

## Chef'n Lunch Box

I developed this lunch box as part of a sponsored project with the kitchenware company Chef'n. We were initially given five categories and asked to come up with several products within those categories, and then they chose the idea that we developed further. I chose "on the go food storage". Chef'n said that most of their customer base was female, so I geared my design towards a feminine look.

Fall 2007



I looked at the range of lunch containers on the market and compared them to other products specifically geared towards women.



I examined a broad scope of new products on the market that were meant to appeal to women and looked at color trends. Red was a consistent theme that wasn't as aggressively marketed as pink, so it could reach a broader audience. I looked at the palette that Chef'n had been using and matched a red.

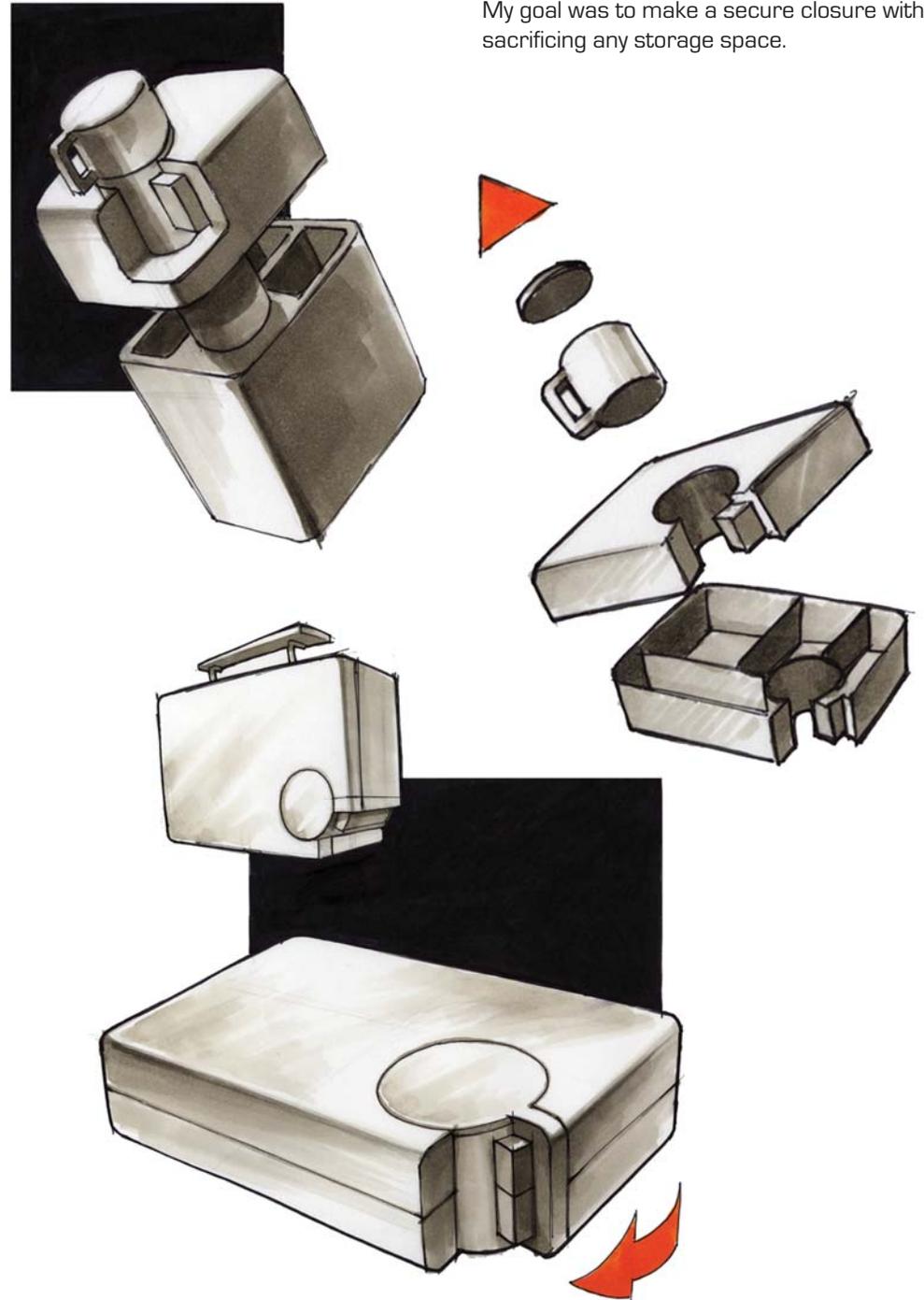
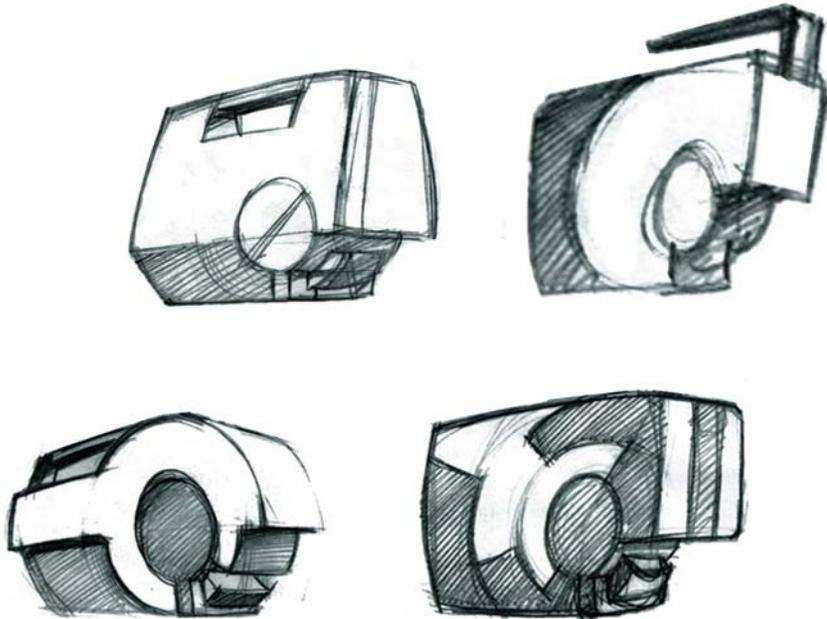
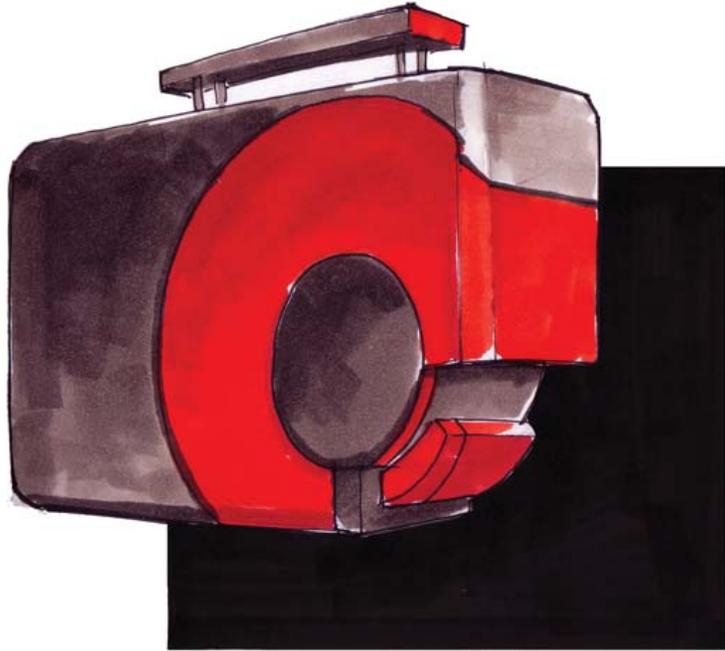


I wanted to bring some of the fun quality of a school lunch box, but with a more adult level of sophistication. I combined it with the visual language of a combination padlock to imply strength and security.



# Ideation

I looked at a number of different ways the beverage container could be integrated as a locking device for the lunch box.



My goal was to make a secure closure without sacrificing any storage space.

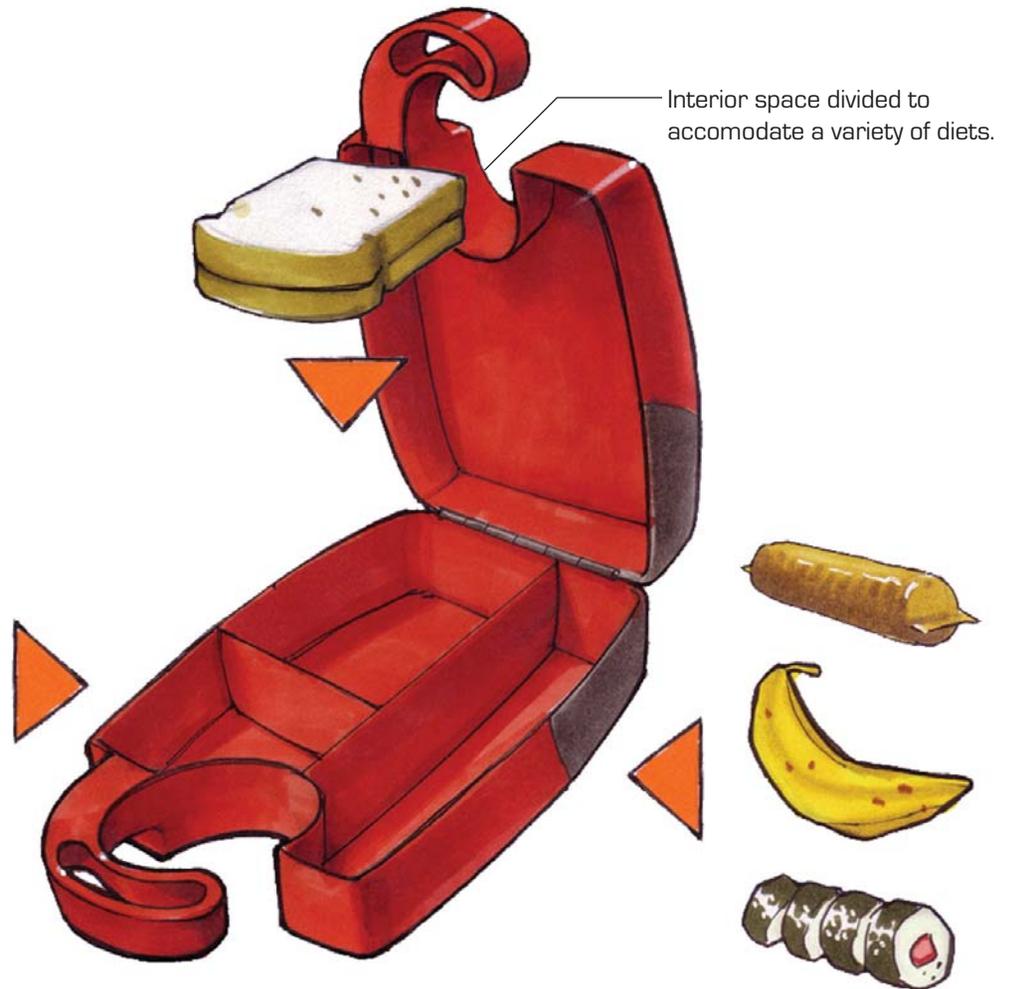
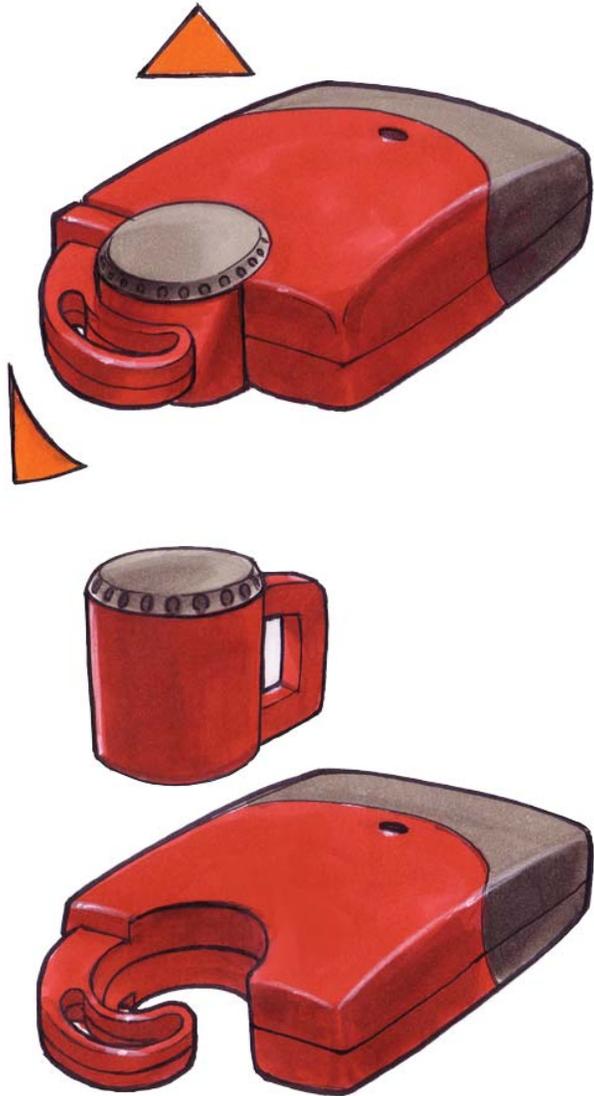
## Prototype



One problem with lunch containers on the market is the integration of a drink carrier. They are easily lost and usually have to be put inside the lunch box. The drink is usually hot, but you want to keep the food cold. I looked at ways I could make the drink container a mechanical lock for the lunch box, so you couldn't leave it behind. By making it external to the food storage compartments it insulates cold food from warm drinks.

# Final Concept

To decide on the form I showed 50 different ideation sketches to a dozen different women, and asked them to circle the aspects that they thought were good ideas or aesthetically pleasing. The response heavily favoured rounded forms with soft corners. I developed these features and moved the lock to the handle to maximise storage.





Scratch resistant overmolded base

