
A Better Medicine Cabinet: Conta **inner**

Team 8:

Eun-Joung Lee
Christopher Leitz
Billy Lo
Caroline Park
Becky Roberts
Matthew Ward



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

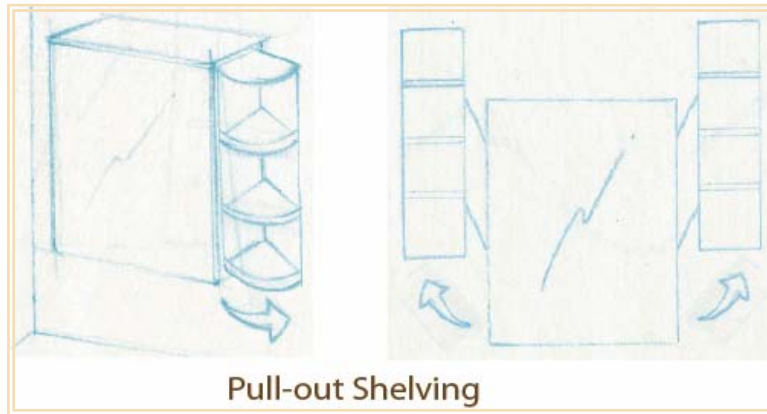
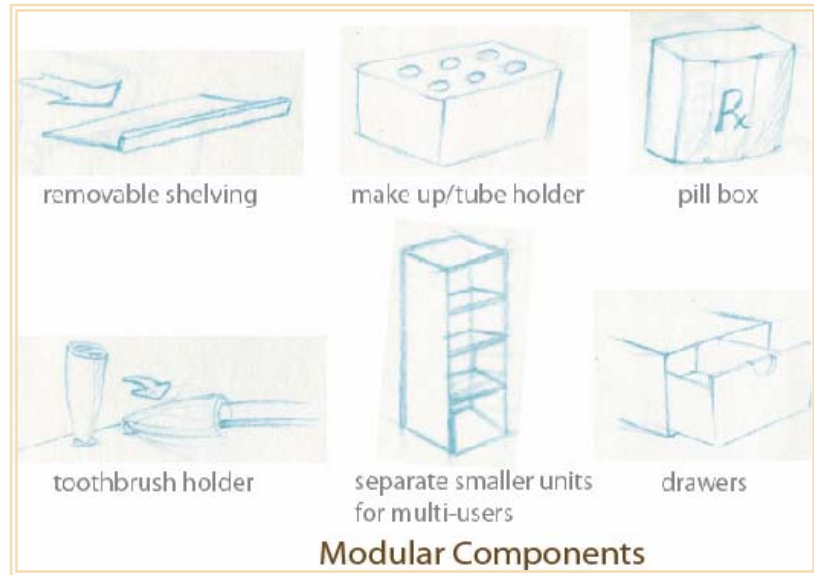
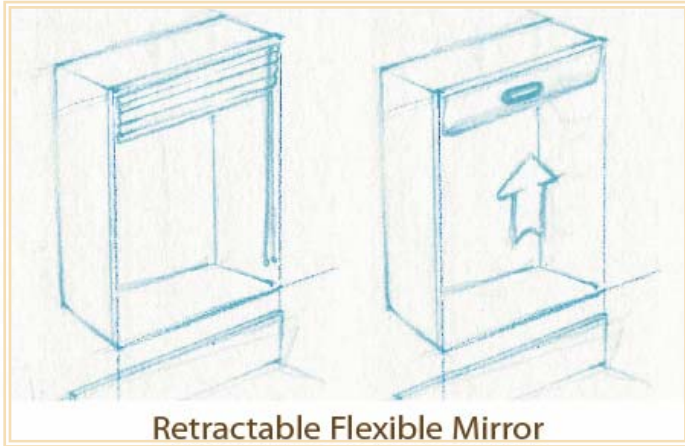


Target Market

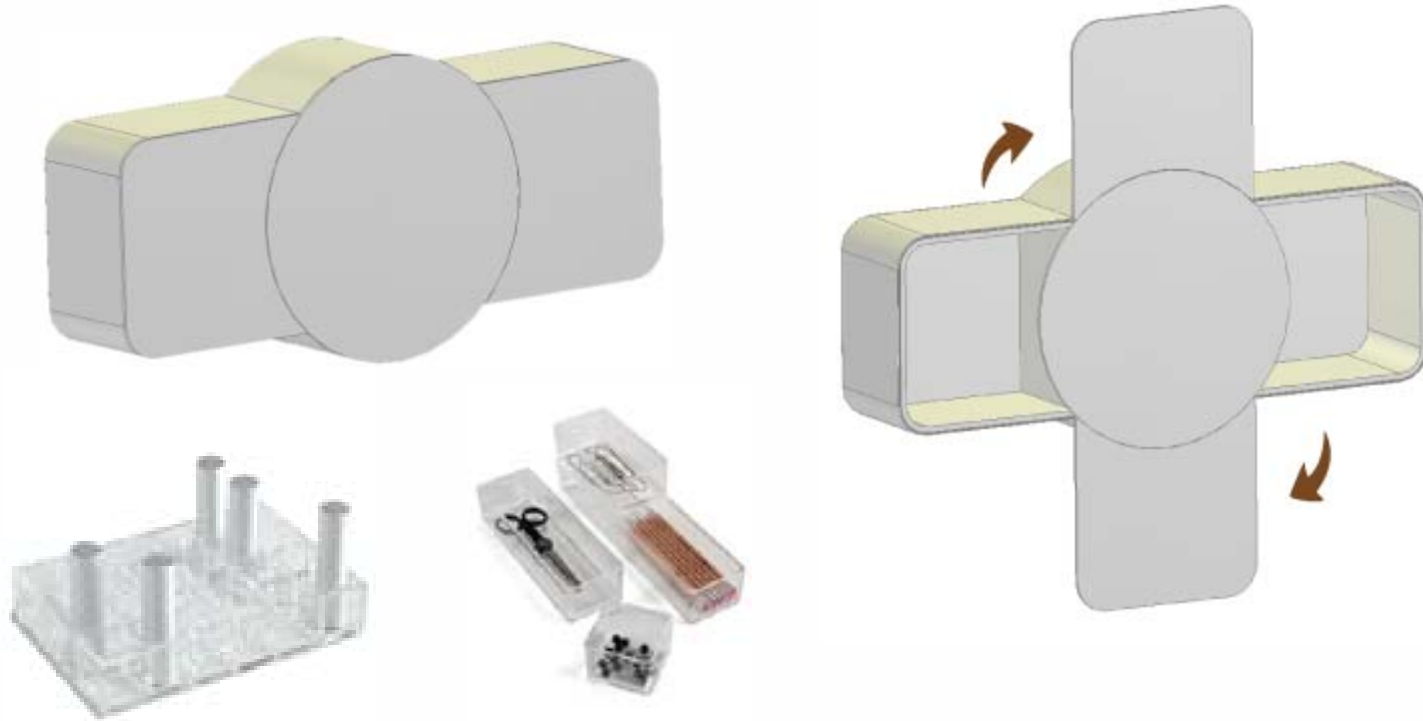
- Young, upwardly mobile
- Growing families
- Want custom look at IKEA price
- Design conscious



Concept Evolution



Initial Prototype



**Rotating mirror – mirror and cabinet
can be used simultaneously**



- 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 α -prototype veered too heavily toward interior solutions

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



Putting It All Together



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



β-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



