



The Next Generation of Personal Blender

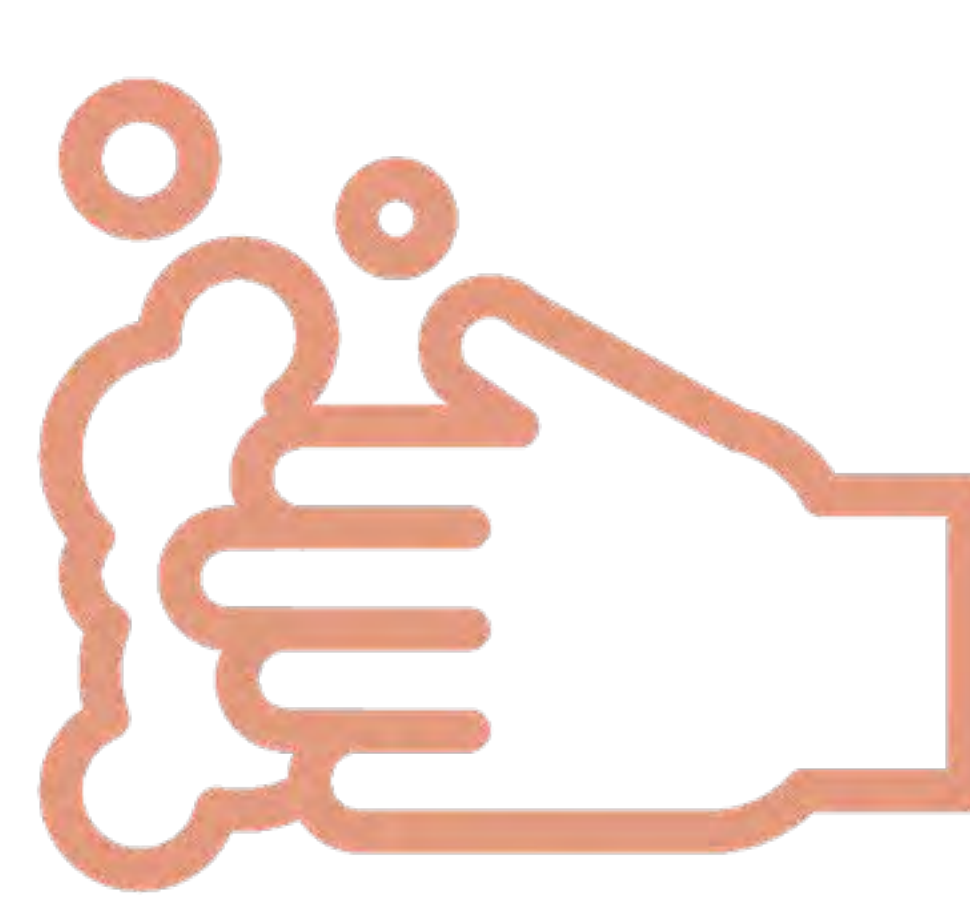
What is a Personal Blender and How does it help?

A personal blender is a compact, convenient kitchen tool for smoothie lovers with busy mornings. Designed for quick preparation, it lets users blend a nutritious smoothie and head out the door—whether to work or exercise—without the hassle of cleaning bulky pitchers and lids.



What are the problems with Personal Blenders?

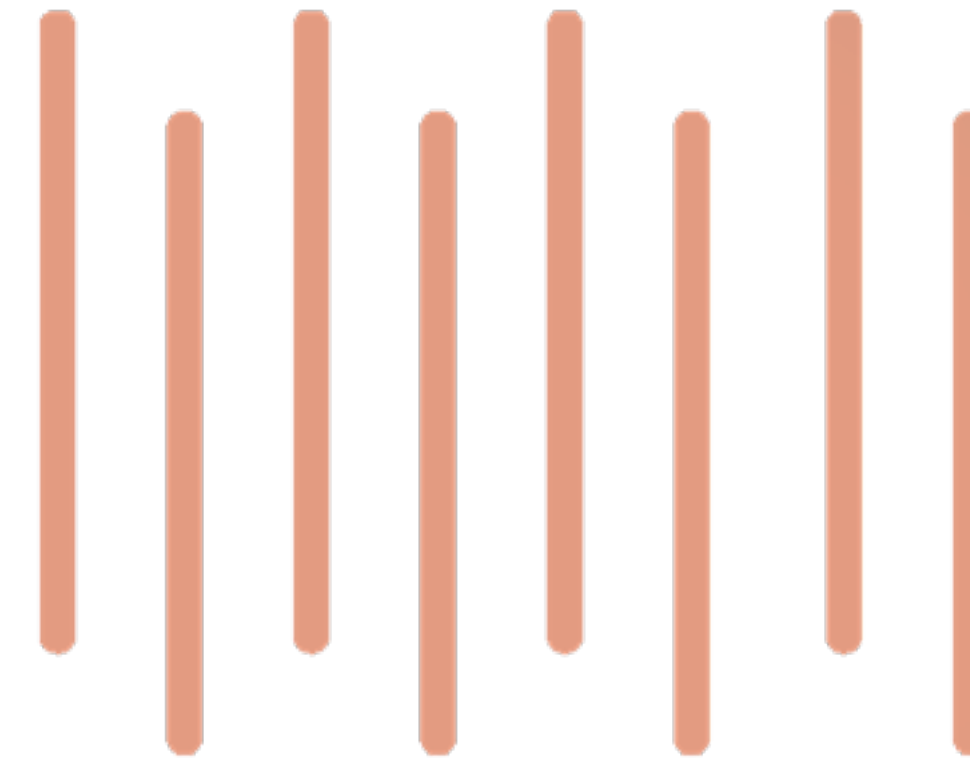
Through research and interviews, the most common issues users face with blenders include difficulty cleaning, liquid leakage during blending or transport, excessive noise, and a complicated user interface. These pain points highlight the need for a more user-friendly design that addresses convenience, portability, and ease of operation.



Cleaning



Leakage



Noise



User interface

Insights of what users want from personal blender

Moreover, through interviews, I was able to find many insights that could be redesigned in an industrial design manner.

“ I wish the personal blender blends in my kitchen environment ”

“ I wish I can customize my blending option”

“ I wish the the pitcher to be more ergonomic while maintaining my my intended quantity”

“ I wish the blender was quieter since I don’t want to disturb my husband in the morning”

“ I wish the blender was easier to clean”

“ I wish I can blend my smoothies while I do my other things in the morning”

“ I wish the personal blender had more consistency ”

A personal blender is more than just a tool for making smoothies or drinks—it's a gateway to a seamless and enjoyable start to your day. It's about creating a moment of passion and convenience that fuels your energy and keeps you inspired from morning to night.

EFFORTLESS

QUIET

PORTABLE

SMART

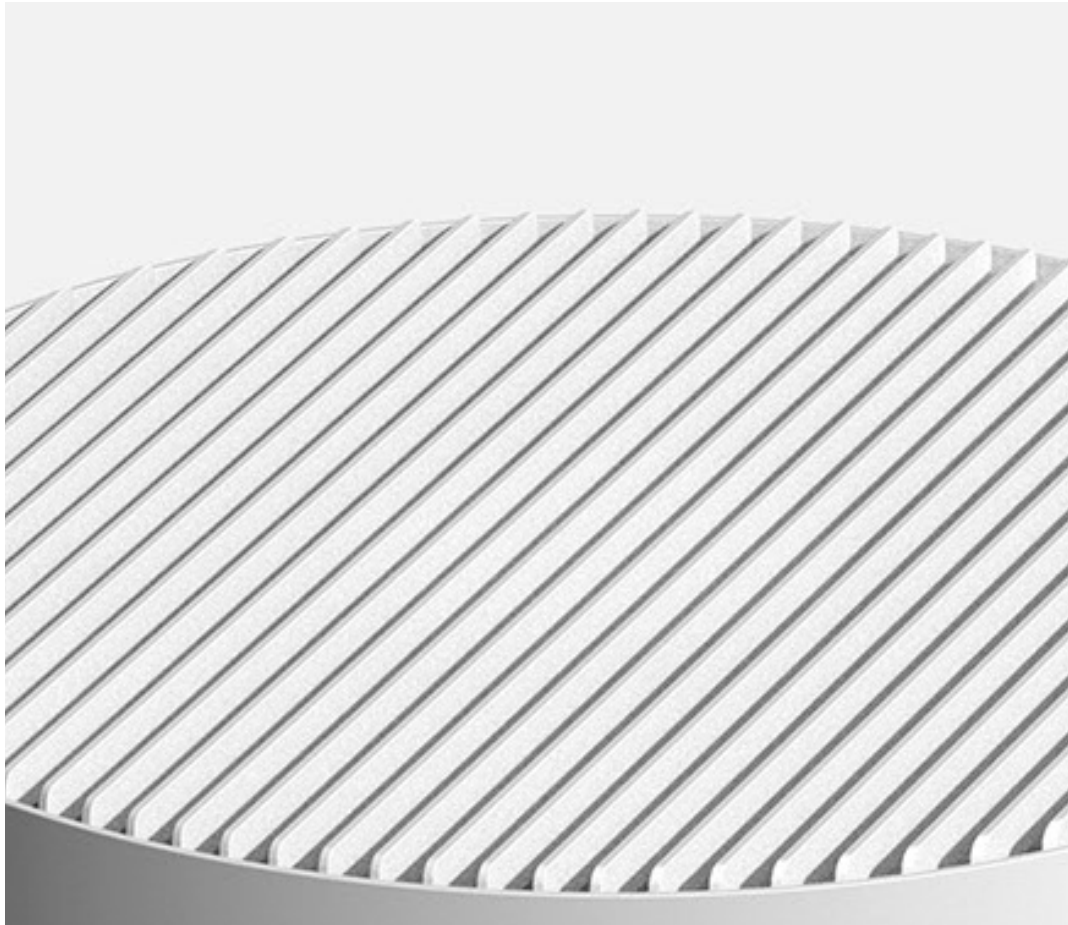
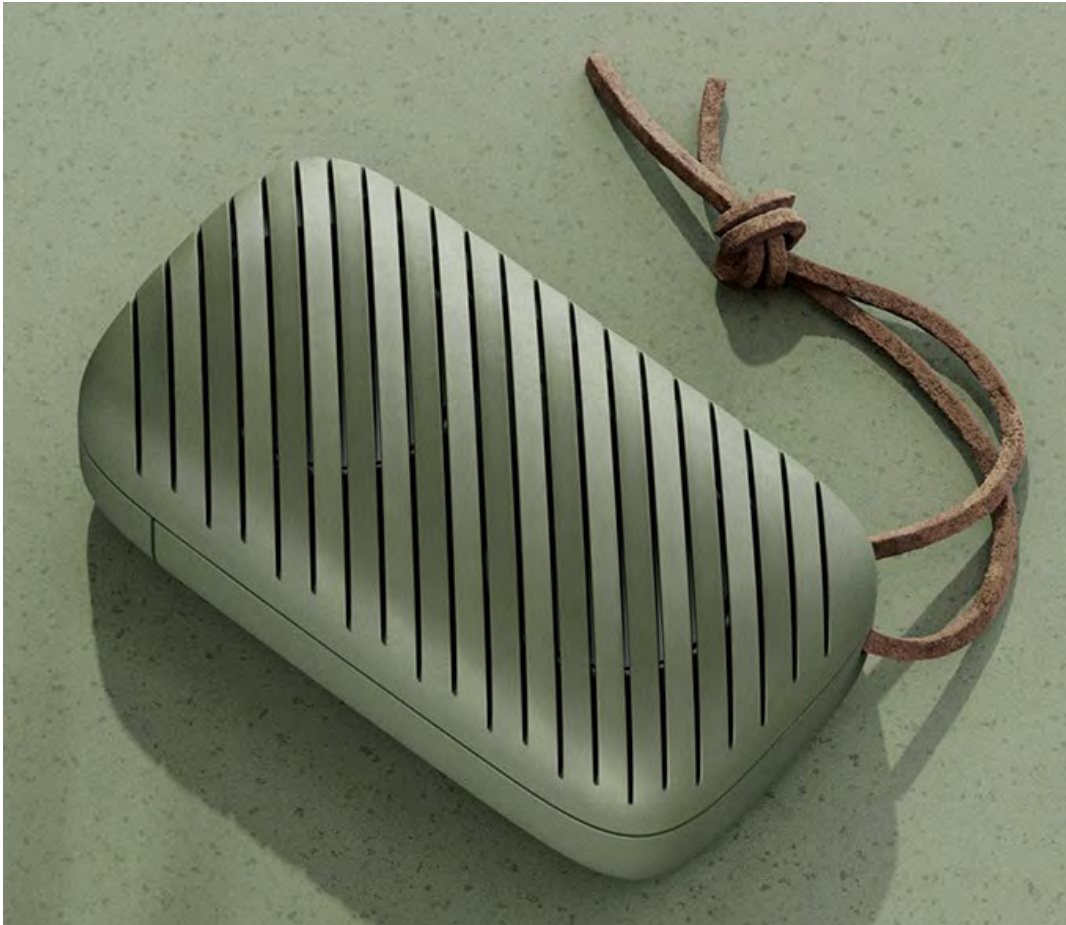
Moodboard Form

Through the form moodboard, I wanted to explore forms that have both angular and curved surfaces that can be balanced when it becomes one, while engraving the current trend of smart looking design to match the persona's environment.

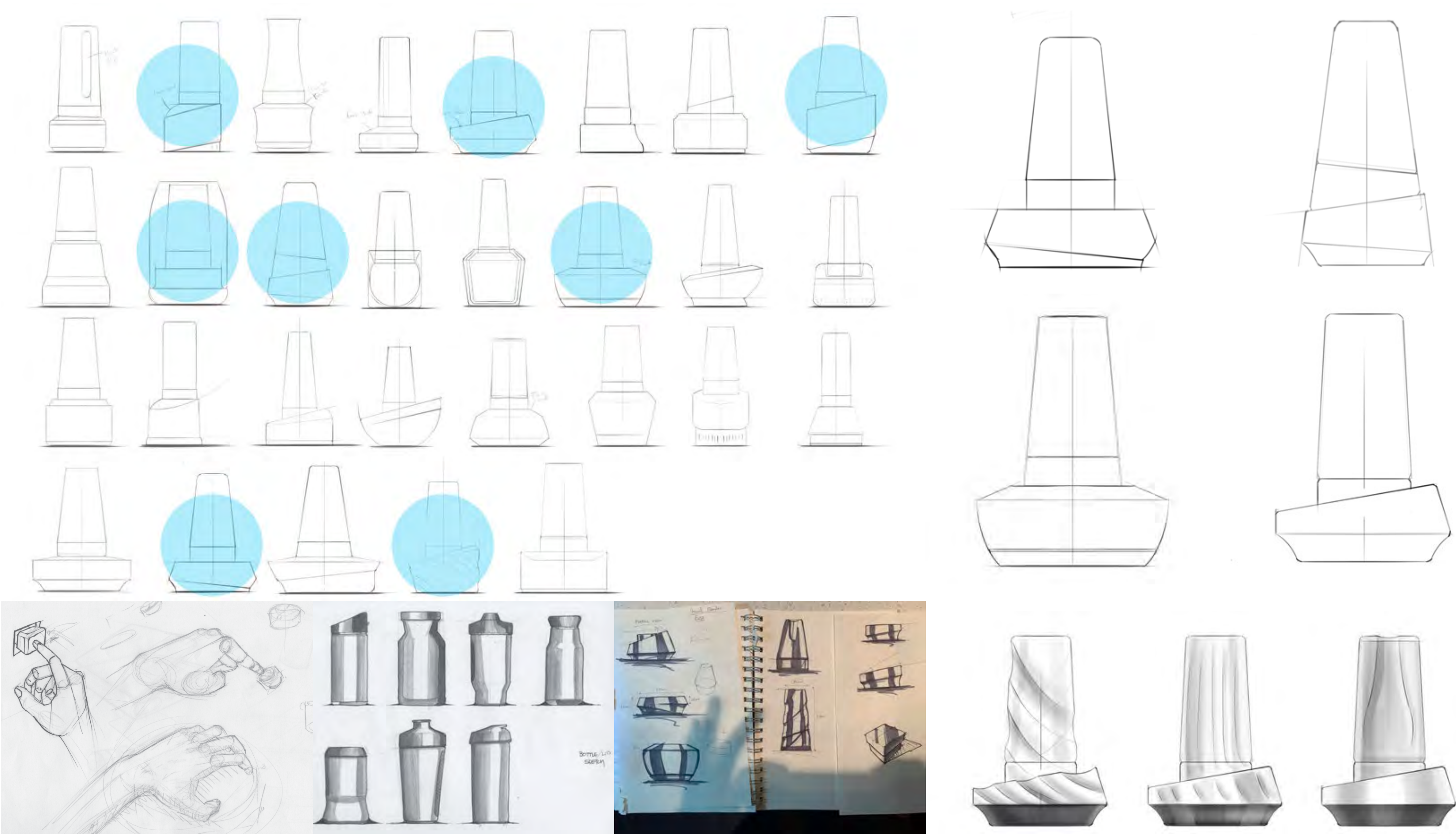


Moodboard **Pattern**

Pattern moodboard was also explored to give a design identity while also considering functionality of the pattern to make the personal blender more unique.



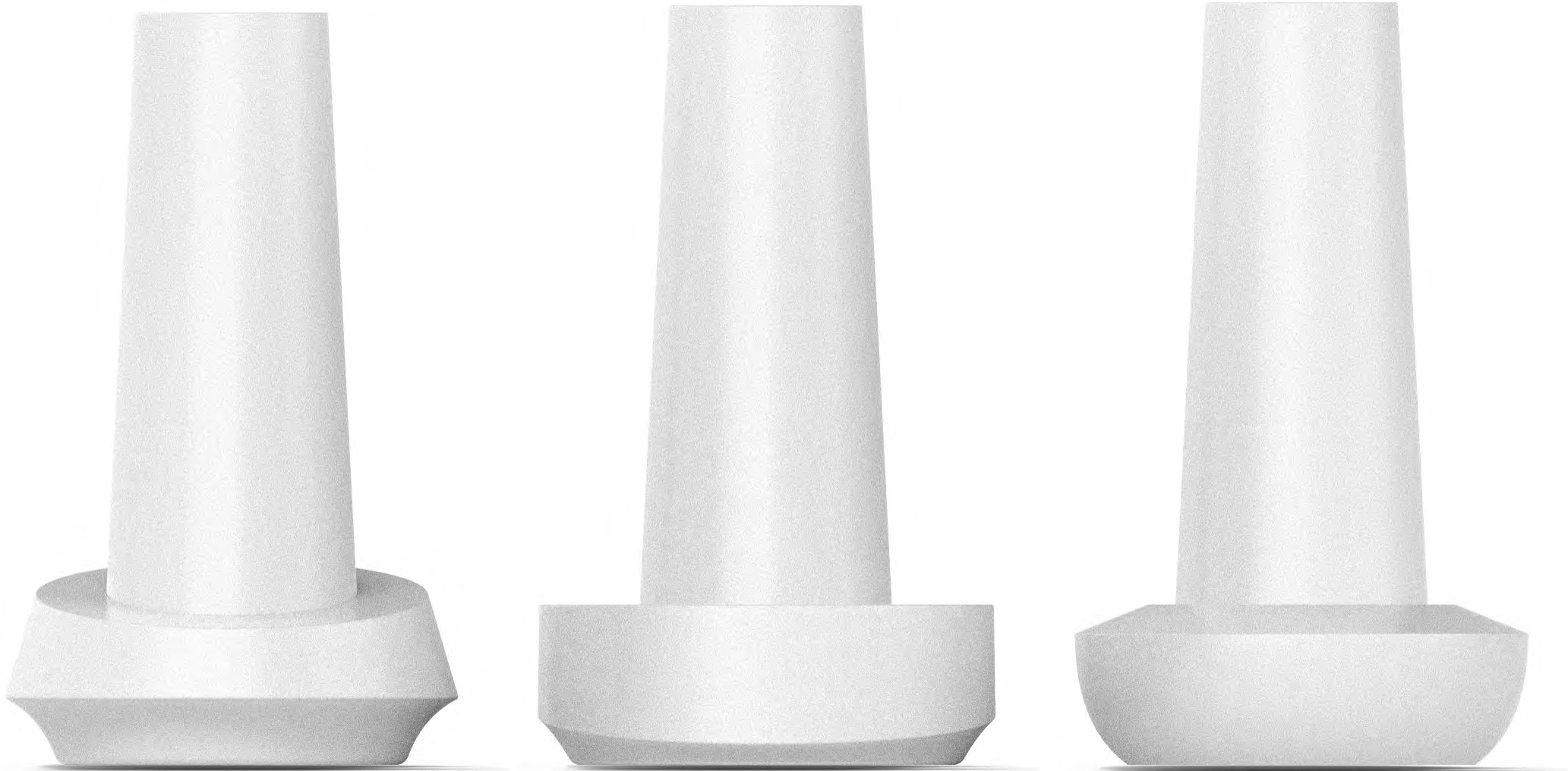
Explorational sketching



Prototype Models.

From exploratory sketching, three key concepts were selected for prototyping to gather feedback on form through interviews and personal experimentation.

Front View

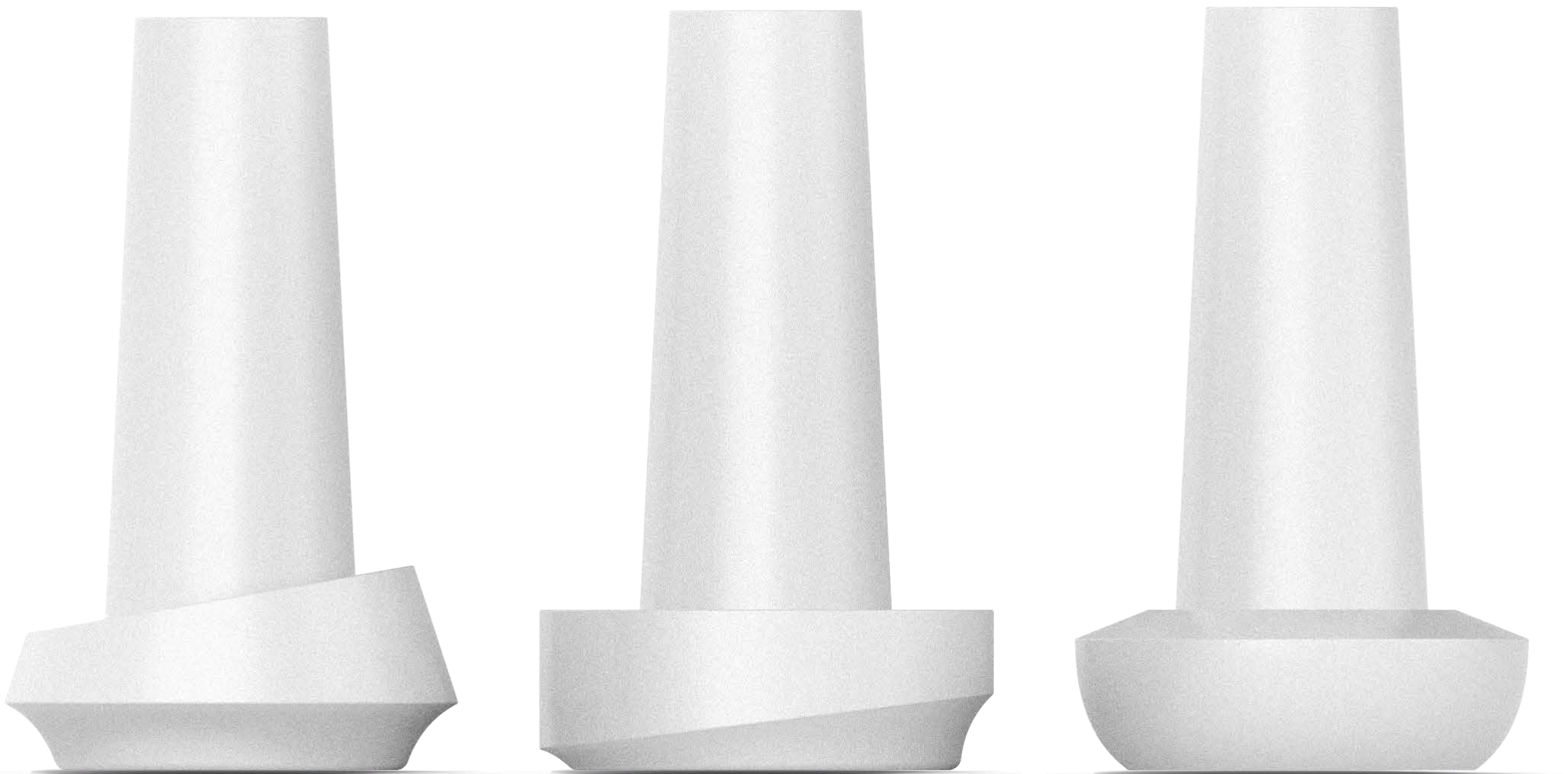


Asymmetrical Base

Flat Base

Curved Base

Profile View



Final Form

The final design achieves a harmonious balance by blending angular and curved surfaces. The angular elements reflect the blade’s precision and functionality, while the curved surfaces add a pleasing aesthetic and tactile comfort, perfectly suited for a kitchen environment.



Top View



Profile View

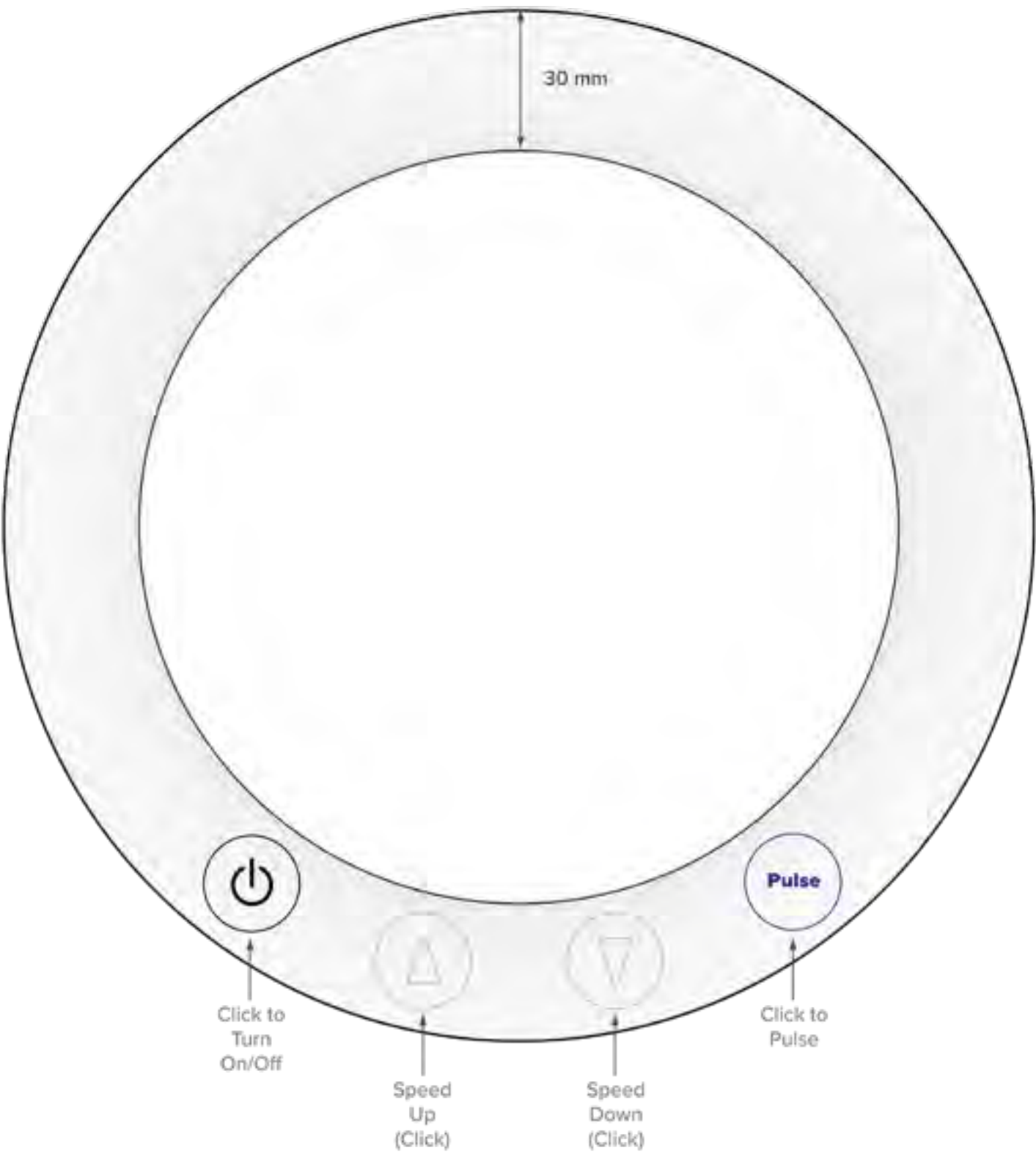


Front view



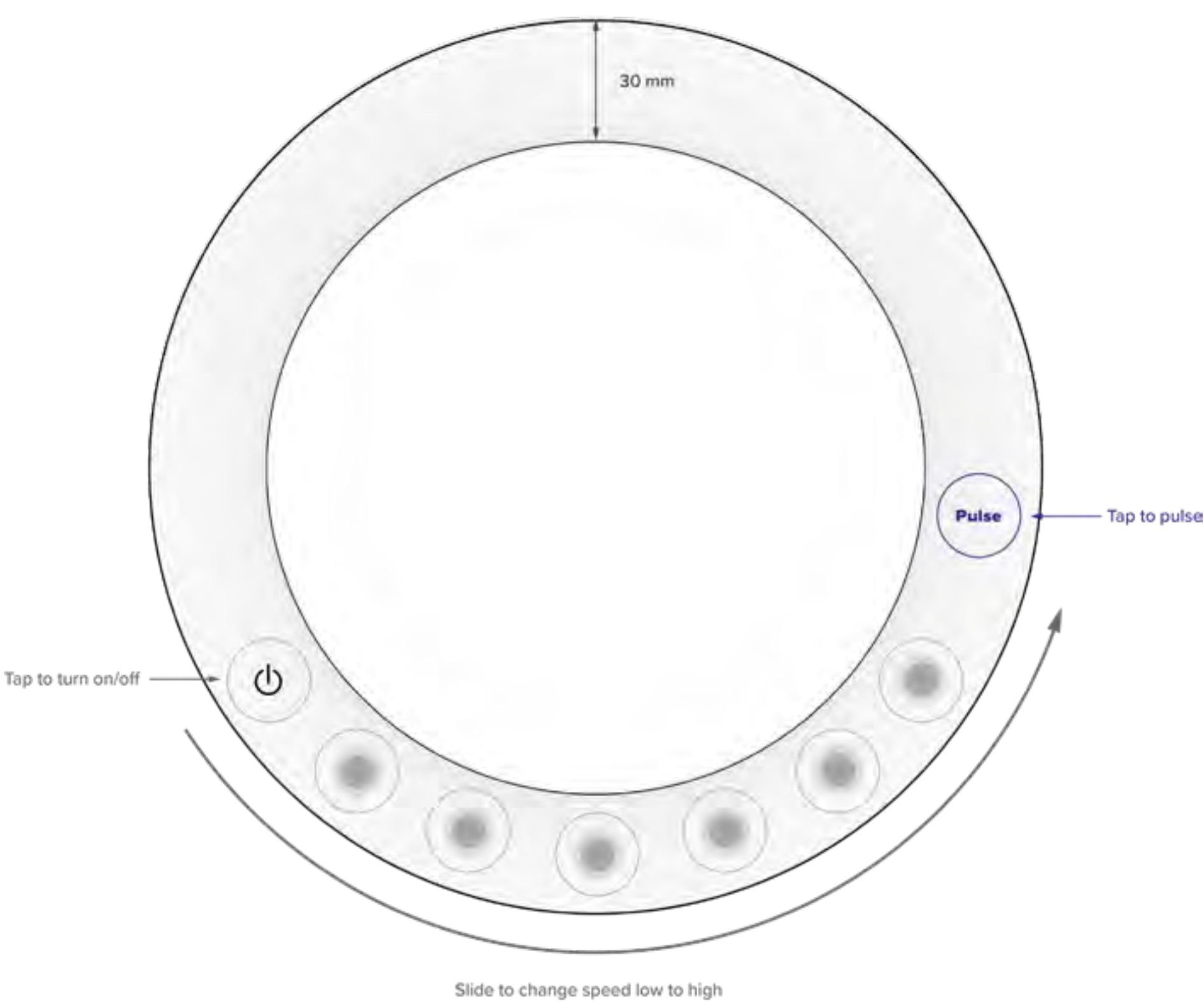
Back View

User Interface Concept



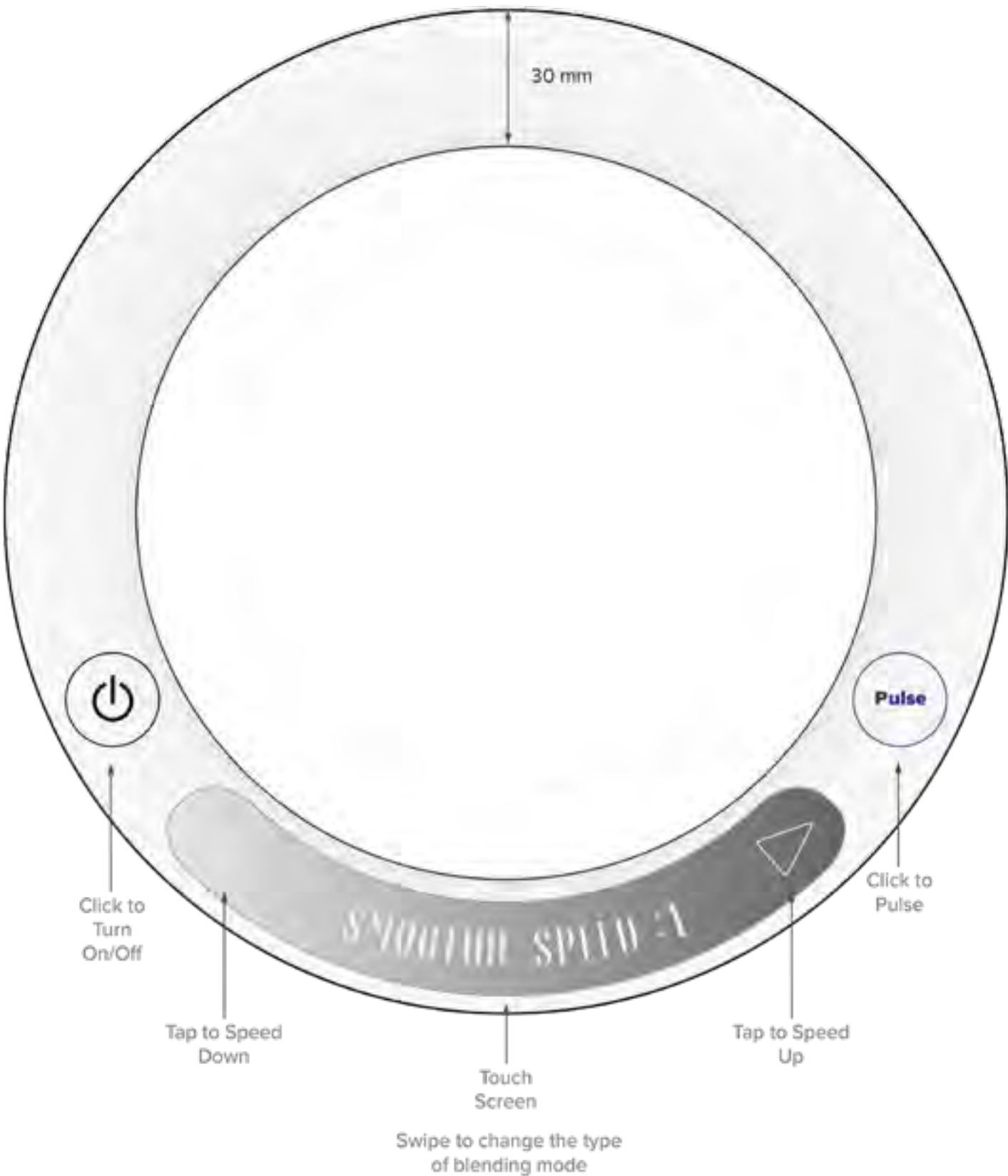
Physical Button Type

- Straightforward.
- Uninteresting.
- Analog
- Do not blend with the form.



Flat Touch Type

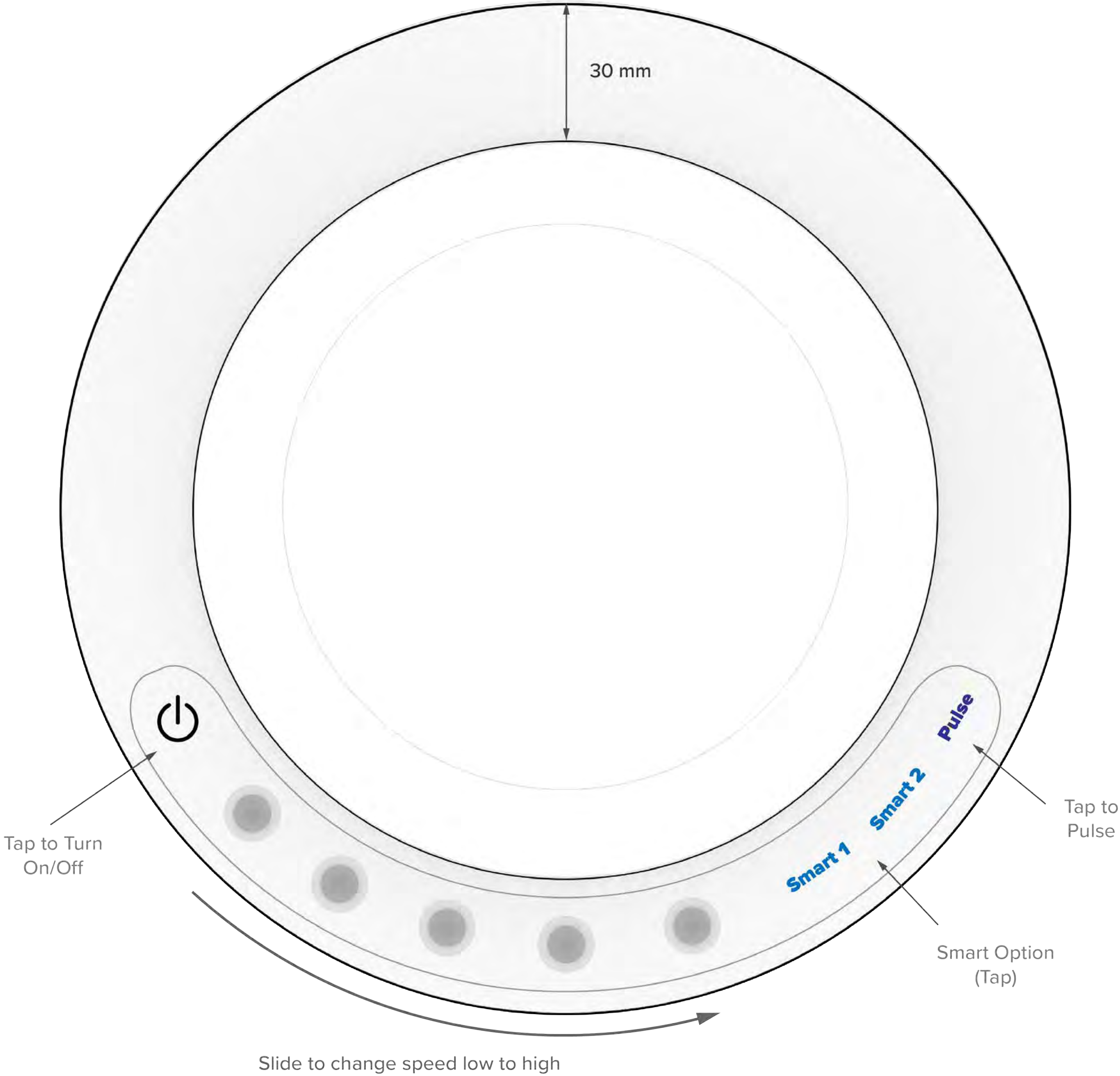
- Blending with the form.
- Confusing
- Holistic



Touch Screen Type

- Customizable
- Complicated
- Expensive

Final User Interface



Reference Image



Color Strategy

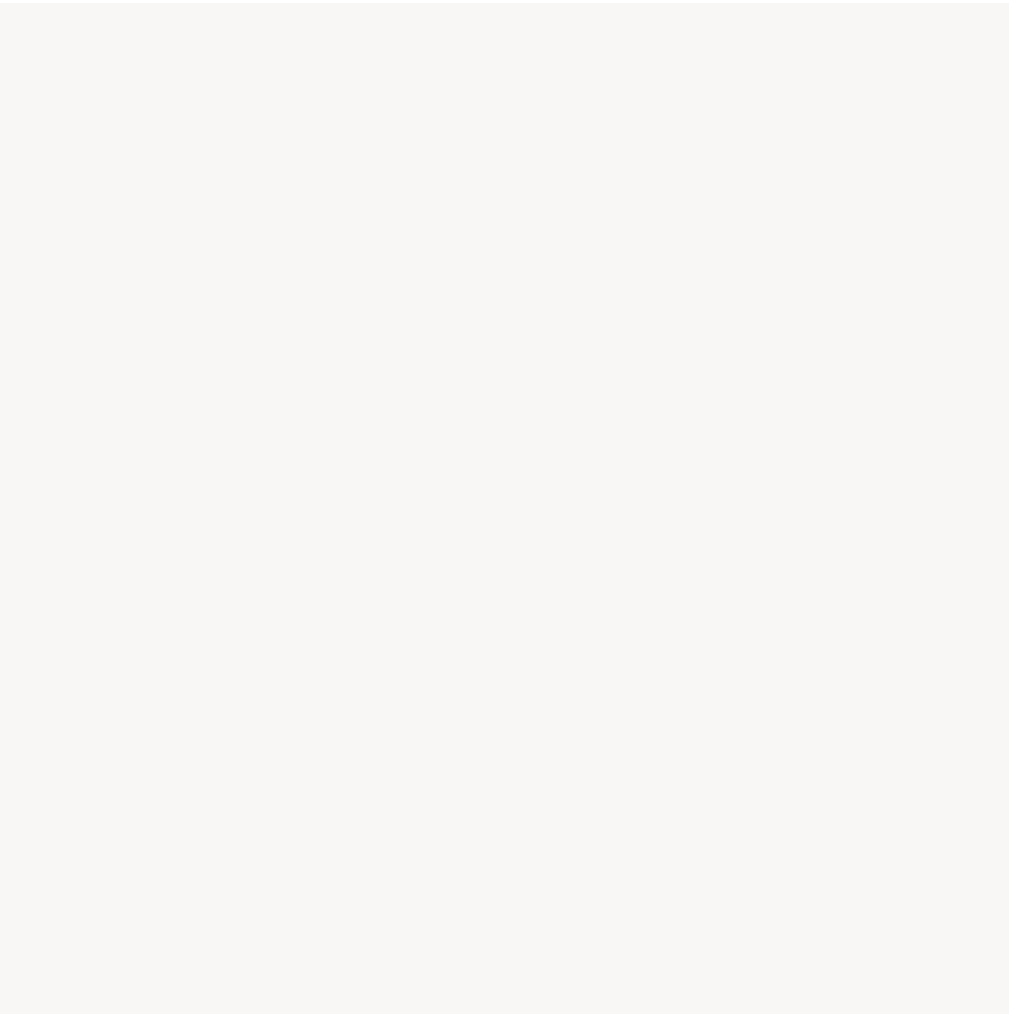
To satisfy all the user’s needs, four colors for the product was chosen. Off white, Grey Navy, Coral and Light Pink.

Off-White symbolizes goodness, spirituality and purity. White is also often associated with innocence.

Navy Grey conveys importance, confidence, power, and authority, as well as intelligence, stability, unity, and conservatism.

Coral represents the ability to fill ourselves with light and life, expand without ego, to trust our community, to embrace togetherness and oneness to build something beautiful and bigger than ourselves.

Light Pink is the color of universal love of oneself and of others. Pink represents friendship, affection, harmony, inner peace, and approachability.



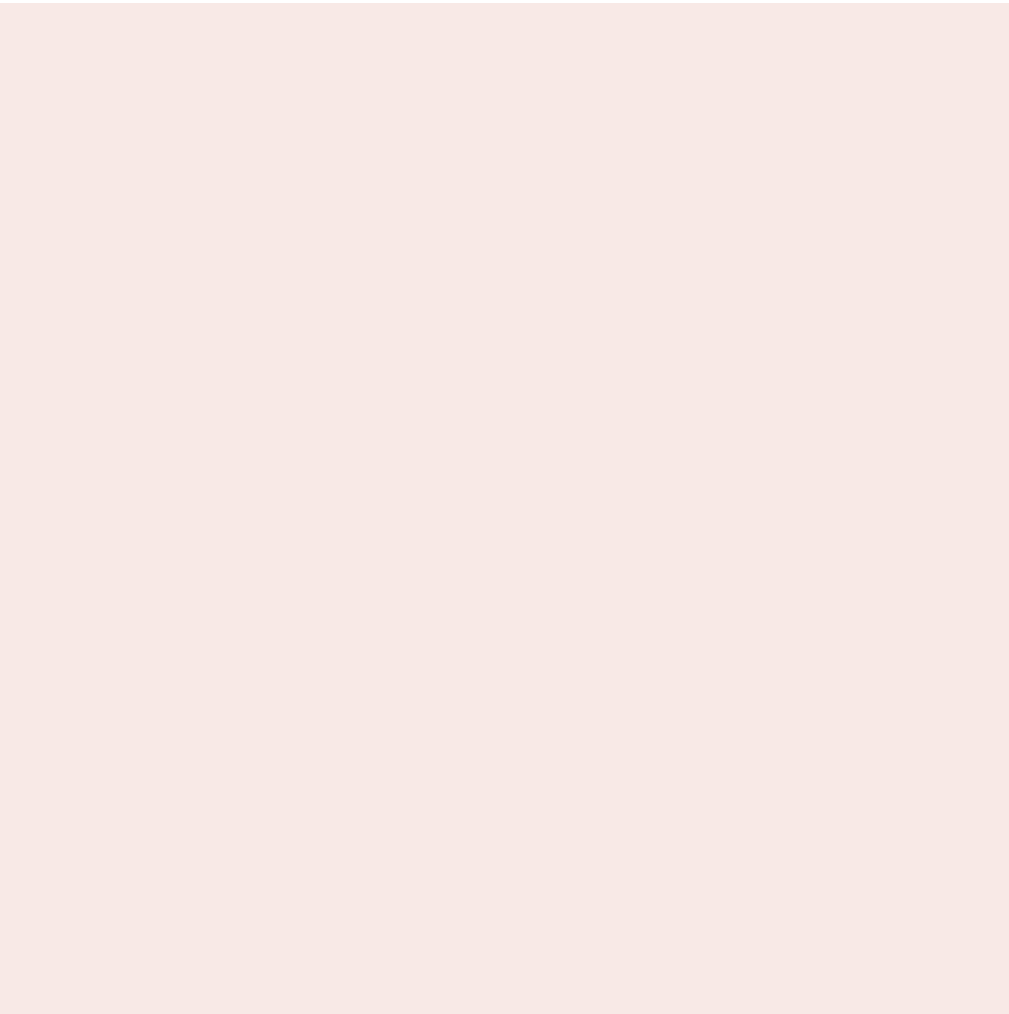
Off-White
#F5F5F5



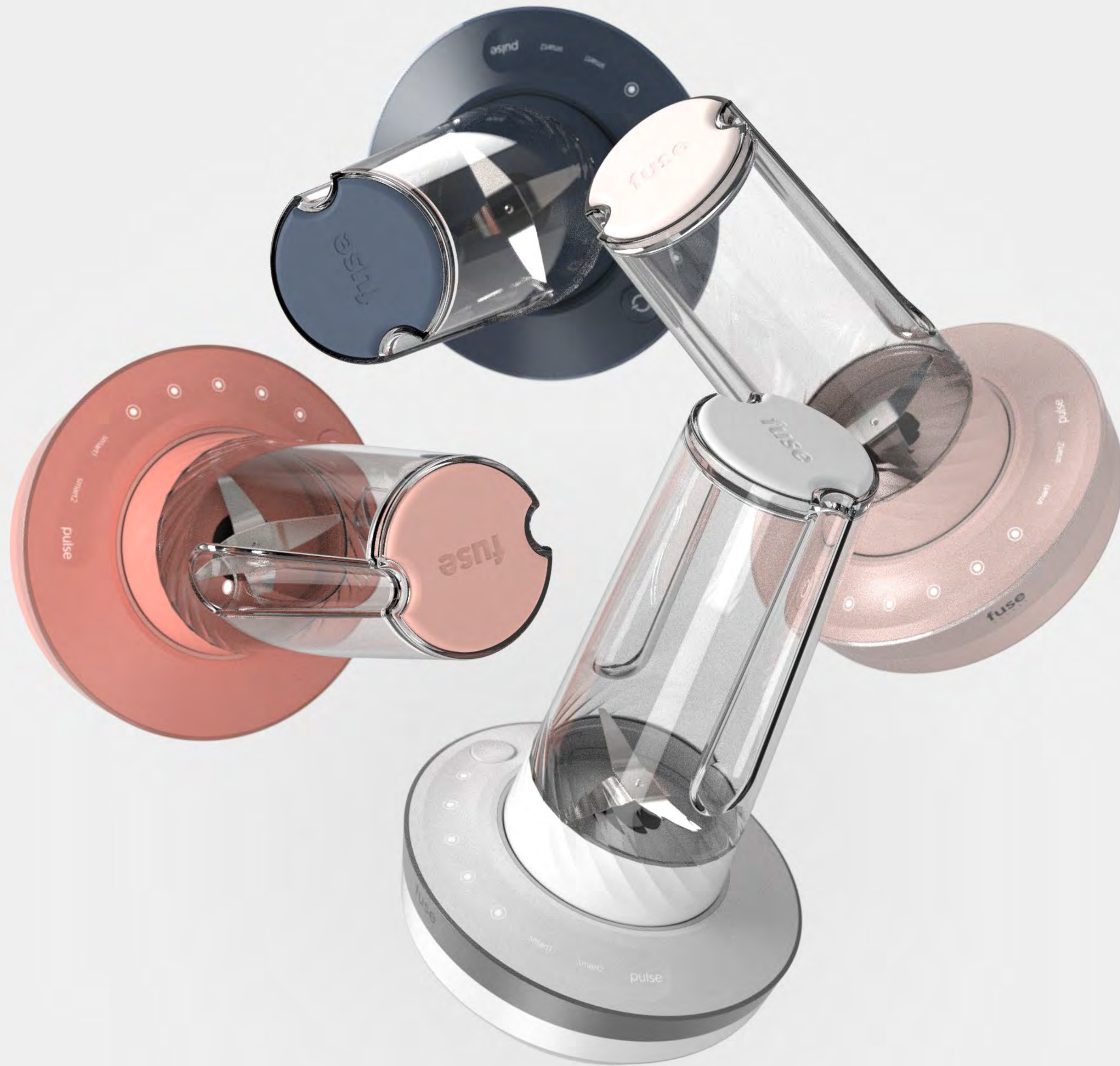
Navy Grey
#556275



Coral
#F78676

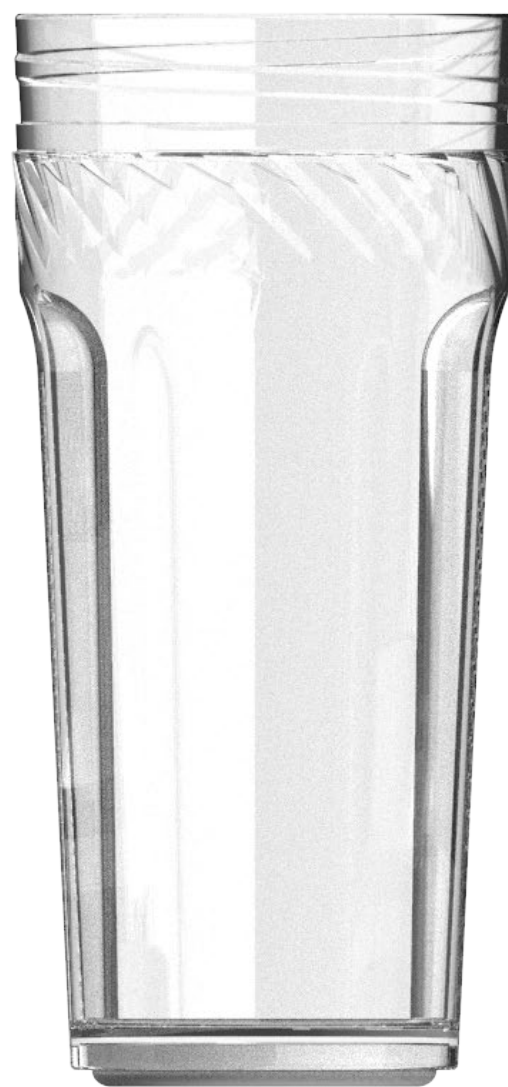


Light Pink
#F8E9E6



fuse
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fuse and stay healthy.



Tech Spec

Capacity: **700 ml, 24 fl oz**
Power: **700W**
Max Speed: **15 000 RPM**

Construction:
Height: **270 mm**
Diameter: **170mm**

Materials: **BPA-free Polycarbonate** (Pitcher)
Polypropylene (Base, Body)
Brushed Aluminum (Ring Frame)
Stainless Steel (Blades)
Silicone Rubber (Base Pad, Legs)

Portability

Portability is a key reason people love personal blenders. The pitcher is thoughtfully designed to fit seamlessly into vehicle cup holders, making it perfect for on-the-go convenience. Its compact and ergonomic design ensures that it's easy to carry and use wherever you are.



Technology

The blender features a magnetic brushless motor that connects to the blade's magnetic coupler, eliminating unnecessary components for a streamlined design. This technology allows effortless attachment and detachment of the pitcher. Additionally, the pitcher can be placed on the base in any direction, enhancing ease of use and speeding up the blending process.



Ergonomics

While competitors' pitchers can be bulky at 20–30 fl oz, the Fuse blender stands out with ergonomically designed extruded grips on each side, making it easier to carry. Additionally, the lid mirrors the sleek design language of the base, ensuring a cohesive and precise aesthetic.





Unity and Precision

While competitors' pitchers are often bulky and difficult to carry, with an average capacity of 20–30 fl oz, the Fuse blender stands out with its innovative extruded side grips. These ergonomic holders ensure a comfortable and secure grip, making portability effortless for any user.

The lid of the Fuse blender is thoughtfully designed to harmonize with the main base, creating a seamless aesthetic. This attention to detail ensures a cohesive, precise design that not only enhances functionality but also elevates the user's overall experience.



Smart Interaction

The Fuse blender is designed with simplicity and user convenience in mind. Its indented curved interface on top of the base is highly intuitive and easy to use. To power the blender, press the physical on/off button. For blending, swipe the circular icon from left to right to increase speed, or tap your desired speed level for quicker interaction.

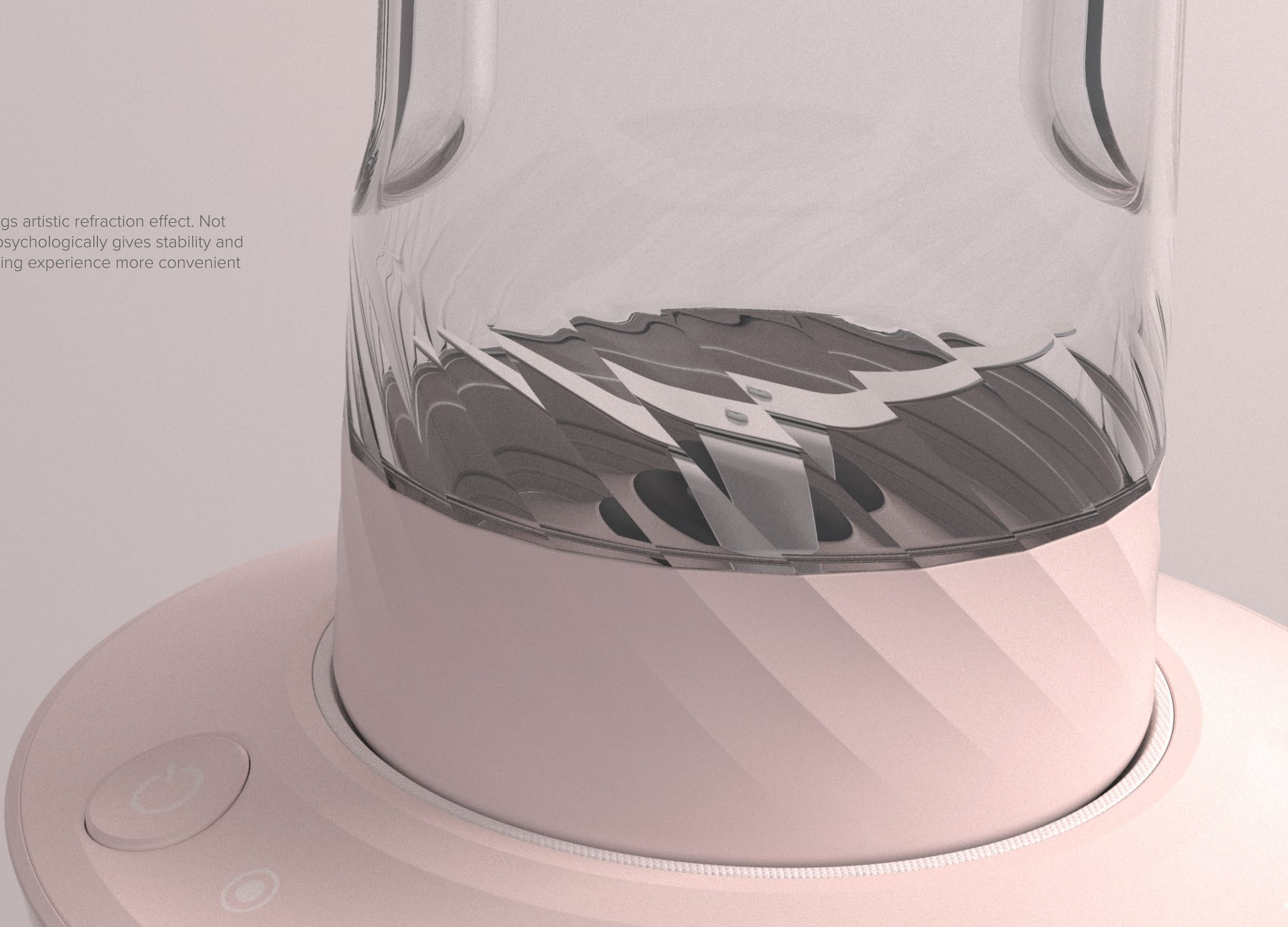
Once you find the perfect speed for your smoothie, tap the smart icon on the left to preset it. This feature allows you to save your preferred speed, ensuring faster and more convenient blending for future use. The blender's auto-stop function ensures your smoothie is ready in just one minute, eliminating the need to monitor it.

The streamlined design simplifies every step, from powering on to blending and stopping. By combining ease of use with smart technology, the Fuse blender offers a hassle-free experience that elevates your daily routine. With every detail thoughtfully considered, it's more than a kitchen tool—it's a game-changer for busy mornings and healthy lifestyles.



Artistic Visual

The transparent patterned surface brings artistic refraction effect. Not only is it aesthetically pleasing, it also psychologically gives stability and safeness to the user, making the blending experience more convenient and fun.

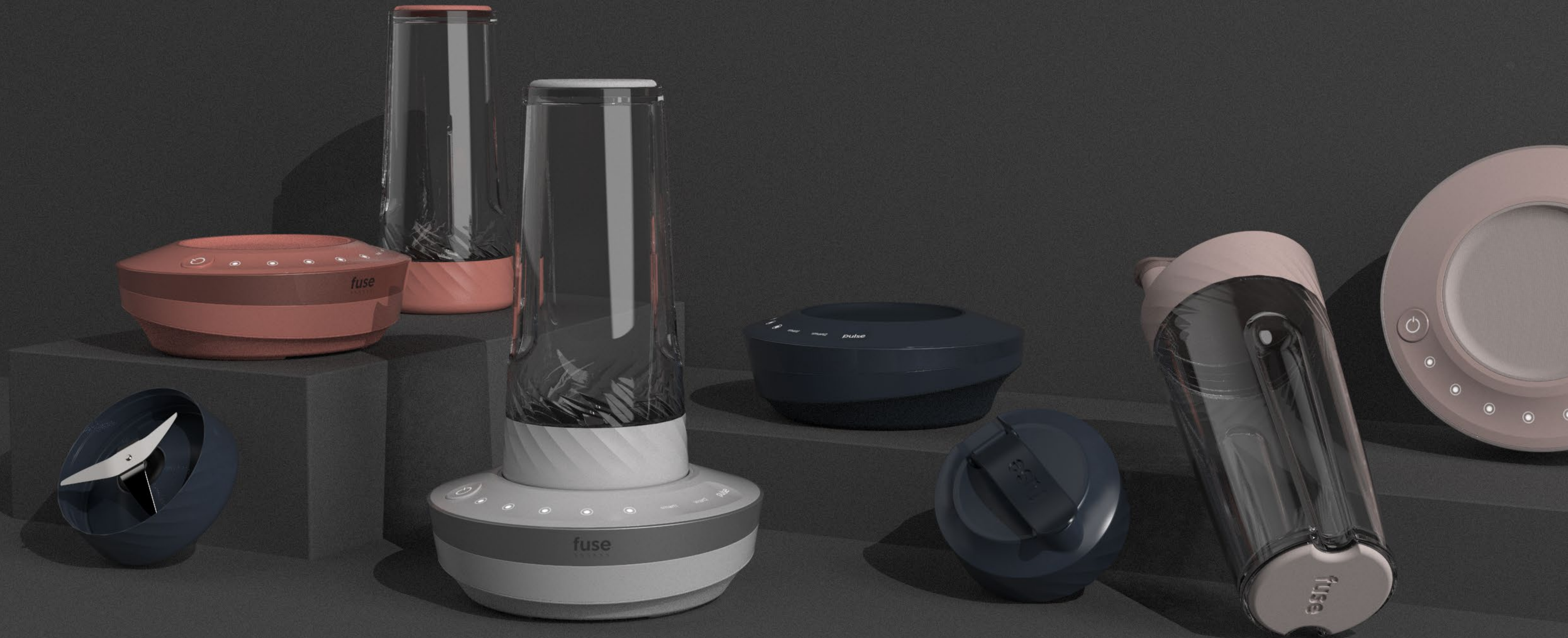


Form Follows Function

The main purpose of the patterned surface that continues from the bottom base to the blender pitcher is so that the user can seal the pitcher perfectly. This not only prevents leakage, but also saves time in the whole blending process.



CMF



fuse
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