



# D&AD Student Awards 2008

[www.dandad.org/studentawards08](http://www.dandad.org/studentawards08)



## DESIGN SOLUTIONS FOR THE HOME BY DISCOVERING UN-MET NEEDS IN THE KITCHEN

### **Product Design Solutions for the kitchen Sponsored by Lakeland**

 LAKELAND

#### **The brief**

Design solutions for the home by discovering un-met needs in the kitchen. The kitchen can be in any type of household, whether a small single person's apartment or a busy family home.

#### **Mandatory requirements**

Solutions must only address requirements identified by research into user scenarios. Your final presentation must place as much emphasis on showing this insight as the end design itself. This process will also ensure that your design has a unique selling point when entering the market.

Bearing in mind you are designing for a very cluttered market, sustainability is a key driver. Whether this means consideration of the materials used in a product offering, or simply delivering an ingenious, irreplaceable and long-lasting solution, it is up to you.

#### **Brand values**

Products should reflect Lakeland's brand values – meaning innovative solutions that are useful and beautiful, while offering attractive, tangible benefits to customers which are easy to communicate through Lakeland's direct mail catalogues, website or retail stores.

#### **Considerations**

The kitchen is sometimes viewed as an area of the house associated with manual labour and chores (from cutting and chopping to frying and boiling then waste disposal). Kitchen equipment is often referred to as 'the tools of the trade' and in many homes is one step removed from a set of medieval cooking pots! As a solution to an un-met need your design can offer an engaging or innovative experience that not only serves a purpose but also gives pleasure to the user.

Cooking (and eating) is a multi-sensory activity and this could be seen as an opportunity to engage people. By designing a highly desirable and more sensual or pleasurable offering than is currently available in the market, new customers may become more engaged with cooking and their kitchen.

#### **Background**

Lakeland is a family owned business with a high degree of customer focus; it places an emphasis on quality and has a relationship of high trust with customers, suppliers and colleagues. Lakeland is known for innovation in the market, introducing over 1,500 new products annually and with a total of around 4,000 products in its range. Around 18 catalogues are produced each year by Lakeland which are sent to over a million households around the world. Over 15 per cent of its business is on the internet and the company has 35 stores in the UK.

#### **Further information**

[www.lakeland.co.uk](http://www.lakeland.co.uk) and [www.dandad.org/studentawards08](http://www.dandad.org/studentawards08)

#### **Deliverables**

Work mounted on no more than four A2 or A3 boards plus optional 3D models.

#### **Brief set by**

Martin Rayner, Lakeland.