

# Project 2: Product Line Extension

Katalina Ruiz

DES 360

Fall 2025

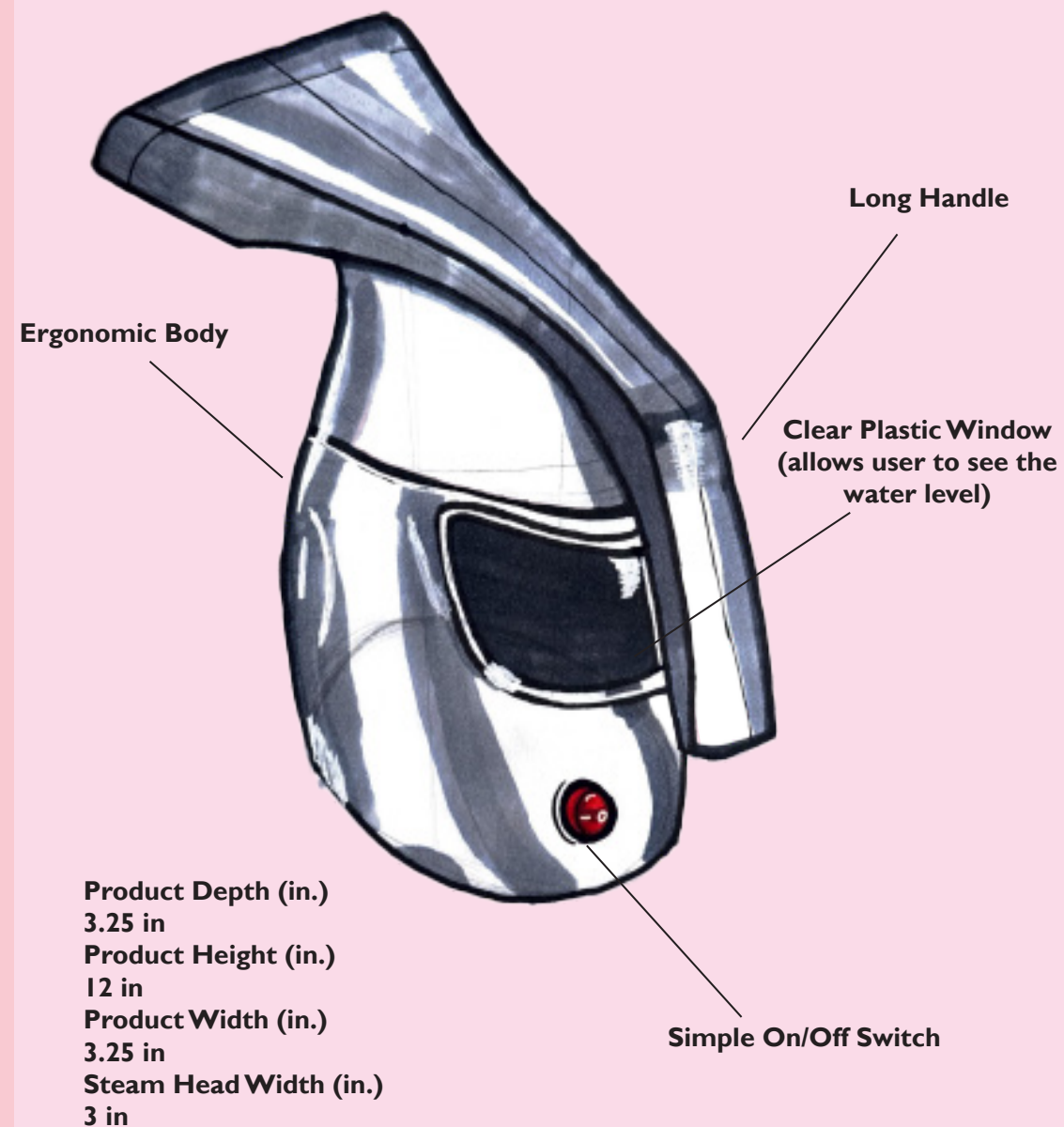
Professor Trogu



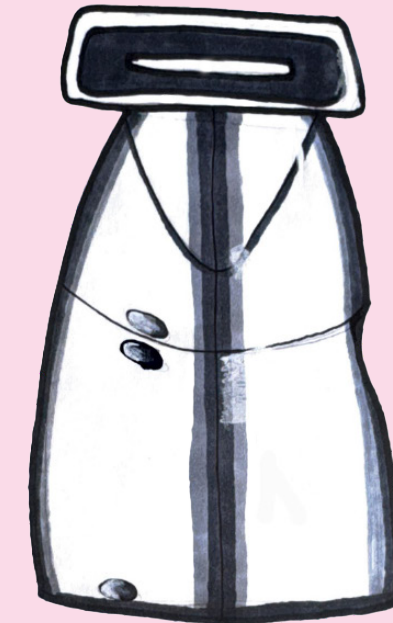
# Formal Analysis Board of Original Product

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## Black and Decker Easy Garment Steamer- Product Analysis



### Swatches

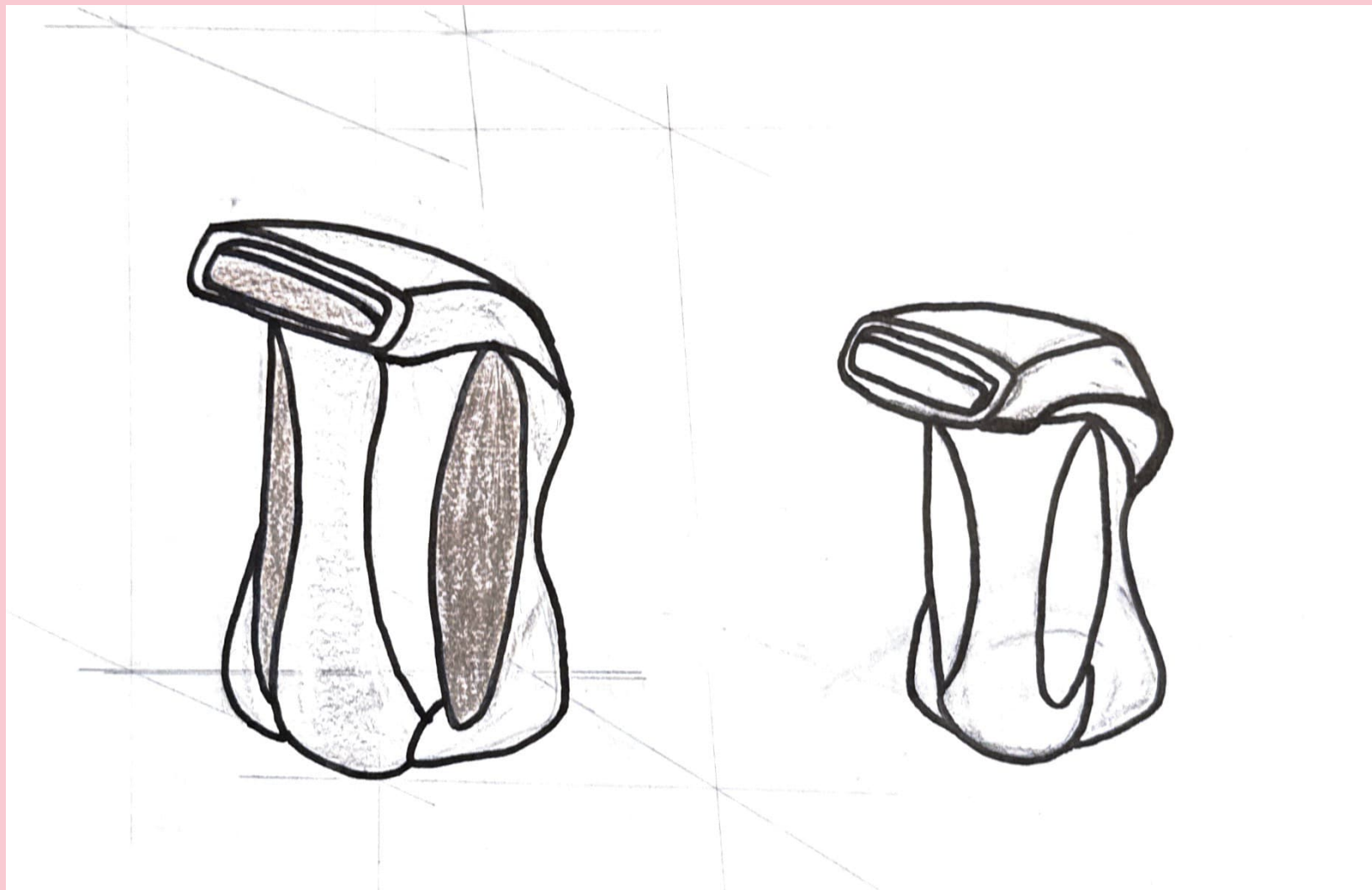


### Item Description from Seller

Black Decker easy garment steamer heats up fast to deliver powerful steam. The wide steam head allows steam to flow efficiently from the steamer onto fabrics for easy refreshing and cleaning. The compact, lightweight design is perfect for quick wrinkle reduction, and you can even pack it along for travel. Water fill-ups are simple with the twist-to-lock lid and clear view water window with a convenient max fill line. With powerful steam in a lightweight device, it is simple to remove wrinkles.

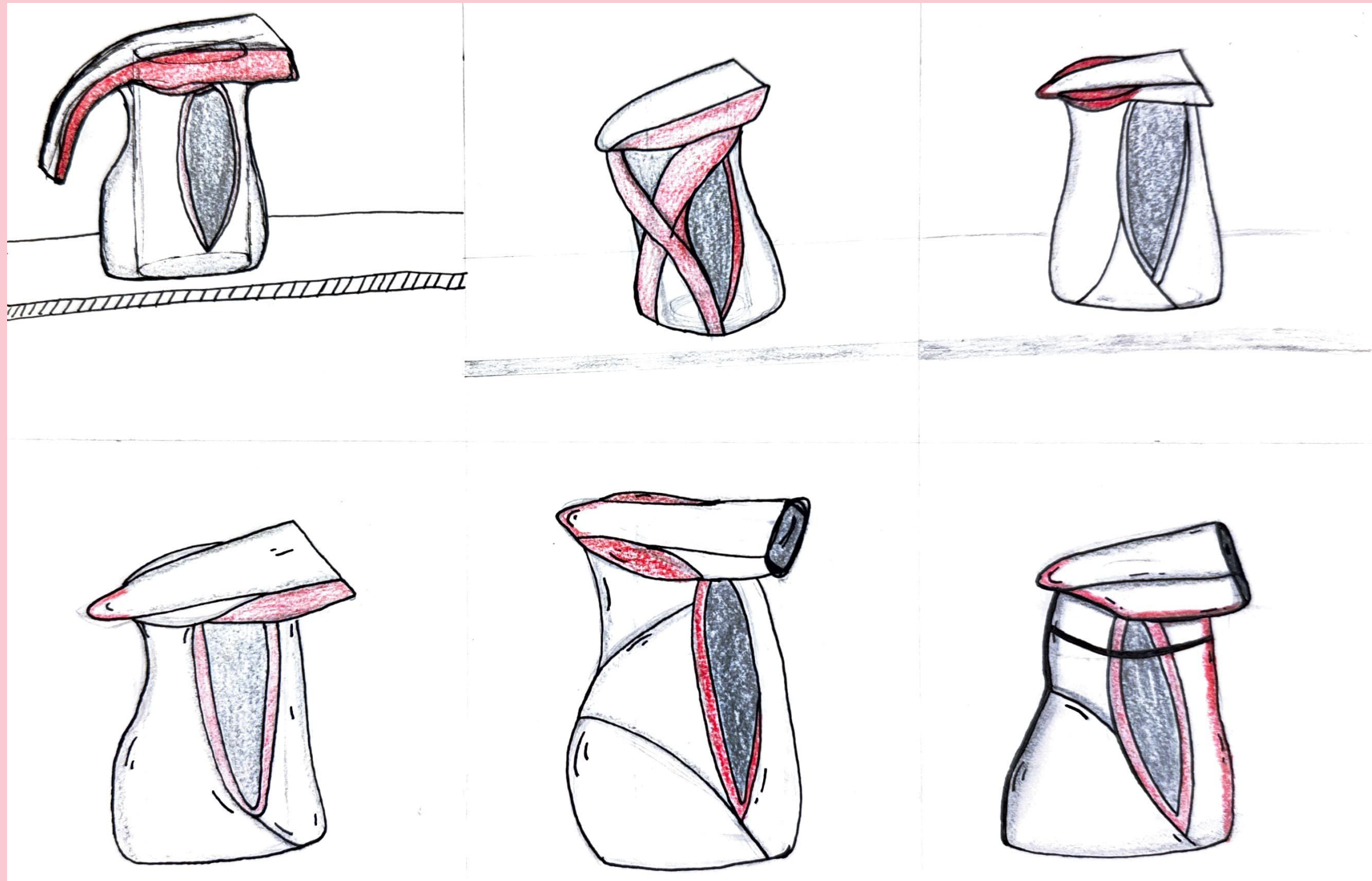
# Ideation Sketches 1/2

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# Ideation Sketches 2/2

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# Low- Fidelity Models

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# Testing And Process 1/2

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After choosing the model I liked the most, I began to cut and sculpt my final model.



Started with a large block of PU foam and focused on the body of the product.

# Testing And Process 2/2

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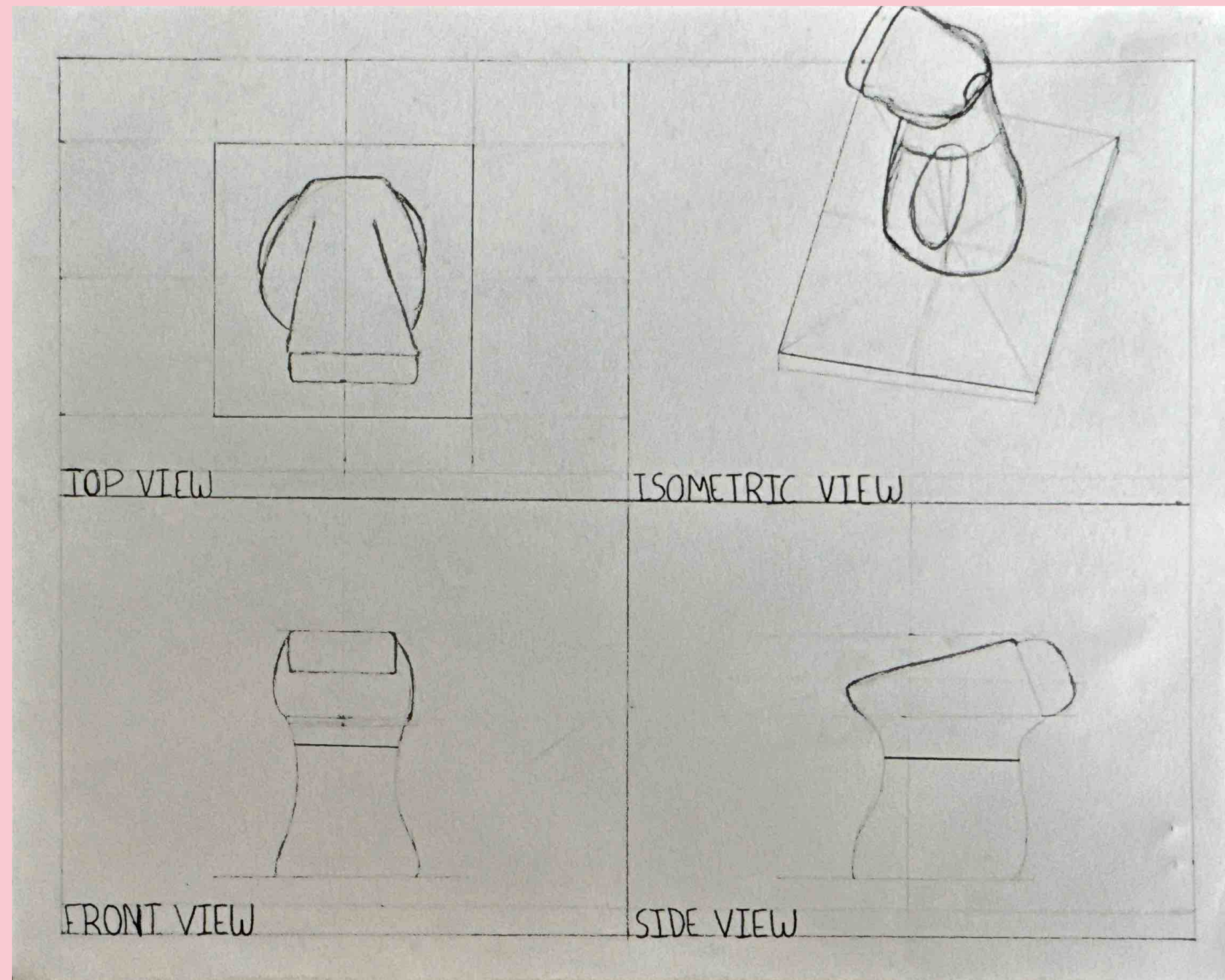
Applied Bondo to the PU foam  
to create a smooth surface



Spray painted my model with a white primer  
and a glossy top coat to achieve a “plastic”  
finish. Then, applied final details using vinyl  
and soft foam for the realistic sponge look.

# Orthographic Projection of Final Product Model

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# Final Product Model

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Large Sponge  
(less mess)

Ergonomic Handle

Pump  
(to extrude the product)

Comfortable  
Wide  
Grip

Removable Sponge  
(for easy cleaning)



FOUNDATION APPLICATION WITH

**-EASE-**

COSMETICS FOR ALL



**BLACK+**  
**DECKER**