

How do you translate an iconic American brand?



KITCHENAID 12-CUP COFFEE MAKER

Product Strategy and Industrial Design

KitchenAid was facing fierce competition in the coffee maker category. They found themselves driven to compete in the mid-to-value-tier with brands that had entered the category with lower-priced, yet feature-heavy products. No longer authentic to its roots, KitchenAid had given up the quality that had been the hallmark of the brand, and consumers were starting to notice.

Its line of coffee makers didn't telegraph the right brand emotions or live up to the high standards of fit, feel, and finish expected from anything that said "KitchenAid." The challenge was clear: How do you bring premium to the mid-tier and strengthen the brand?



Our research showed that consumers wanted a coffee maker with professional cues, but at a price point of \$120. The product was expected to be pure, solid, robust and have a hint of nostalgia. To meet these desires, we added stainless steel cues around the water funnel and the coffee dispensing area to communicate commercial grade, quality and value. To communicate heritage, we added an analog clock. Finally, to give the product presence, we designed a cast base for heft and stability, and embossed the KitchenAid logo as a seal of quality.

For a simpler brewing process, we located the fill dial on the top of the machine, making it easy to see and read. We then broke out all the controls around the clock. In short, everything was located where a user would naturally look for it, creating intuitive ergonomic features. Now, when the consumer saw KitchenAid's line of Coffee Makers, they found something they hadn't seen before: The KitchenAid brand.

Design by THRIVE partner Jonathan Dalton, while at ZIBA Design, Inc.
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