

11.2013

“Get smarter together in the Baltic Sea Region”

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Electrolux Group Design



Electrolux

Copenhagen, July 2013, One week with an International Workshop

Comfort in Living objective is to develop concepts for multi-functional kitchen that improve quality of life for seniors at home or in homes for elderly.



One opportunity for sharing
valuable knowledge,
and learning from partners,
and young designers...



BUSINESS
team(s)

DESIGNERS
team(s)

Engage a collaboration between **designers and companies**.
In the process the Business teams will interact with the design teams regularly in order to align the business models and the designs.

Designers and Companies collaborates,
sharing a User-Centered Design approach.

Danneskiold-Samsøes
Allé

Fabrikmesterv





4.7.2013

Kamil

Nikolo

René

Janno

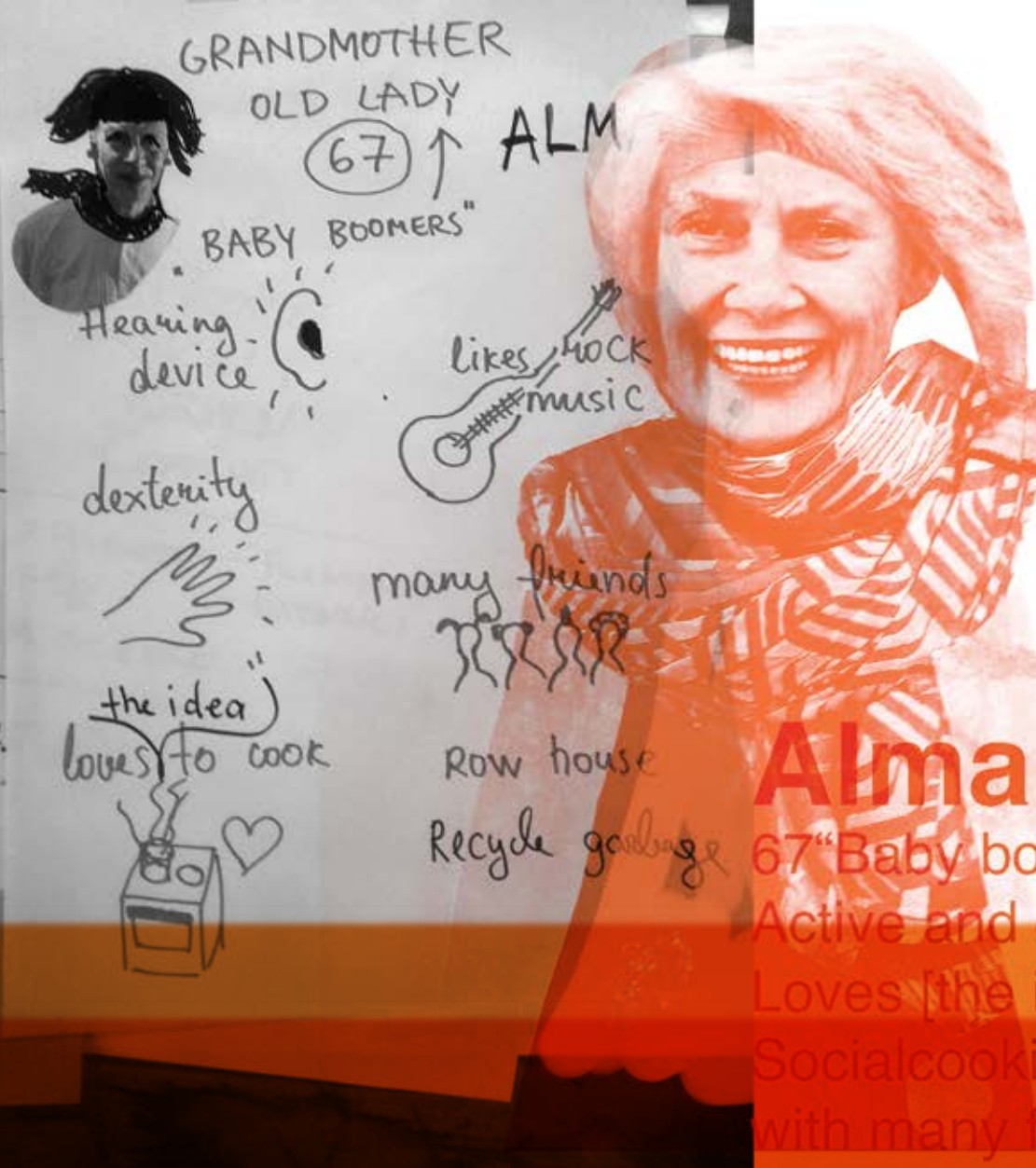
Marija

Mara

Viktor

Hans

Meet the Designers of team “B” !










Who is Alma?
What does she do every day?
What does she would like to do ?
How can we help her in the daily life?

....

The “Consumer Journey Understanding”
highlight the Pain points of Alma

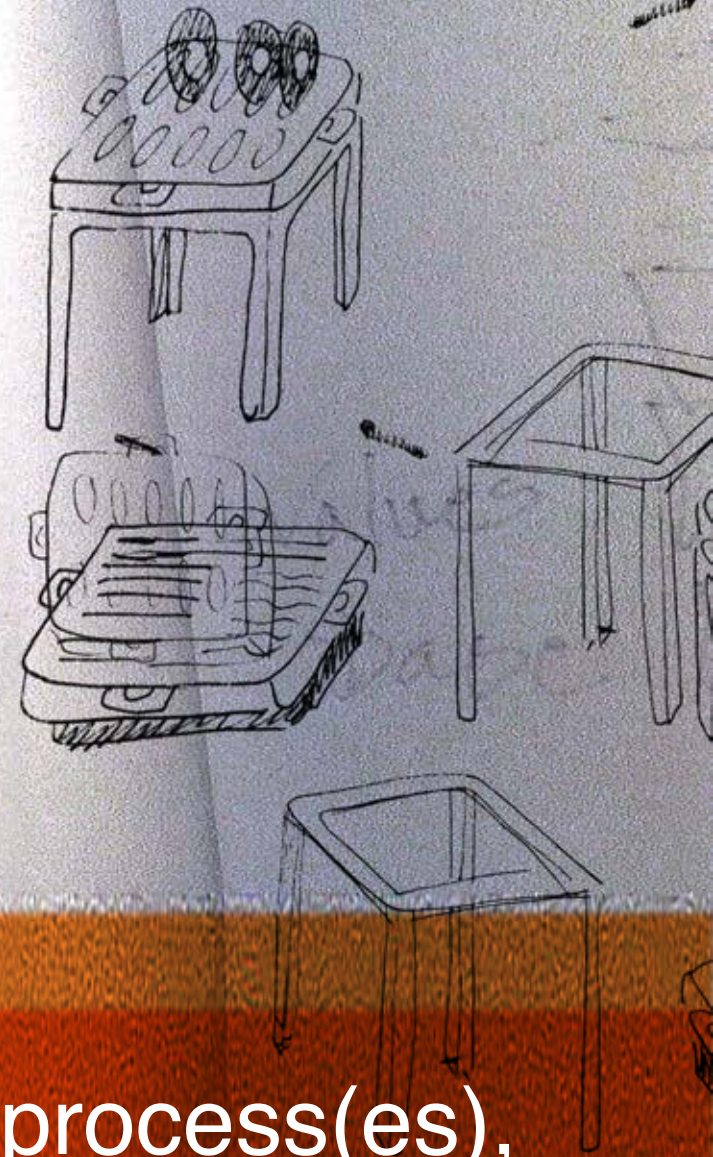
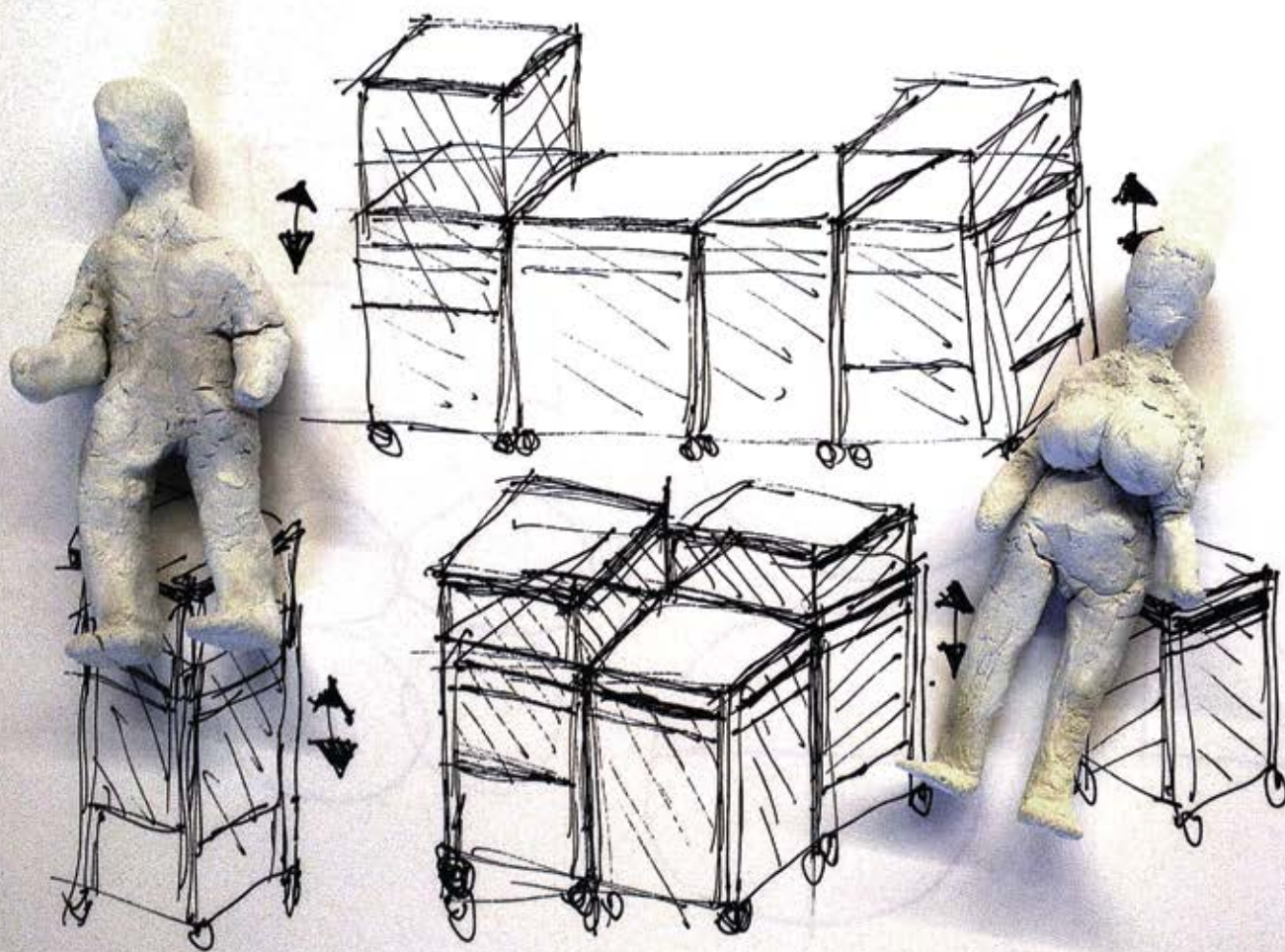
PIT STOP - STRATEGI OG FORRETNINGSMODELLER

The Brief must communicate the values and the strategies of the Business Group for the designers to work with, not only through a business model.

<div>Key Partners</div> <div></div> <div><ul style="list-style-type: none">■ THE COOKING ACADEMY (SUPPORT WEB SITE.)■ FAMOUS CHEF (JAMIE " ")</div>	<div>Key Activities</div> <div></div> <div><ul style="list-style-type: none">■ LAUNCH OF THE COOKING ACTIVITY.■ SUPPORT AND ANIMATION OF THE COOKING ACADEMY.</div> <div>Key Resources</div> <div></div> <div><ul style="list-style-type: none">■ DESIGN TEAM. DEDICATED.■ EDUCATIONAL TEAM.■ PARTNERSHIP WITH FAMOUS CHEF.</div>	<div>Value Propositions</div> <div></div> <div><div>WE ARE GOING TO MAKE YOU THE NEXT JAMIE OLIVER!</div><div>BY BRINGING SELF-CONFIDENCE</div><ul style="list-style-type: none">• SKILLS WITH OUR COOKING TRAINING 'THE COOKING ACADEMY'<div>PREPARE AND STAGE A NEVER ENDING COOKING EXPERIENCE, TOGETHER WITH FRIENDS AND FAMILY, WITH THE COOKING ACADEMY.</div></div>	<div>Customer Relations</div> <div></div> <div><p>(WELCOME TO THE)</p><p>COOKING ACADEMY.</p></div> <div>Channels</div> <div></div> <div><ul style="list-style-type: none">• DEDICATED WEB SITE (COOKING ACADEMY)• NGO PUBLICATIONS• REVIEWS.<div>PHYSICAL PRODUCTS:</div><ul style="list-style-type: none">■ KITCHEN RESELLERS■ WHITE GOODS SHOP</div>
<div>Cost Structure</div> <div></div> <div><ul style="list-style-type: none">▫ PRODUCTION▫ ((COOKING ACADEMY) SUPPORT▫ MARKETING</div>		<div>Revenue Streams</div> <div></div> <div><p>PRODUCT +</p></div>	



Business group and Designers meet around a Design-Brief



Designers apply their own creative process(es),
as a team of individuals...



GROWS WITH YOU

8/20



URBAN CHIC
The Axor Citterio M collection by Antonio Citterio for Axor Hungarobal was barely on the market before winning an IF Gold Award 2008 for making the bathroom of an urban apartment into a haven of wellbeing.



the IF Gold Award 2008, bestowed by the spirit of the big city, Axor Citterio M revolutionized urban life. The collection is ideal for the homes of wellbeing that were so intensely busy city dwellers. After all, to find refuge in an oasis of calm and relaxation in an everyday world for many of us who live life to the full in the midst of the big city.

AXOR HUNGAROBAL
axor.hungarobal.com
www.axor-design.com

- The urban pieces of the Axor Citterio M collection for Axor Hungarobal built every requirement of the contemporary bathroom.
- The Axor Citterio M collection for Axor Hungarobal features 180° swivel wall-mounted showers.
- The extra high tap from the Axor Citterio M collection for Axor Hungarobal.

FRAME 62 193

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... and deliver a global solution,
all aligned with the Business-Brief.



A design workshop is a fantastic opportunity to know each other!



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Thank you!