

CASE STUDY EVERYDAYPRODUCT



About Co-Innovate Journeys

Jointly funded by Brunel University London and the European Regional Development Fund, **Co-Innovate Journeys** is a business innovation programme providing London-based SME's with a support ecosystem that opens up the Brunel University London's knowledge, expertise and networks to help them develop, scale and operate companies. We provide 'front-end' support to guide entrepreneurs, helping to progress and develop their ventures rapidly.

About Everydayproduct

Everydayproduct Studio Ltd (www.everydayproduct.eu) is a UK Industrial Design consultancy founded by two experienced design consultants, Sam Hagger and Noel Batt. Everydayproduct differentiates itself by creating a wide-range of good sustainable design products, from homeware, kitchenware, lighting to furniture structures. Sam and Noel have been working together to bring these products to market, generally by creating design concepts for presentation.

Everydayproduct design "go-to" objects. Trusted items that become rituals of daily life, creating commercial, classic products that make everyday better.

The company's philosophy is simple: "We place huge value on good design and the benefits it brings to businesses, the environment, and customers with a long term view to work with a small number of regular clients in areas of common interest that will mutually benefit both parties". Over the last year, this successful philosophy has encompassed working closely with a Brunel University London design student.

What challenges did you have that lead you to work with Co-Innovate?

As a small Industrial Design consultancy Everydayproduct needed support to facilitate the research on the success drivers to a newly developed product concepts applicable to the kitchenware or homeware market. This led them to a decision to work with Co-Innovate at Brunel University London.

How has Co-Innovate Journeys helped Everydayproduct?

Sam and Noel have been working in collaboration with Brunel's MSc Integrated Product Design (IPD) [1] student Tsz Shing (Alex) Lam on the exploration of new product solutions in homewares.

Through implementation of emotional design elements with consideration of social media marketing and manufacturing efficiency the aim was to access user-generated content and fulfil the emotional needs of users aged between 26-35. Alex's research focused on key drivers in the success of the range of Kaleido trays. Kaleido is a collection of serving trays of various sizes and colours designed by Clara Von Zweigbergk, a Swedish designer, for Hay ApS, which everydayproduct had identified as an ideal example of successful, on-trend, and trend-setting homewares. The collaboration has also been a way for Alex to work on new ideas to design successful homeware products, explore the trends, social media marketing and user preferences.

"The student's body of work is insightful, well presented and will be useful in the future. We are happy with Alex's work as we have achieved the objectives of the collaboration," said Sam, Partner at Everydayproduct.

"It has been a very meaningful experience to explore emotional designs and social media marketing and integrate the elements in the design. The knowledge and experience gained from this project are undoubtedly useful for future careers," said Alex, now actively seeking work opportunities in the product design field.

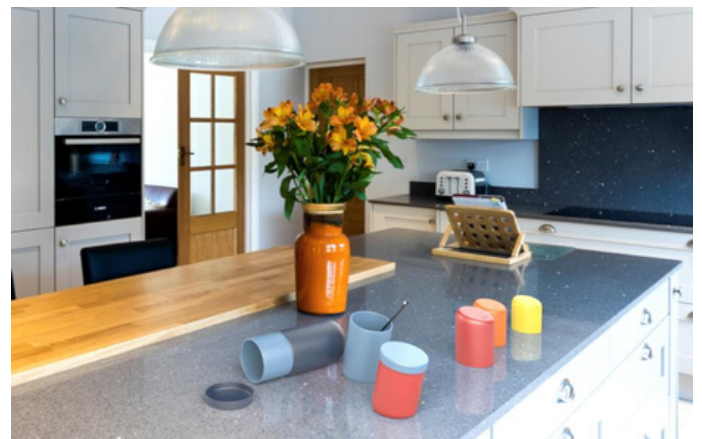
What about the final results of the project and the future?

As Sam from Everydayproduct commented: "Alex wrote good guidelines of a new homeware design, but it's not a physical manifestation yet".

Most importantly, this will not be a one-off event, but the start of a longer term productive relationship with Brunel University London. The relationships and knowledge Everydayproduct have developed through Co-Innovate will sustain their innovation efforts in the long term, as well as resulting in the creation of a new generation of sustainable product designs in homeware.

"The collaboration with Everydayproduct aligns to Brunel's emphasis of designing innovative products aligned to real-life company briefs within the context of wider social and environmental challenges. Alex's design strategy guidelines contributed transferable know-how for Everydayproduct to deploy on future projects."

Professor Robert Holdway,
Co-Innovate Innovation Director and Tutor MSc IPD Professional Design Studio



The concepts of jar products developed by Alex:

Concept 1: Tone woods



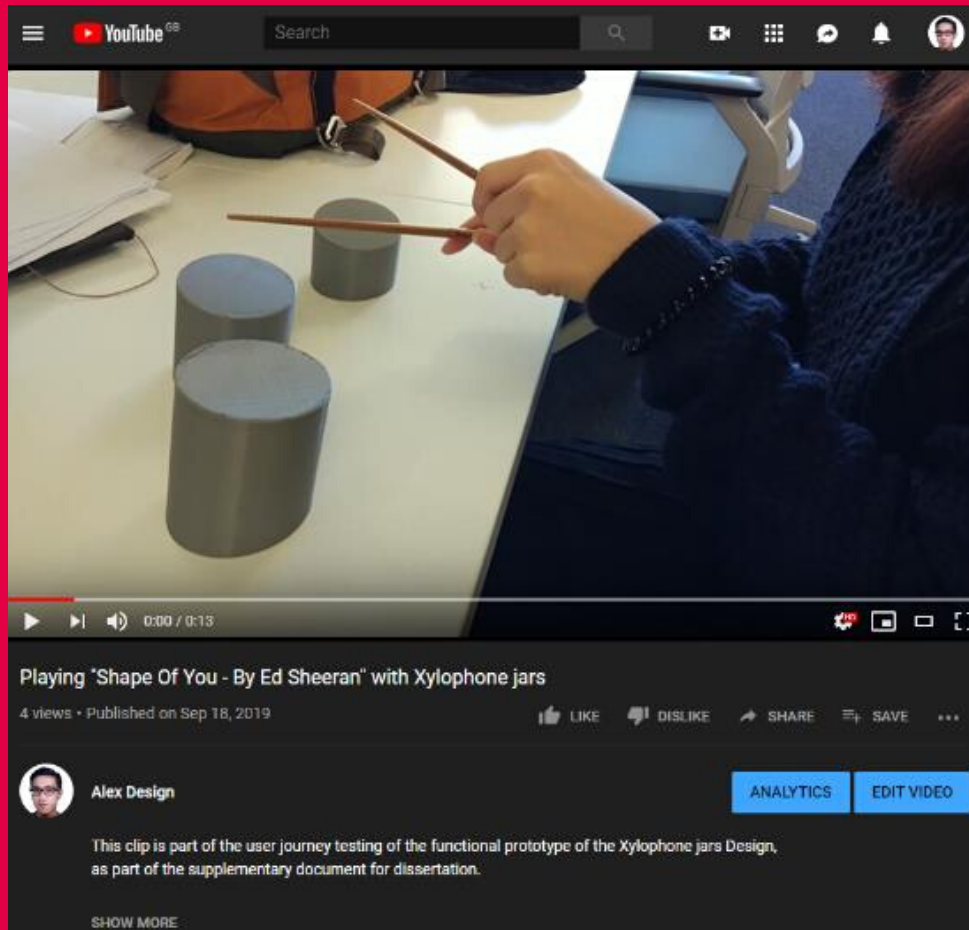
Concept 2: Pipes



Concept 3: Xylophone



A video clip of testing the design's functionality has been uploaded to YouTube:



Playing "Shape of You - By Ed Sheeran" with Xylophone jars

<https://youtu.be/PAPjVFDV9xo>

Why get involved with Co-Innovate Journeys?

- Programme stimulates SME growth and employment by providing innovation support to London-based SME's in all sectors, all sizes
- We support the creation of new products, processes and services
- Provide access to Brunel University's world class research, academics, knowledge assets, student talent and specialised facilities

Do you qualify?

- You should be an SME or a sole trader trading 18 months or more and registered with Companies House or HMRC (for sole traders)
- You need to be a business based in London

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