

DESIGN
HD TRADE TOOL
4" MOD TRADE TOOL



i3 REPORT OUT

PROBLEM / OPPORTUNITY

PRO TRADE TOOL

PROBLEM

**MAKING A LEGITIMATE “PRO” LEVEL TOOL AND NOT JUST AN
ENDCAP IN HOME DEPOT**

OPPORTUNITY

RIGHT LOOK, RIGHT TOOL, RIGHT PLACE

USER & INFLUENCE PYRAMID

PRO/TRADE TOOL



THE REMODELER

TOOL IS DESIGNED FOR
THE REMODELLER

SKILLED CONSTRUCTION

REMODELERS
SPECIALTY CONTRACTORS
GENERAL CARPENTERS
NON INDUSTRIAL MAINTENANCE

PROSUMER

RES MAINTENANCE
DIY'ERS
HOBBYISTS

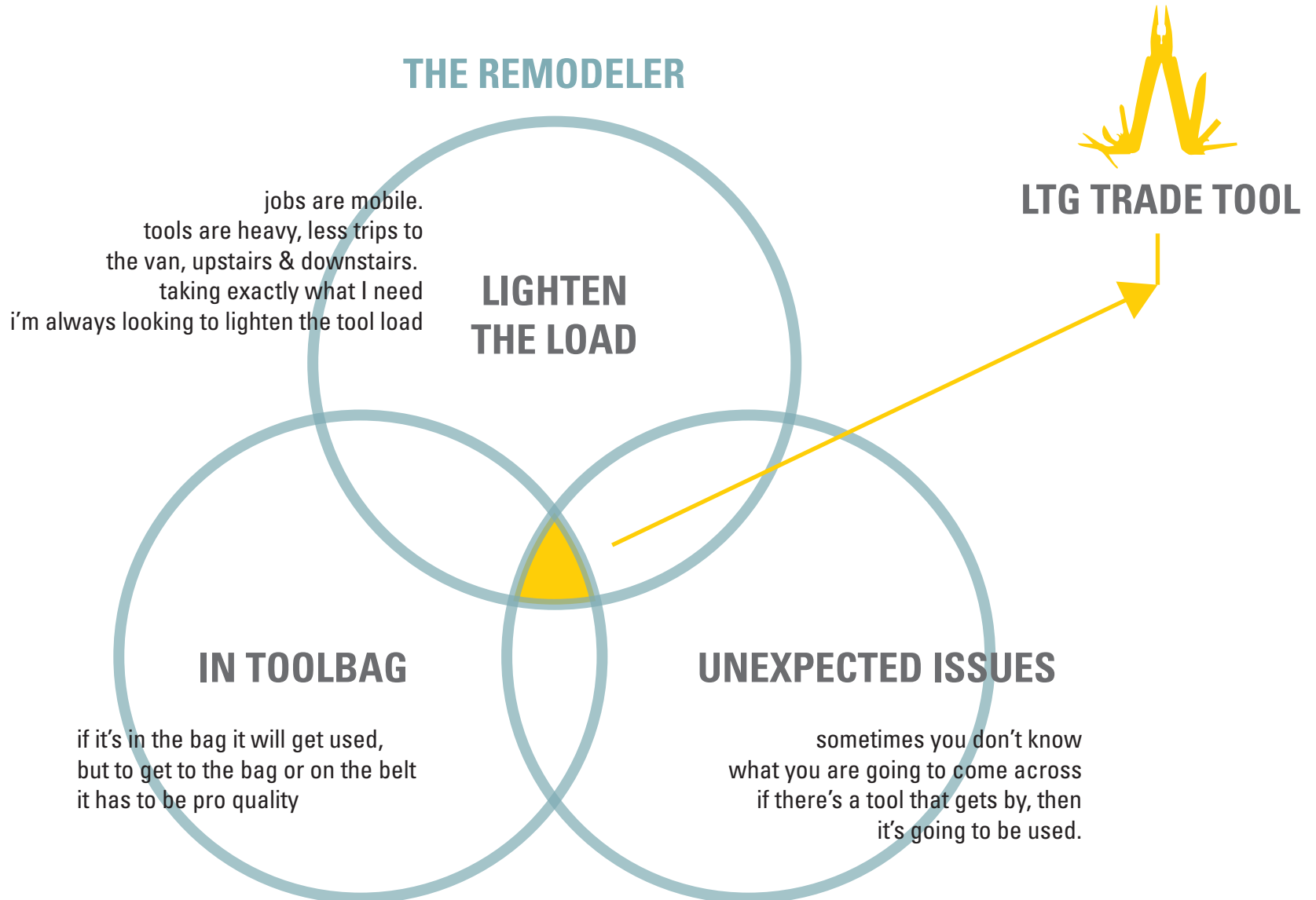
SKILLED INDUSTRIAL

MAINTENANCE
CABINET MAKERS
MACHINISTS
RIGGERS
PIPELAYERS
PLASTERERS
MECHANICS
PLUMBERS
FRAMERS

TOOL IS LIKELY TO INFLUENCE
OR ATTRACT THESE USERS

TRADE / PRO TOOL

REMODELERS ARE PROFESSIONALS WHO ARE ABLE TO CONDUCT A LOT OF DIFFERENT SPECIALITIES. THEY OFTEN WORK SOLO OR IN VERY SMALL TEAMS ON SINGLE REMODELING JOBS, SEPARATE SITES. IF THEY HAVE A TOOL IN THE TOOLBAG THEY WILL USE IT

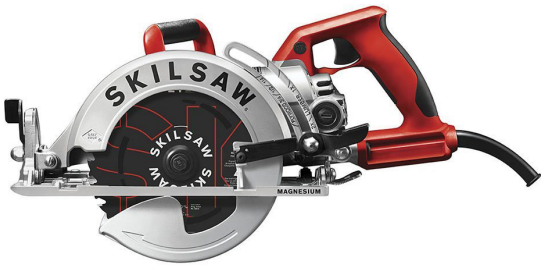


REMODELLER ACTUAL



BRIAN | REMODELER | MAINTENANCE GUY | CRAFT PRIDE | FAMILY MAN

REMODELLER
ASPIRATIONAL



FESTOOL®

KLEIN
TOOLS, INC.



carhartt®

TRADE PRO TOOL

DESIGN VALUES



RATIONAL VALUE

PREPARED FOR UNKNOWN
RIGHT TOOL, RIGHT PLACE
SECONDARY TOOL

RATIONAL ATTRIBUTES

RIGHT IMPLIMENT SET
HIGH QUALITY
IN HAND SIZE

...



EMOTIONAL VALUE

PERCEIVED AS PRO
HUSKY, WHEN CHEAP IS OK
A "SIDEKICK"

...

EMOTIONAL ATTRIBUTES

LOOKS PRO
BECOMES TRUSTED

...

...

VISUAL INFLUENCE

PRO/TRADE TOOL



VISUAL INFLUENCE

PRO/TRADE TOOL



VISUAL INFLUENCE

PRO/TRADE TOOL



VISUAL INFLUENCE

PRO/TRADE TOOL



VISUAL INFLUENCE

PRO/TRADE TOOL



DESIGN | CONTRAST | OWNED BRAND | PURPOSEFUL | ANGULAR | TPE / OVERMOLD

VISUAL INFLUENCE

PRO/TRADE TOOL



VISUAL INFLUENCE

PRO/TRADE TOOL



FRIENDLY APPROACHABLE IDENTIFIABLE MULTIPLE MATERIALS

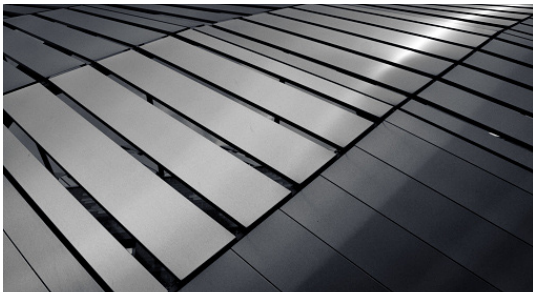
VISUAL INFLUENCE

PRO/TRADE TOOL



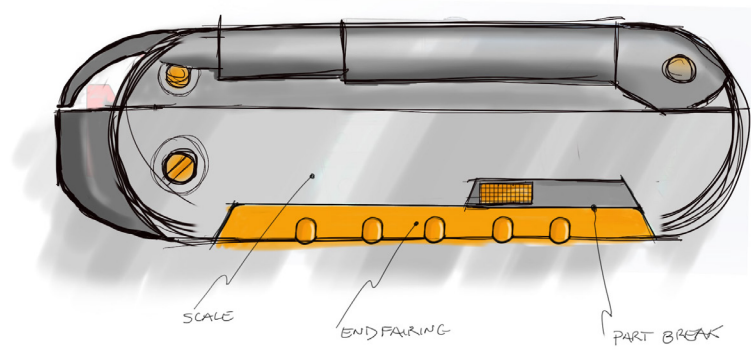
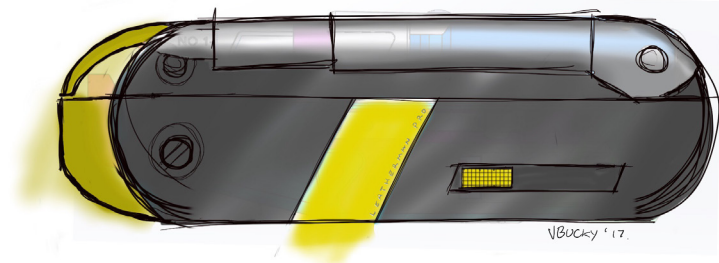
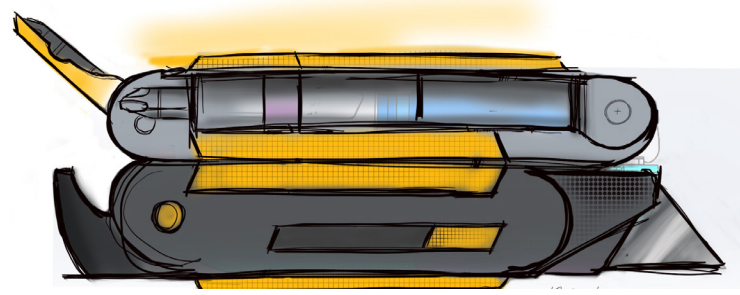
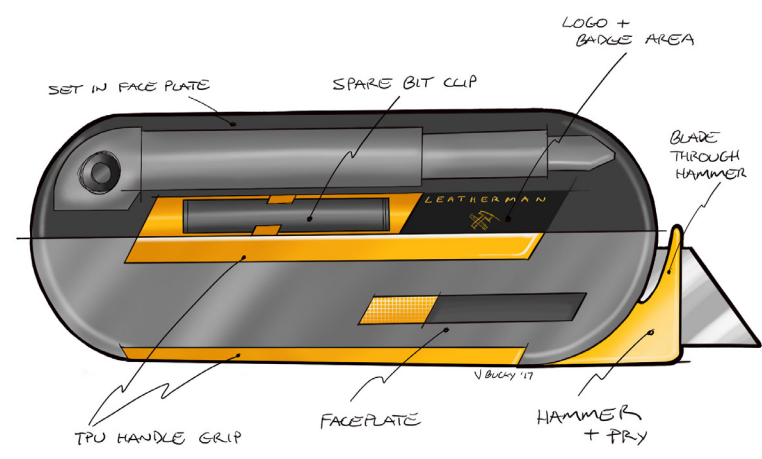
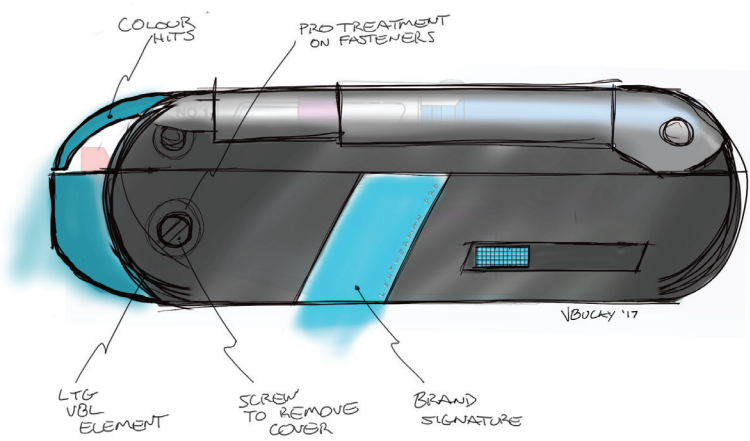
VISUAL INFLUENCE

PRO/TRADE TOOL



DIRECTIONAL CONCEPTS

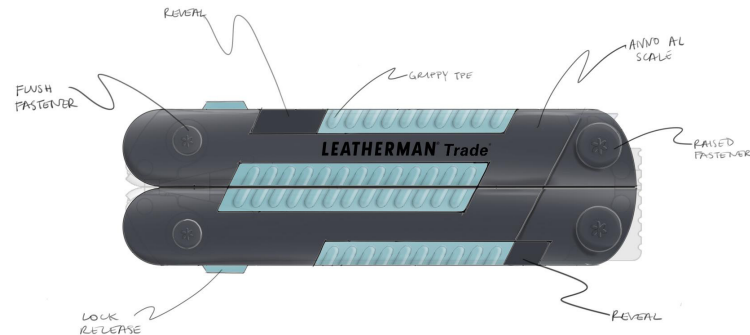
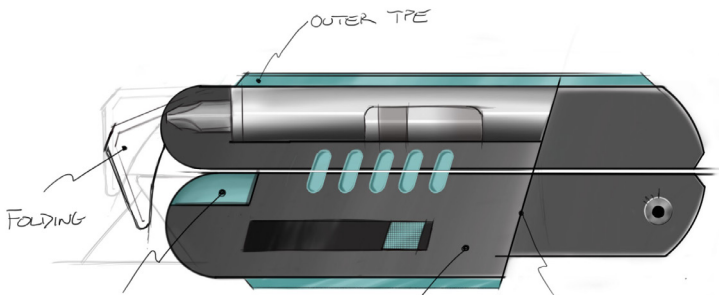
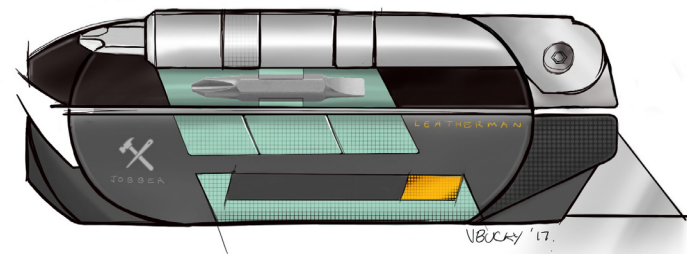
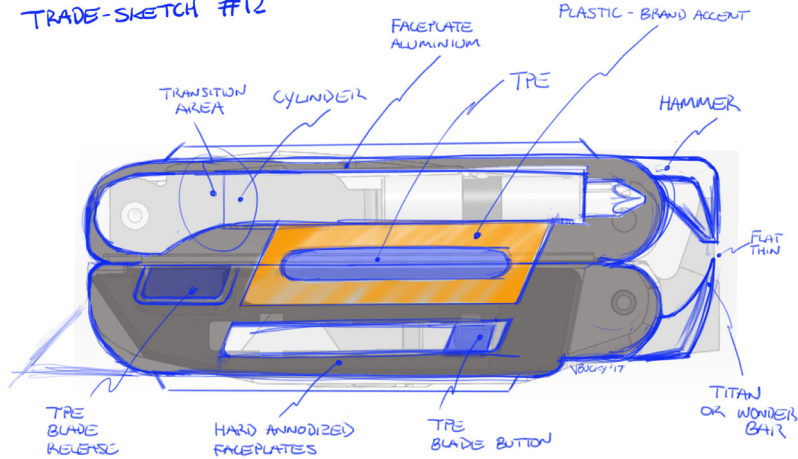
PRO/TRADE TOOL



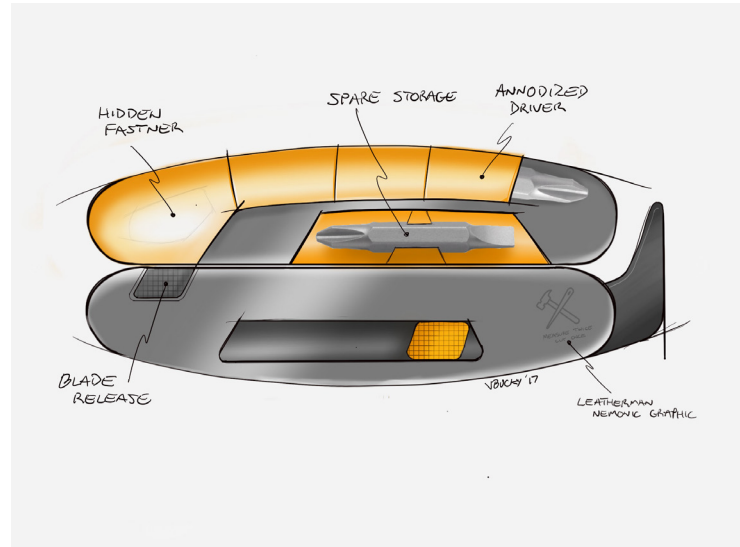
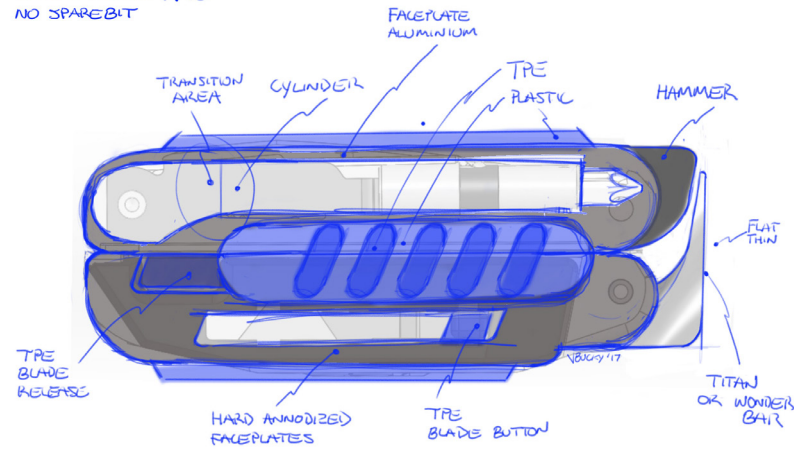
DIRECTIONAL CONCEPTS

PRO/TRADE TOOL

TRADE-SKETCH #12

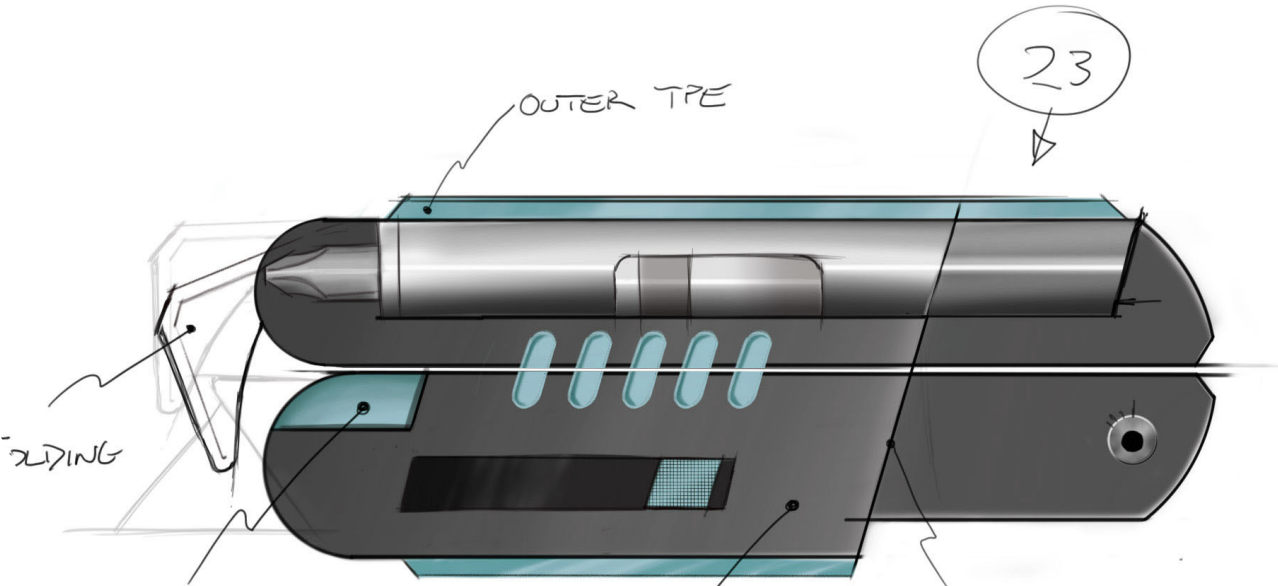


TRADESTOOL #10
NO SPAREBIT

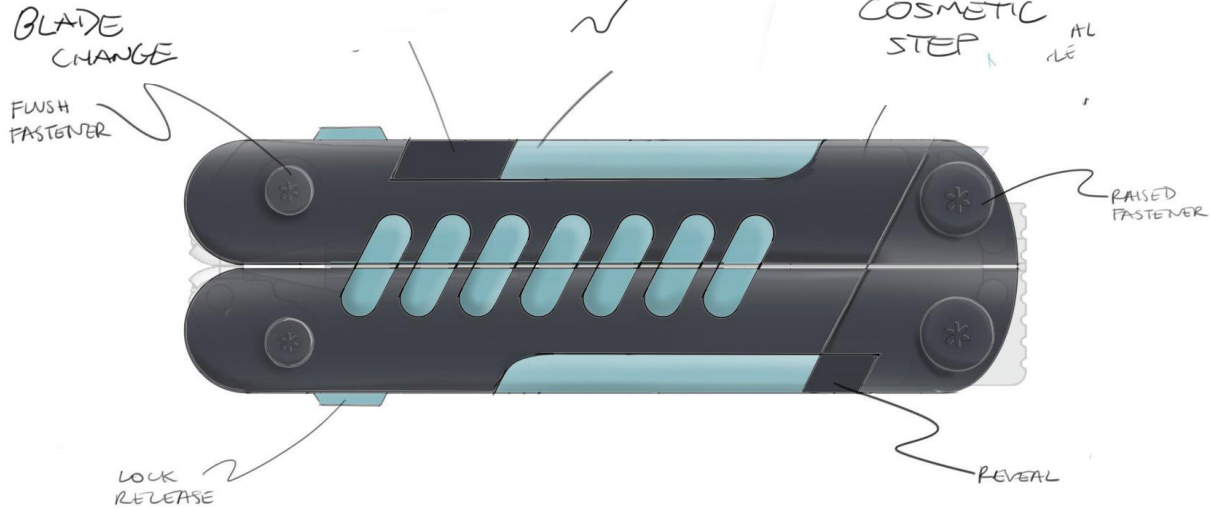


LINEUP
PRO/TRADE TOOL

5.5" HD TOOL



4.5" MPT -
(MOD)

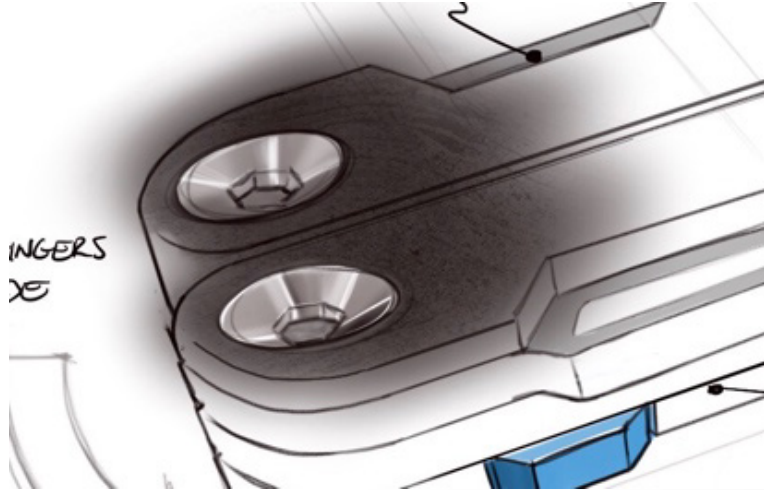


4.0" FOLDING KNIFE-
(MOD)

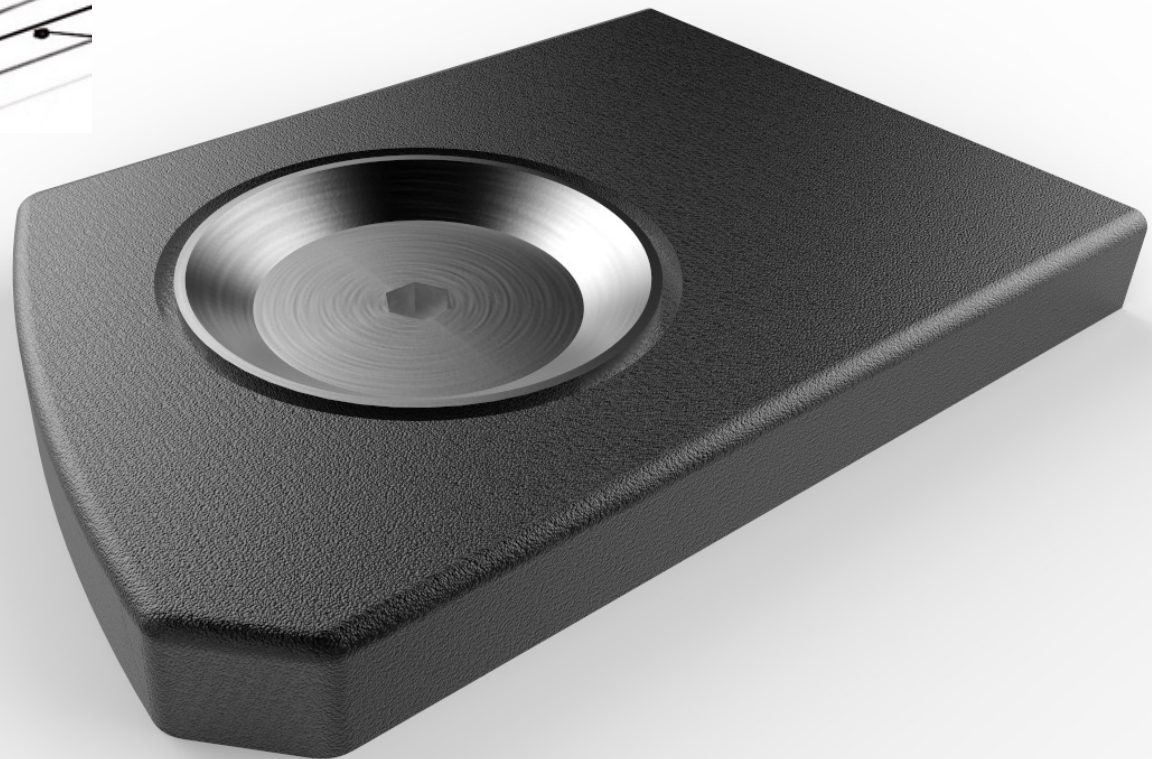


DESIGN VISUAL DETAILS

PRO / TRADE TOOL



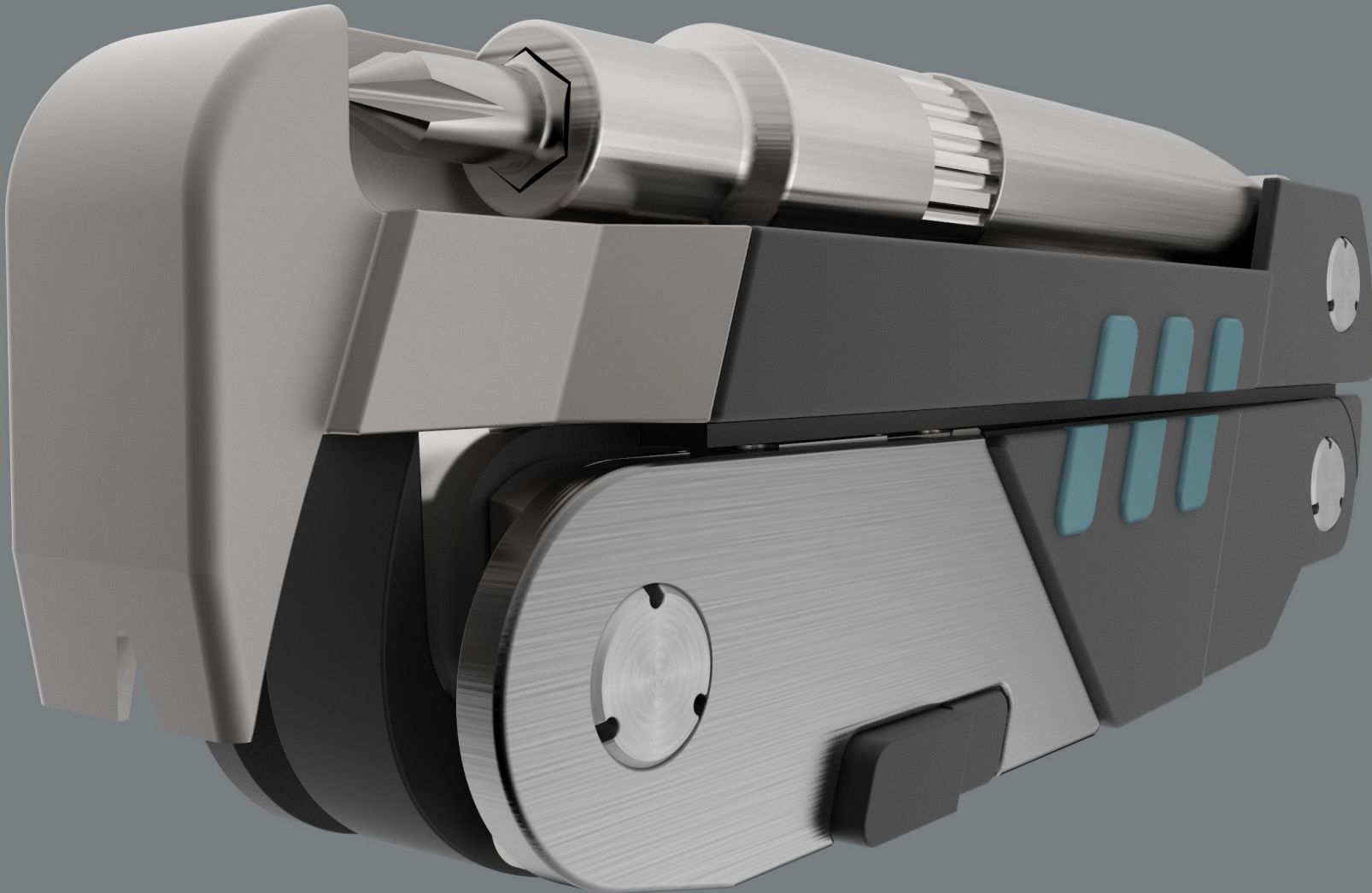
ADD MUG



ADD MIXER

DESIGN PROPOSALS

HD TOOL - WIP



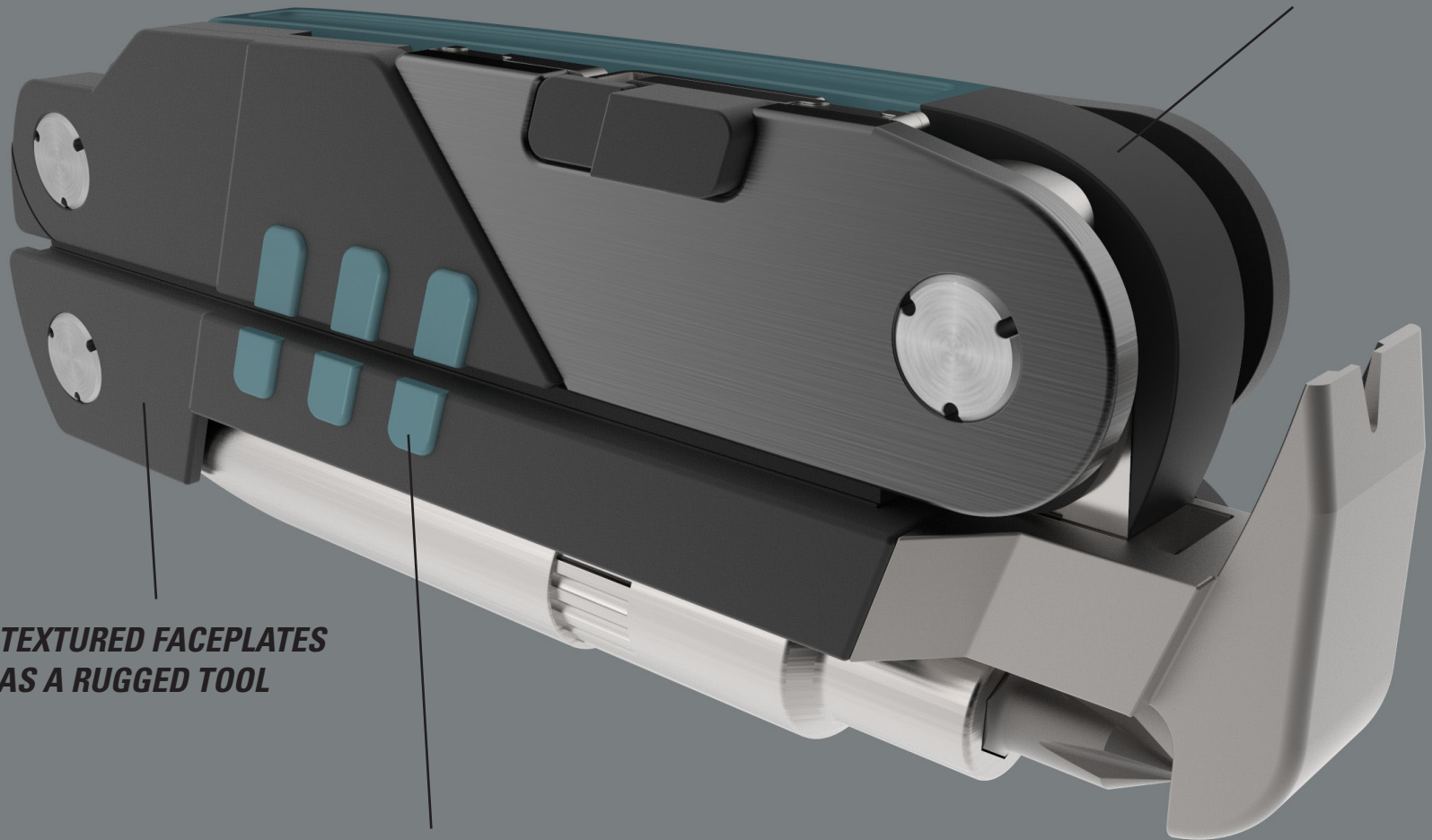
5.5 WIP

W.I.P.
5.5 HD TOOL

*ROUNDED CORE ELEMENTS
PROVIDE LTG BRAND LOOK*

*DARK TEXTURED FACEPLATES
READ AS A RUGGED TOOL*

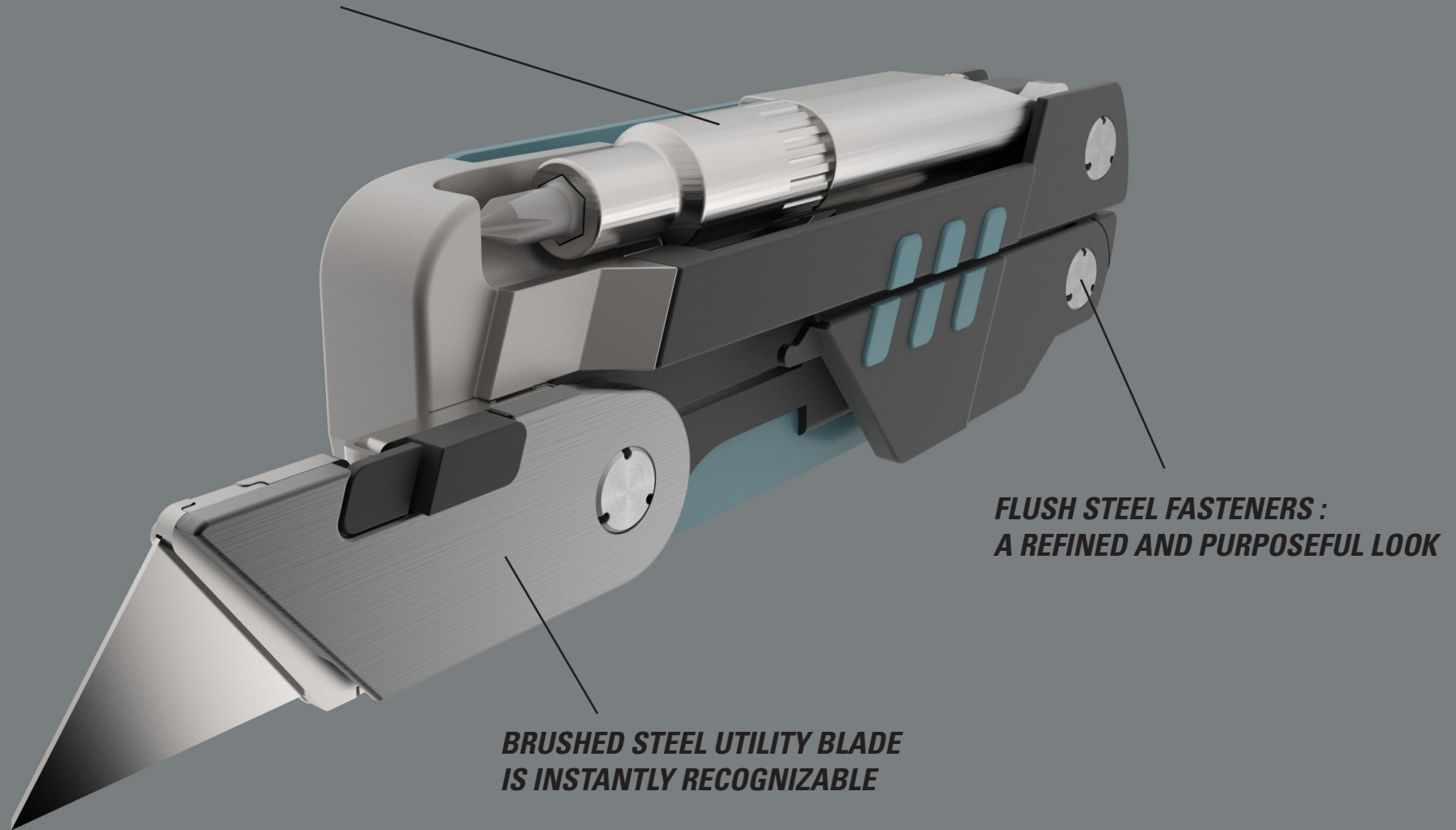
*TPE DETAILS PROVIDE GRIP
& TOOL VISUAL LANGUAGE*



W.I.P.

5.5 HD TOOL

***ROUNDED SHAFT :
A PURPOSEFUL AND RECOGNIZED LOOK***

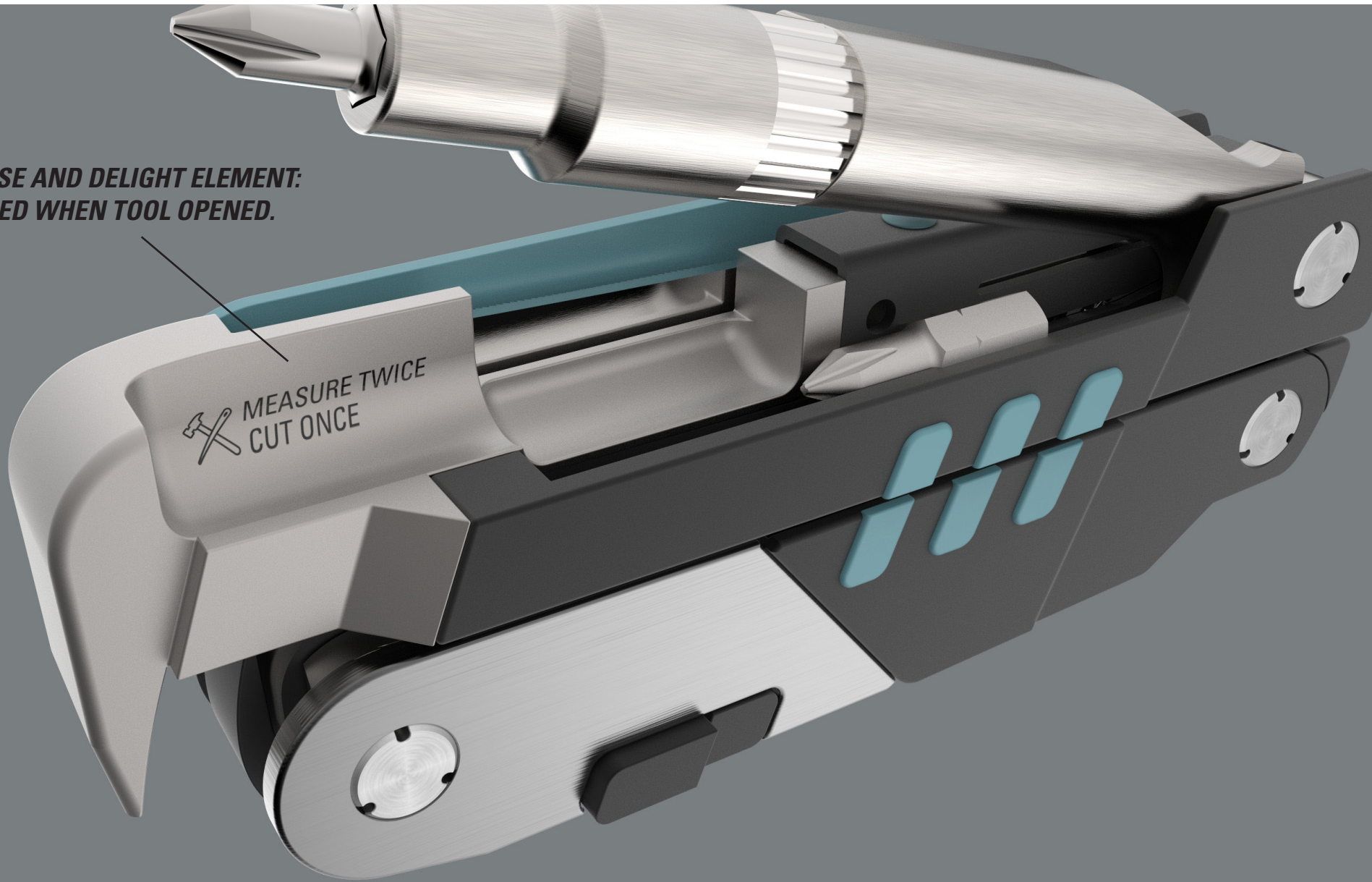


***FLUSH STEEL FASTENERS :
A REFINED AND PURPOSEFUL LOOK***

***BRUSHED STEEL UTILITY BLADE
IS INSTANTLY RECOGNIZABLE***

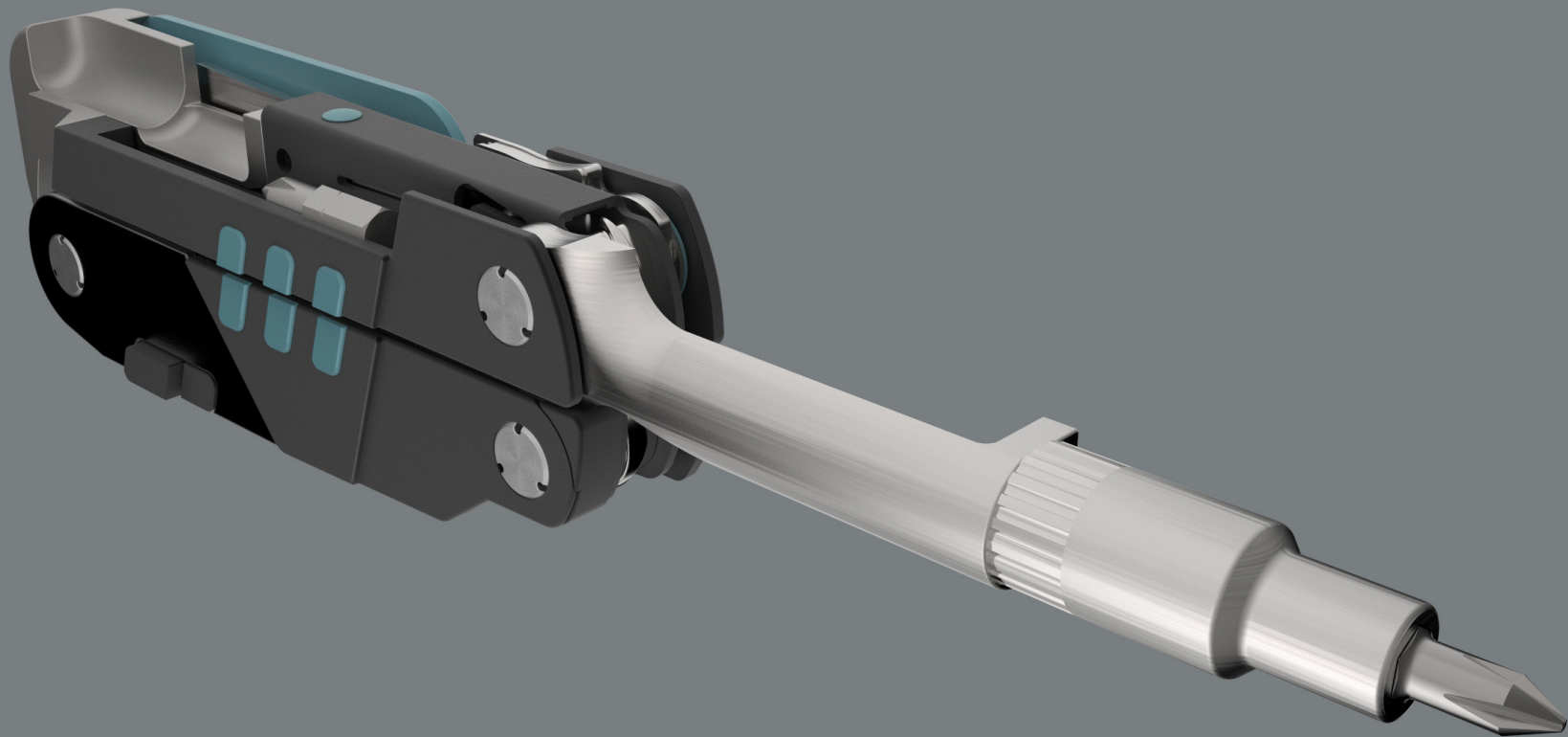
W.I.P.
5.5 HD TOOL

***SURPRISE AND DELIGHT ELEMENT:
REVEALED WHEN TOOL OPENED.***



W.I.P.
5.5 HD TOOL

RATCHETING BIT DRIVER OPEN

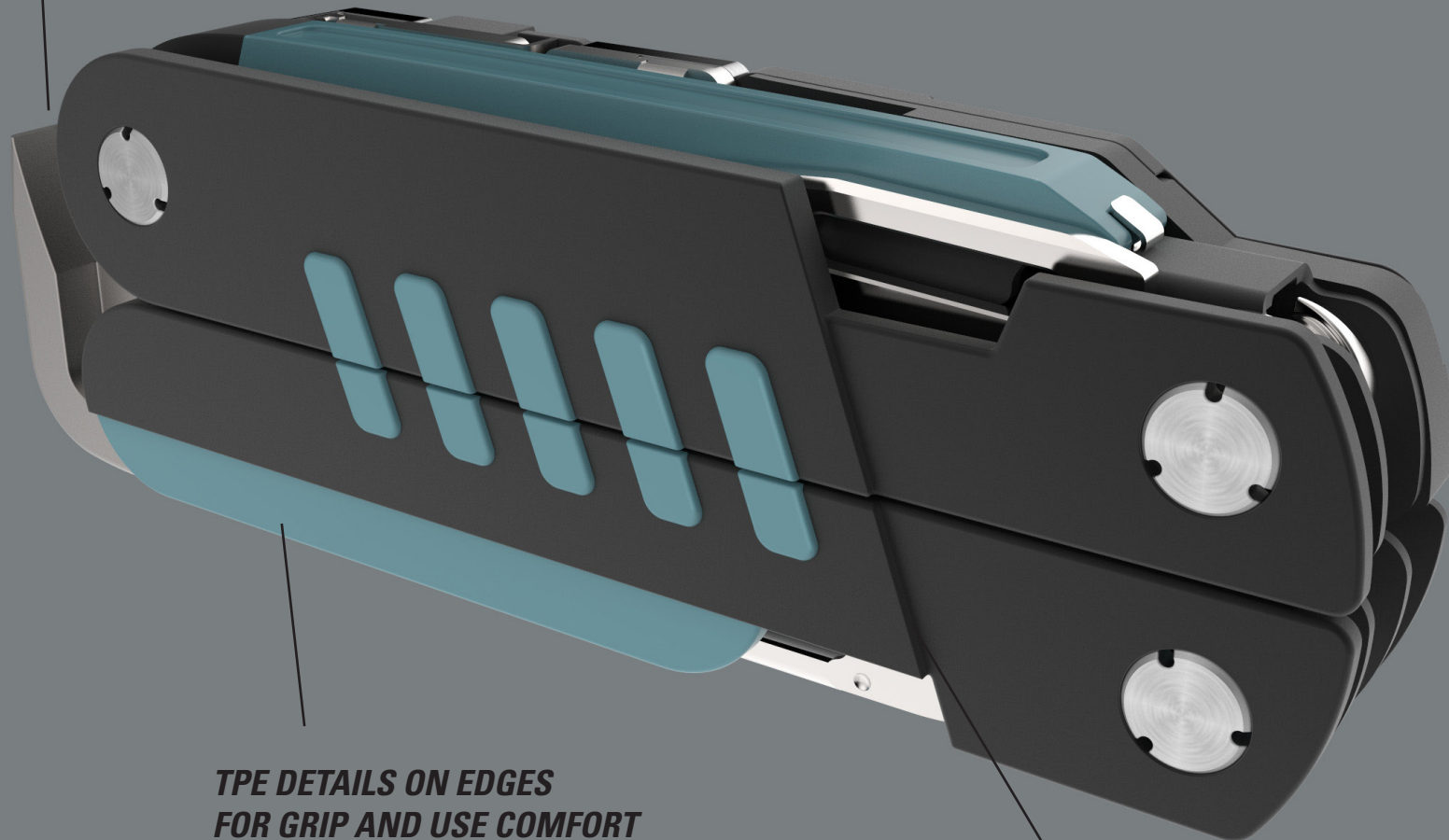


W.I.P.

5.5 HD TOOL

*VISUAL GAP AND ROUNDS :
INDICATE END TO OPEN FROM*

KNIFE AND T SHANK SAW SIDE

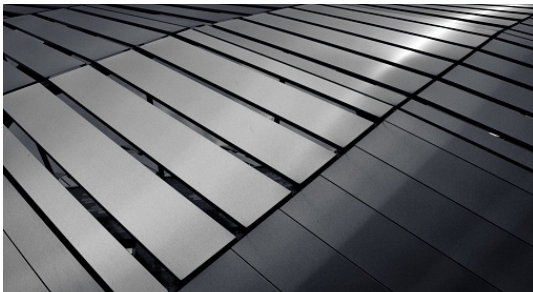


*TPE DETAILS ON EDGES
FOR GRIP AND USE COMFORT*

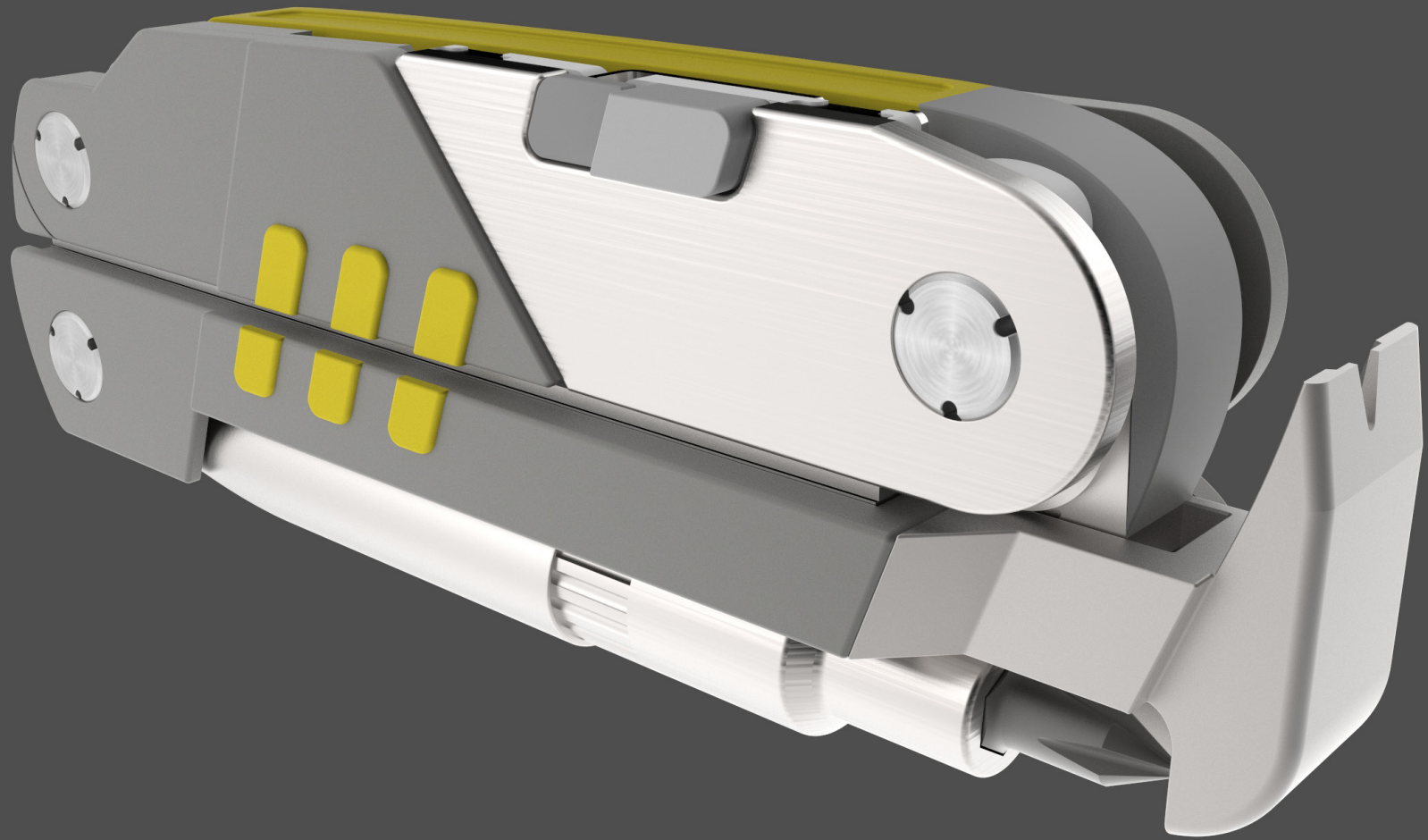
ANGULAR VISUAL DETAILS

VISUAL INFLUENCE

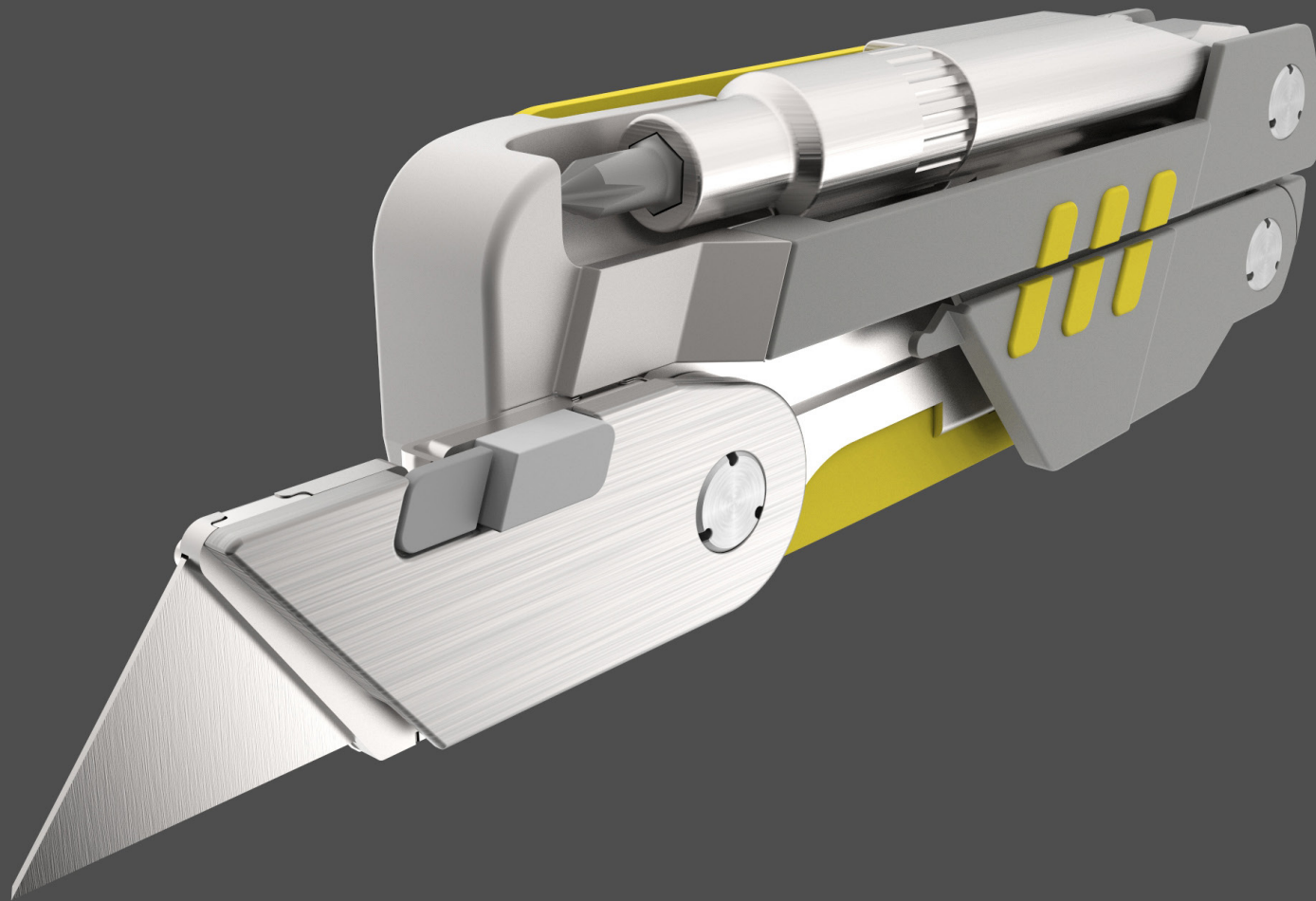
PRO/TRADE TOOL



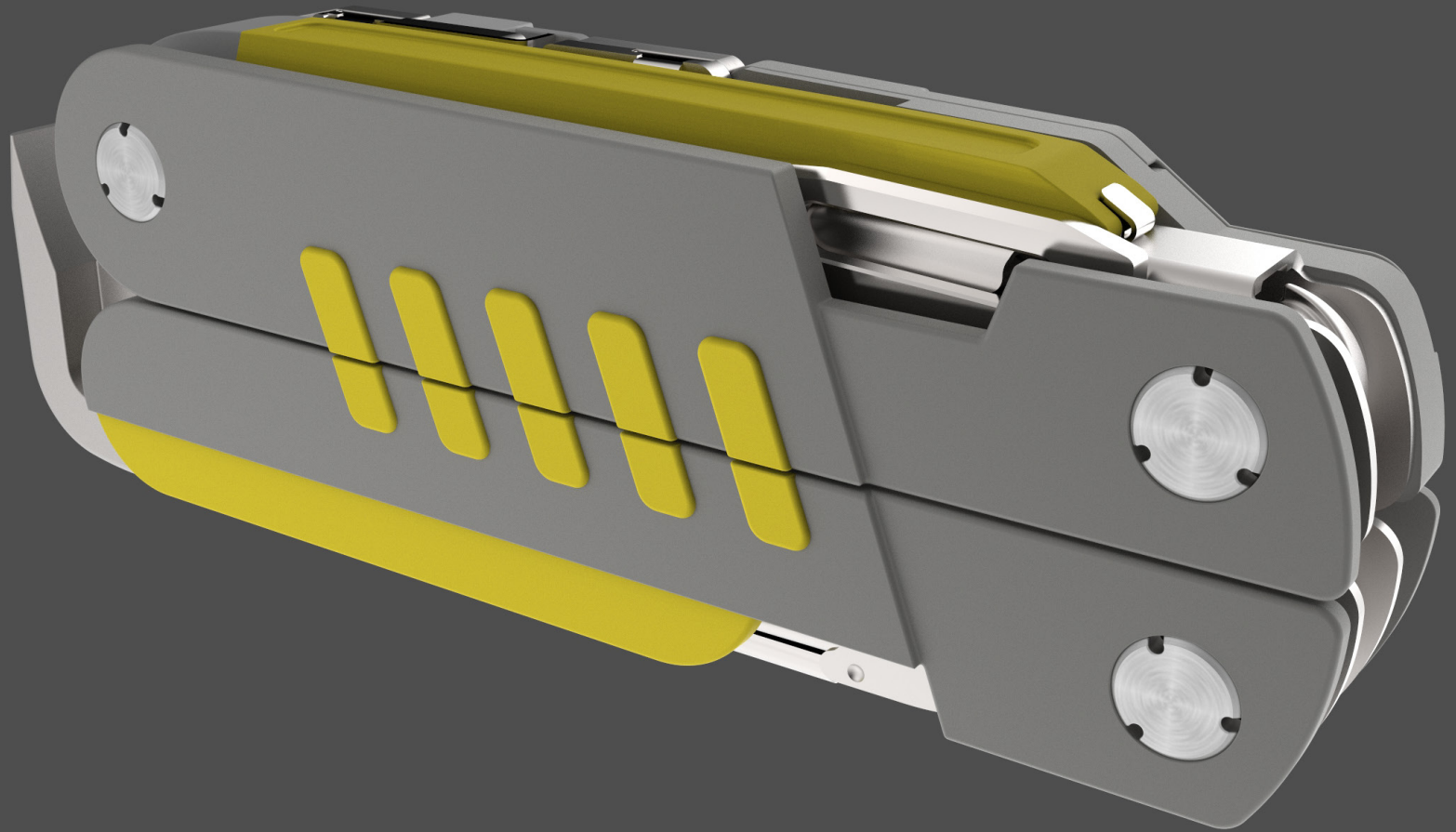
W.I.P.
5.5 HD TOOL



W.I.P.
5.5 HD TOOL



W.I.P.
5.5 HD TOOL



DESIGN NEXT STEPS TO i4

PRO TRADE TOOL

FOCUS

SELECT DESIGN DIRECTION ON 5.5" HD TOOL
(COLOURWAYS, MATERIALS, METHODS OF MANUFACTURE)

REFINE

DESIGN THE 5.5" HD TOOL VISUAL DIRECTION INTO MODULAR
PLATFORM TO DRIVE A CONSISTENT RANGE / BRAND FEEL.

PROTOTYPE



THANK YOU
ON TO i4

