

Keep cool with Miele

Miele

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## MieleRobot(ic ATV)

An Autonomous Vehicle (also with a driver)

### Observation

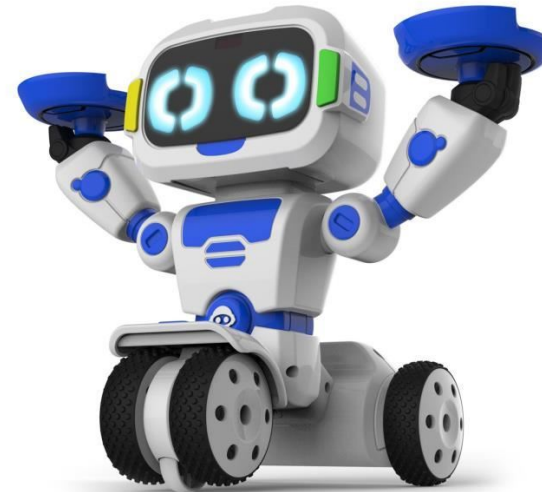
The Target Group (use/r) is wide.

The target group is especially person (individual); also the delivery firms can use it as a multi-platform (commercial, in different (larger) sizes), to deliver to the near addresses.

### Conclusion

They need a cold-chain (cold-box/product) and a simple box/vehicle.

The interactive vehicle/robot solves the needs.



### Solution

MieleRobot

Robotic ATV, Transformers-Like ATV, Foldable ATV etc

An Autonomous Vehicle (also with a driver)

It carries the (cold-)products to the addresses via GPS.

It includes an interactive screen; for the address entry, the digital-lock, the temperature regulator, the payments via the screen, the camera (photos for users) etc.

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### Pain Point

If the customer is absent, it goes to the customer or to the alternative address, or waits the customer.

The digital-lock can be opened via pincode (for security).

Also it can be included a camera/beeper for unauthorized-users.

Status: 15.06.2018

### 3/7 **MieleRobot(ic ATV)**

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Product in its environment

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

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## 4/7 MieleRobot(ic ATV)

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### Product views

MieleRobot(ic ATV) can be a Transformers-Like ATV, a Foldable ATV etc.

Also it can be in different designs; a robotic atv, or a robotic vehicle (a mini car, like Transformers), or an animal (for children or animal-lovers) etc.

Status: 15.06.2018

## 5/7 MieleRobot(ic ATV)

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### Product in use

The product use can be simple; like a pad/tablet, or an ATM, or a kiosk, etc.

It can be a delivery-box, a delivery-vehicle/drone, an outdoor-helper (a carrier), an interactive screen, etc.

Also it can be in different forms; for example, an animal (bird, cat, dog etc) for animal-lovers.

Status: 15.06.2018

## 6/7 MieleRobot(ic ATV)

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### Additional info

The Product combines the robot (digital world) and the delivery vehicle (ATV).

Via the touch-screen, the vehicle/atv can be interactive.

Also the screen can be used for related-contents; the recipes, the kitchen tips, MieleNetwork etc.

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## MieleRobot(ic ATV)

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Creative's profile



**Designist**  
Designer

Creative's top 5 skills

Copy Writing, Product Design

Third party materials used

<https://i2.cdscdn.com/pdt2/0/1/9/1/700x700/sil62019/rw/ouaps-tipster-mon-1er-robot-interactif-bleu-et-b.jpg>

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

[https://www.oyuncakgidiyor.com/images/urunler/101\\_tek-tusla-9362\\_1.jpg](https://www.oyuncakgidiyor.com/images/urunler/101_tek-tusla-9362_1.jpg)

<https://www.robotshop.com/blog/en/files/wowwee-tipster-robotic-companion.jpg>

[https://www.oyuncakgidiyor.com/images/urunler/101\\_pilli-robo-9177\\_1.jpg](https://www.oyuncakgidiyor.com/images/urunler/101_pilli-robo-9177_1.jpg)