Previously generated opportunity concepts
Graded based on 9 criteria for Concept Selection

Opportunity Families
voting + grouping + ranking

Plumbing with enhanced adjustability and accessibility for indoors and outdoors

Enhanced Products
Pure Emotional Experience
top 50 categorized + go-no go

11.9-15 Focus Groups 2
Over 25 participants asked "What do you see when you think about water in the home?"

10.12 VOC In-home Interviews
Users observed and questioned in their homes/apartments to gain an understanding of their needs

We begin our process of examining what's on the market now in order to design for the future.

Team H2O is formed and the topic of 'Adaptable room, Adaptable Plumbing' is chosen.

Our chosen path is brought further into reality. Concepts are refined, validated, and then prototyped.

07+08  aug  sept  oct  nov  dec  jan  feb  mar  april  may