

Keep cool with Miele

**Miele**

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## Mielego

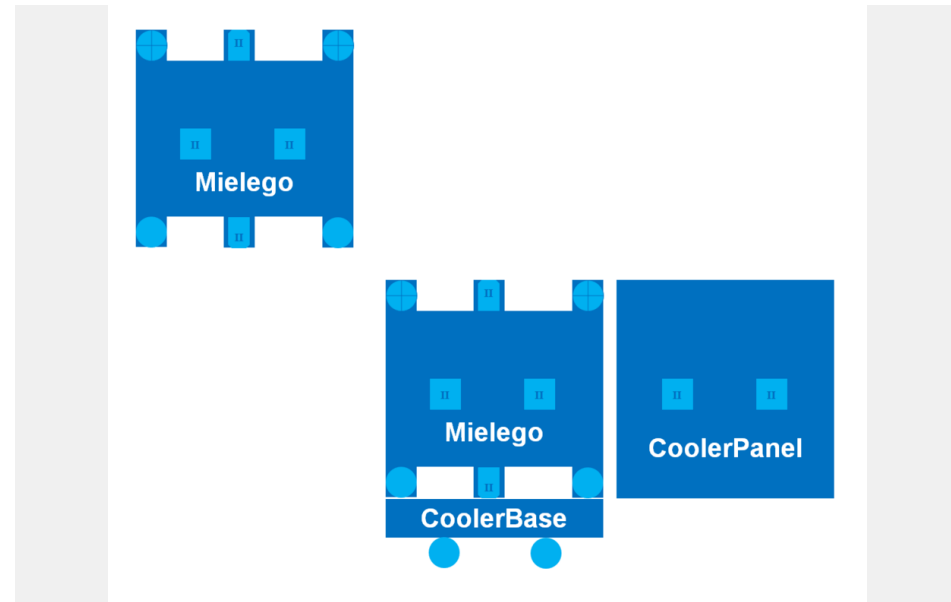
Miele and Go or Miele and Lego connotation

Observation

The Target Group is wide.

Conclusion

They need a cold-chain or hot-chain.



Solution

Miele-Blocks/Bricks Design

Miele ColdBlock(s) / Miele CoolBlock(s)

Block-/Brick-Shaped Cold-Box

The blocks/bricks/boxes can be attachable; each other or to the (extra-cooler-)pad/base or to the wall (extra-cooler-panel) or to the (delivery-)vehicle, etc.

The block-pins/tabs can be used for attaching, carrying/holding, charging, locking, in-wheels, etc.

Status: 15.06.2018

2/7 **Mielego**

Miele and Go or Miele and Lego connotation



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 (for the power).

Status: 15.06.2018

3/7 **Mielego**

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Product in its environment

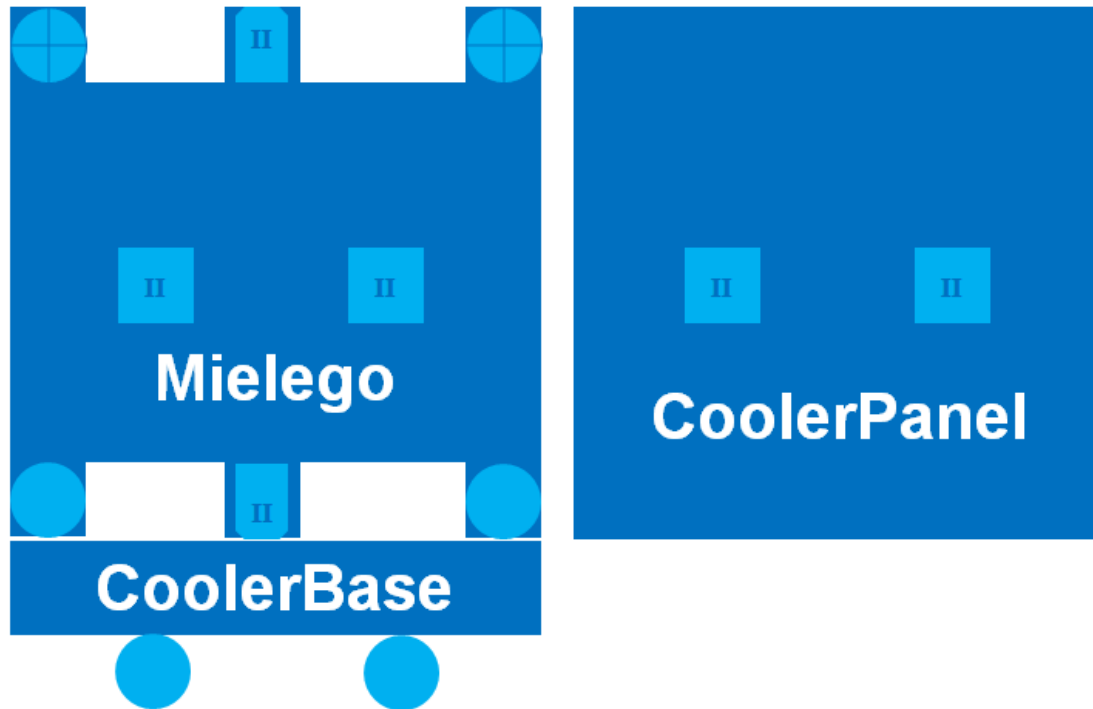
Its appearance can be glowing and blue (cold-connotation) or red (hot-connotation).

Also the blocks can be foldable (Foldable Cooler); for outdoor/picnic uses.

Status: 15.06.2018

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Product views

The Product can be handled,  
locked, wheeled;  
attachable/separable; smart etc.

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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.

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Additional info

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

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## Mielego

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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/cyber-security-smartphone-cell-phone-2765707>

<https://image.rakuten.co.jp/e-prom/cabinet/15z/083y07.jpg>

<https://inhabitat.com/files/stackablefridge2.jpg>

<https://www.qualitylogoproducts.com/custom-coolers/basecamp-ice-block-20l-cooler-superextralarge.jpg>

Status: 15.06.2018

ID: 67148. Last updated: 06.06.2018

**jovoto**