



EasyFridge

2.009 Sketch Model Presentation

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Silver B

Market

- 2007
 - \$33.1 billion spent on large home appliances
 - 10.4 million refrigerators sold
- Homeowners prefer to upgrade internally
- Many established brands/manufacturers
- Survey:
 - Overwhelming need for easily adjustable shelves
 - Problem with holding the door open to see what's inside
 - Did not prefer clear doors due to interior messiness

Product from 1951



Silver B

Sketch Model

- Goal: Determine customer needs and reaction
- Tested the model on people in Lobby 7
- Built scale model fridge with hand driven rotation and vertical adjustment and a “clear door”



Costs

Vertical Lift	Rotation
Motor: \$150	Turntable: \$15
Thrust Bearing: \$15/shelf	Mounted Bearing: \$18
Threaded Rod: \$50	

- Refrigerator retail price: ~\$1,000-10,000
- Approximately \$300 in additional manufacturing costs
- Additional \$1000 cost to consumer

Lobby 7 Testing



- 93% wanted rotating shelves
- 92% wanted lifting shelves
- 93% of users were interested in a clear door
 - Of which 38% wanted adjustable opacity

Going Forward

- More research into shelf actuation, robustness
- Efficiency of clear/glass doors
 - Adjustable opacity
- Customer ideas:
 - Consistent temperature distribution
 - Removable shelves for cleaning
 - Condenser/coil location