MODERN MIGHT

There is no single way to use it right.

PRODUCT DESCRIPTION

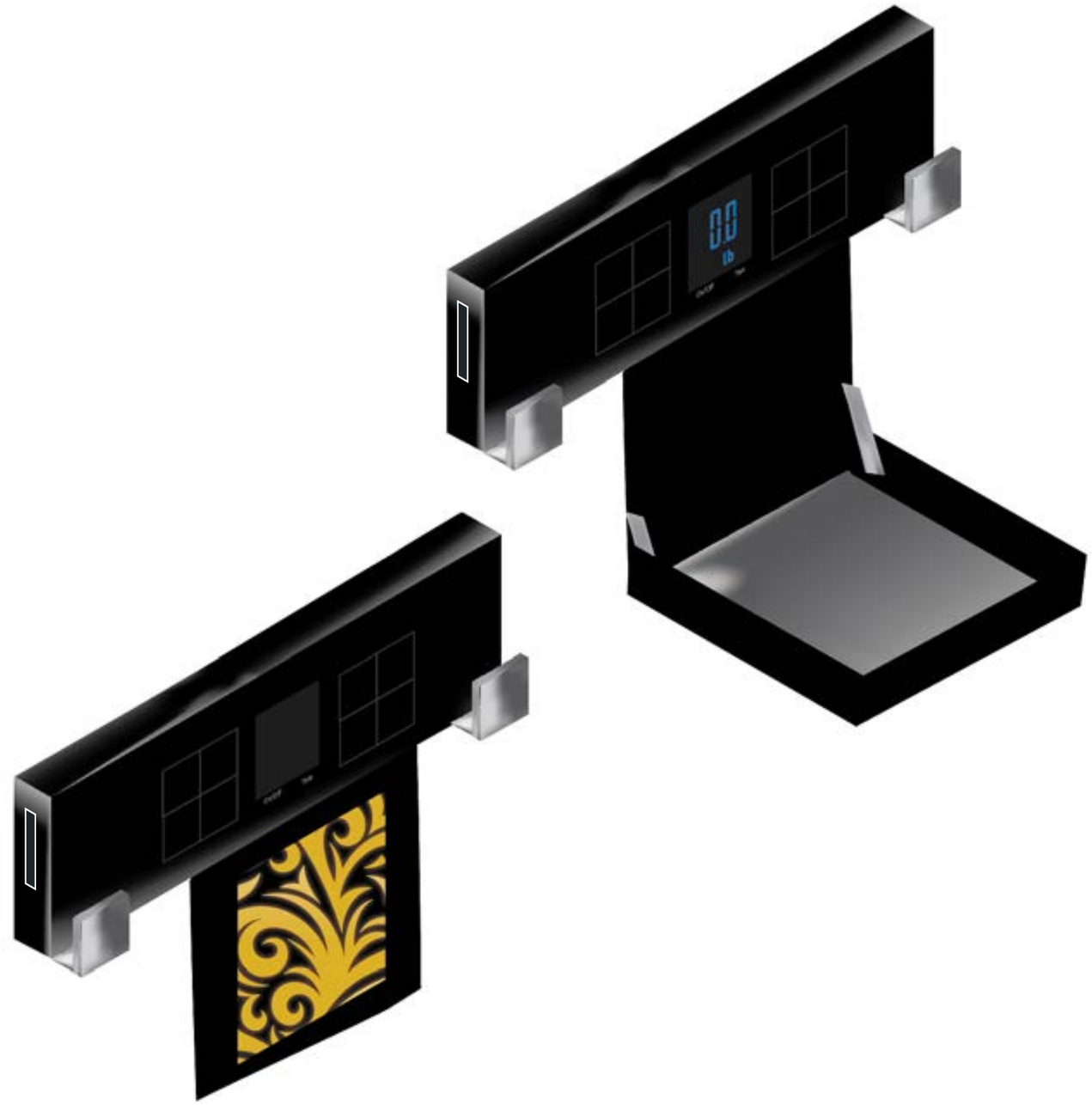
Pitch

My idea is to combine a digital weighing scale and hook into one kitchen/household product that is convenient to use, saves space, and looks good.

Description

This product is mainly used for in the kitchen as it is most conveniently used there. The top picture showcases what the product looks like when it is fully open and the scale is on. It is powered using solar energy through the solar cells placed on either side of the scale screen. There are hooks on either side of the scale which can be used to hang items such as aprons, oven mittens, towels, and even small coasters. The weighing shelf is the small box looking piece at the bottom, measured to be 12" x 12". It can also be multi-used as shelf space by turning the scale screen off. The shelf clicks opens using a jointed suuport arm on either side.

The bottom picture showcases how the produt looks like when the weighing shelf is not being used. It would look weird to just have a black square hanging there, so I decided to combine the idea of an object turned into a work of art by having the bottom of the shelf be deocrated with a pattern so it still looks nice when it is not being used.



SPECIFICATIONS

Legend

1 - Base (18″ x 3″ x 1″)

2- Scale screen showing weight in lbs (1.5″ x 1.5″)

3 - Solar cell 1 (1.5″ x 1.5″)

4 - Hook 1 (0.5″ x 0.5″ x 0.5″)

5 - Tare button

6 - Weighing shelf back support (12″ x 12″ x 2″)

7 - Weighing shelf arm joint

8 - Weighing shelf (12″ x 12″ x 1″)

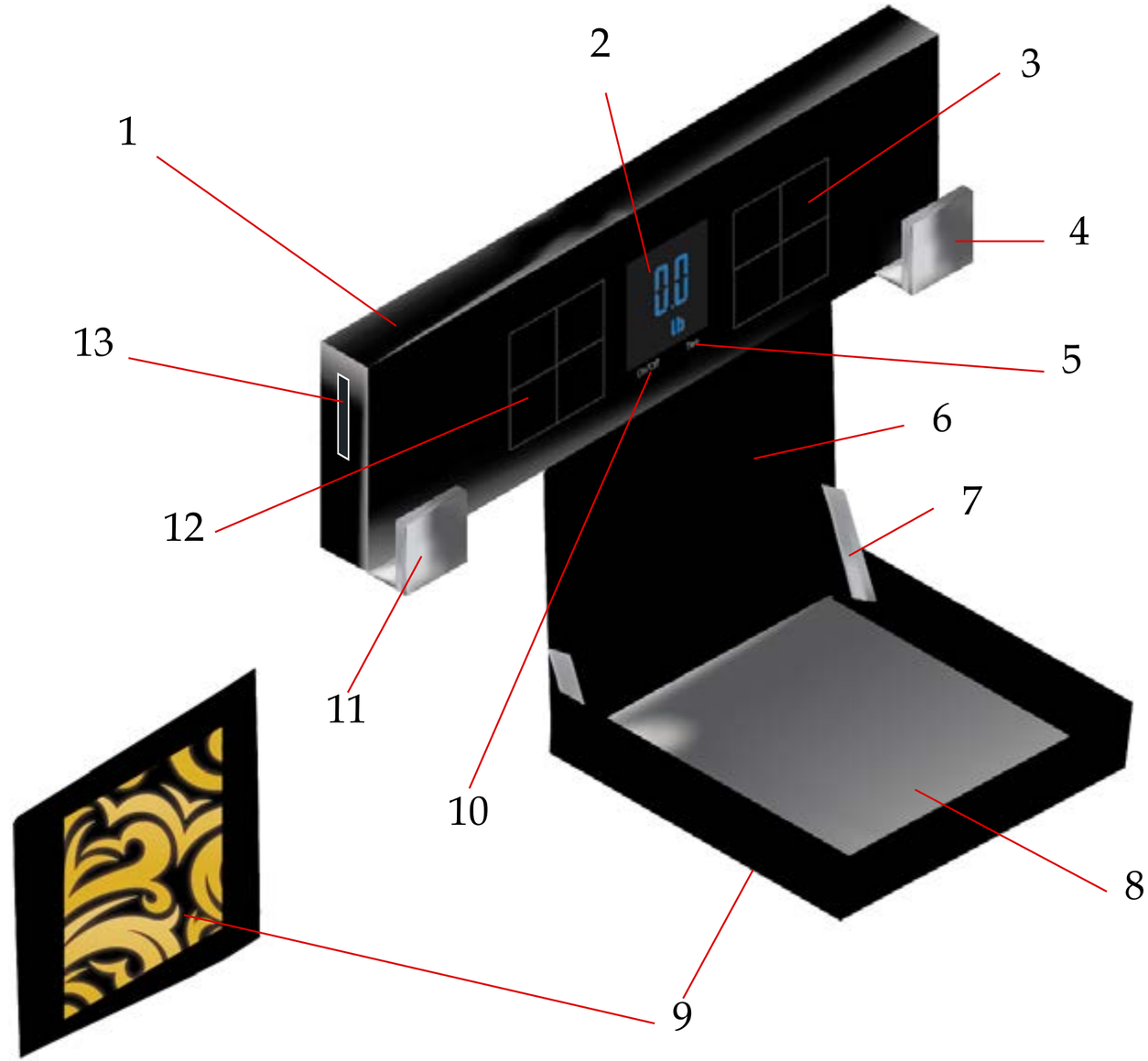
9 - Bottom of weighing shelf (12″ x 12″ x 1″)

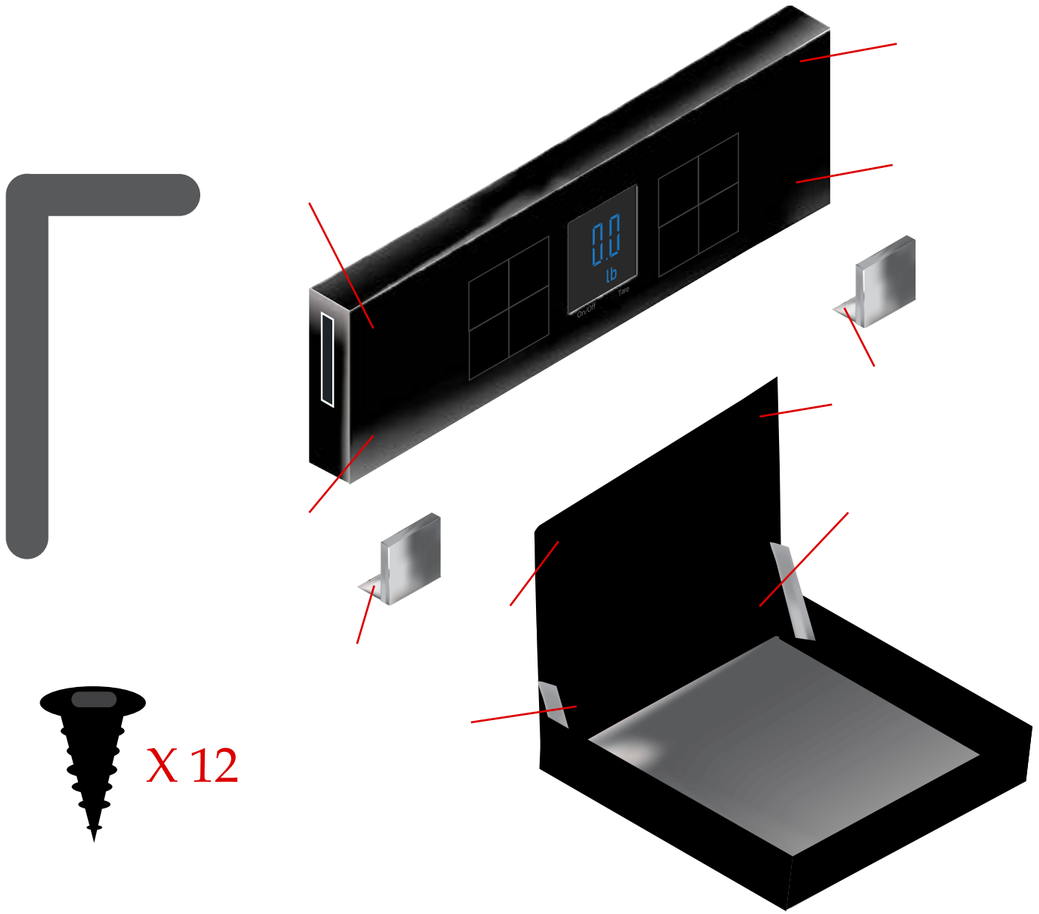
10 - On/Off button

11 - Hook 2 (0.5″ x 0.5″ x 0.5″)

12 - Solar cell 2 (1.5″ x 1.5″)

13 - Rechargable battery holder





SPECIFICATIONS

Assembly

This product is similar to ikea products in that requires assembly before it can be used. This is to ensure it stays in place for a long time and in turn is sturdy and durable during the long-term usage. Hence why all pieces are made using stainless steel. All parts except the inner weighing shelf and hooks are black stainless steel to go with the minimalistic yet stylish brand look.

As seen in the image, each separated part is a piece required for assembly using the screws and alley key included in the product package. Each screw placement is indictaed by the red lines on the product. There are 12 screws, out of which 4 go into each corner of the base and 4 go into each corner of the weghing shelf back support, placing both these parts onto the wall securely. The remaining 4 screws go into both the hooks - 2 into each one. The two screw holes are located at the bottom of the hooks, so as to screw the hook into the bottom of the base.

The weighing shelf with back support is one unit. This part of the product comes pre-assembled. If joint arms do not click into place or the consumer believes there is fault with this part, they may call the product line for an exchange or refund.

FEASIBILITY

Design

Although there are many 2-in-1 products out there, like bowls and strainers in one, and kitchen utensils like spatula tongs, there is none exactly like Modern Might at all [1]. The most similar product comes in the form of a hook scale which allows one to measure weight by hanging things on the hook - typically used for measuring luggage weight [2]. This is almost exactly like the first version of the product I designed in A1. The original design was a single hook and meant to weigh things using only that. However, it does not mean much if you can't use the weighing scale to its full capacity. Hence, I redesigned it to be of much more use in the kitchen where things do not need to be weighed out on hooks but rather on flat surfaces - this is why digital scales today have flat smooth surfaces - and got rid of the hook being able to weigh as it would become redundant.

The overall design is very minimal and uses stainless steel. The design aspect of the product is very feaible as hooks and scales already exist, however combining the two together is what may throw the feasibility off - as we must take into account if the technology of such a weighing scale can be integrated into a 2 in 1 hanging structure.

The design stems from the minimalistic Ikea products.

Technology

Since the hooks are not being used to measure things, the technology which exists - like solar powered calculators and the weighing scales in doctor offices make this product to exist very feasible.

The doctor's office digital scales work like any other digital scale using a load cell and signal conditioner, and ofcource, an electric current [3]. The main structure of the electrical circuit of the scale changes depending on the location of the cell and conditioner. Sometimes, a scale may even use more than one load cell. The load cell is in charge of converting the force being measured into an electrical current and is placed directly in the area where weight must be measured. The signal conditioner refers to the overall electrical component of the scale and is used to power the load cell, and convert the electrical current from the load cell into actual numbers which can be placed on the screen. In Modern Might's case, the load cell and electric circuit can sit inside the weighing shelf and the circuit can be flowed through the back support and into the base panel where the signal conditioner can display the numbers and be powered by the solar cells. The solar powered calculators use solar energy to functionm yet becuase at times there is not enough sunlight, many have rechargable batteries as backup which is exactly what I decided to do for Modern Might [4].

Overall Feasibility

Overall, Modern Might is very feasible to produce. The weight of the scale however, can change the design of the product to be perhaps a bit larger and heavier which can change the joint arm support currently being used.

METADESIGN

Target Persona - a person who loves modern and minimal house-products, aged 18 and over, high income, who wishes to save space

Shelf Space in stores like Solutions

Commercials/advertisements

Logo & Brand Name

Packaging - dark grey cardboard box

The Product - black base with silver hook with scale

Tangible

Core values - honesty, simplicity, high quality, innovation

Business model - all things manufactured in house and sold through retail.

The brand idenity - strong, stylish, and useful.

Packaging - secure with minimal design while containing all information needed.

The product - gives off sense of durability and usefulness.

Intangible

Collaborate with artists - to showcase designs on scale - limited edition products.

Partners - can partner with 3M.

Collaborators - YouTube stars who can review the product

Collaborations

STORYBOARD

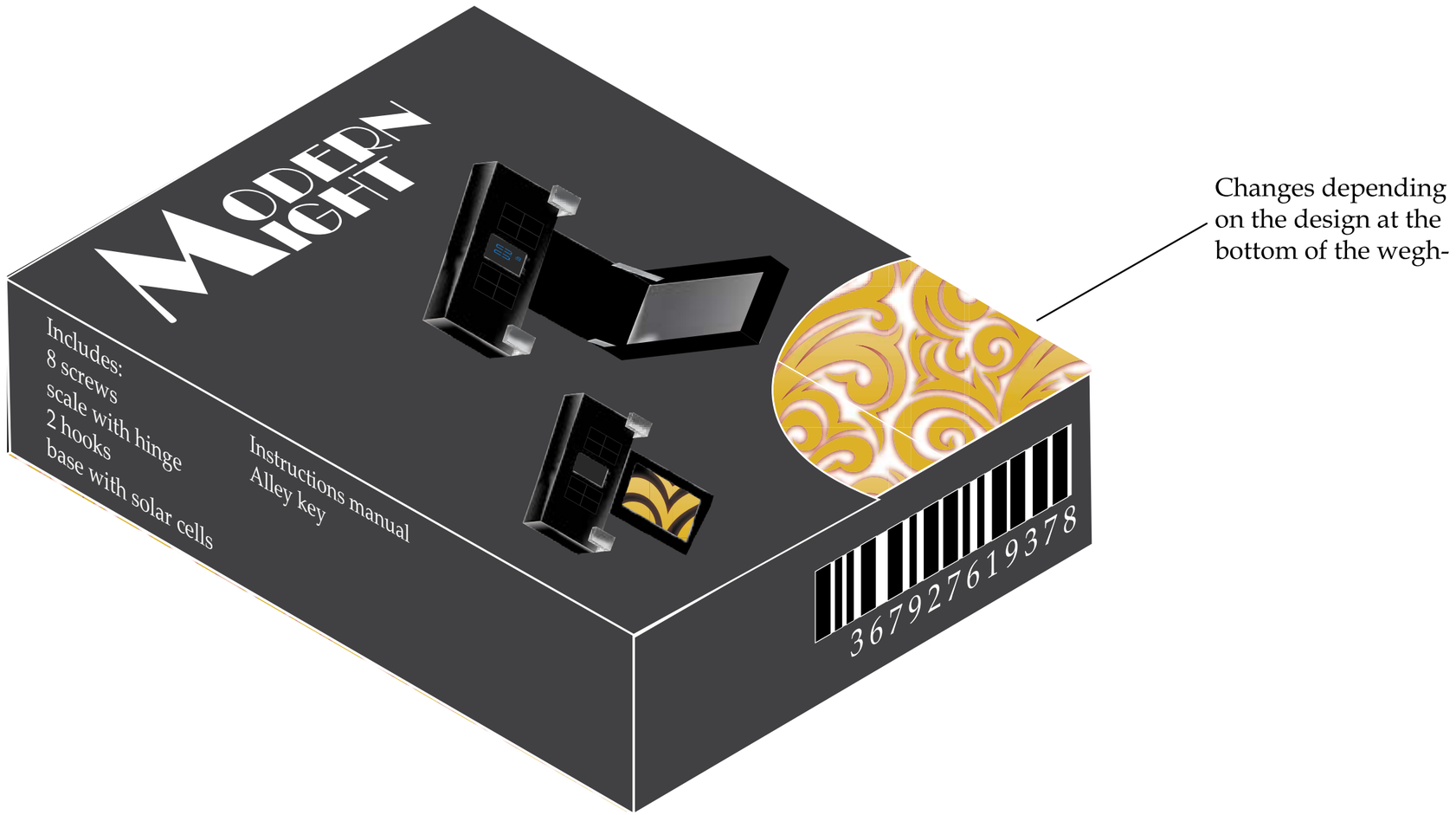
Concept

The storyboard is shown through stock images which convey the most important scenes of the commerical [5-11]. The theme is comedy.

It begins in a house - shown by the open house door. The second scene is a man looking down and the next scene shows that he is looking down at his jacket on the floor. The commerical cuts to another scene of a lady, the wife, cooking in the kitchen - she is looking down at certain measurements and so it shows she will need to weigh things. The next scene shows the product and it is being zoomed in slowly and it cuts to the couple fircely looking at each other as they see who will be the first to get to the hook or scale. This is the comedy aspect as they are smiling slightly while staring which shows this is not that serious. The commerical then shows two quick one second clips of a jacket and scale to show that they bought quickly put the things on the product. It ends with the brand name and logo.

The purpose is to show that both can be satisfied by the same product, and that the product can be used in more than one way. The music used is an accordian which also conveys a sort of comedic atmosphere - hence why I chose it as the background music [12].

PACKAGING



Changes depending on the design at the bottom of the wegh-

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[4] Toothman, Jessika, and Scott Aldous. 2000. "How Solar Cells Work." HowStuffWorks Science. HowStuffWorks. April 1, 2000. https://science.howstuffworks.com/environmental/energy/solar-cell.htm.

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[11] https://www.shutterstock.com/image-photo/food-scale-fruits-apple-banana-orange-243671917

[12] http://soundbible.com/528-Accordion.html