



QUOOKER F&B

PRODUCT DIVERSIFICATION OF A BOILING WATER TAP

Expanding the product's market potential with the development of an alternative interface for the professional user

Engineer Henri Peteri was working on the development of instant soup when he first thought about the idea of having boiling water from the tap. In his eyes, the soup he helped developing would never be "instant" without having direct access to boiling water. From the basement of his own home he started to develop his idea and after a range of prototypes with varying success, the first Quooker tap was born.

Diversification

Although initially Quooker taps were focused on providing boiling tap water in standard households, nowadays an increasing share of Quooker BV's turnover is represented by taps being sold in professional markets from which the office and food & beverages (F&B) markets are biggest.

The main objective of this project has been the development of an alternative interface that fits with the needs and desired of the F&B user which can help Quooker increase sales in this market.

Market research

To determine the share of organizations in the F&B market which might be addressed with a customized Quooker product, the size and composition of the different F&B market sectors and their characteristics were analyzed.

Analysis

After performing interviews and generative session with the target group, a design goal was drafted which reflected the needs and desires of the different F&B users concerning the use of boiling water.

✓ Make Quooker's core business product available for the F&B industry with an alternative activation interface for obtaining personalized amounts of water in a more compact, efficient and intuitive way while increasing the robustness of the system. ✓



Development

The final concept was developed into a working prototype and validated with the end-user.

The chosen concept consists out of an activation unit with push buttons which can be attached to the base of the tap and provide the user with two standardized amounts of water and one dispense function.

The product is developed to be attached to multiple taps of the current product portfolio without modifications to components of the original tap while taking into account the ease of installation and amount of assembly steps.

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Integrated Product Design

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