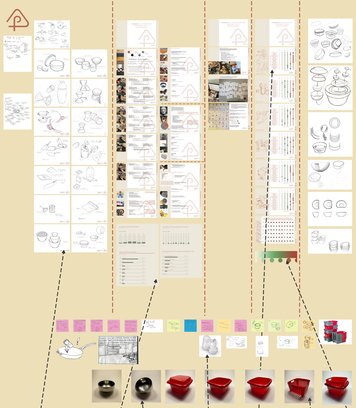
MICHAEL WEBBER
wrenchwebber@gmail.com

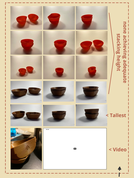


Mock-Ups

Product Proposal Slide Deck

Cooking Show Prep / Time Lapse / Resultant Meal

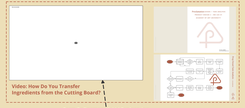
Current Direction & Progress



Initial CAD Ortho/Sections

CMF Exploration & Competitive Products

Use Case Testing Scenarios



Form Refinements: Lid Exploration

Initial Keyshot Renderings

Personas & Demographics

Market Studies & Sale Page Renderings

CAD, 3D Prints, & Keyshot Renderings

Further Form Exploration

Model Iteration History

Latest Form Iteration with Functions

Estimated Cost of Goods

Product Presentation Video

Milestone Timeline

- Early concept ideation
- Survey research on seasoned pan usage and familiarity
- Double-walled stainless rice bowl
- Maratruska Russian dolls
- Prep vessels rated highest scoring product in decision matrix
- Inspiration of nesting and stacking—berry rinsing colander
- Initial brand color range study
- Early physical mock-ups of prep bowls & compost bin
- Early prep vessel demonstration video
- Early compost demonstration video
- Form development inspiration borrowing from Duo set
- 3D Printed iterations of initial bowl concept
- Similar product competitors
- CMF ideation; initial leanings were powder coated stainless, leaning now toward ceramics
- Preliminary material investigation (see estimated cost of goods to the right)
- 3D Printed iterations of bowl concept refinement & introduction of lid designs; this series a bit too small
- Use-case scenario video determining many different methods of usage
- 3D Printed iterations of bowl concept refinement & introduction of lid designs; this generation too large
- Personas; second set are actual bios, waiting on photographs of in-use prototypes
- Market comparatives basing PSJ Duo Prep Vessels in the $90 - 120 price range
- Early CMF execution with digital renderings
- Potential product visibility on Proclamation Goods Shop Webpage
- Most recent form development with scale reference drawings
- Subtle use of Helping Handle concept, most prominent side cut for stabilizing in stacked orientation
- Strongest interpretation of Helping Handle, could be utilized as additional way of using Prep Vessels Convenient thumb pad
- Iterations of model designs to date
- Estimated Cost of Goods
- New form with feature call-outs and renderings
- Product & Process Video
- Final Presentation Slides