

HEITMANN FL2021

Cuisinart Professional Modular Cooktop

Making culinary exploration accessible with a versatile, street-food-inspired platform.



STREET FOOD @ HOME:

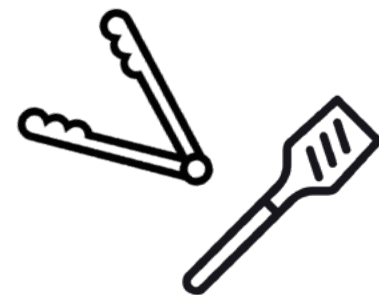
Opportunity Space.

Cuisinart x MassArt

MassArt ID Students were presented this opportunity space by the Cuisinart outdoor product team. Cuisinart professionals collaborated during the design process, providing feedback, guidance, and brand knowledge.

How might we ...

Tap into the growing trend of street food with all of its flavor profiles and cultural distinctions, and make it accessible as an outdoor living experience?"



STREET FOOD KEY THEMES:

Field research.



1. Low friction

There are fewer physical and mental obstacles than restaurants. There is no threshold to commit. Service is often fast and affordable. Vendors populate the same area of the urban landscape as pedestrians - they live along the walking path.

2. Diverse flavors

Low cost operations allow vendors to take risks, serving unique dishes from around the world. Various cooking instruments are employed to achieve these diverse flavors.

3. Personal interactions

Small operations feel more personal than restaurants - the social interaction becomes a pivotal moment.

INITIAL CONCEPTS:

Concept generation.

Applying key themes to home / outdoor living

01. Low Friction

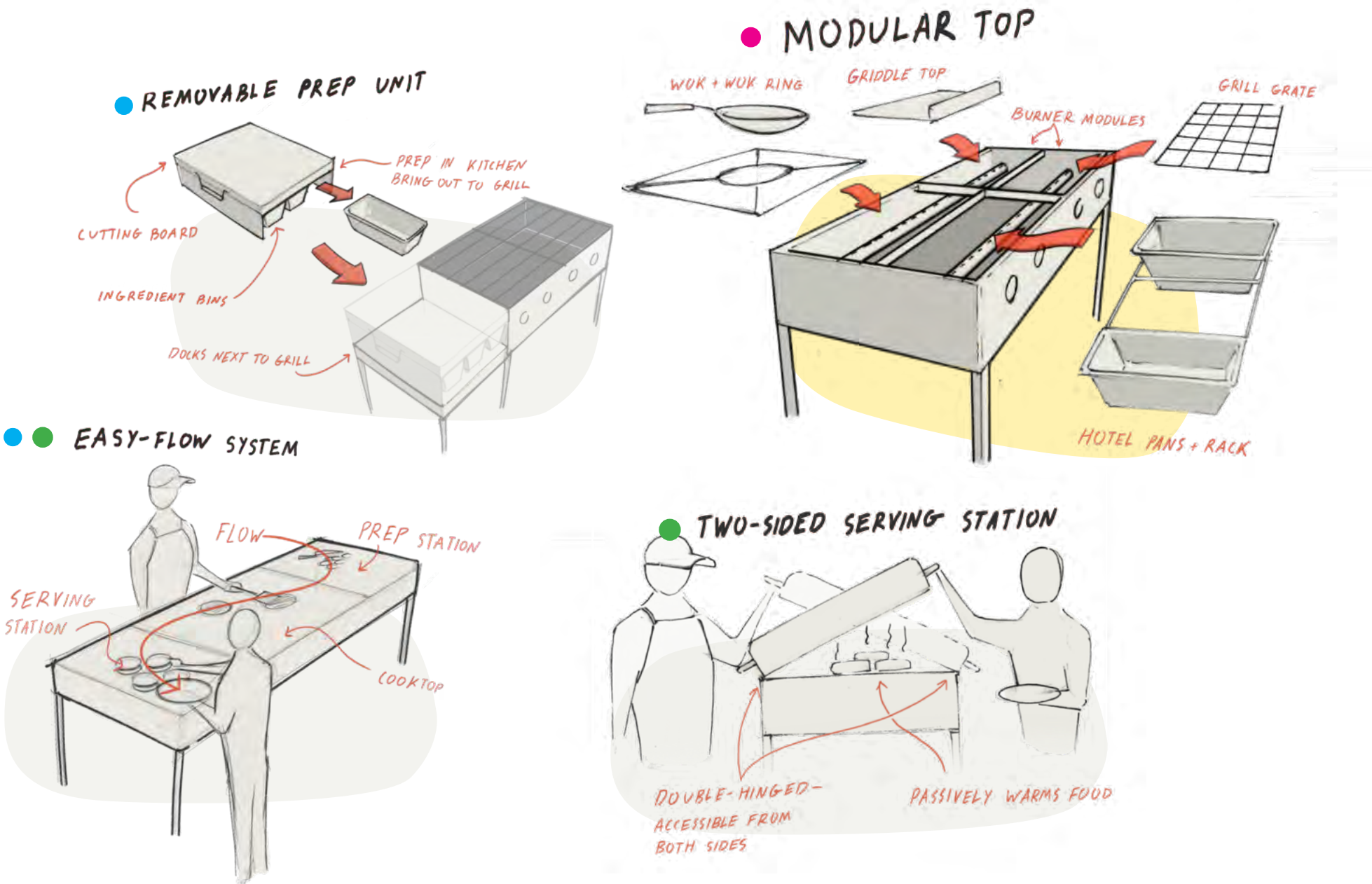
Reduce time and effort to go from meal concept to meal completion.

02. Diverse Flavors

Enable users to craft a wide variety of cuisines with various cooking methods.

03. Personal Interactions

Create a social space centered around the food that calls back to the street food social experience.



MODULAR TOP:

Lead concept.

A choice of experiences

Enable users to feel the authentic experiences of various cooking/serving tools to produce a range of cuisines.

Functionalities

Griddle top

- › Versatile
- › Easy to clean

Wok

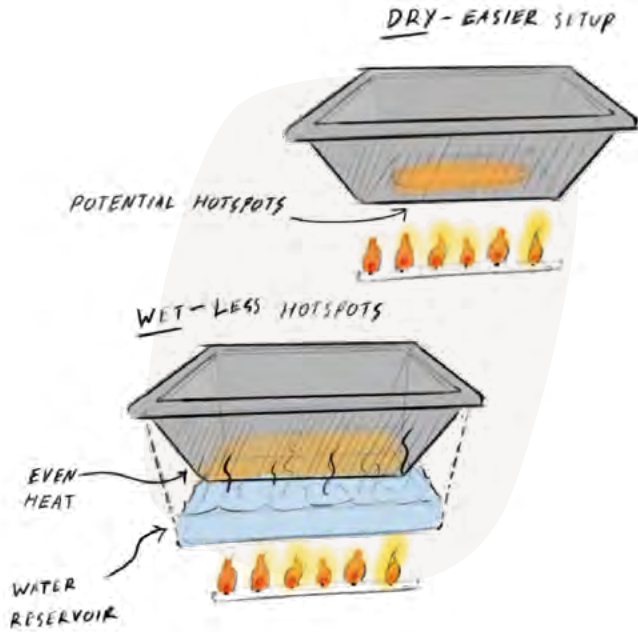
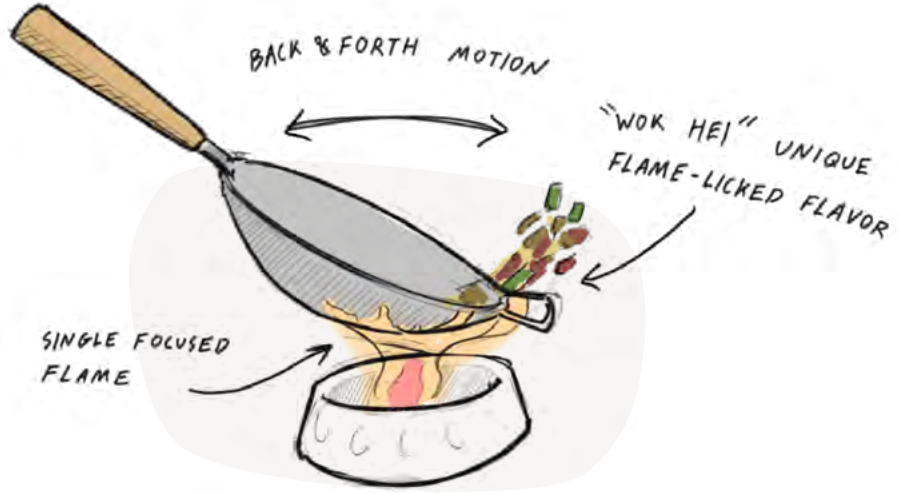
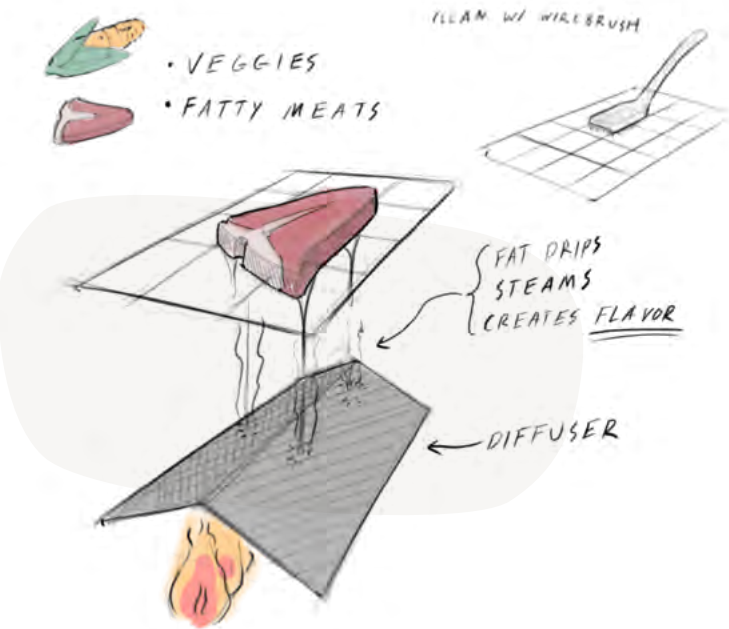
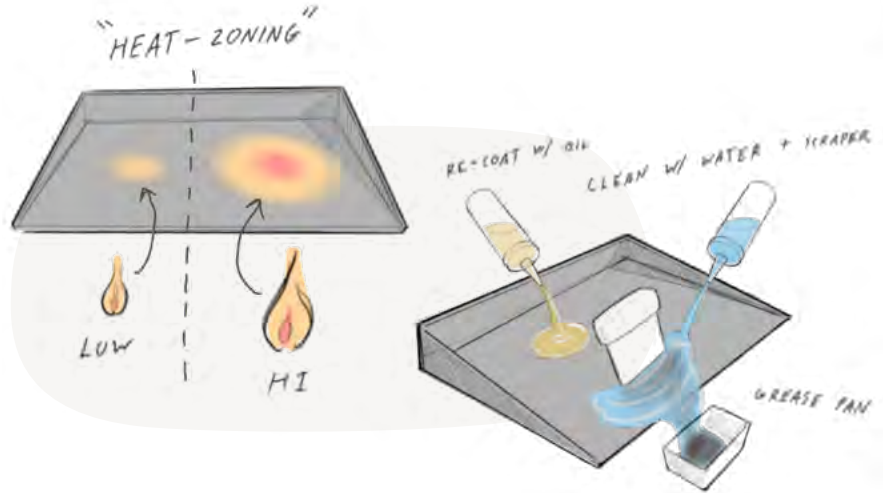
- › Uses searing hot jet flame
- › Famous for unique flavor “wok hei”

Grill

- › Healthy: fats and oils drip away
- › Creates smokey flavors

Hotel pans

- › Keep food hot and fresh
- › Great for social functions

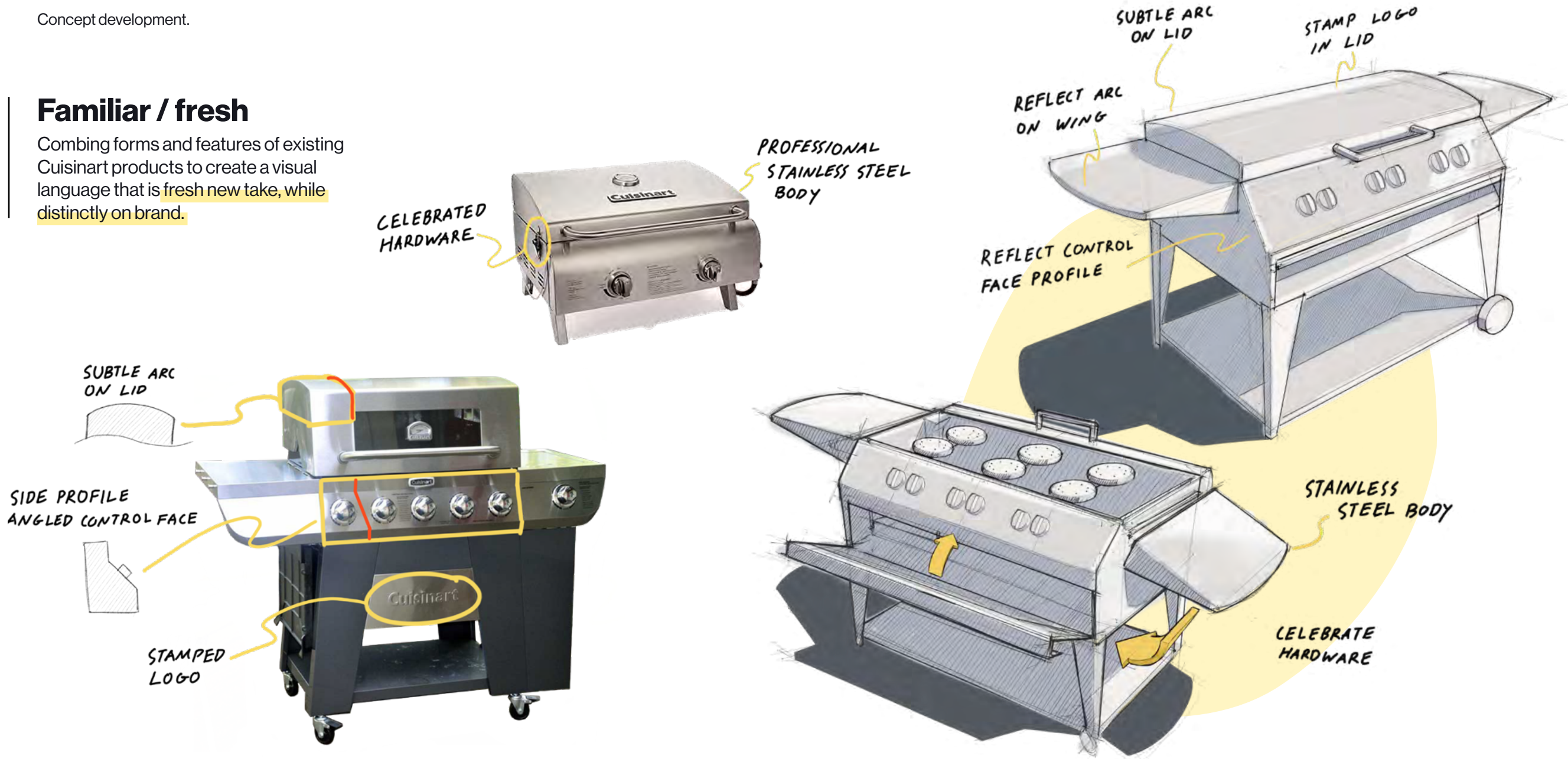


VISUAL LANGUAGE

Concept development.

Familiar / fresh

Combing forms and features of existing Cuisinart products to create a visual language that is fresh new take, while distinctly on brand.



CUISINART PROFESSIONAL MODULAR COOKTOP

Final concept.

Fueling diverse flavors.

The Cuisinart Professional Modular Cooktop uses 6 ring burners to power culinary creativity. Mix and match up to 3 modules to see where the flavor takes you.



Sizzle, stir, and serve.

Unlike other outdoor cooking products, this cooktop is ideal for the use of pots and pans. Diffusers and a grill grate can transform the cooktop into a sizzling grill, while hotel pans keep food hot and ready for guests. The flame-funneling wok ring slots securely into a grate, turning the ring burner into a searing jet as well as setting a sturdy surface for the back & forth motion of a real wok stir fry.



Seamless searing.

The 24" wide griddle is heated by four individually controlled burners to provide precise heat-zoning.

Easy cleaning.

Cleaning the griddle is a breeze. A grease drain port, funnel, easy-clean drip pan, and large grease cup keep the mess contained and accommodate griddle cleaning.



Storage within reach.

Built-in module storage is easy easily accessible, located just below the controls. Rear lid hooks conveniently hang on to the lid while you're cooking up something fresh.

Compact & convenient.

Side wings fold down for compact storage, and feature handy utensil hooks to keep the surfaces free for food.



Modular
Cooktop
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Professional
Modular
Cooktop

