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Flexibox


A portable chiller box to use in refrigerator, on front door and anywhere in home

Observation

Every new gadget contributes to the electronics crowd in the home environment. People may hesitate to buy an innovative product because they are tired of filling their home with new stuff.

Conclusion

Innovative products should blend with its environment but add value to user's life. Flexibility in use context is an important advantage for this kind of home electronics.



inside refrigerator next to front door for grocery delivery anywhere in home to chill out

*chill out everywhere with flexi**box***

Solution

FlexiBox is a portable chiller box which can be used in the refrigerator (creating extra storage with temperature control), on the front door of the house (for accepting grocery deliveries), or anywhere in the house when needed. It is insulated and it has refrigerating element powered by a battery which lasts 20 hours.

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Pain Point

When a user buys a new product, where to store the product is a pain point. Because of lack of space in home, users may hesitate to buy an innovative product even the product is beneficial for him/her.

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Product in its environment

IN THE REFRIGERATOR: an extra storage box with temperature control | **ON THE FRONT DOOR OF THE HOUSE:** when the user waits for a grocery delivery

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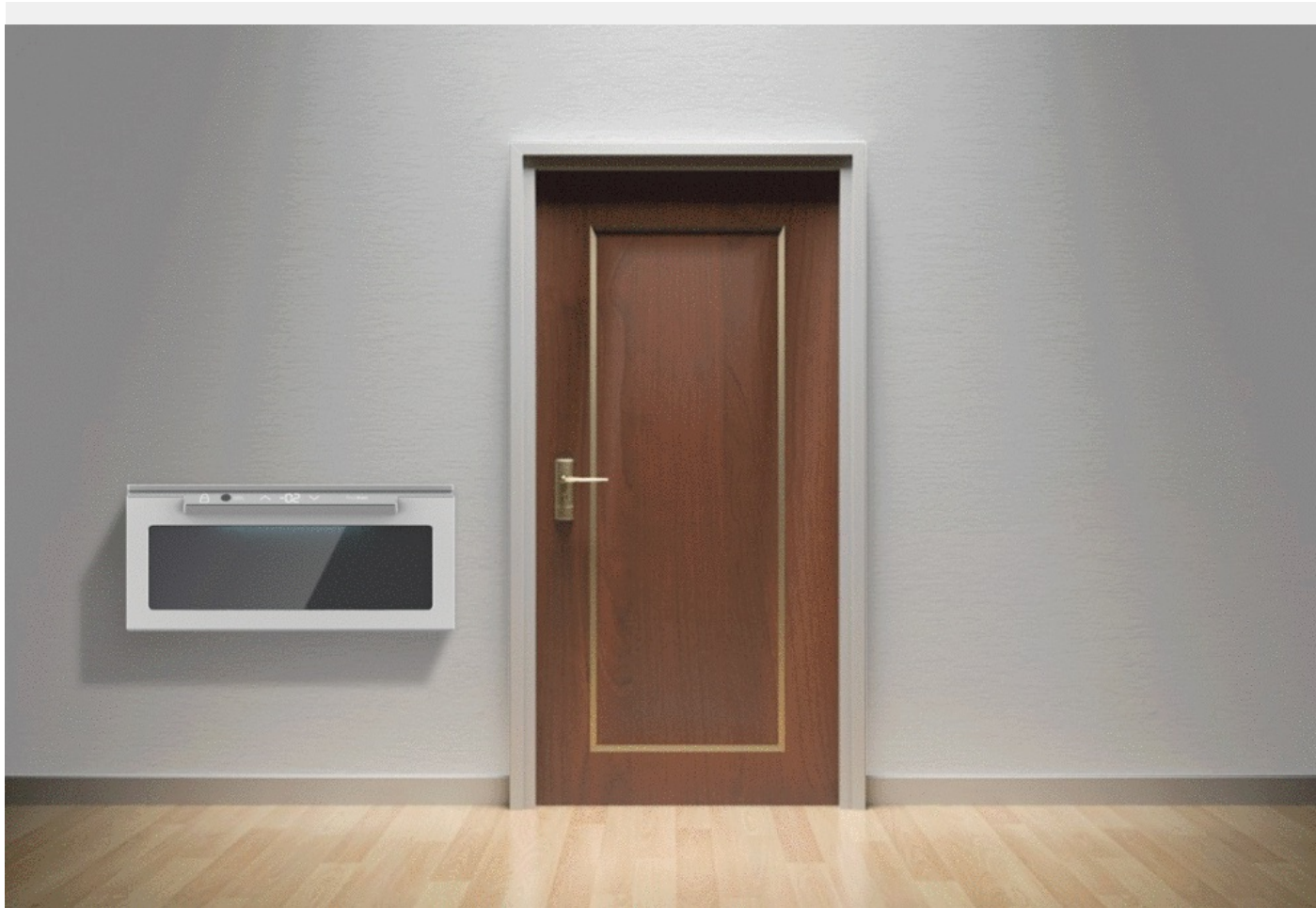


Product views

The product is designed in a style which is suitable for Miele refrigerators. Its battery is charged in the refrigerator, and the battery can refrigerate the box for 20 hours.

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Product in use

IN THE REFRIGERATOR: the product is charged in the refrigerator | ON THE FRONT DOOR OF THE HOUSE: product can be attached to the exterior of the front door, the deliverer will open the locked box with a barcode ANYWHERE IN HOME: as a portable refrigerator to chill out

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Additional info

Portable chiller is able to be used anywhere in the house with its 20 hours battery life. For example; for keeping your beer cold when watching TV, keeping the beverages cold when it is BBQ time, having cold fruits in the living room at summers

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Creative's profile



Aybars Senyildiz PRO
Industrial Designer
Izmir, Turkey

Creative's top 5 skills

Graphic Design, Product Design, Packaging Design, Service Design

Third party materials used

<https://anthillonline.com/wp-content/uploads/2015/04/grocery-delivery.jpg>

<https://thumbs.dreamstime.com/b/father-daughter-vegetable-box-kitchen-family-grocery-shopping-57994184.jpg>

<https://anthillonline.com/wp-content/uploads/2015/04/grocery-delivery.jpg>

https://assets.ajmadison.com/image/upload/c_limit,f_auto,fl_lossy,progressive,h_1000,q_auto,w_1000

https://c.pxhere.com/photos/9c/0f/door_bad_luck_13_thirteen_unlucky_hotel_apartment_closed-548130.jpg!d

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<https://hips.hearstapps.com/housebeautiful.cdnds.net/17/29/1500341302-man-with-feet-up-watching-soccer-game-on-tv-in-living-room.jpg>

https://applejack.com/site/images/Heineken-24-oz-Can_1.png

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