



CILO

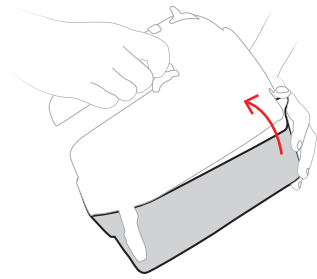
An OXO brand inspired
electric hand mixer

Task Analysis

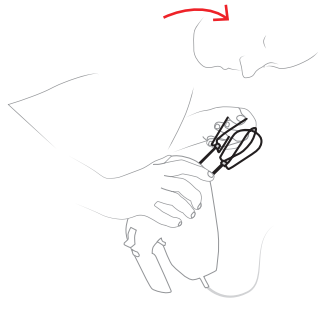
User 1



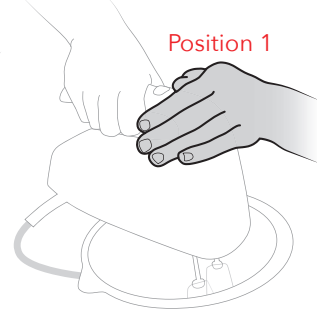
Removes the mixer from its case



inserts whisks



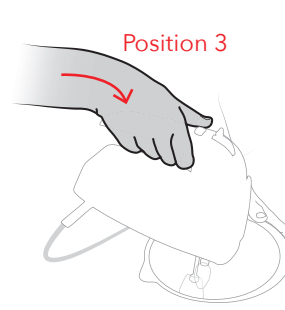
Turns on the mixer



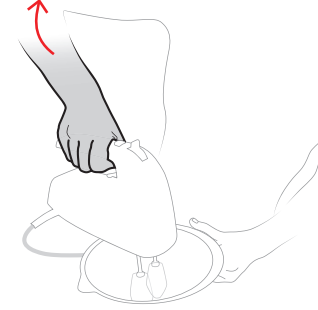
Holds mixer + bowl
Cord twists



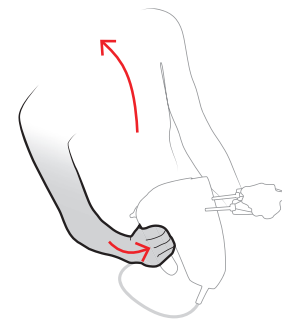
Shifts grip slightly



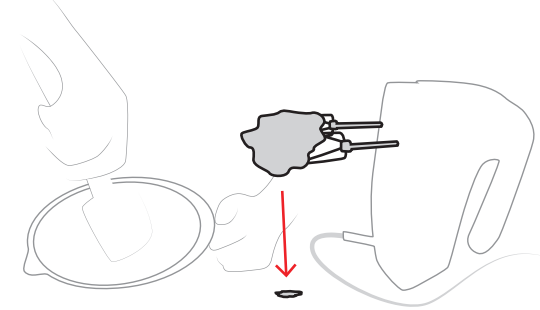
Elevates arm



Bends entire body
Puts down mixer



Moves mixer aside + dough drips
Cord is tangled



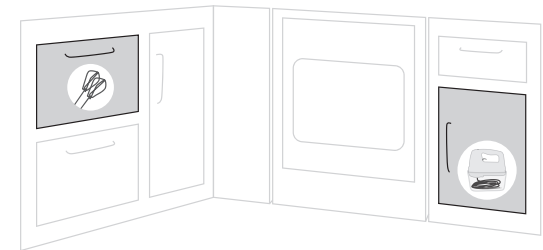
Searches for trigger
Mixer coated in flour



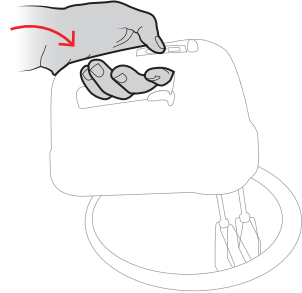
User 2



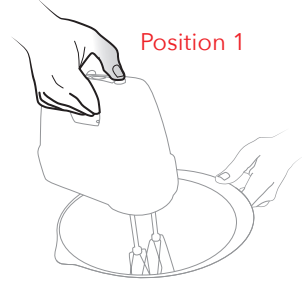
"I store the whisks apart from the case for convenience, but I like the cord storage"



Ulnar deviation
Accidentally turns on



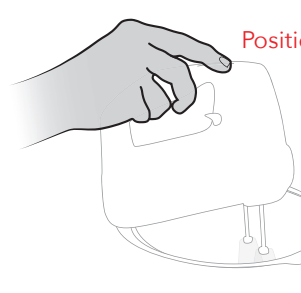
"I think it takes a lot of force to press"



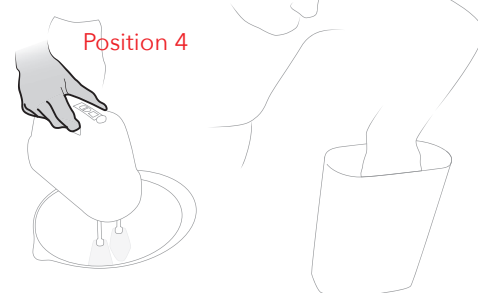
Presses level buttons
+ watches screen



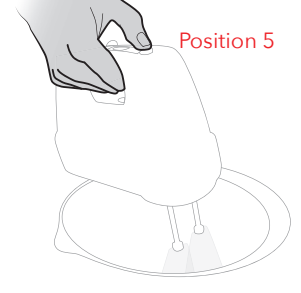
Changes grip entirely
for "wrist [comfort]"



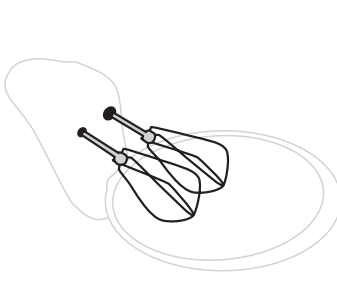
Reaches across counter, eyes off bowl
Cord swivels in a semicircle



Changes grip
Presses level buttons



Whisks rest over bowl
Power button vs eject



- Discomfort
- Confusion
- Strain
- Messiness

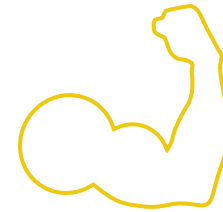
Design Goals



- **COMFORT**
Let the hand stay in a natural position for the entire process



- **CLARITY**
Communicate function through intuitive visual feedback



- **PERFORMANCE**
Use arm strength and wrist position to lessen work load



- **CLEANLINESS**
Enable quick and satisfactory cleaning with minimal effort

Kitchen Brand Analysis

Bella
Affordable
Fashion conscious
Specialty

Black + Decker
Average
Customizable
Industry

Breville
Very Expensive
Strong, high quality
Luxury

Cuisinart
Average
For regular needs
Household

Cuisipro
Average
Specialized
Nonessential

Hamilton Beach
Affordable
Household/industry
Popular

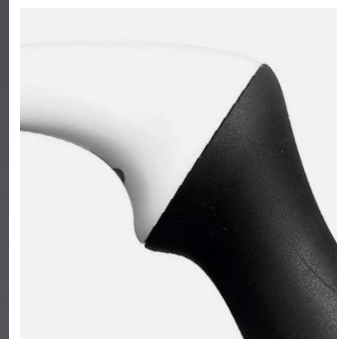
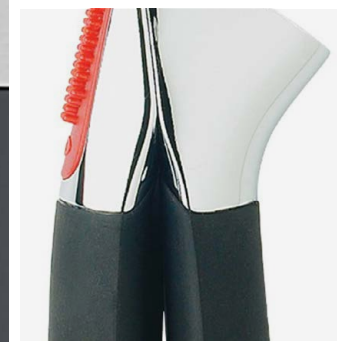
Kitchen Aid
Expensive
Long lasting
Leading brand

OXO
Moderately priced
Strong, high quality
User friendly

Philips
Very Expensive
High precision
Professional

Smeg
Very Expensive
Heavily branded
Luxury



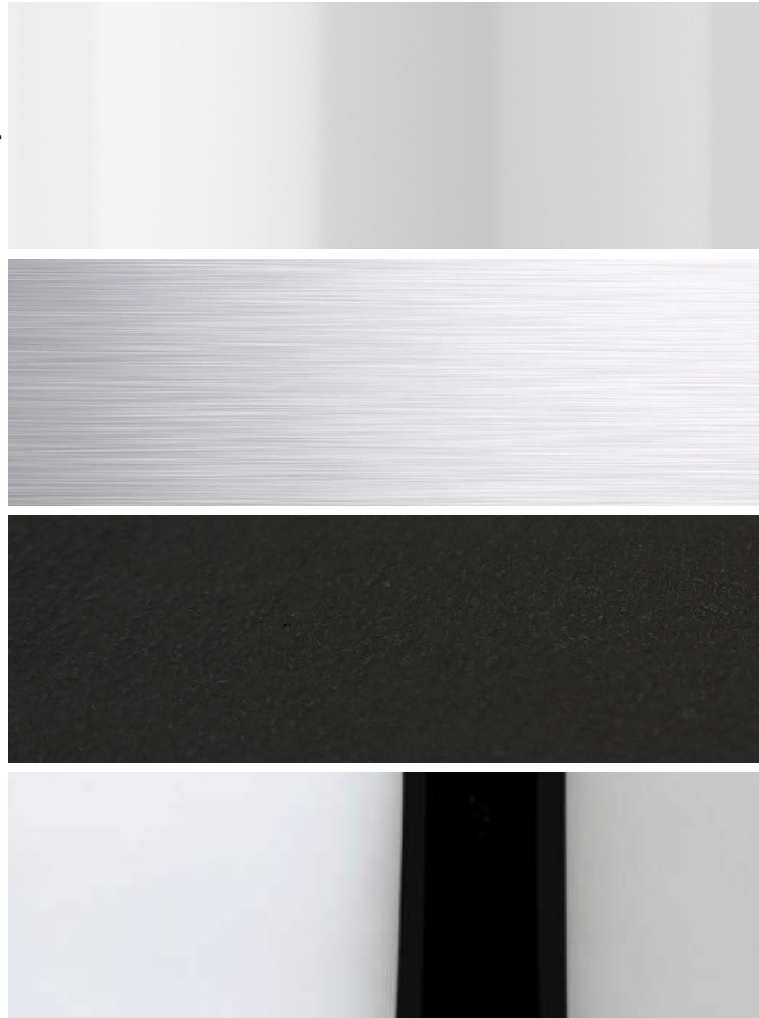


Glossy Plastic

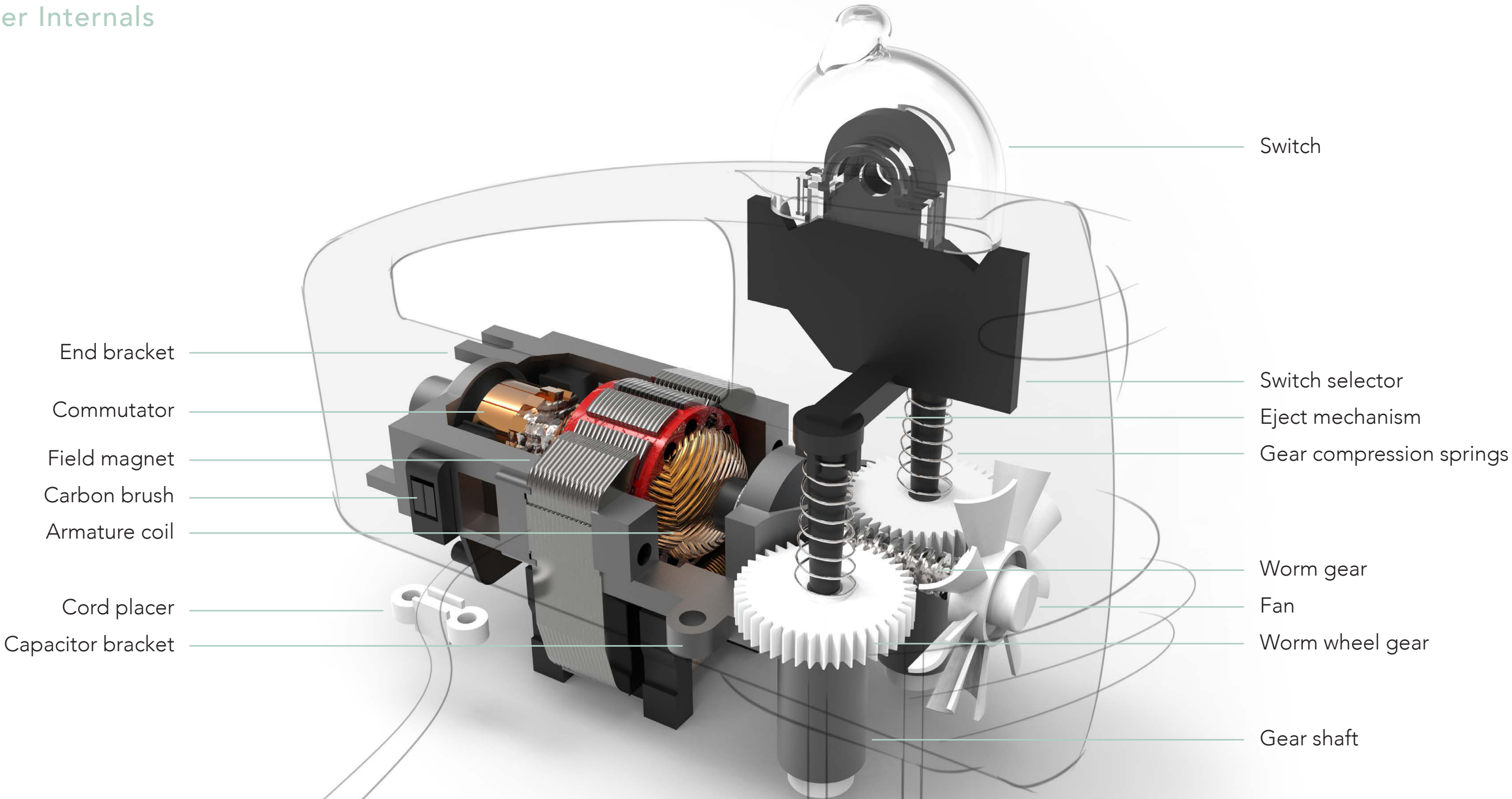
Brushed Metal

Silicone Rubber

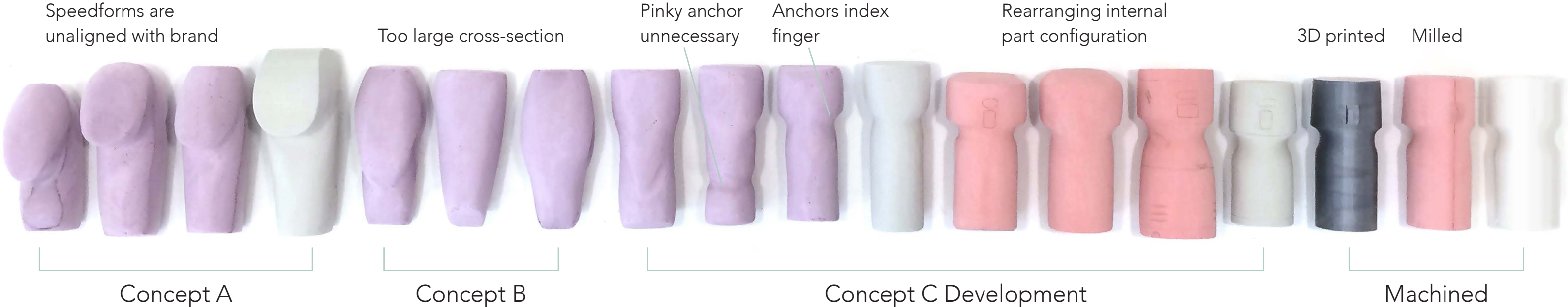
Polished Chrome



Hand Mixer Internals



Form Exploration



OXO

AN OXO BRAND INSPIRED DESIGN

GRIP OPTION 1

OPTION 2

OPTION 3

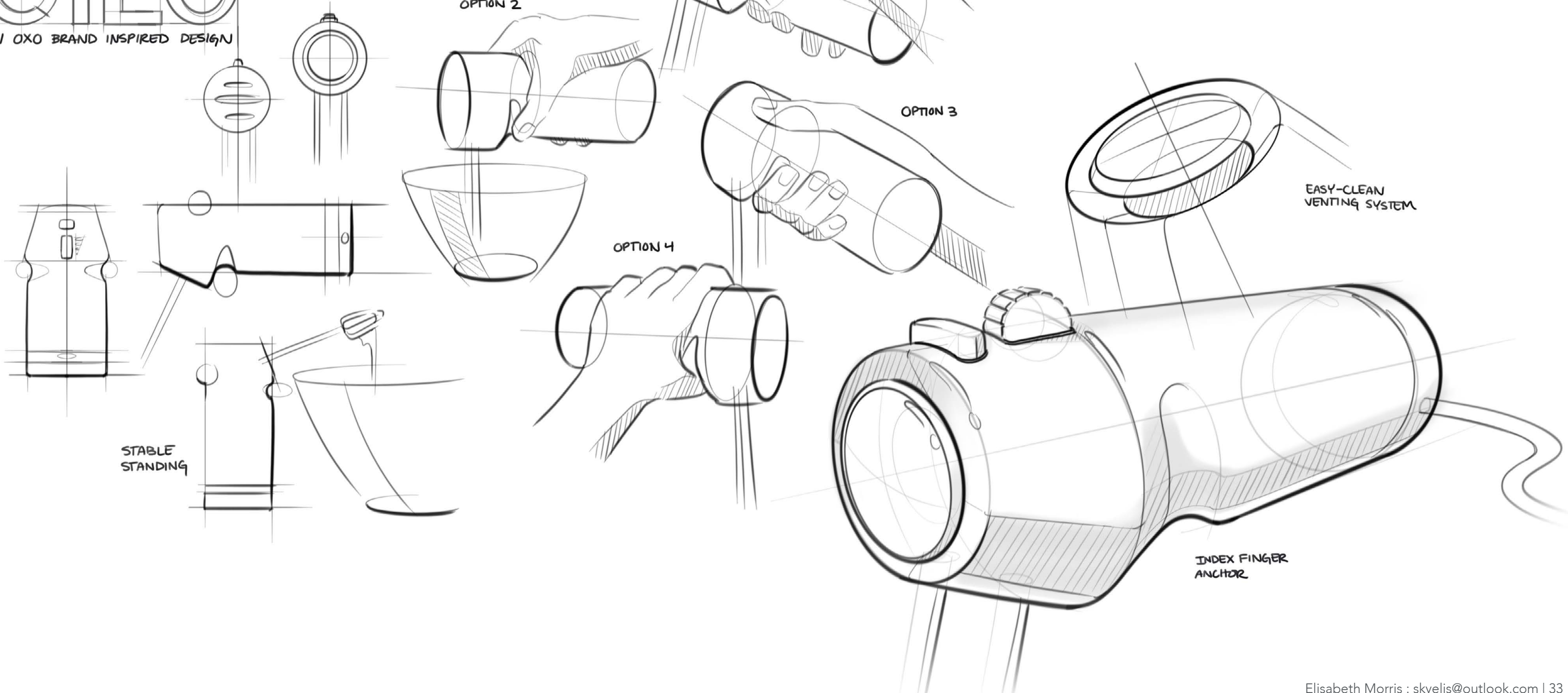
OPTION 4

STRAIGHT WRIST = BETTER LEVERAGE

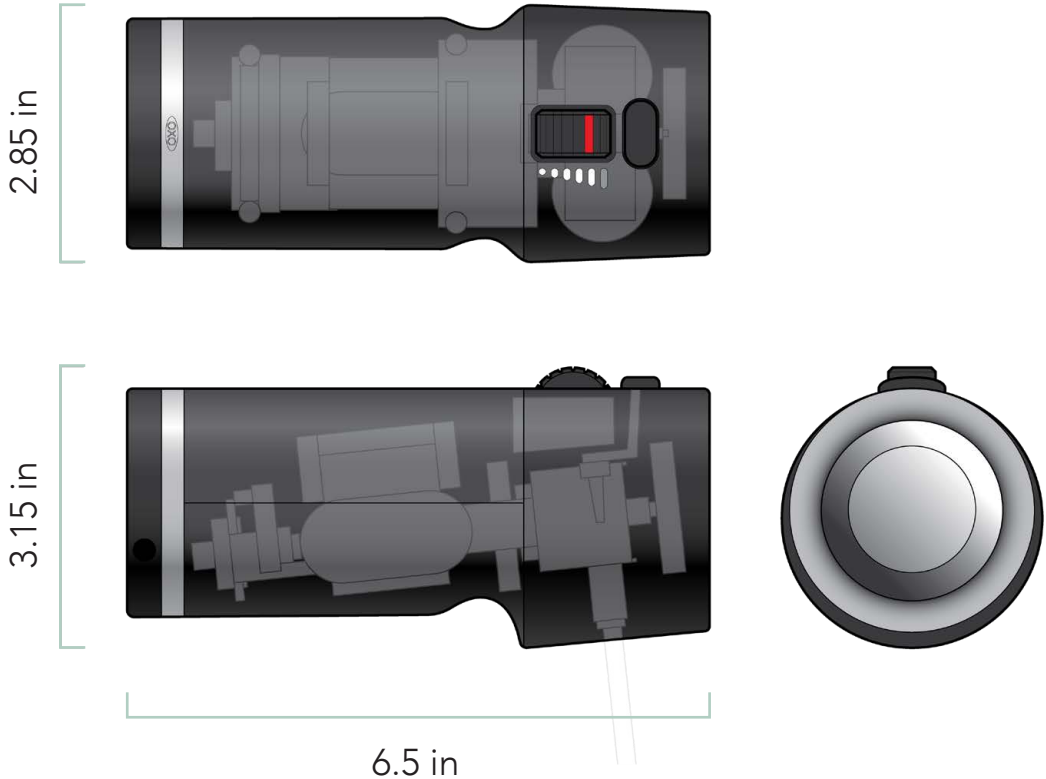
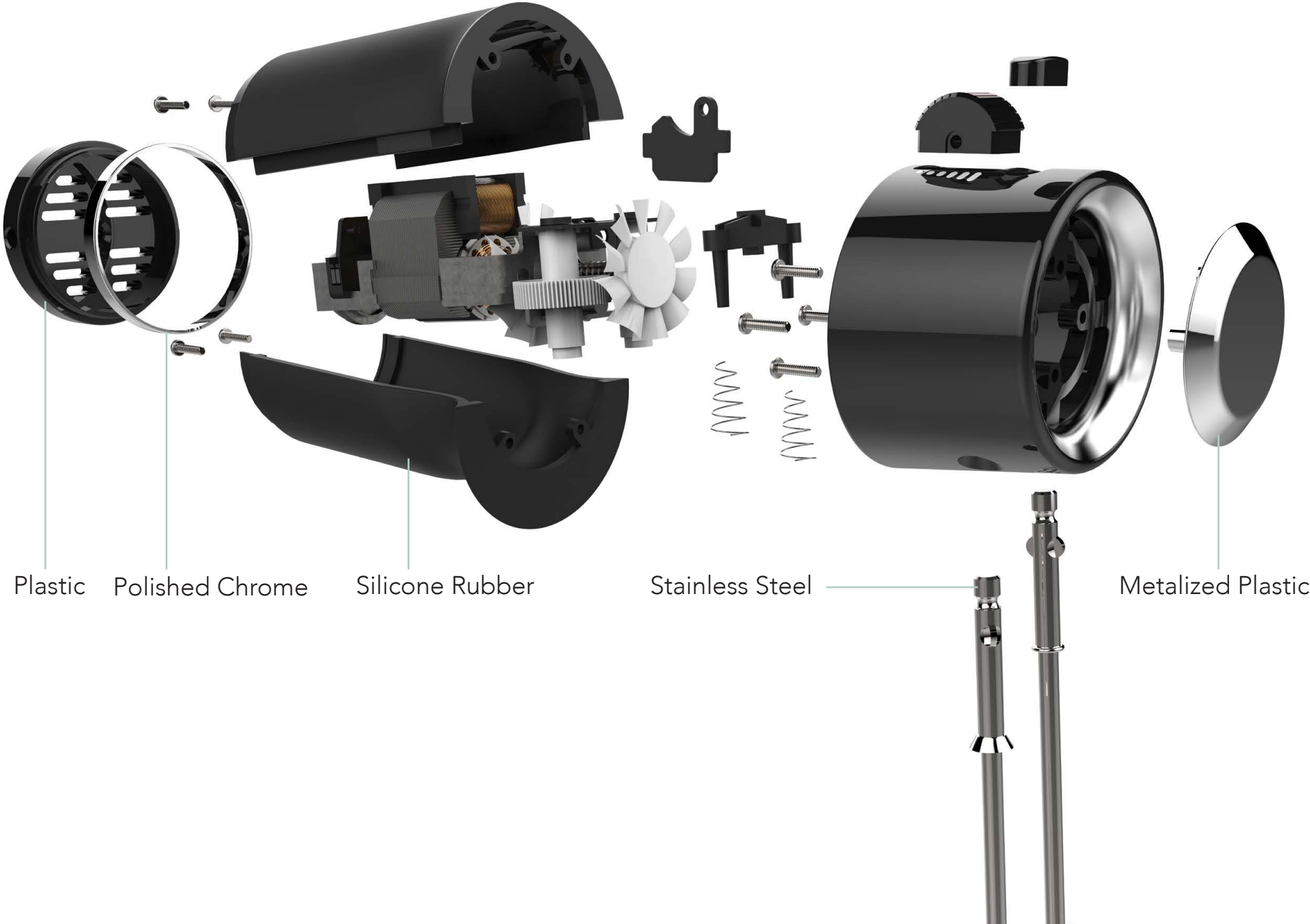
EASY-CLEAN VENTING SYSTEM

STABLE STANDING

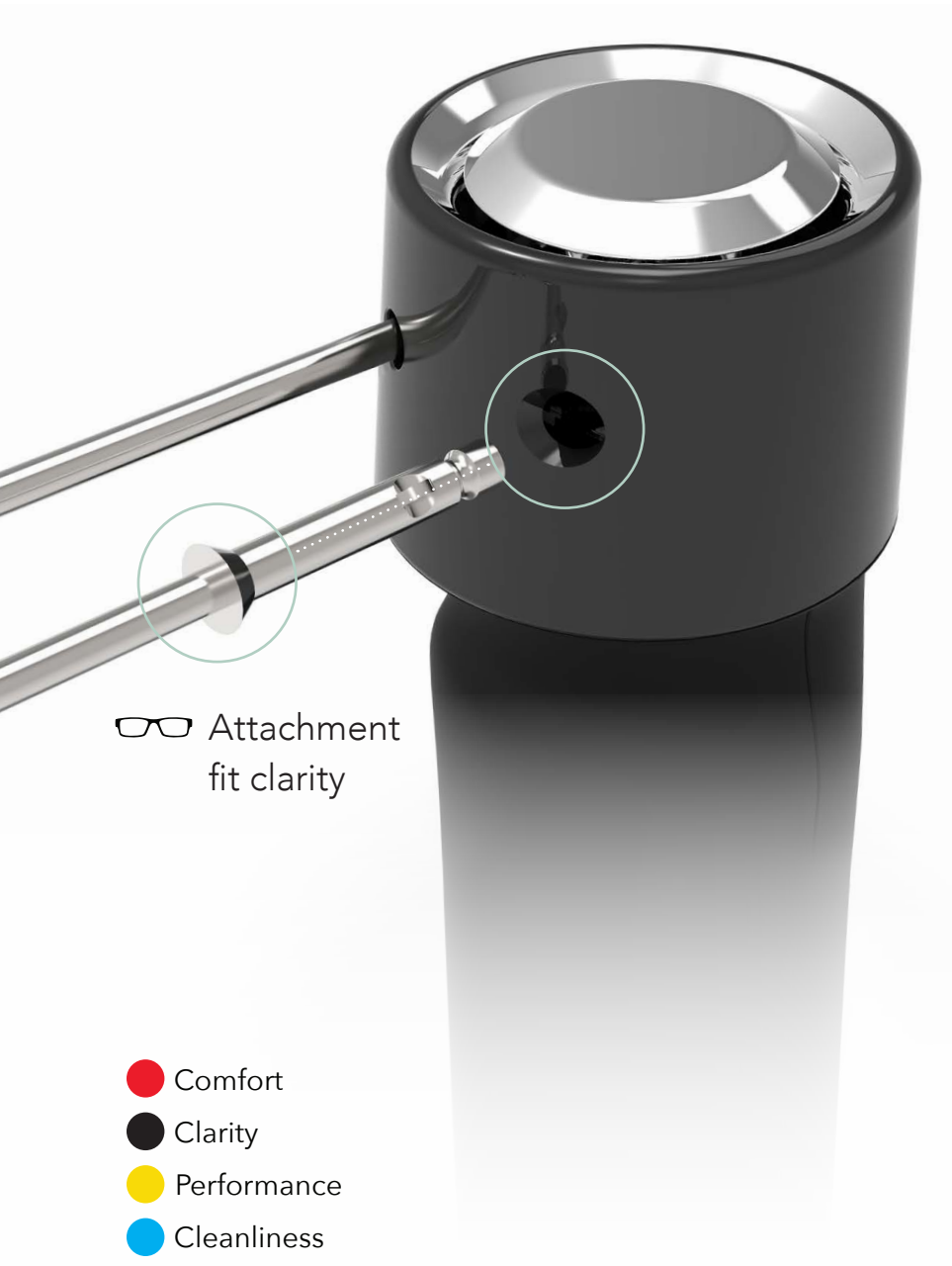
INDEX FINGER ANCHOR



Final Assembly



Design Features



Attachment fit clarity



Hygienic fan cover



Optimal wrist positioning

Versatile grip





AVO
de
ARSEN
TRA
PLEND

GRAND MEDAL OF WHEAT
JAMES KEILLER
DUNDEE
MARMALADE
ONLY THREE MEDALS FOR
LONDON
GREAT BRITAIN
ESTD 1850