

**DESIGN**  
HD TRADE TOOL  
4" MOD TRADE TOOL



**i3 REPORT OUT**

# PROBLEM / OPPORTUNITY

## PRO TRADE TOOL

### PROBLEM

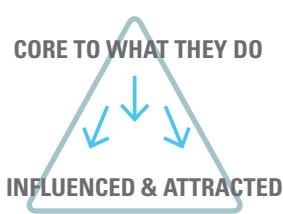
MAKING A LEGITIMATE “PRO” LEVEL TOOL AND NOT JUST AN  
ENDCAP IN HOME DEPOT

### 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

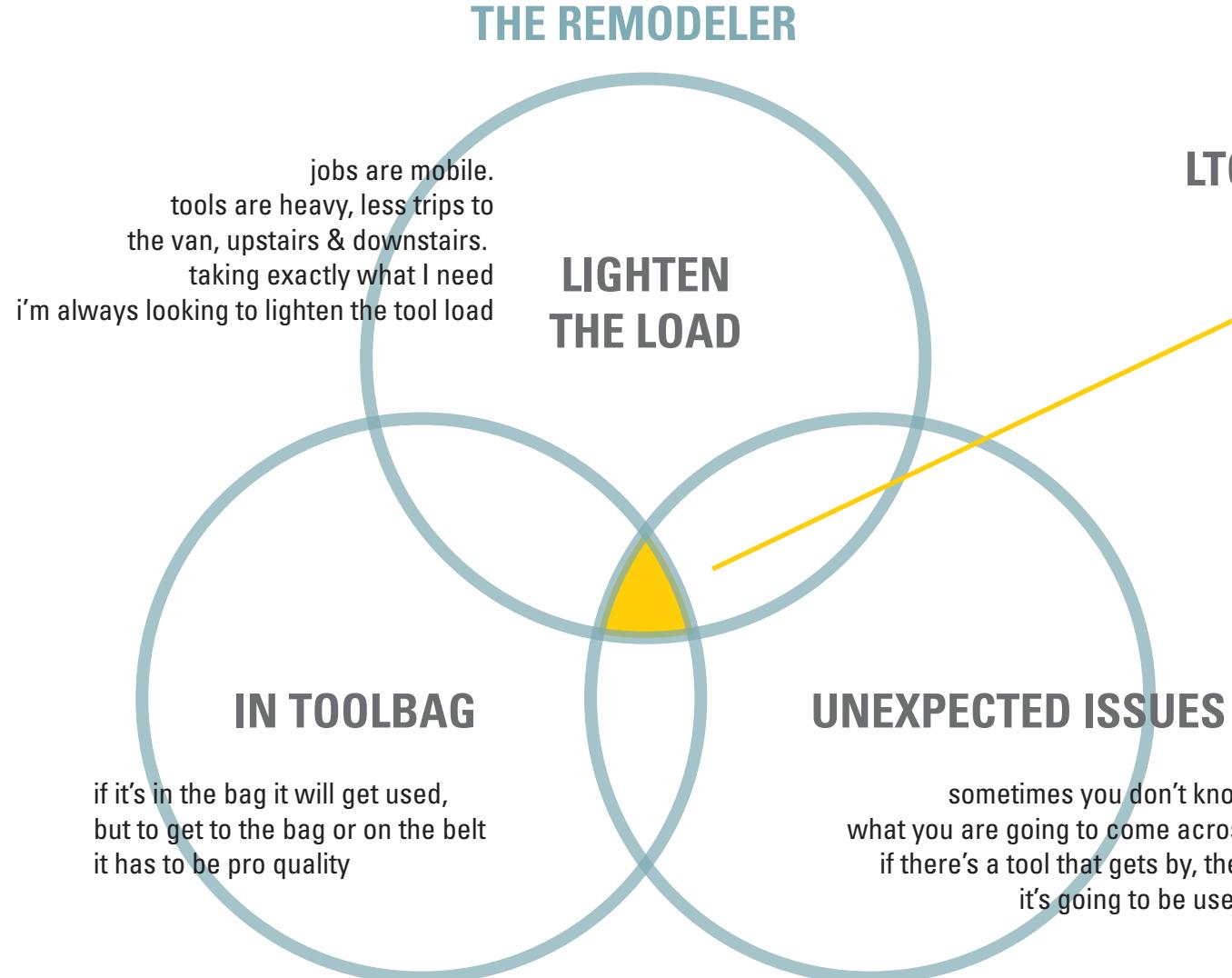


SKILLED INDUSTRIAL  
MAINTENANCE  
CABINET MAKERS  
MACHINISTS  
RIGGERS  
PIPELAYERS  
PLASTERERS  
MECHANICS  
PLUMBERS  
FRAMERS

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



**LTG TRADE TOOL**

# 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



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# VISUAL INFLUENCE

## PRO/TRADE TOOL



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

# VISUAL INFLUENCE

## PRO/TRADE TOOL



# VISUAL INFLUENCE PRO/TRADE TOOL



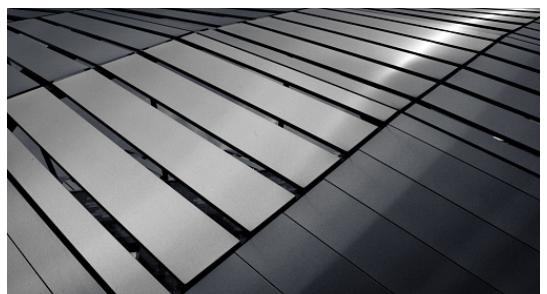
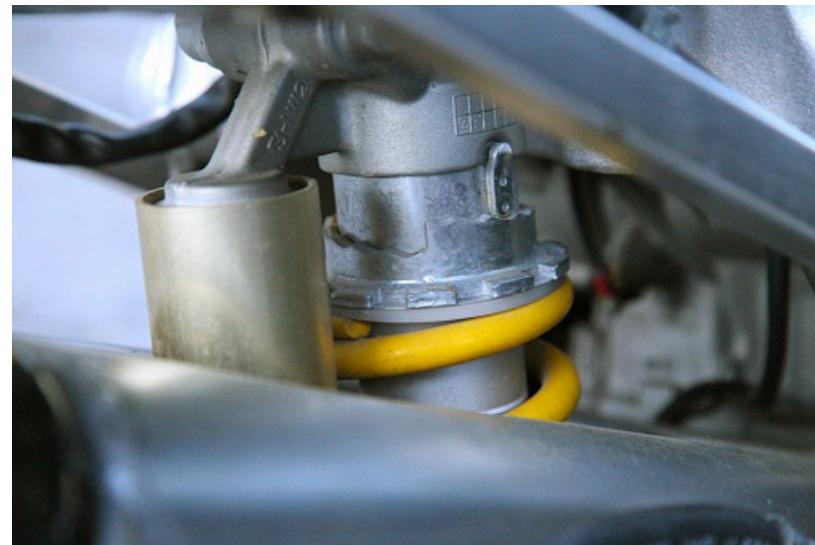
**FRIENDLY APPROACHABLE IDENTIFIABLE MULTIPLE MATERIALS**

# VISUAL INFLUENCE PRO/TRADE TOOL

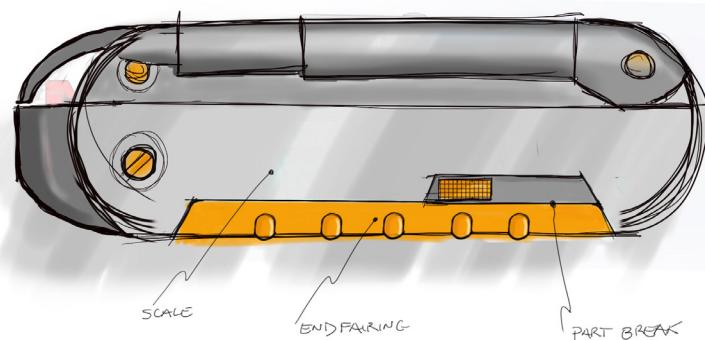
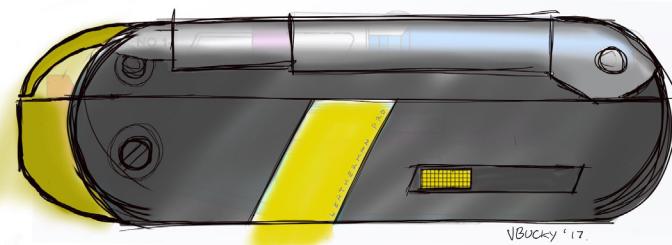
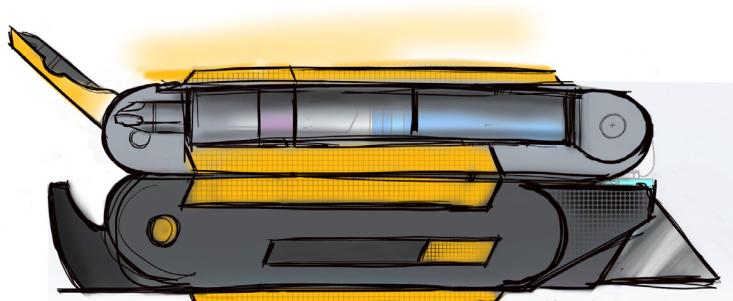
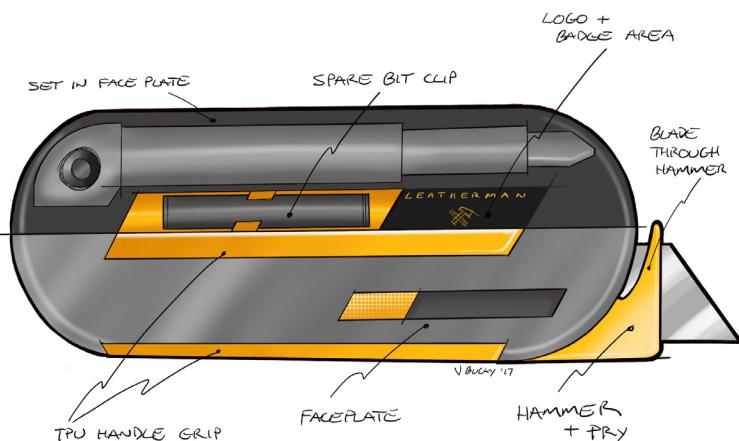
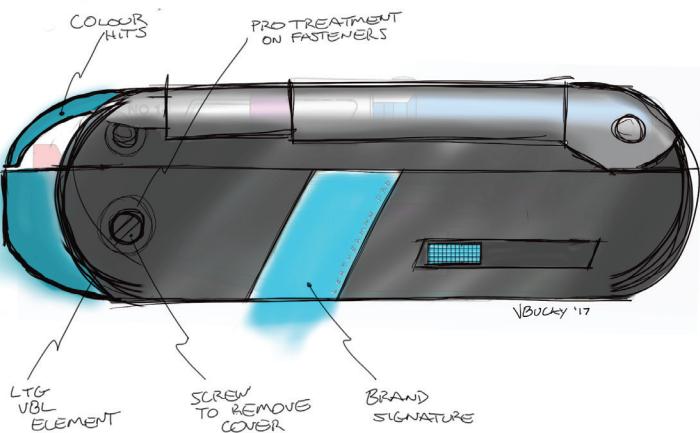


# VISUAL INFLUENCE

## PRO/TRADE TOOL



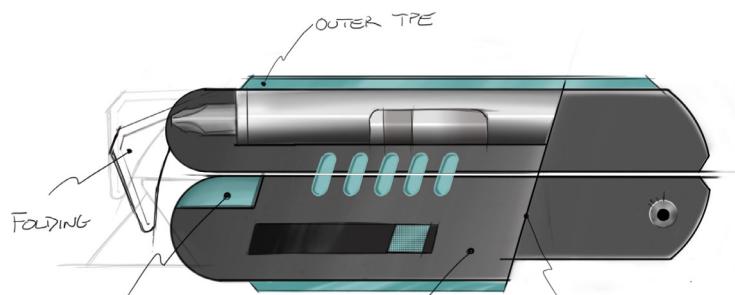
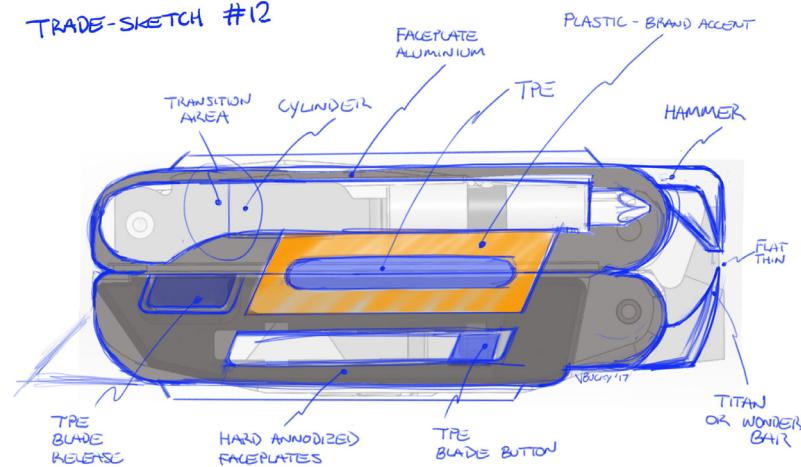
# DIRECTIONAL CONCEPTS PRO/TRADE TOOL



# DIRECTIONAL CONCEPTS

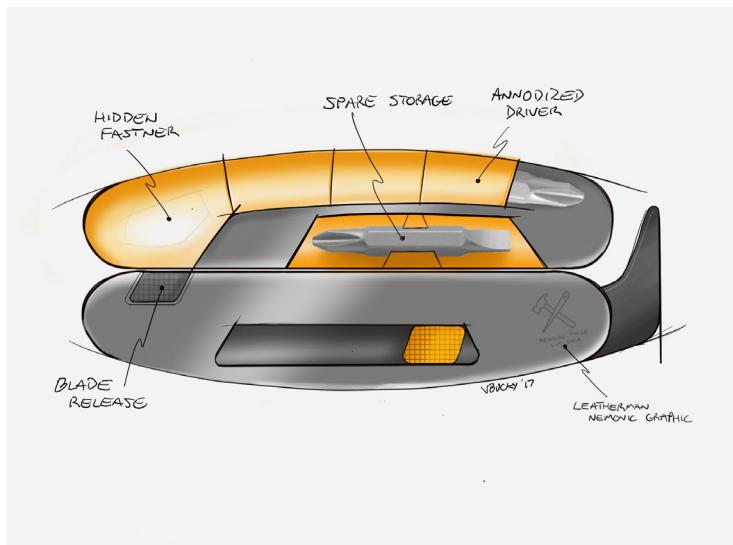
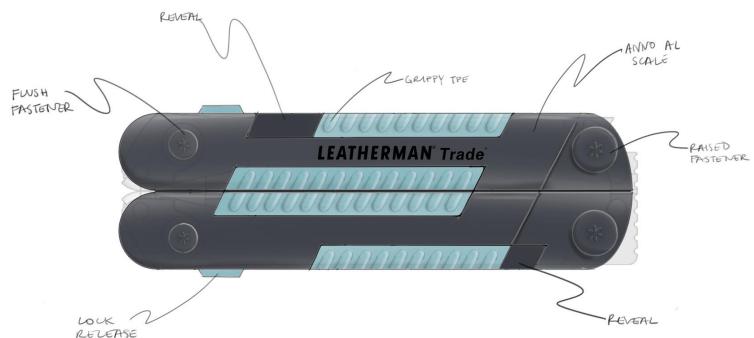
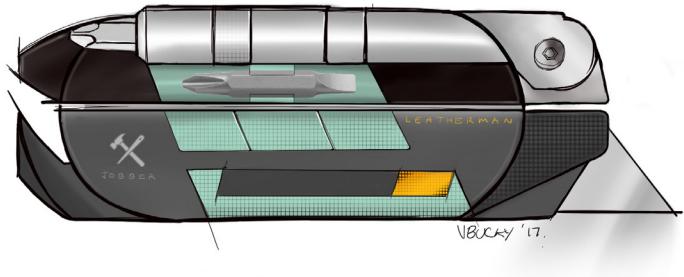
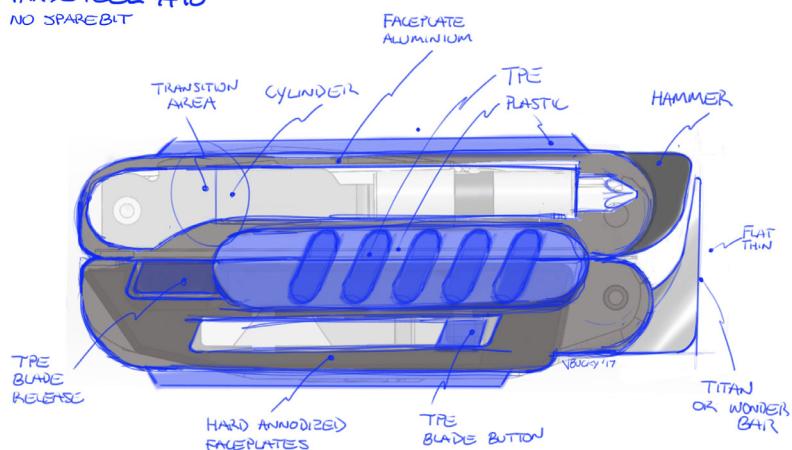
## PRO/TRADE TOOL

TRADE-SKETCH #12



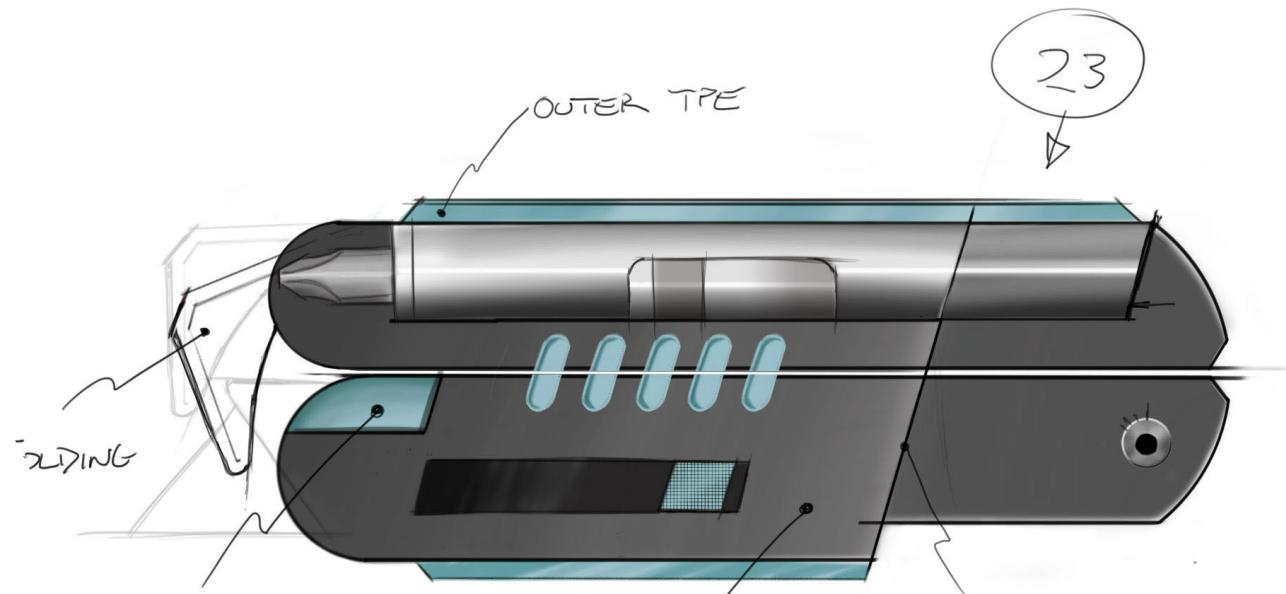
TRADETOOL #10

NO SPAREBIT

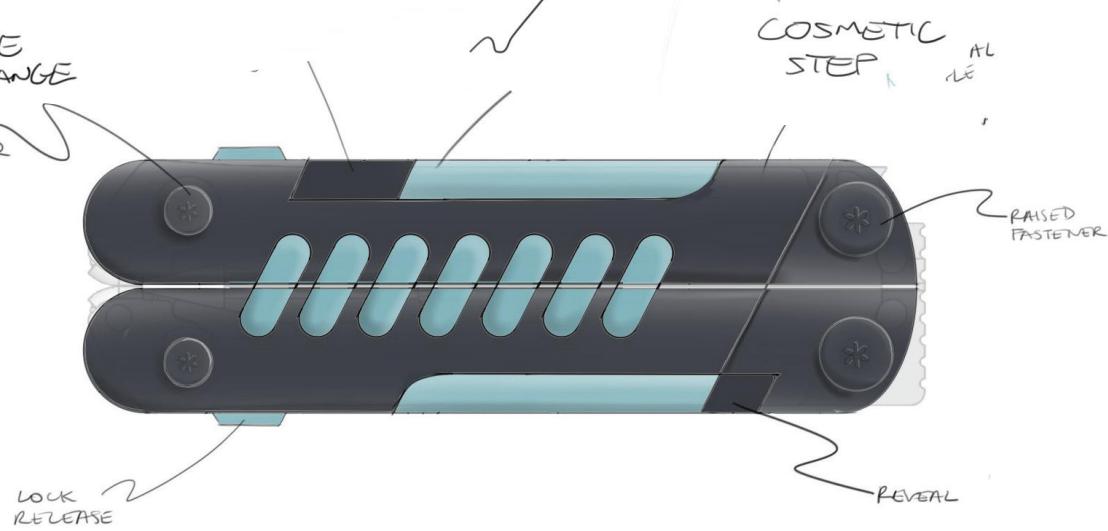


# LINEUP PRO/TRADE TOOL

5.5" HD TOOL



4.5" MPT -  
(MOD)

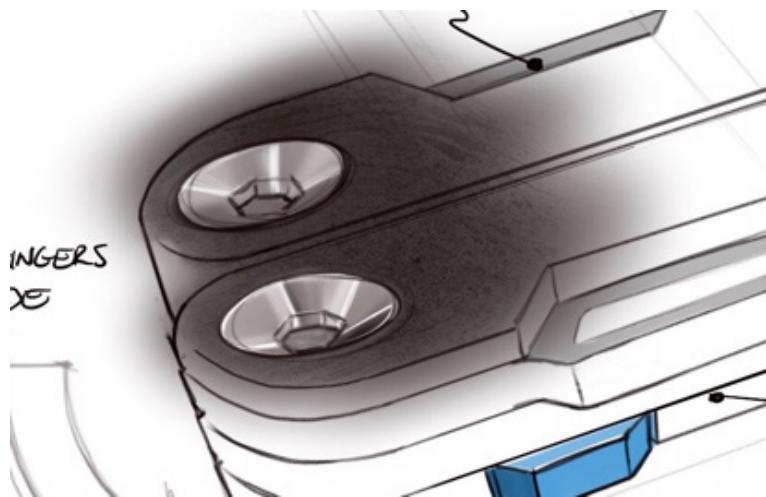


4.0" FOLDING KNIFE-  
(MOD)



# DESIGN VISUAL DETAILS

## PRO / TRADE TOOL



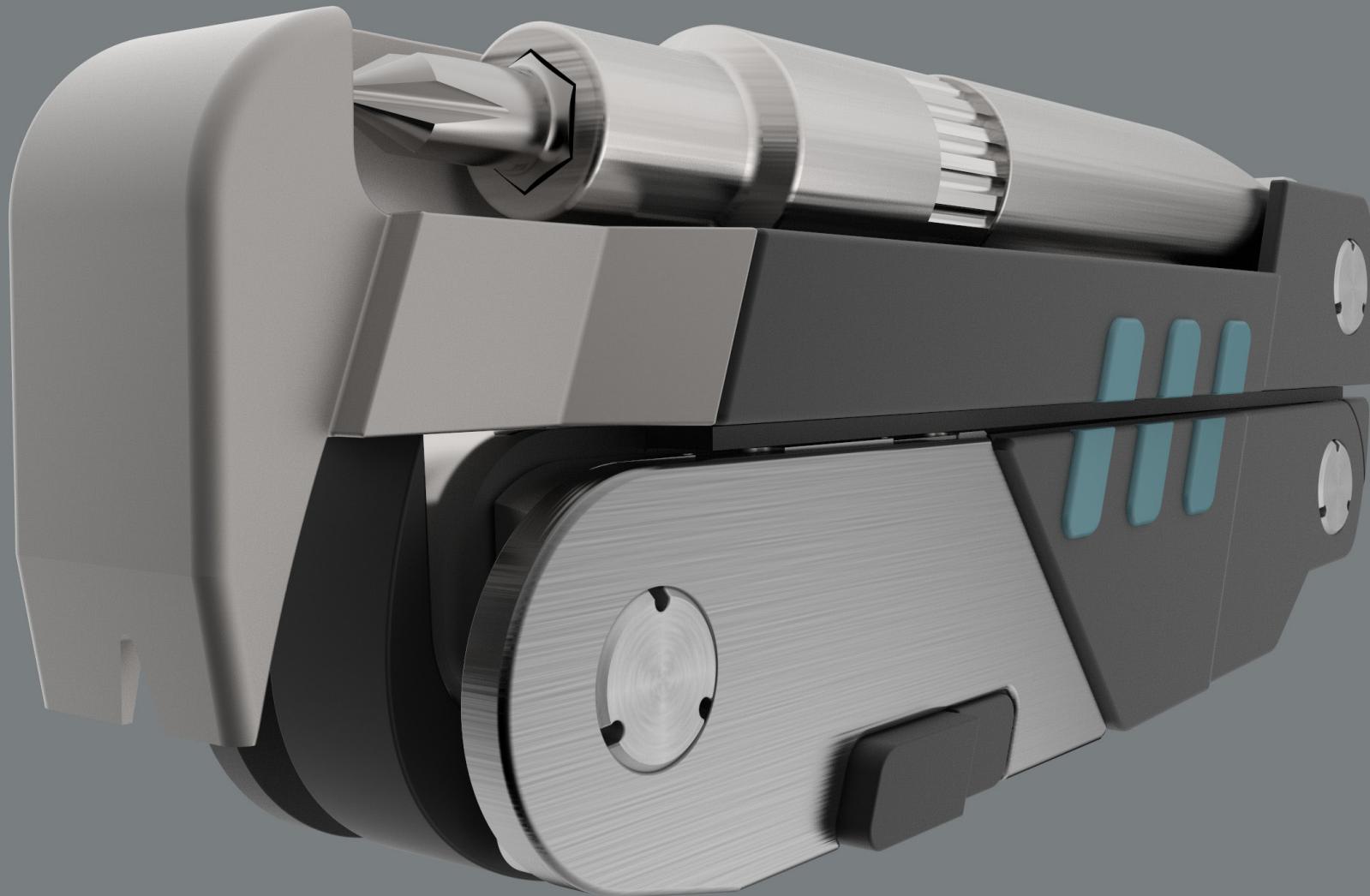
ADD MUG



ADD MIXER

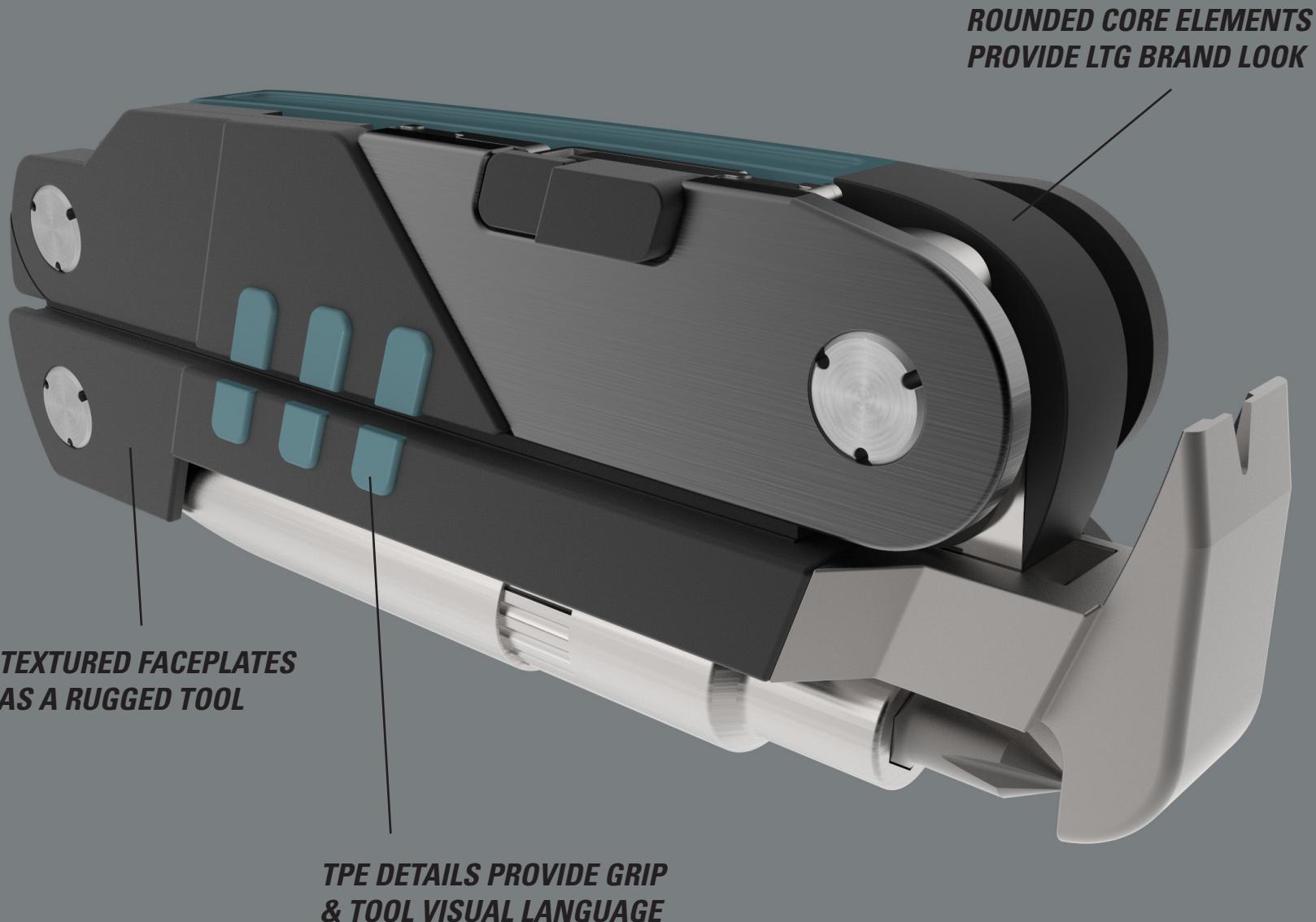
# DESIGN PROPOSALS

## HD TOOL - WIP



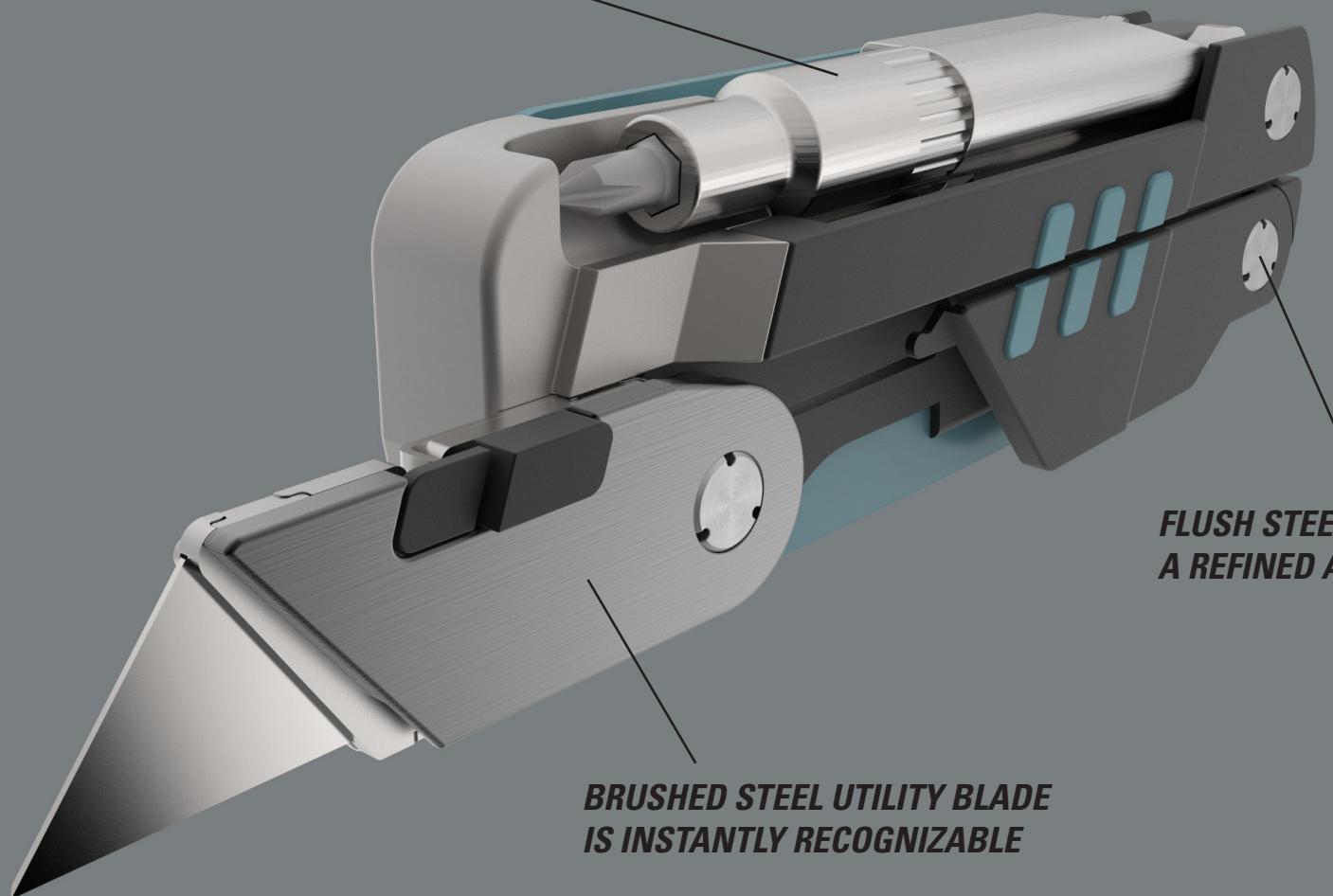
5.5  
WIP

**W.I.P.**  
**5.5 HD TOOL**



**W.I.P.**  
**5.5 HD TOOL**

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

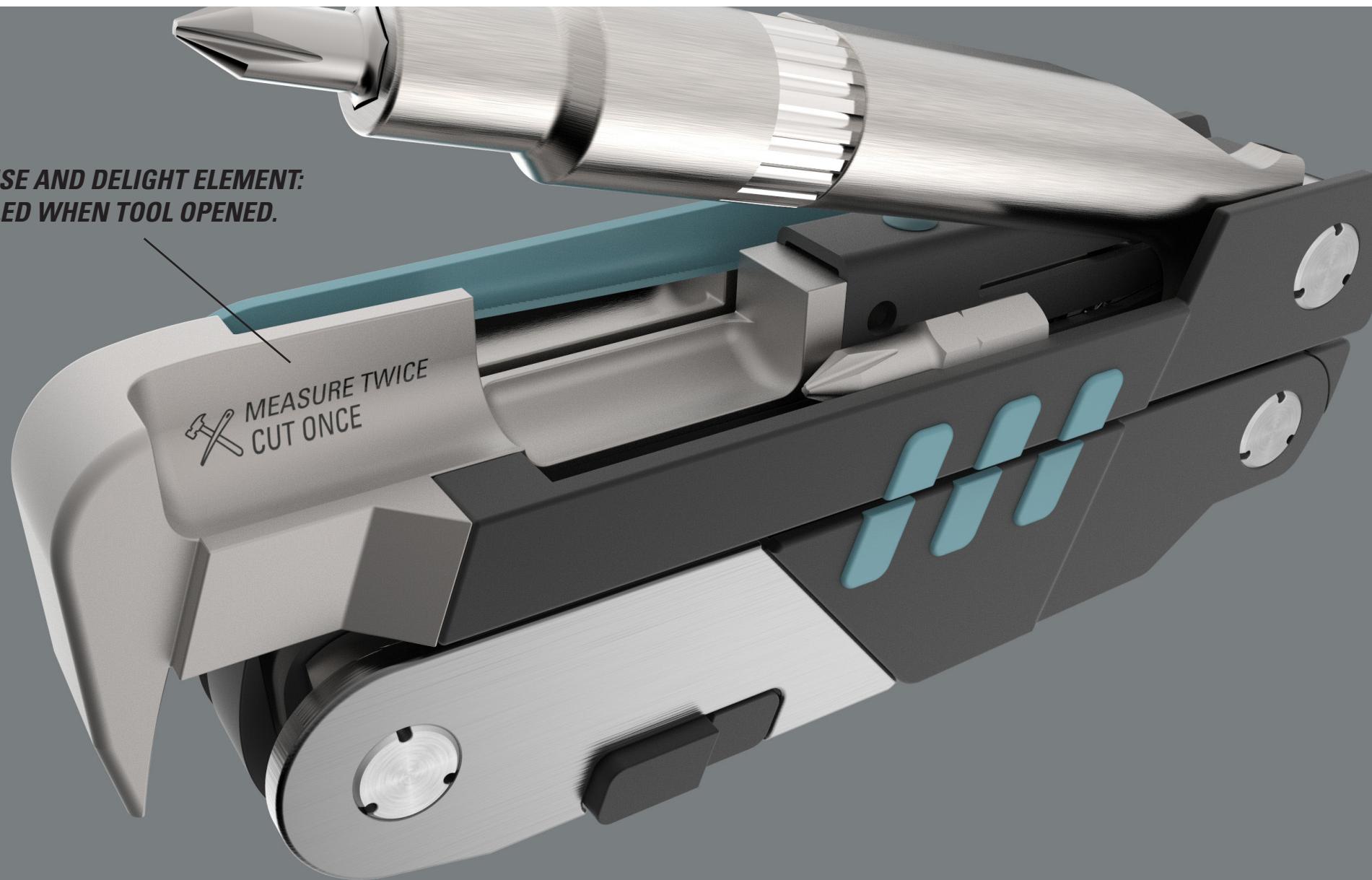


**FLUSH STEEL FASTENERS :**  
**A REFINED AND PURPOSEFUL LOOK**

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

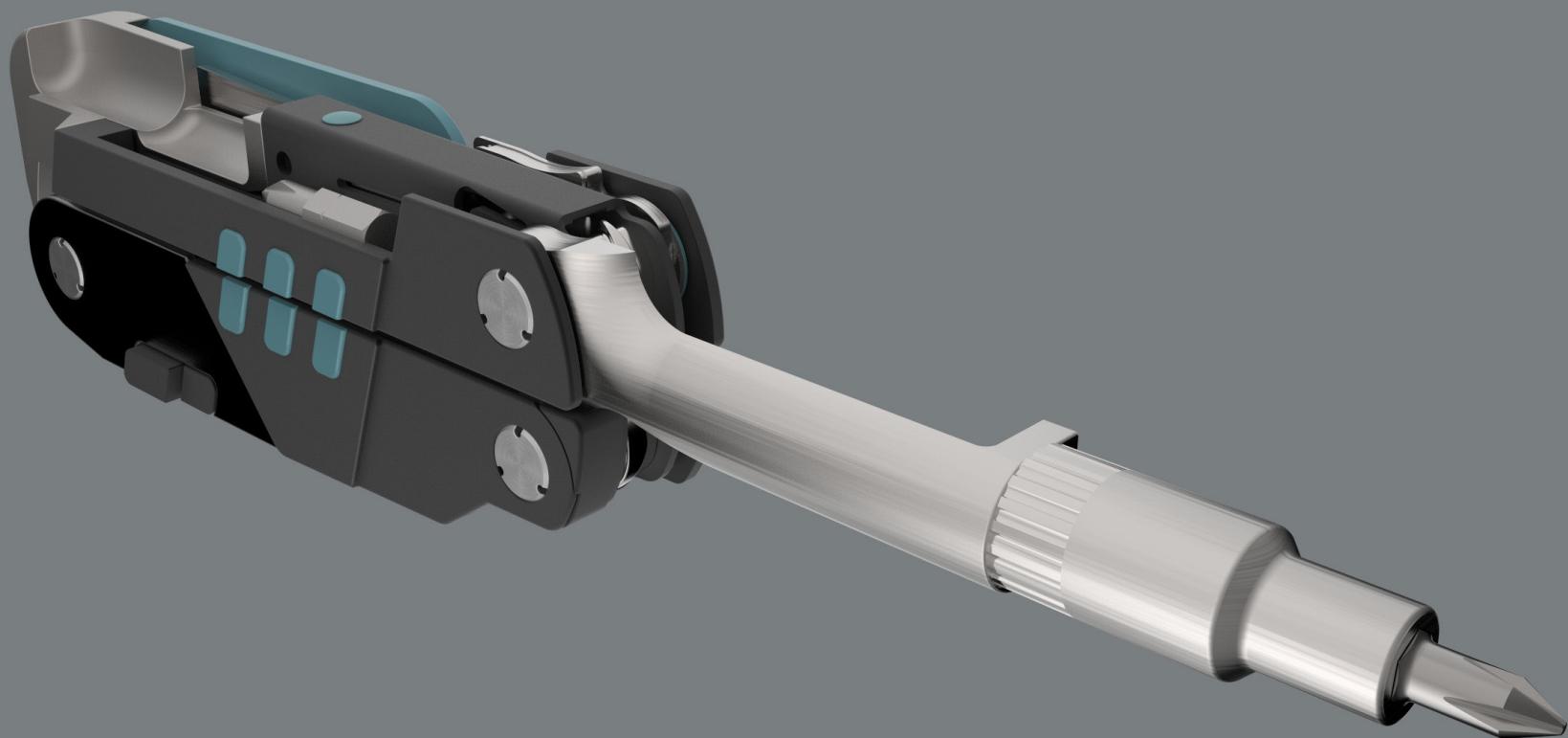
**W.I.P.**  
**5.5 HD TOOL**

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



**W.I.P.**  
**5.5 HD TOOL**

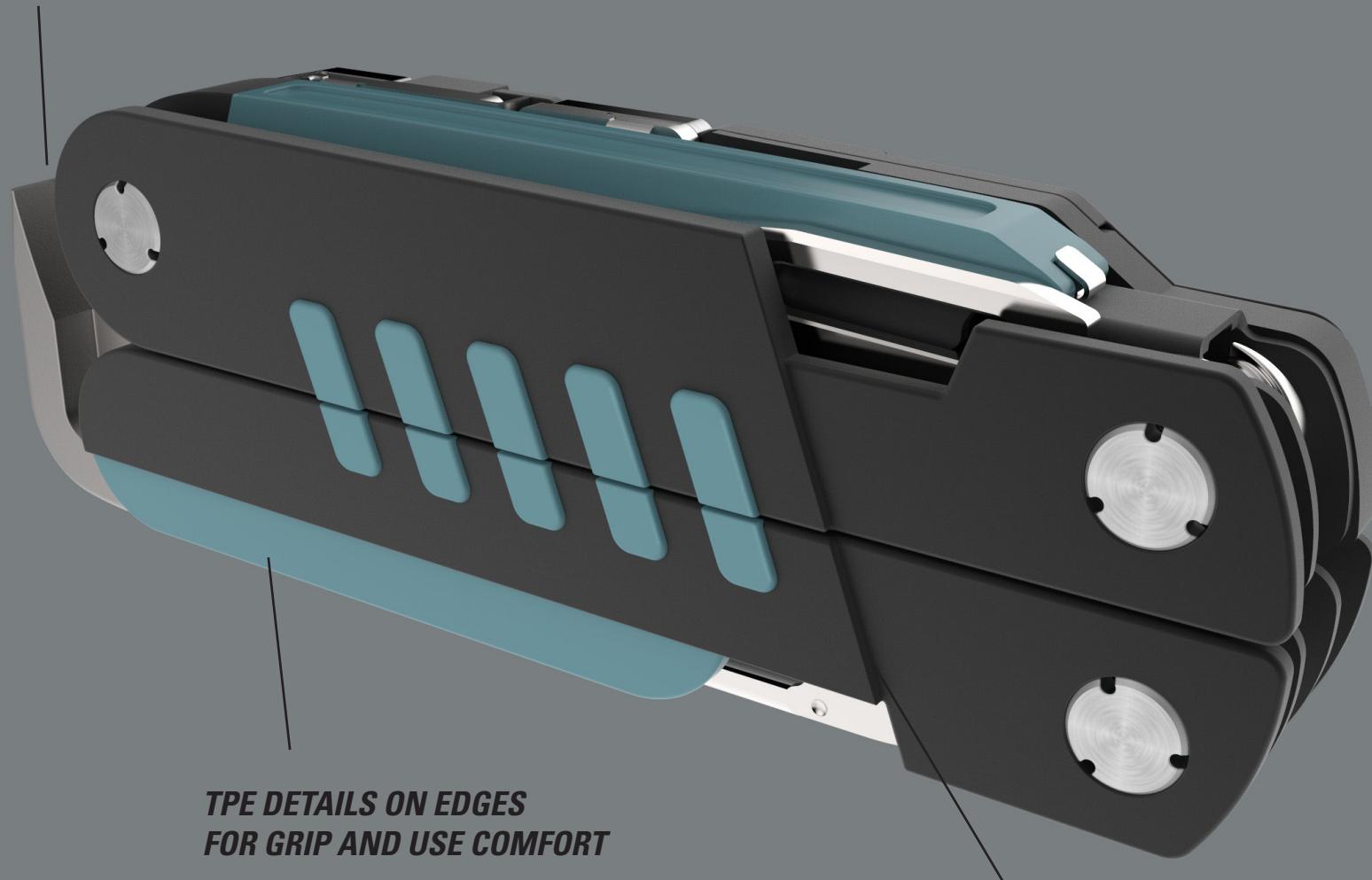
*RATCHETING BIT DRIVER OPEN*



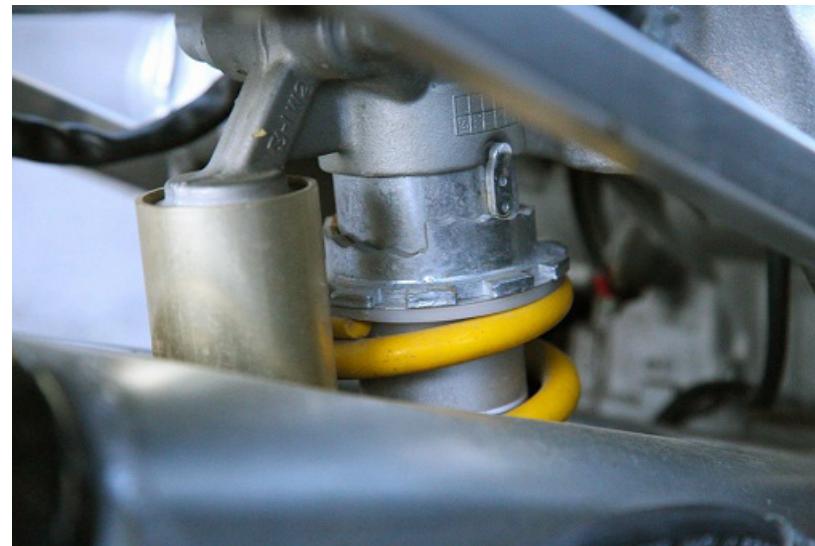
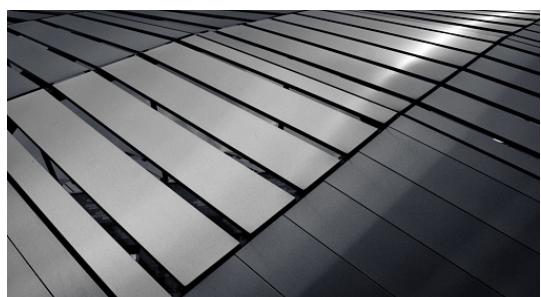
# W.I.P. 5.5 HD TOOL

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

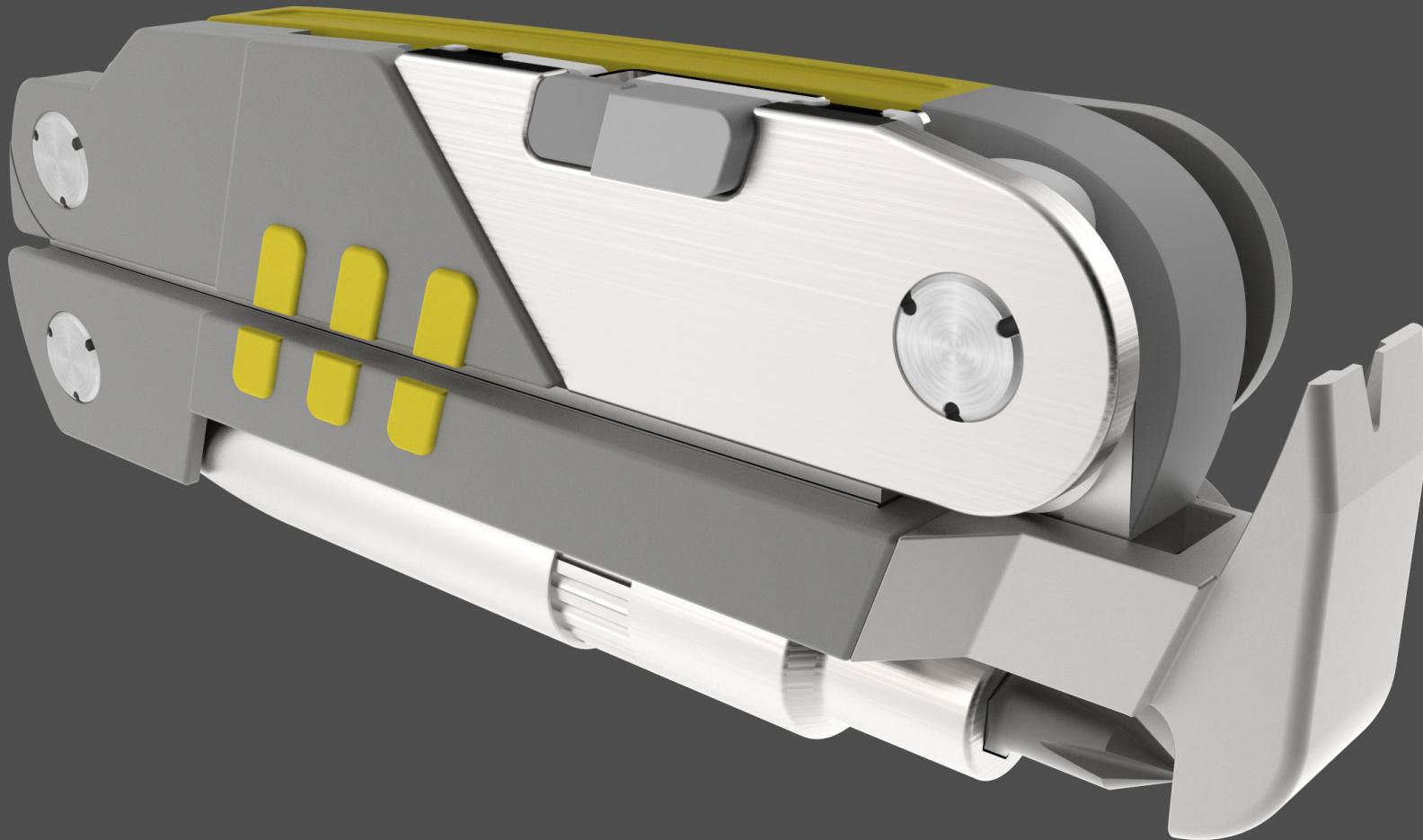
**KNIFE AND T SHANK SAW SIDE**



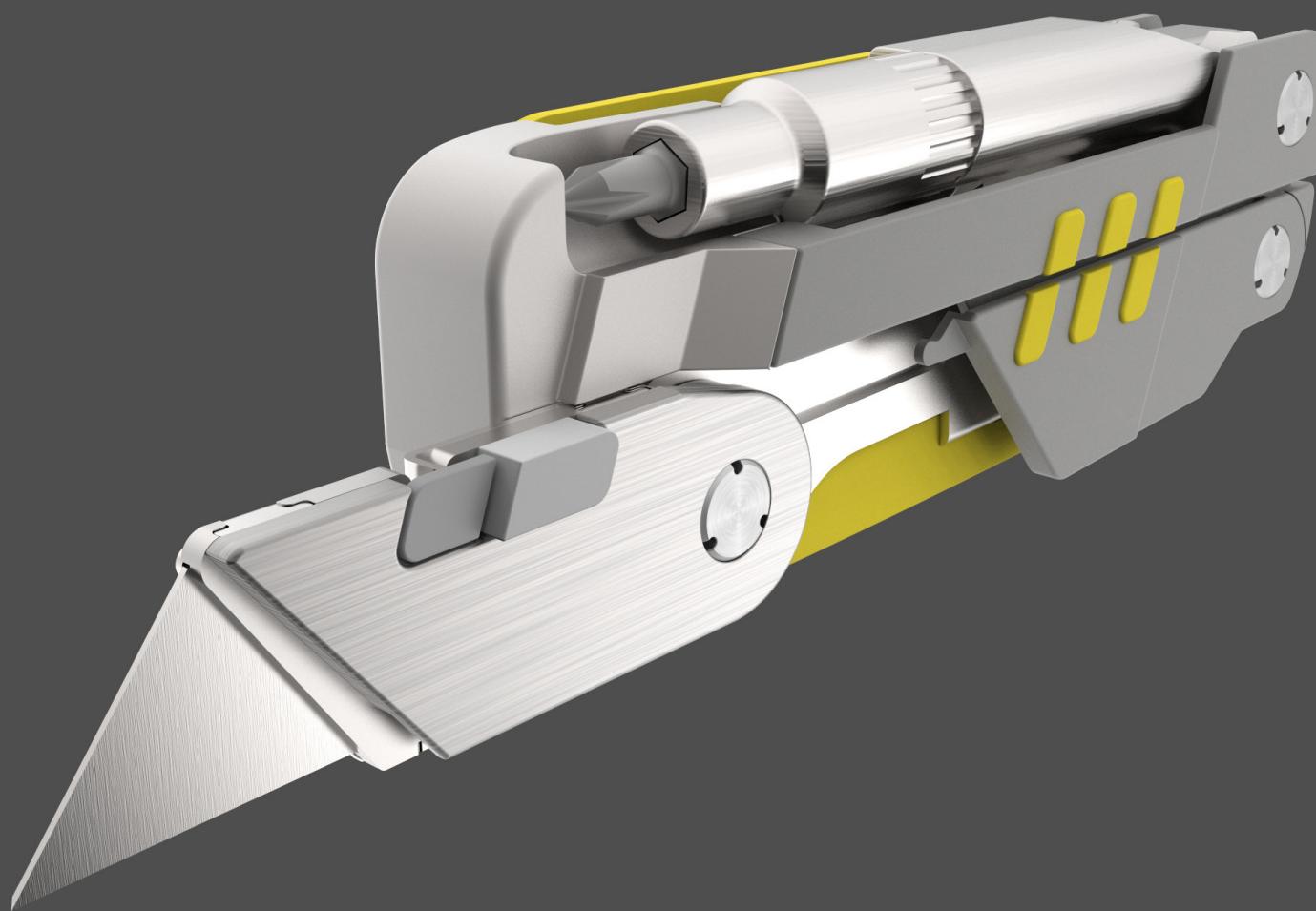
# VISUAL INFLUENCE PRO/TRADE TOOL



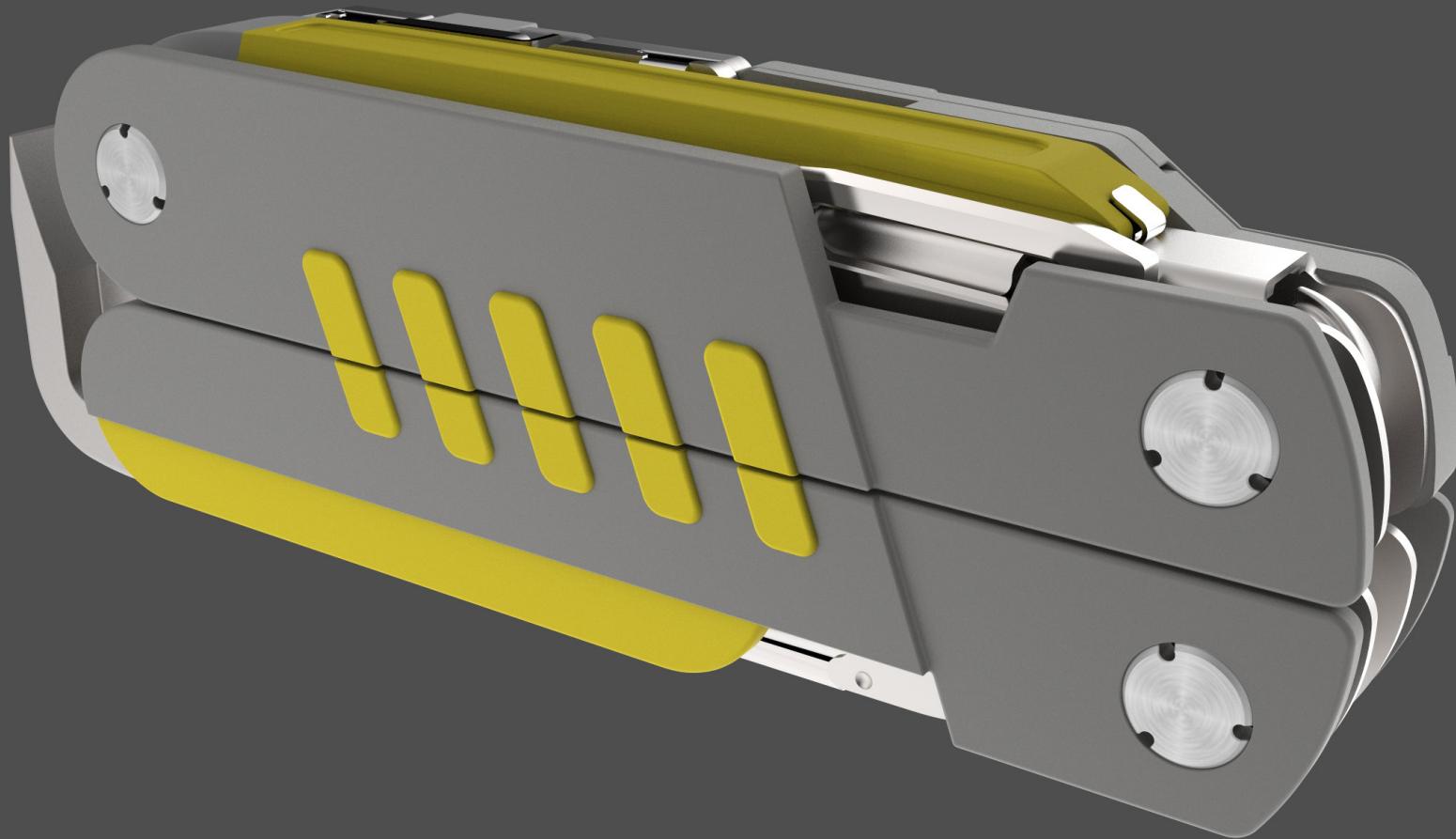
**W.I.P.**  
**5.5 HD TOOL**



**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**

