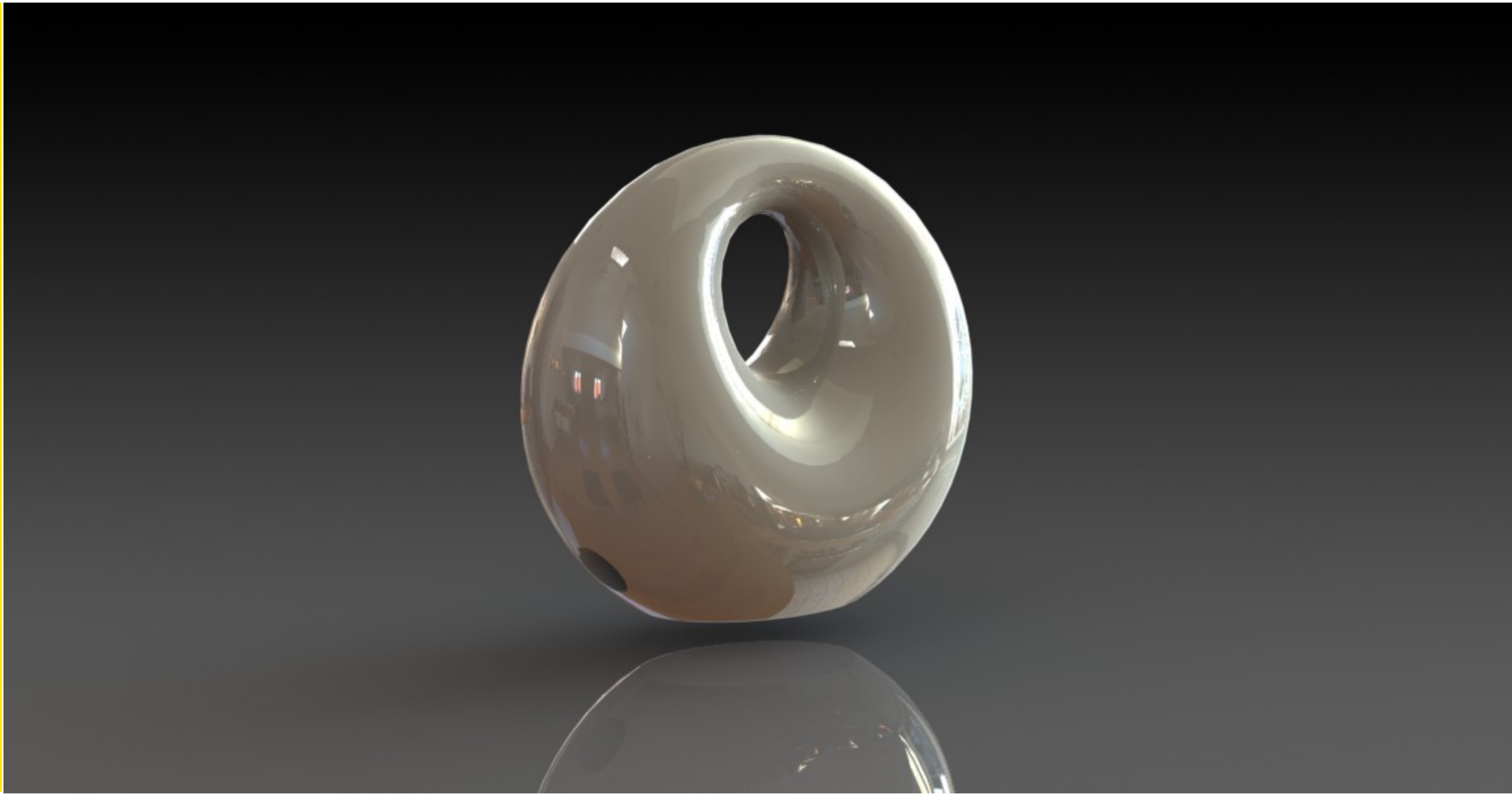
Yellow A



Tilt$_2$O

The Watering Device that Embodies Art and Function

Tilt$_2$O

Visually Stimulating

Effortless Mechanical Operation

Intelligent Reminders

For Urban Professionals

3 Critical Questions Were Explored

Is there

… a desire for an aesthetic and ergonomic watering can ?

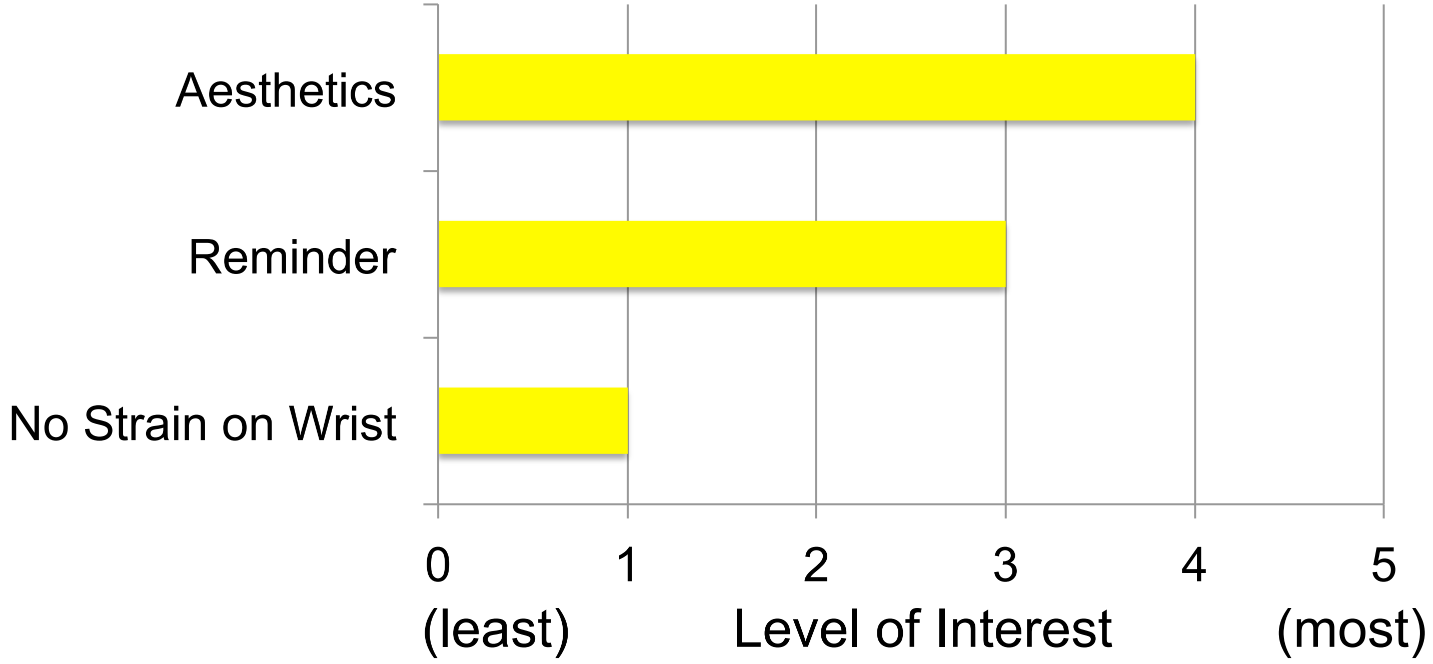
… a desire for particular attributes ?

… a mechanism for watering without tilting ?

Is there … a desire for the product?

Customer priority survey *(80 surveyed)*

Price $30

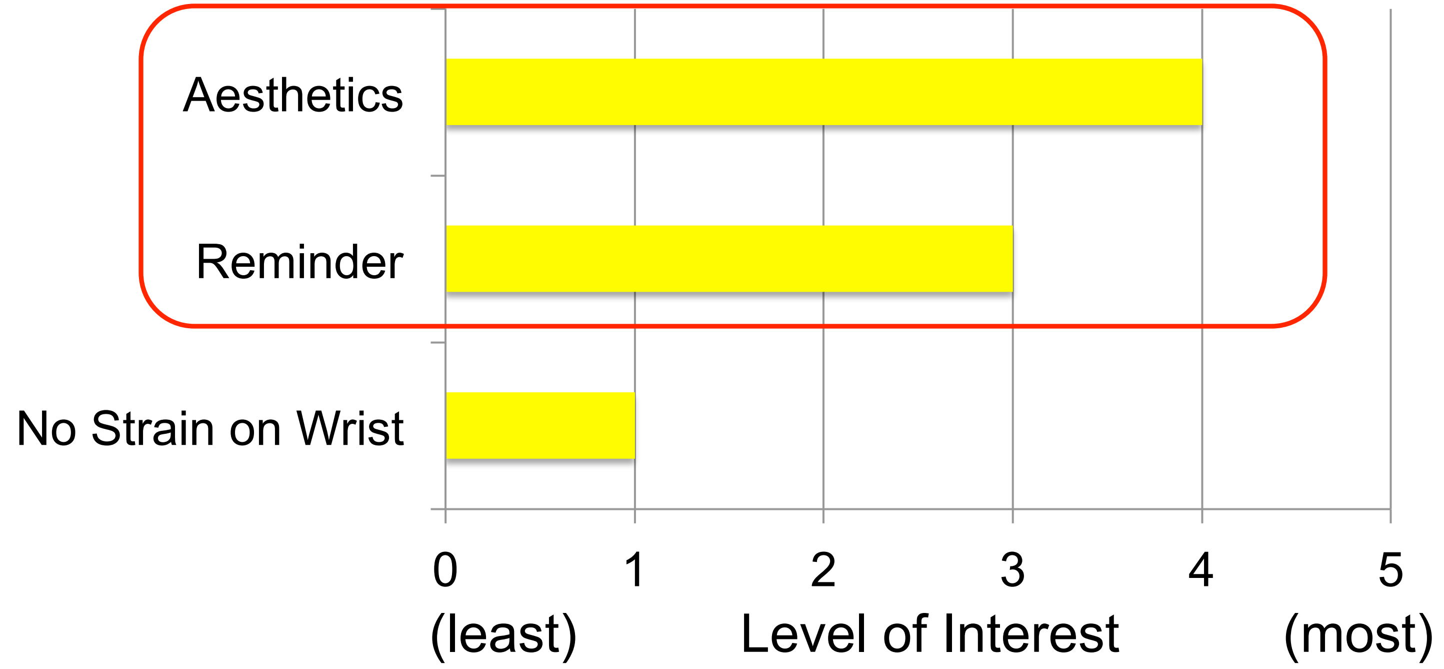


Tilt$_2$O

Is there … a desire for the product?

Conclusions

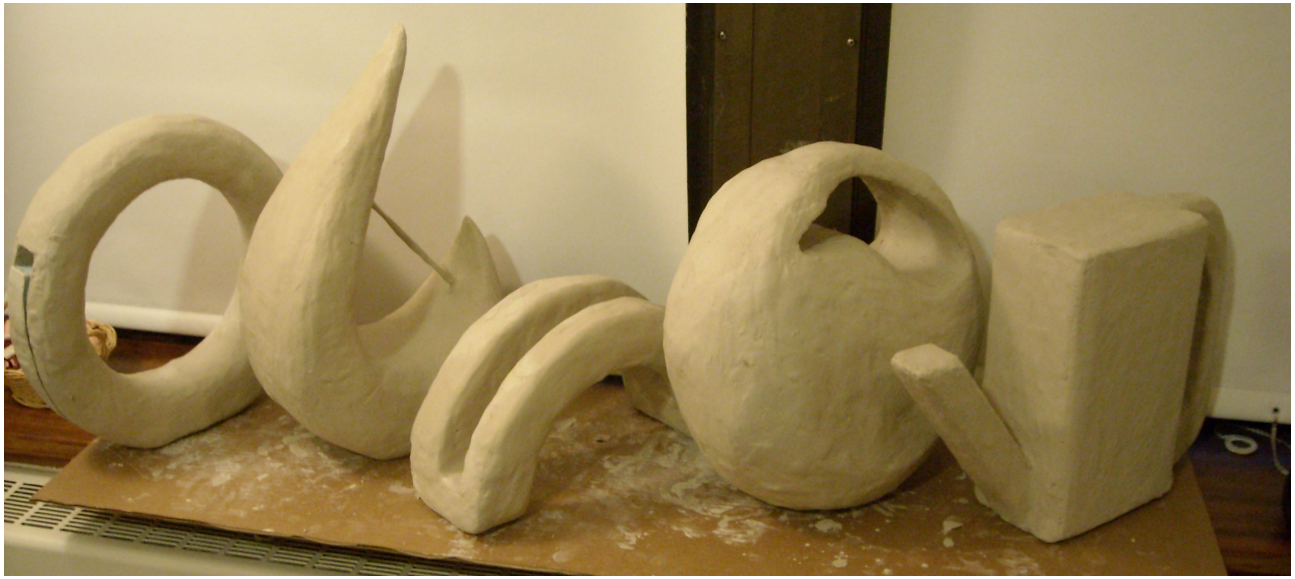
Price $30



Tilt$_2$O

Is there … a desire for particular attributes?

Form Study – surveyed 20 people



Circular

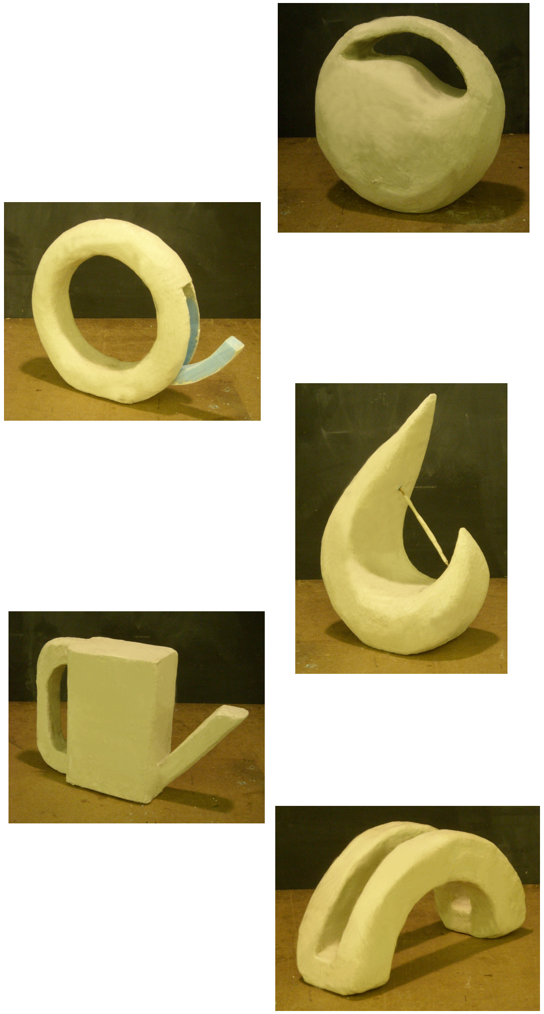
Teardrop

3D band

Bulb-like

Traditional

Bulb and circular forms preferred 6x or more over traditional form [Likes vs. Dislikes]



Bulb	🙂 🙂 🙂 🙂 🙂 🙂 🙂 ☹ ☹
Circular	🙂 🙂 🙂 🙂 🙂 🙂 ☹
Teardrop	🙂 🙂 🙂 ☹ ☹ ☹
Traditional	🙂 ☹ ☹
3D Band	☹ ☹ ☹ ☹

Is there … a desire for particular attributes?

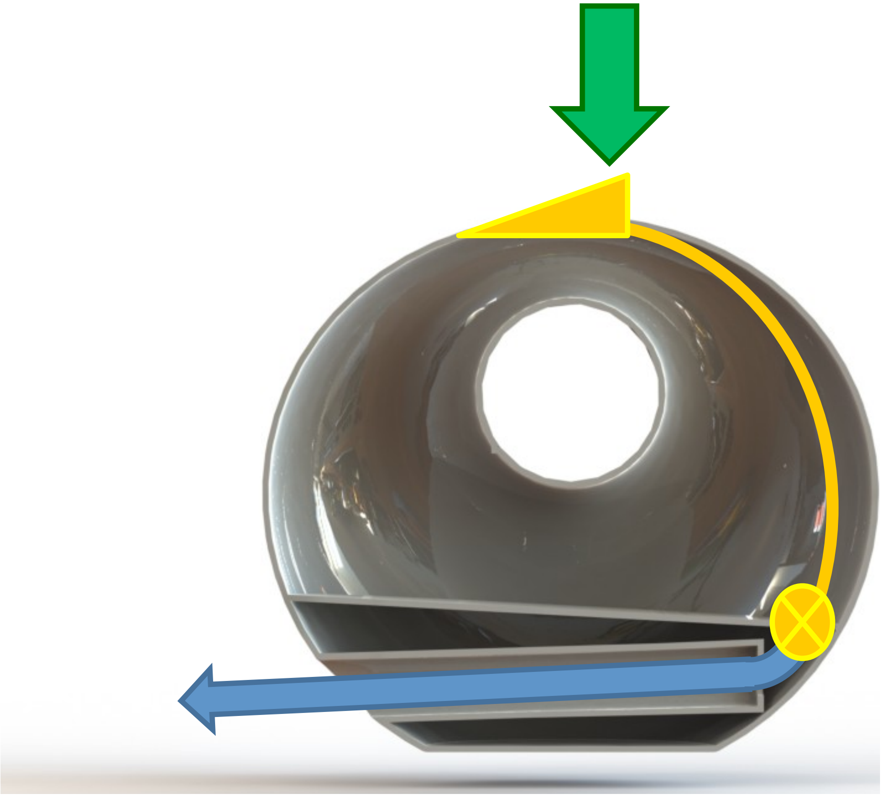
Conclusions

- Round form
- Capacity
- Artistic-looking
- Hidden spout
- Easy to hold

Is there … a mechanism for watering without tilting?

Solution

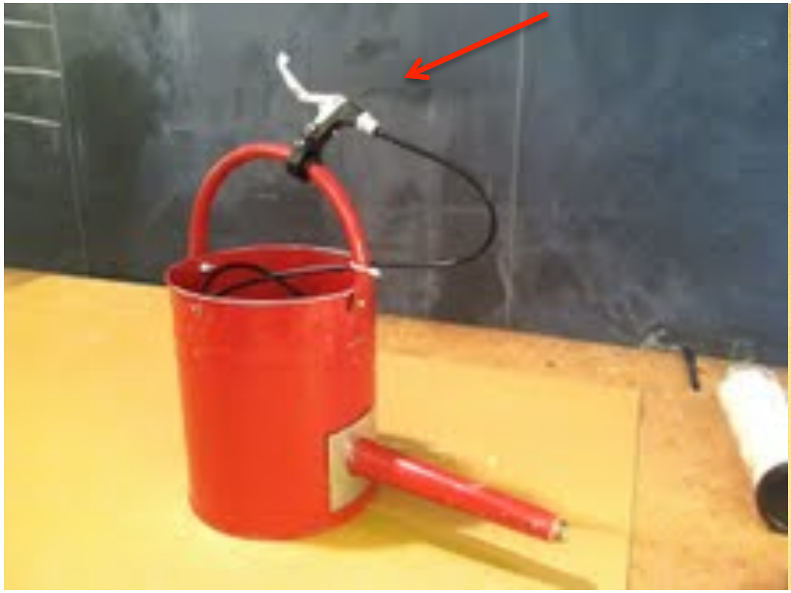
- Hand-grip activated valve
- Pressure & gravity powered release



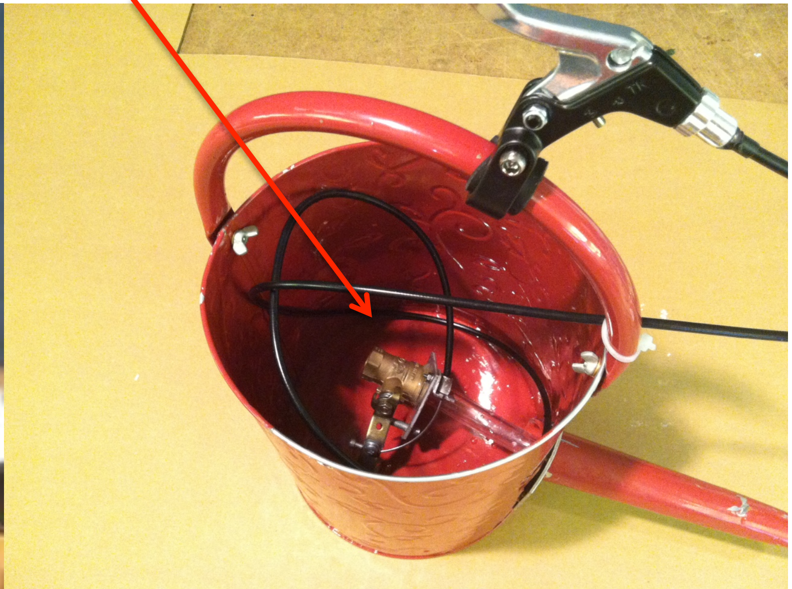
Tilt$_2$O

Is there … a mechanism for watering without tilting?

Testing



Bike Handle



Ball Valve with Torsion Spring

3 Critical Answers Found

Is there

… a desire for an aesthetic and ergonomic watering can?

… a desire for particular attributes?

… a mechanism for watering without tilting?

3 Critical Answers Found

Is there

… a desire for an aesthetic and ergonomic watering can?

… a desire for particular attributes?

… a mechanism for watering without tilting?

Yes

Preliminary Customer Contract

Customer Needs	Design Attributes	Engineering Specifications
Stored in plain sight	Aesthetically pleasing	Avg. survey score above 3/5
Portable	Size, weight	S < 15”x15”x8” W < 12lbs (with water)
Easily refilled	Can be refilled in sink	Yes/No (avg. sink dim. 19”x17”x8”
Single trip to water plants	Water capacity	0.5 < x < 1.5 gallons
Serve as reminder to water plants	Noticeable design, passive/active	Yes/No, halve the % of people who forget to water plants
Easy/comfortable to use	Ergonomic	Yes/No, user preference over conventional designs