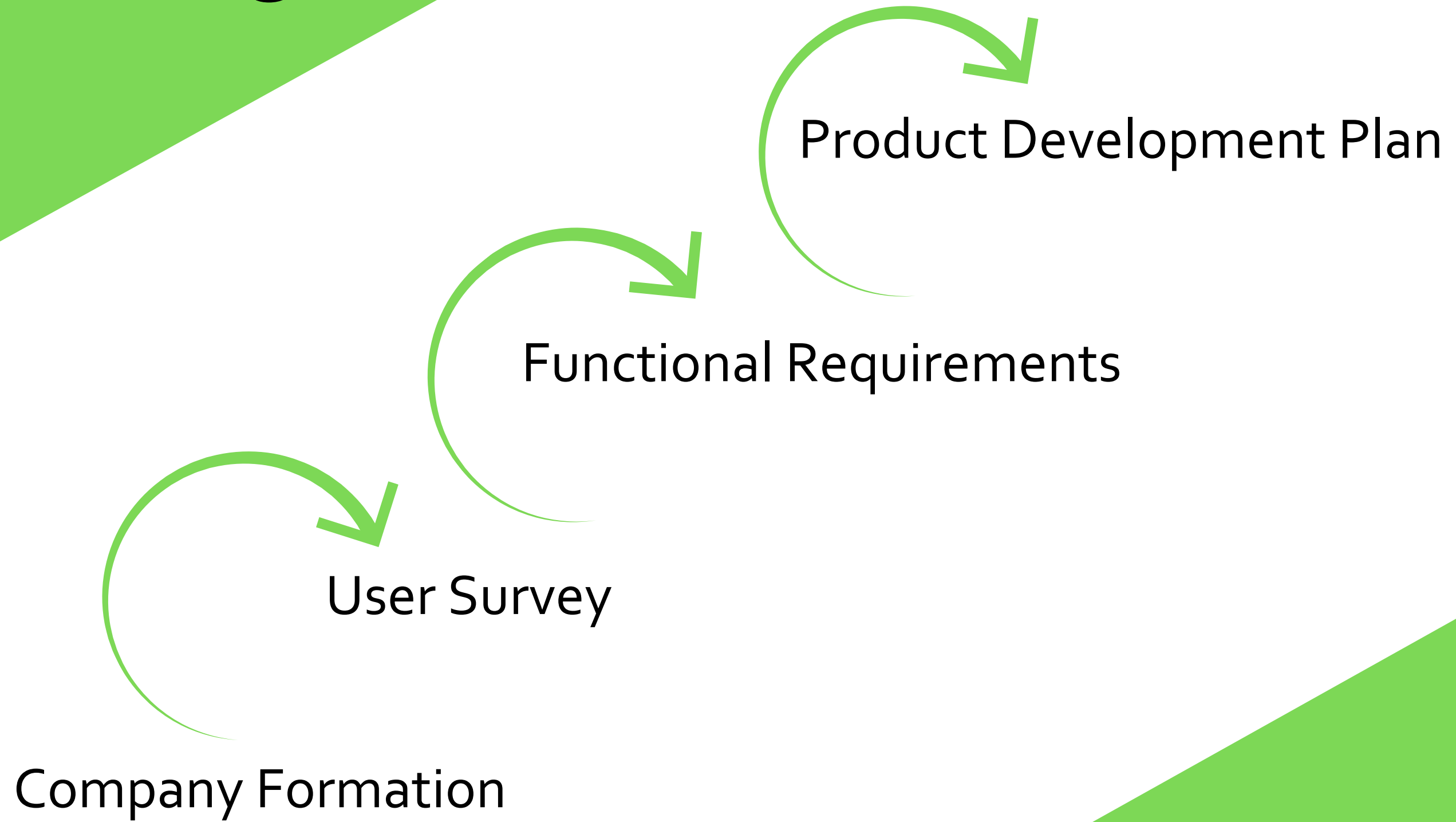
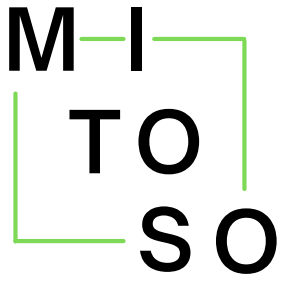


Looking at the constraints that we were operating with, a Smart Knife box was the best executable idea, and the team decided to go ahead with it.

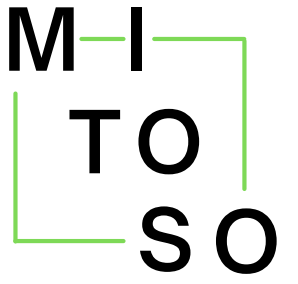


Evaluating Feasibility

Planning



Company Formation



The 5 of us sat together and introspected on our skills and strengths to come up with our roles and responsibilities.



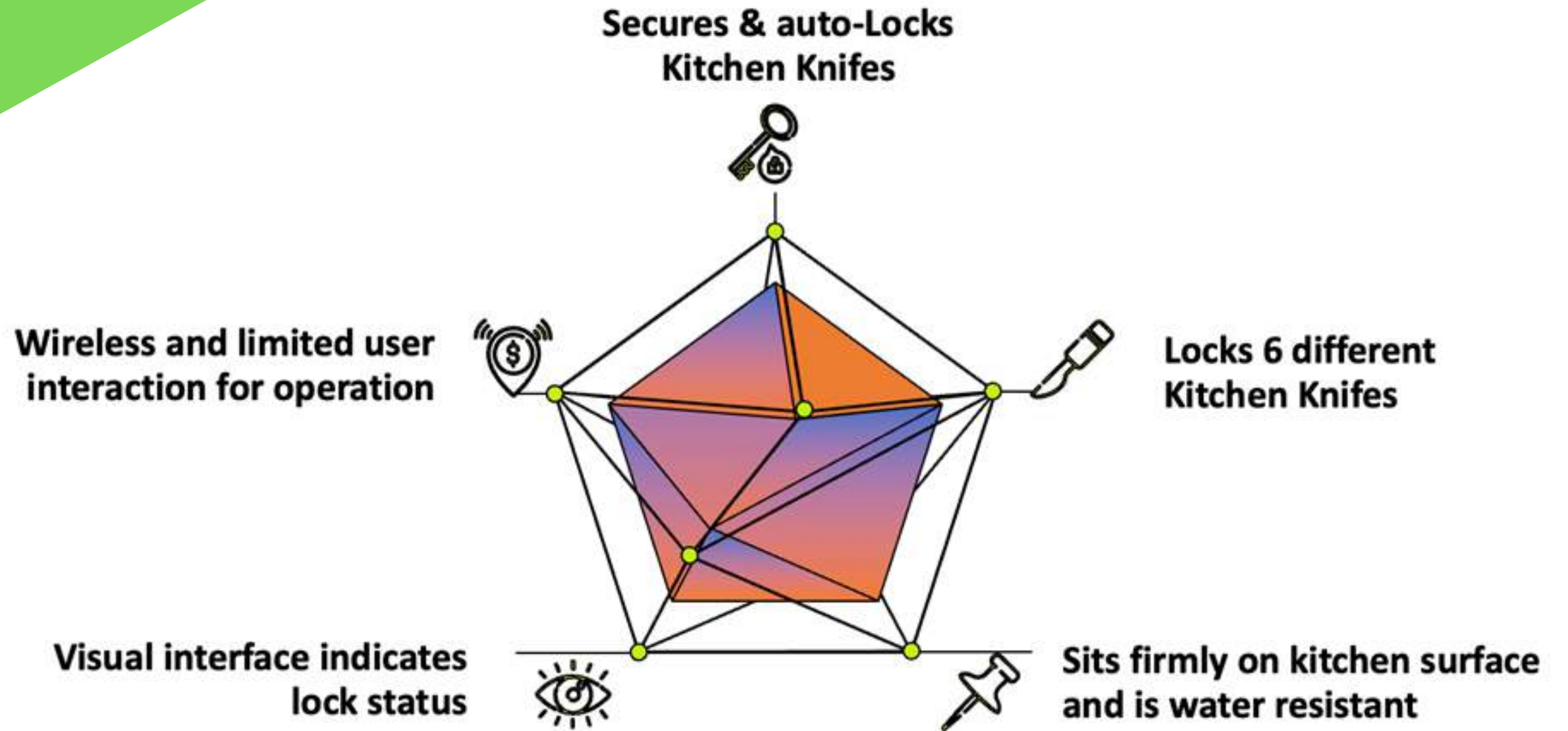
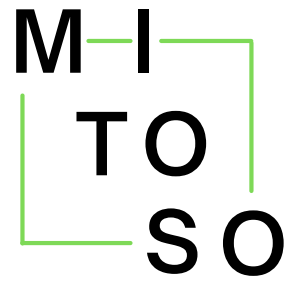
AROUND THE USER REQUIREMENT

BUILDING OUR PRODUCT

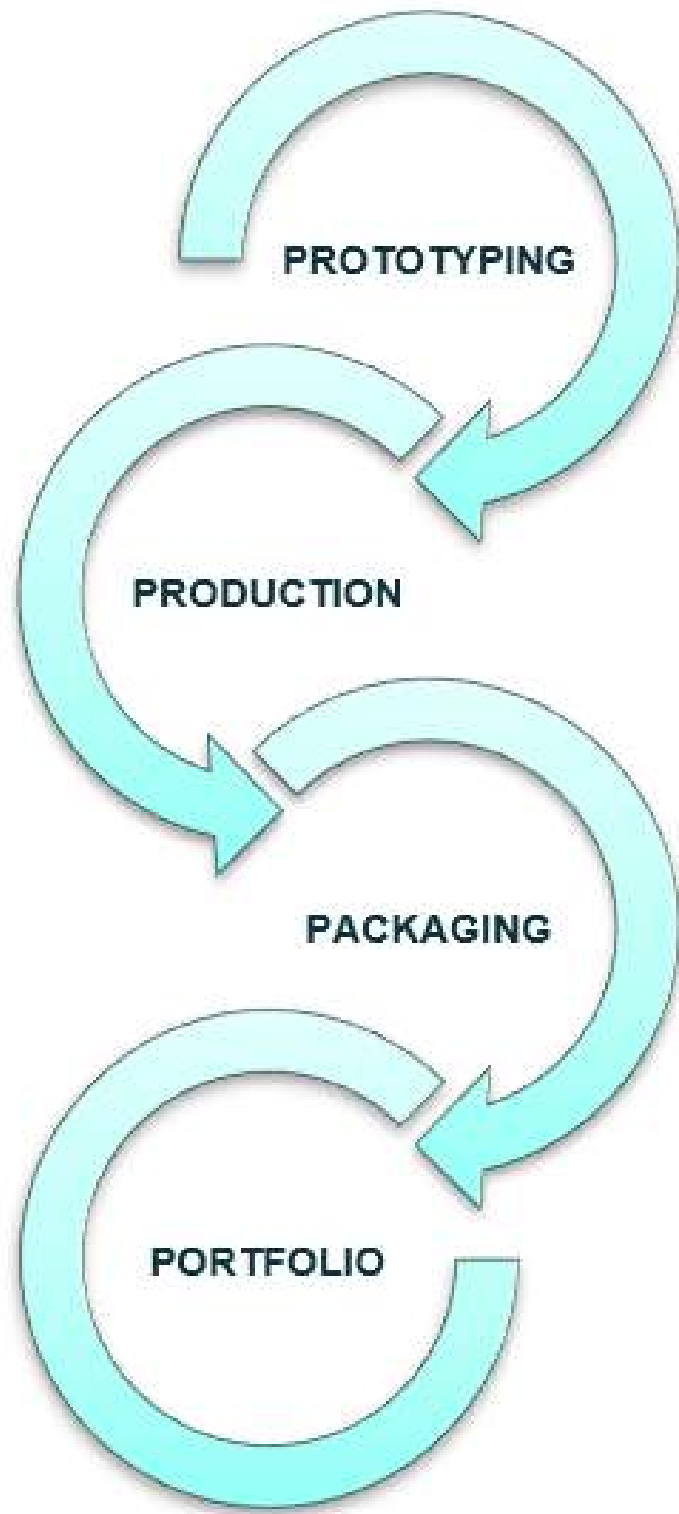


User
Survey

Functional Requirements



We understood the requirement of the user and built the functional requirements for the product



Duration of Sprint

4 WEEKS

8TH NOV-DESIGN FREEZE

2 WEEKS

Due 15TH NOV

2 WEEKS

Due 22ND NOV

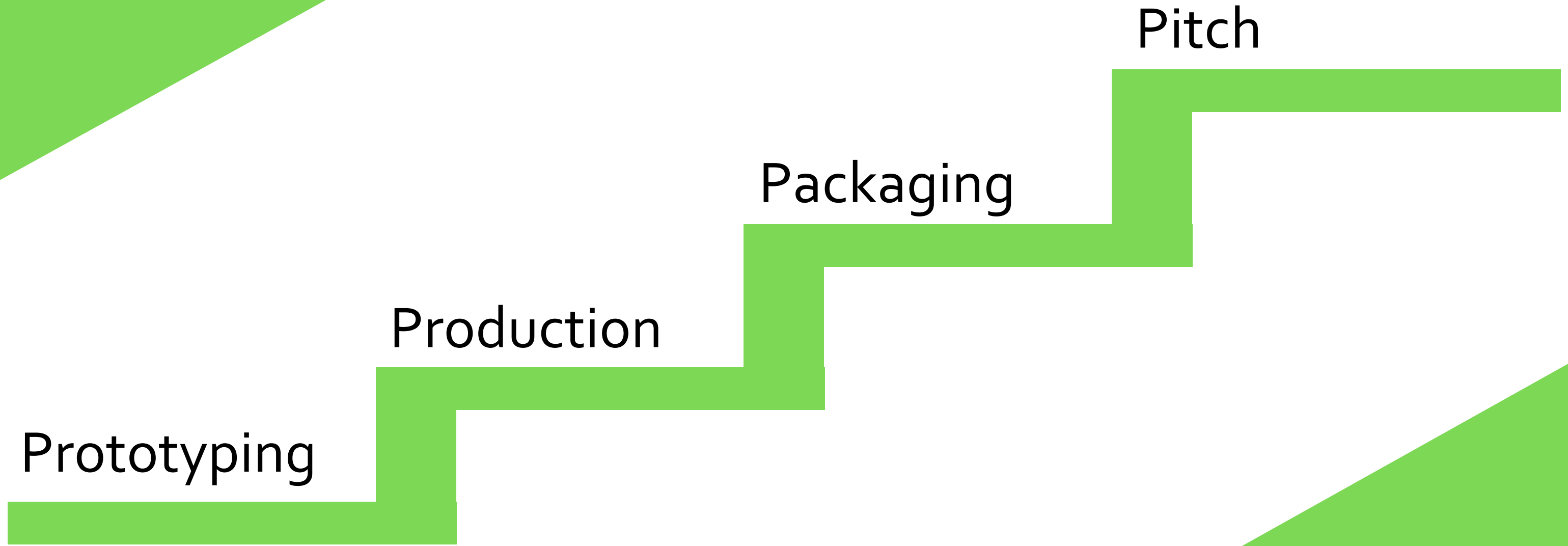
1 WEEK

Due 22ND NOV

Something that we really learned from this experience was to work in an agile environment and hence we planned our sprints accordingly.

**Product
Development Plan**

Execution



Prototyping

Production

Packaging

Pitch

Execution

Prototyping

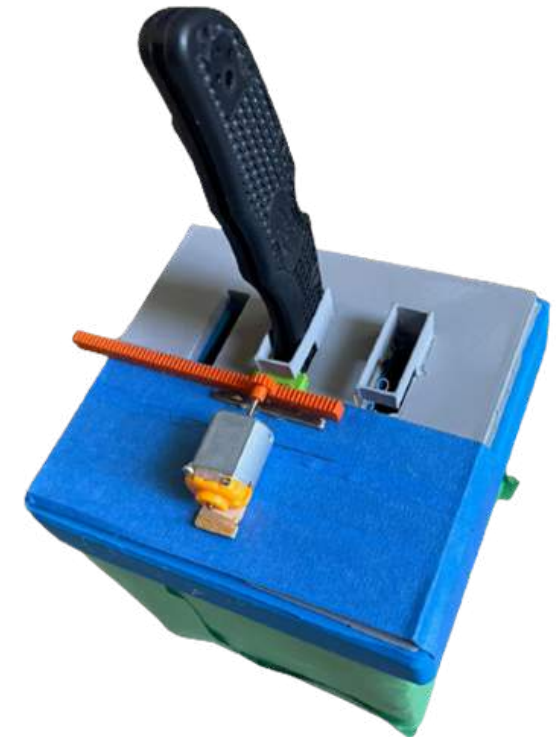
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Prototype #1

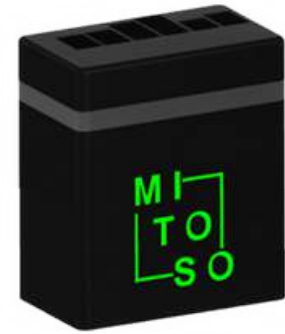


Prototype #2

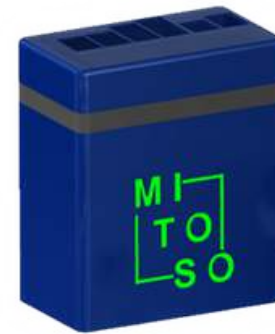


Prototype #3

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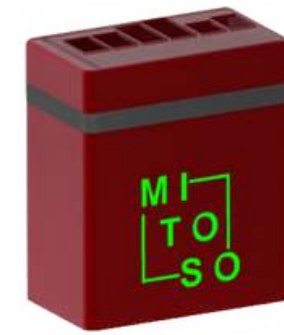
Matt Black



Duke Blue



Sycamore



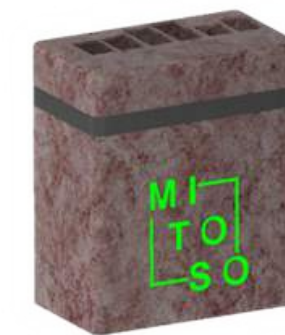
Vintage Red



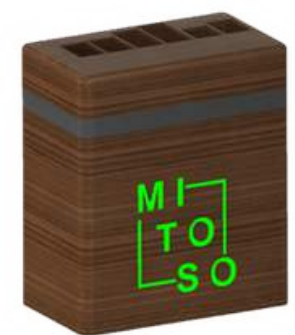
Off White



Dark Marble



Rose Marble



Oak Wood



This is how the final product looks like!

We would have the following product variants: 6 in Thermosets, and 2 in Wood.

Production

Packaging



We took inspiration from the packaging ideas that Professor discussed in the class:

Making it literal, Aesthetic, Minimalistic

1. *Set the context in your Entry*

Situation

Kitchen is a social place in the house where all the members share considerable in-house time while doing their daily chores and this has been amplified in the pandemic. We believe that kitchen is the soul of the house.

Complication

Children have an innate curiosity to explore and hence are exposed to high levels of risk to injuries. They are discouraged in the kitchen spaces due to fact they have easy access to knives and concerns for their safety and health.

Implication

Annually 360k knife accidents are reported in the ER in the US out of which 60% are children. By the time we end this presentation, there will be 4 children injured by knives in the kitchen.

2. *Get right to the point in your Core Message*

Position

We believe that the kitchen is soul of the house, and there is an opportunity to make them safe and open to all. There is a pressing need for a smart and safe kitchen systems that does not hinder access to any age, demographic.

Action

We propose a ChildProof product: MitoSafe Self-Locking Knife block that is only accessed by authorized users through use of high-tech RF Id keys, ensuring safety of other user groups.

Benefit

We provide a seamless transition to a Smart and safer kitchen without compromising on accessibility through a fail-proof self locking product with a sophisticated user interface; eliminating the psychological stress concerning the safety of younger family members.

How the brand evolved?



Design Review #1

Design Review #2

Trade Show



Trade Show

Learning Curve



MITOSO
Giving mind to soul.

Hestia

Smart Trash Can

1. On a scale of 1-5, how likely are you to use Smart Trash Can? 4
2. On a scale of 1-5, how likely are you to buy a product like it? 4
3. What can we do to make it more useful to you? ensure it is affordable + compact
→ make it modular, so we can use existing conc.

Smart Knife Box

1. On a scale of 1-5, how likely are you to use the child-proof system? 2
2. On a scale of 1-5, how likely are you to buy a product like it? 2
3. What can we do to make it more useful to you? make it with other cutlery as well
I wouldn't want to take phone to get a knife - Finger Print would be better

We appreciate your feedback :))

MITOSO
Giving mind to soul.

dinoLine

Smart Trash Can

1. On a scale of 1-5, how likely are you to use Smart Trash Can? 5
2. On a scale of 1-5, how likely are you to buy a product like it? depends on the price 5 for under \$30
3. What can we do to make it more useful to you? connects to the waste disposal system

Smart Knife Box

1. On a scale of 1-5, how likely are you to use the child-proof system? 5
2. On a scale of 1-5, how likely are you to buy a product like it? 4
3. What can we do to make it more useful to you? more functionalities maybe

We appreciate your feedback :))

MITOSO
Giving mind to soul.

Not Team 1 -)

Smart Trash Can

1. On a scale of 1-5, how likely are you to use Smart Trash Can? 4
2. On a scale of 1-5, how likely are you to buy a product like it? 4
3. What can we do to make it more useful to you? We think it has all features

Smart Knife Box

1. On a scale of 1-5, how likely are you to use the child-proof system? 3
2. On a scale of 1-5, how likely are you to buy a product like it? 3
3. What can we do to make it more useful to you? fingerprint unlock

We appreciate your feedback !!



We as a company learned a lot from all the feedbacks we got throughout the semester.

A few learnings from our journey:

1. Failing to plan is planning to fail.
2. Always include the customer in the product journey.
3. Understand what the users like in the current product and retain them.
4. Optimize for convenience than cost.
5. Capitalize on the company's strength and manage the
6. Packaging is the part of the product, a very crucial one.
7. Agile is all about failing fast and winning slow.

Learning
Curve

Thank You!

