CuKU - Optimized Induction Cooktop

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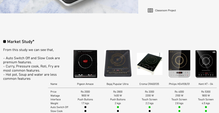
Market Analysis - Data Research - TMS

12 months (2020)
Consumer
Kitchen Appliances

Dalhousie University



Market Study*

From this study we can see that:

- Auto Switch Off and Slow Cook are important features
- Carry, Protective cover, Rich, Fry are important functions
- Hot pot, Soup and water are less common features

	Philips Viva Collection	Bajaj Cooktop Elite	Crompton CINDERELLA	Philips HD4929/01	Butterfly SMART CK
Price	Rs 2000 - Rs 3000	Rs 1800 - Rs 2000	Rs 1500 - Rs 1800	Rs 4000 - Rs 5000	Rs 1000 - Rs 1500
Wattage	1400 W	1200 W	1200 W	1400 W	1000 W
Weight					
Dimensions					
Size					
Base Material					
Colours					
Carry					
Fry					
Protective Cover					
Rich					
Hot Pot					
Soup					
Water					
Tea					

*as on May 2020

Target User and User Persona

Usage percentage

34% - Regularly as primary method
27% - Regularly as secondary method
34% - Special occasions (out of gas all gas stoves are used)
5% - Never
4% - Others

Vasudha, 35, Trainer, Finance Manager

Convenience	★★★★★
Cleaning	★★★★★
Satisfaction	★★★★

Interests
Cooking, baking, yoga
Goals: Decrease Bi-lunar Frequent Activity Driving
Pain Points: Flow Flap with free table

Goals
Cooking Skills
Cooking Frequency
Cooking Passion

Pain Points
Time consumption
Complexity
Culture adaptation
Not Dish Lacking

Pratham, 27, MS, PG Student

Convenience	★★★★★
Cleaning	★★★★★
Satisfaction	★★★★

Interests
Cooking, gaming, sports
Goals: Real Estate
Pain Points: Time Consumption
Free time: Movies, friends

Goals
Cooking Skills
Cooking Frequency
Cooking Passion

Pain Points
Time consumption
Voltage demand
Culture adaptation
Unclear functions

Interviews

No	Age/Name	Gains	Needs/Pains
Sarana, 58 Lal Lal	Pan/Gas stove/non-stick cooker, Induction cooker, Cooker, Rice cooker	Don't have to worry about overcooking food, Can do other things	Time consumption, Safety, Cleaning
Nidhi, 42 Lal Lal	Only women at one, safety, Induction cooker, Induction cooker, Induction cooker	Saves gas/money, safety, Induction cooker, Induction cooker, Induction cooker	Most child safe/be even, Induction cooker, Induction cooker, Induction cooker
Prabakar, 35 Lal Lal	Cannot judge heat, Induction cooker, Induction cooker	Burnt to crisk, saves gas/money, Induction cooker	Better LED feedback, Induction cooker, Induction cooker
Joy, 22 Lal Lal	Portability, cannot judge heat, Induction cooker	Useful for emergency, Induction cooker, Induction cooker	Useful for emergency, Induction cooker, Induction cooker

Design Directions

Based on interviews and key findings, some potential directions are:

Key Findings

- **Priorities**
  - Cooking Skills
  - Detecting whether vessels are present/Automatic switch off/Slow cooking/cooking
- **Needs**
  - Intuitive feedback methods
  - Visual, auditory and haptics
  - No minimum vessel size
  - Safety features
- **Gripes**
  - Complex taps and recipe book
  - Incompatible induction cooktops
  - Unclear functions
  - Nutritional calculator

Heuristic Analysis

Heuristics from a sports point of view:

- Bajaj is better in the sub 3K price with decent number of functions and portable
- Philips is better premium product with better features and better great aesthetics and affordance.

Heuristics from an experience point of view:

- Kent maximizes the range in all areas but design shows advantage in user freedom and feedback.
- Philips comes second, beating Kent only in design and feedback and Butterfly's interface due to lack of icons and visibility issues.

Existing

Proposed

Upgraded
Upgraded
Upgraded
Cooking
Cooking
Cooking