

Keep cool with Miele

Miele

1/7

Mieloop

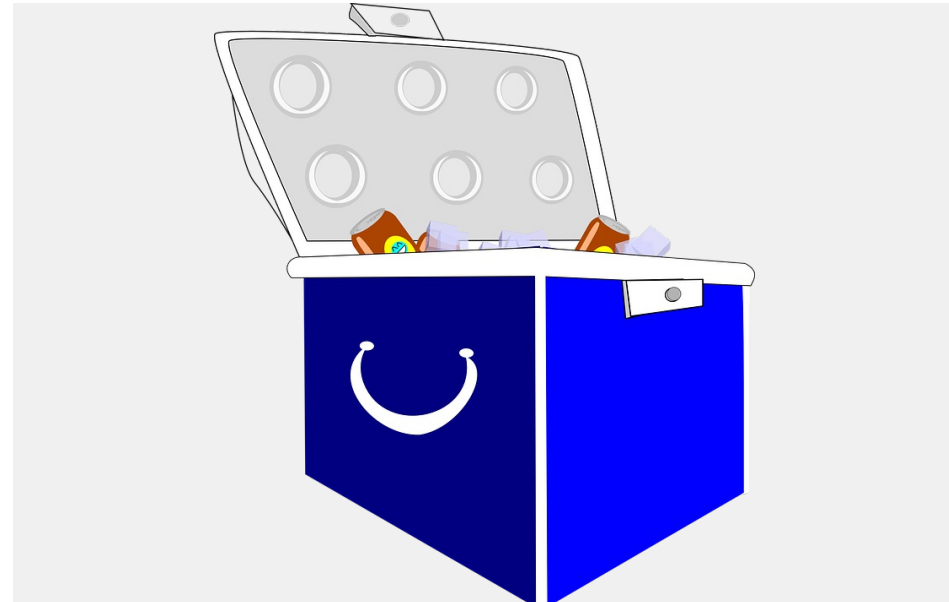
(or MieleLoop or Miele Cooloop)

Observation

The target group is wide.

Conclusion

They need a cold-chain.



Solution

Mieloop (or MieleLoop or Miele Cooloop)

= Miele and Loop (Cold-Chain (Product/Deliverer))

(Cold-Chain / Cool-Loop = The Chain of The Cold-Delivery; from the sender/source to the receiver/target.)

2/7 **Mielloop**

(or MieleLoop or Miele Cooloop)



Pain Point

- Pain Points / Solve The Absence

The product can be "smart"; it can send a sms to the customers or their friends about the delivery.

Also it can include a (digital-)lock.

Also it can be with charge and/or plug.

Status: 15.06.2018

Keep cool with Miele



3/7 Mieloop

(or MieleLoop or Miele Cooloop)



Product in its environment

Also covered, handled, locked, smart etc.

Status: 15.06.2018

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4/7 **MieLoop**

(or MieleLoop or Miele Cooloop)



A BOX



A MINI-VEHICLE

(also handled, locked, smart etc)

Product views

A BOX

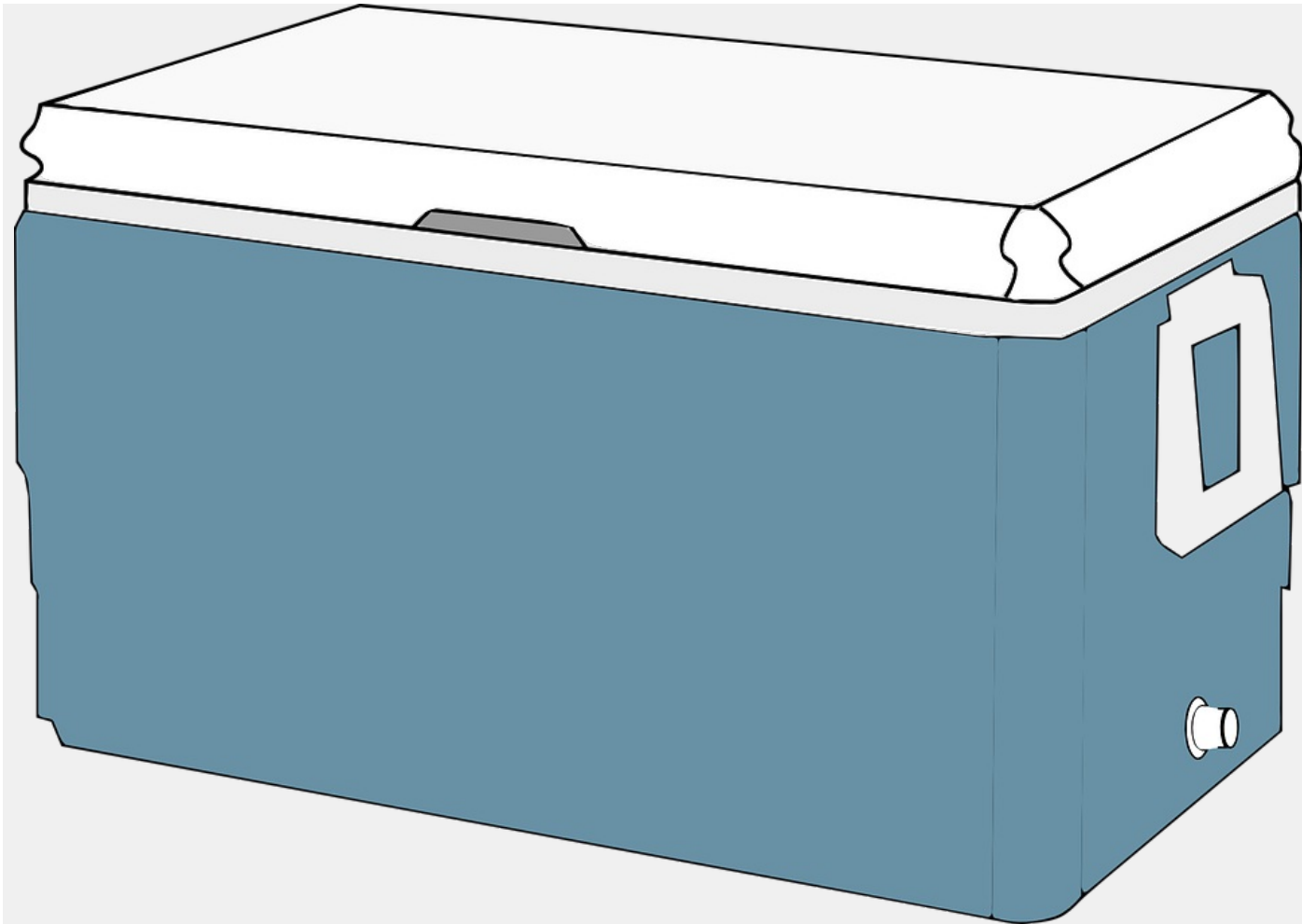
and/or

A MINI-VEHICLE

(also handled, locked, smart etc)

5/7 Mieloop

(or MieleLoop or Miele Cooloop)



Product in use

- Use Cases

Beverages, Foods, Medicines;
Outdoor Activities, Picnics etc.

- User Access and Handling

The product use can be very simple; click&open, plug&play, etc.

Status: 15.06.2018

6/7 **Mieloop**

(or MieleLoop or Miele Cooloop)



A BOX



A MINI-VEHICLE

(also handled, locked, smart etc)

Additional info

Cold-Chain Product/Deliverer

*Location The product can be convenient for door-fronts, car-baggages, or desktop etc.

*Flexibility This product can be a box and a mini-vehicle (with wheel/wing, drone etc). The mini-vehicles are easy-to-use, mobile, functional etc. (also handled, locked, smart etc)

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7/7

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Creative's profile



Designist
Designer

Creative's top 5 skills

Copy Writing, Product Design

Third party materials used

<https://pixabay.com/en/cooler-picnic-summer-picnic-box-158618>

<https://pixabay.com/en/cyber-security-smartphone-cell-phone-2765707>

<https://pixabay.com/en/full-fridge-happy-smiley-funny-1729679>

<https://pixabay.com/en/cooler-ice-chest-large-cover-42549>