

How do you carve out new market share?



DREMEL WOODWORKING RESEARCH Design Research and Product Strategy

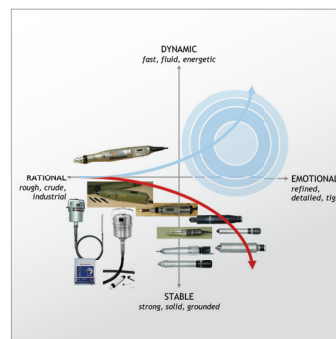
Dremel, the global leader in rotary tools wanted to re-introduce its Flexible Shaft Power Tool back into the market. Would the product still be relevant? Could they make this product more attractive to their core target? And, had that target changed?

To find out Dremel needed to get close to its prospective customer—the wood carver; understand them, and determine their needs, desires, habits and practices. Fifteen rapid ethnographies were conducted and revealed two key target groups for the product: perfectionists and expressionists. We identified that “perfectionists” carved monolithic, but highly detailed objects such as birds and fish, and that “expressionists” carved complex undulating forms such as caricatures and figurines. Each group had differing and specific product needs that were not currently being met.



With the field data collected and analyzed, we created personas to bring the consumer to life and provide a visceral understanding so that we could better address their core needs: cleanliness in the work area, vibration, portability, and a visual language that spoke to the target’s passion for carving.

As a result, two different carving systems were initiated: one for “perfectionists” and another for “expressionists.” Product briefs were brought forward to inform product architecture and features. A new design language was identified that was fluid, emotional, and energetic that spoke to the carvers’ passion for woodworking. Dremel now had a vivid understanding of their target customer, and a clear road map of the products that needed to be developed to re-enter and expand the category.



Creative direction by THRIVE partner Jonathan Dalton, while at Altitude, Inc.
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