A Better Medicine Cabinet:

Conta  inner

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Project Mission

To create an aesthetically pleasing medicine cabinet with enhanced functionality.

- Stray from the conventional look
- Increase the ability to store items efficiently
- Become a centerpiece for the bathroom
The medicine cabinet should be

- Enclosed and secure
- Functional
- Spacious and flexible on the inside
- Sturdy
- Easily accessible
Target Market

- Young, upwardly mobile
- Growing families
- Want custom look at IKEA price
- Design conscious
Concept Evolution

Retractable Flexible Mirror

removable shelving  make up/tube holder  pill box

toothbrush holder  separate smaller units for multi-users  drawers

Modular Components

Pull-out Shelving
Initial Prototype

Rotating mirror – mirror and cabinet can be used simultaneously
α-Prototype

- Based on two-compartment design with pegboard interior backing
  - Modular components plug into pegboard
  - Shelves, drawers, toothbrushes, make-up holders
- Open center area for lighting or decorative storage
Limitations of Concepts

- Trade-offs between form and functionality
  - Initial directions functional but boring
  - Later designs focused on exterior aesthetics but sacrificed interior functionality
  - Our $\alpha$-prototype veered too heavily toward interior solutions

- Final design integrates interior storage capabilities within an aesthetically pleasing package
Product Features

Dimensions: 24” × 24” × 6.5” Main Cabinet
24” × 7” × 6.5” Lighting Module

- Variable shelving heights to store most objects
- Aesthetically striking
  - Soft lighting, frosted glass
- Modularity (between and within cabinets)
- ...at a reasonable price
Prototype versus Mass Production

- **Existing Materials**
  - Walnut exterior
  - Acrylic mirror
  - Plastic shelving
  - Metal hinges
  - Fluorescent lighting

- **Mass-Produced Version**
  - Lightweight and inexpensive metal
  - Glass shelving
  - Selective use of accents (wood, metal trim)
Financial Model

- Based on previously described mass-produced version
  - Utilized conservative estimates of material cost
  - Assumptions: $100,000 ramp-up cost, $10,000/year marketing cost, 16,000 units/year, 10% discount rate
  - Determined cost of $196/unit

- Selling price of $300 yields $3.9M NPV over four years