FELLOW

RISE

Product Line Extension

Design: Ty Hyden

DES 360 Fall 2025
Pino Trogu

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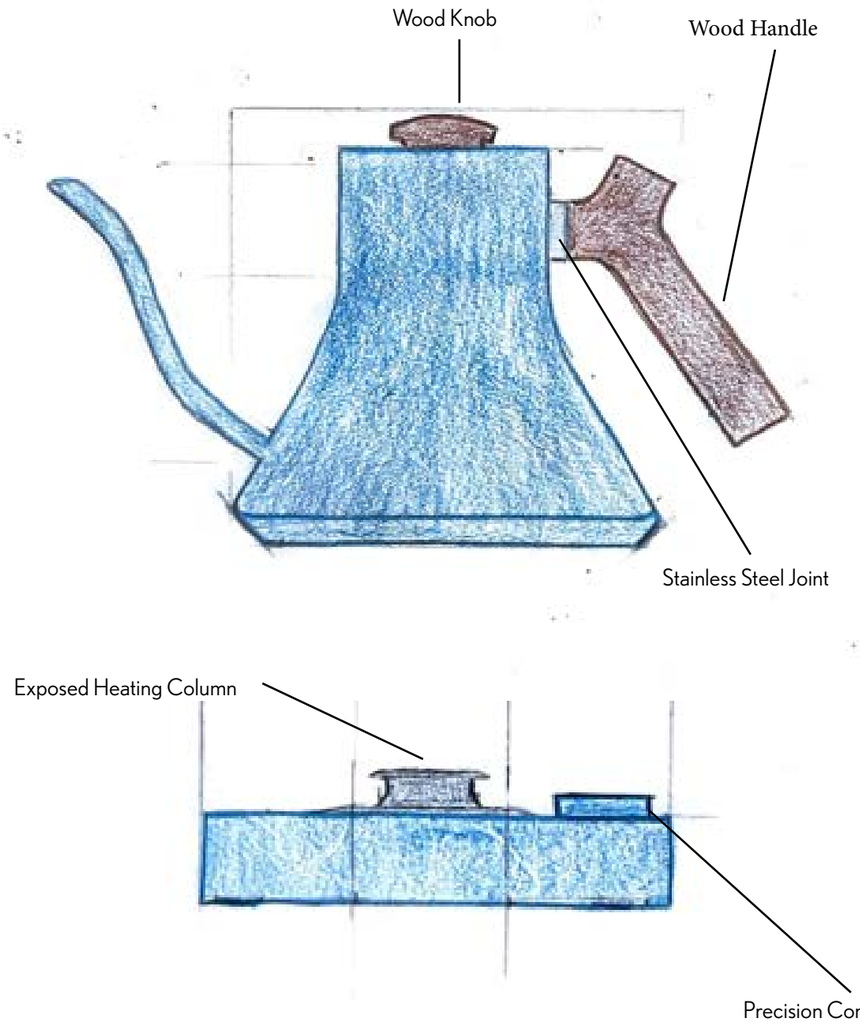
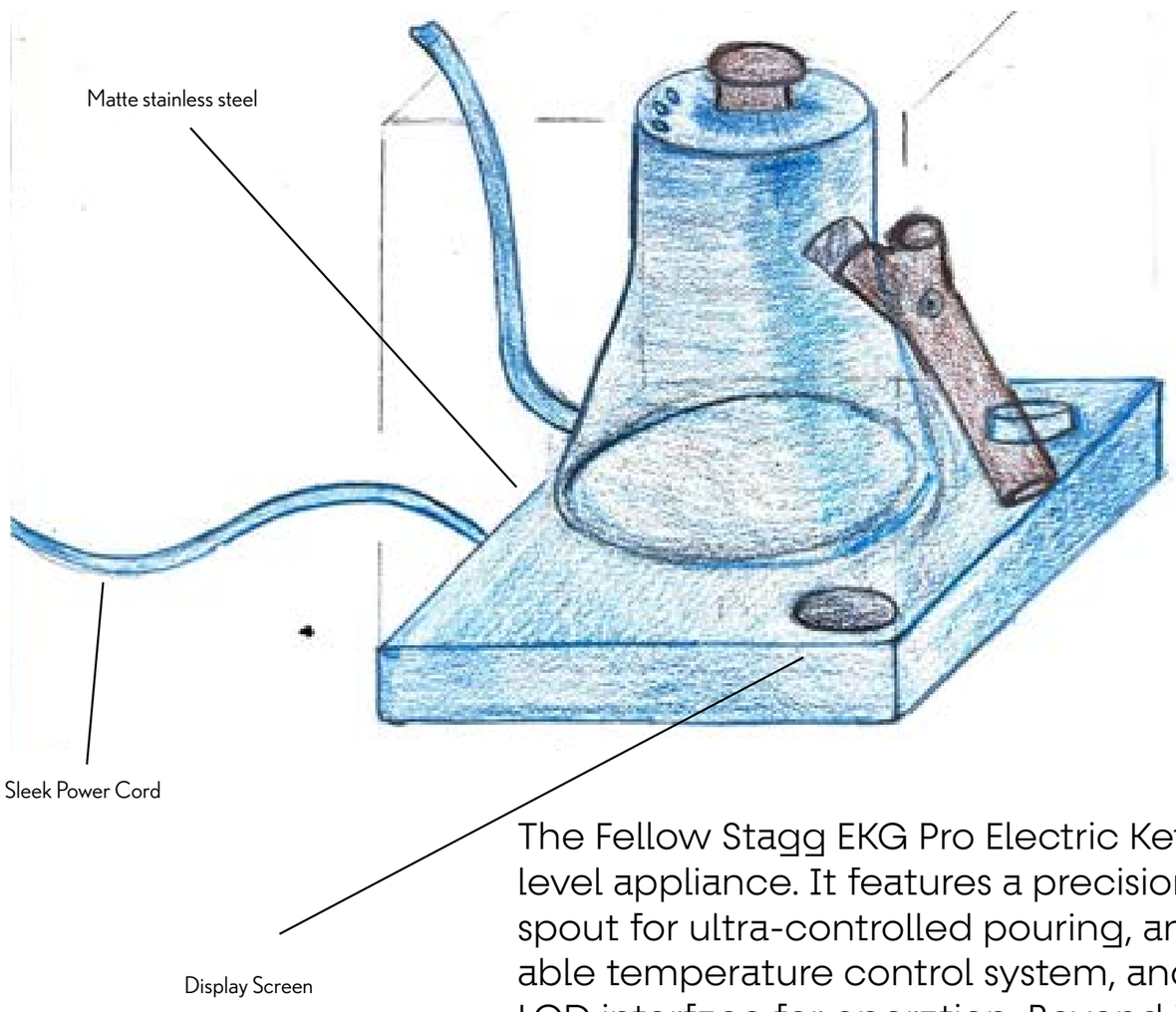
Reference Product

Incorporating a minimalist design, the Fellow kettle stands out with its ergonomic handle, sculpted spout, and precise temperature control. Perfect for pour-over coffee and tea, it combines speed, style, and performance.

Product Line Extension | Formal Analysis Board

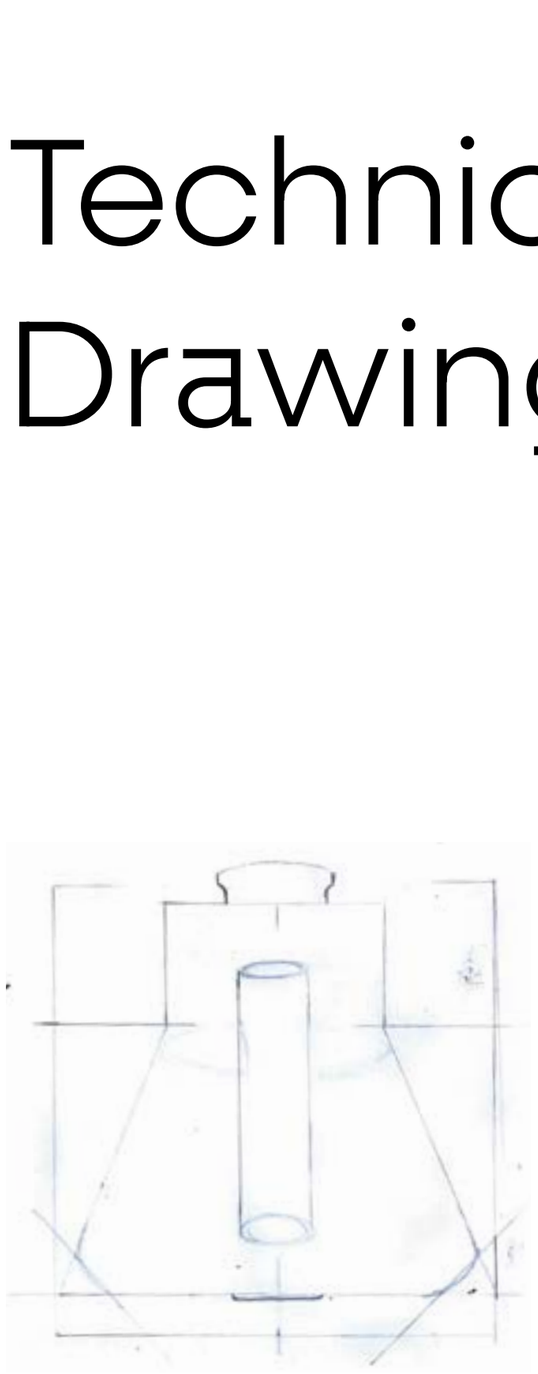


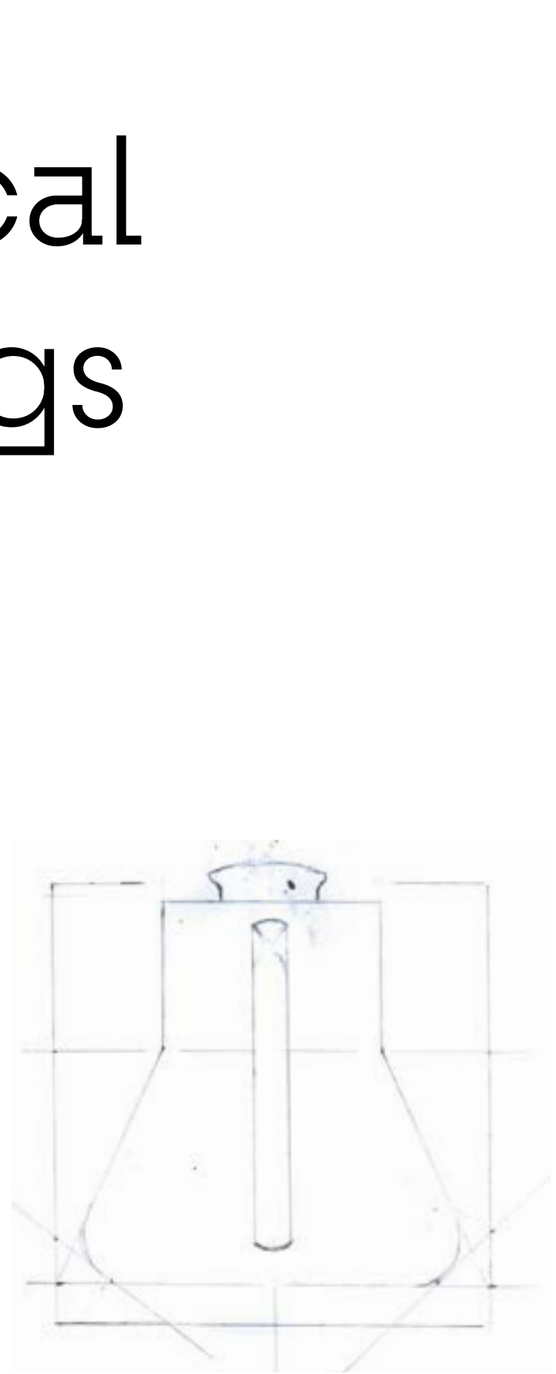


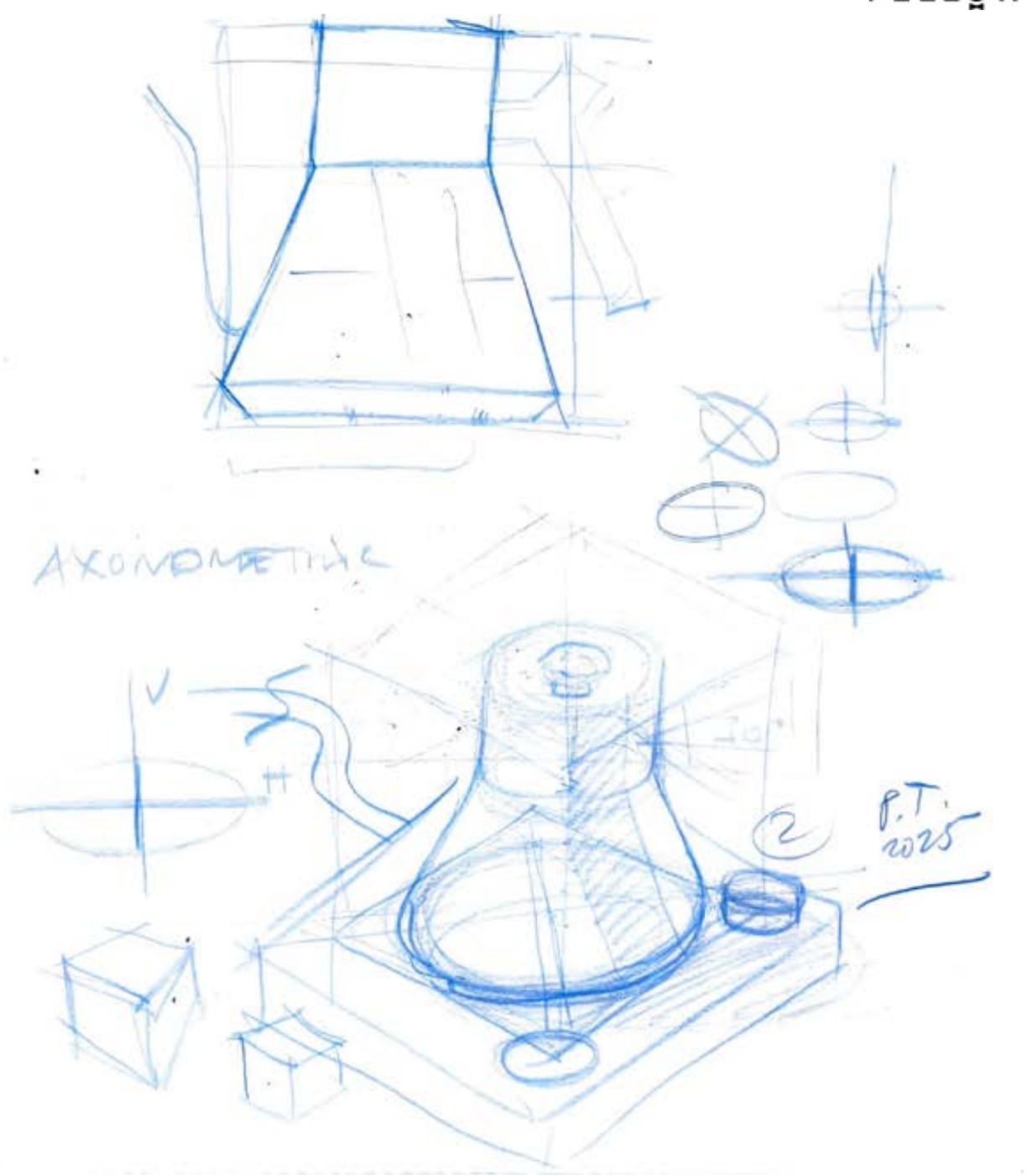
The Fellow Stagg EKG Pro Electric Kettle is a premium level appliance. It features a precision gooseneck spout for ultra-controlled pouring, an advanced variable temperature control system, and a full-color LCD interface for operation. Beyond just setting the target heat, the Pro version adds enhanced features like scheduling boils, altitude adjustment, and firmware updates via WiFi to keep the kettle evolving.

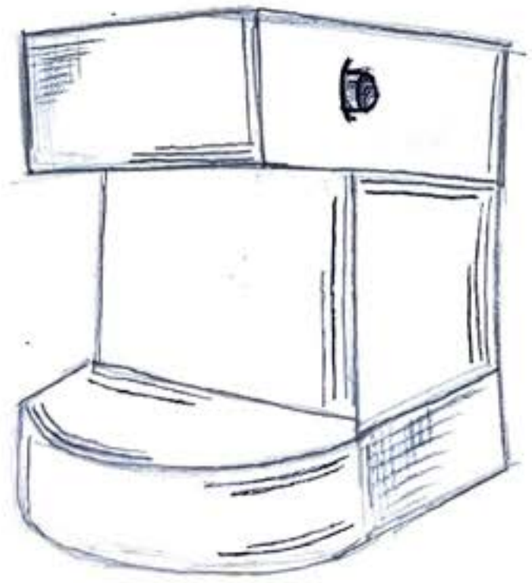
Ty Hyden | DES 360 | Project #2 | Trogu | SFSU | Fall 2025

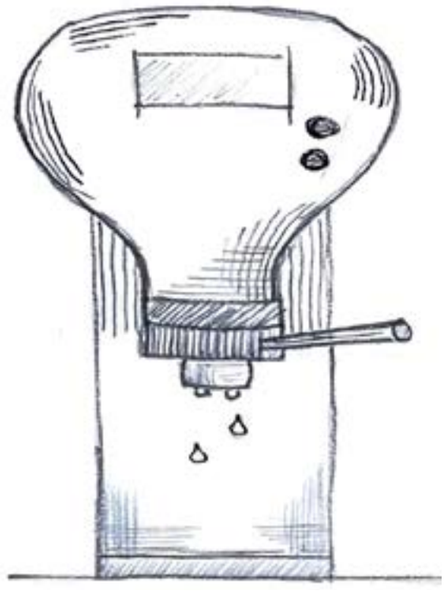
Technical Drawings

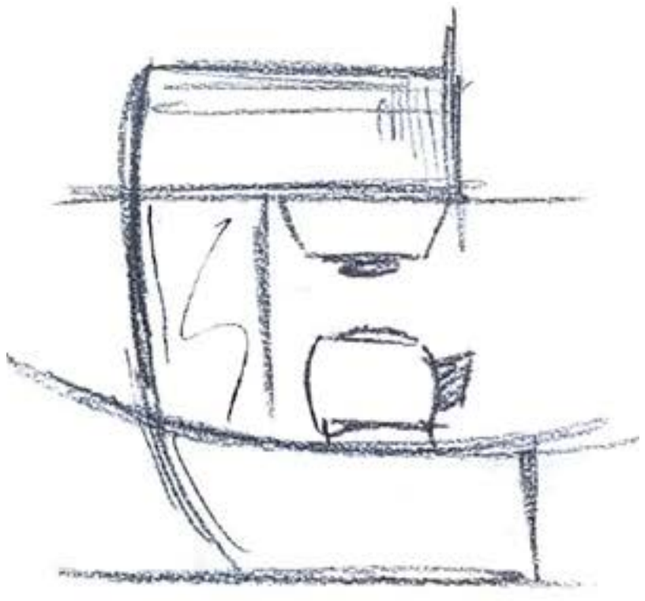


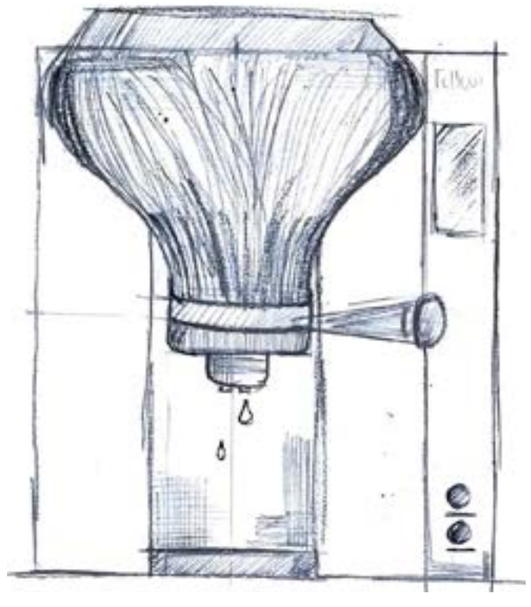








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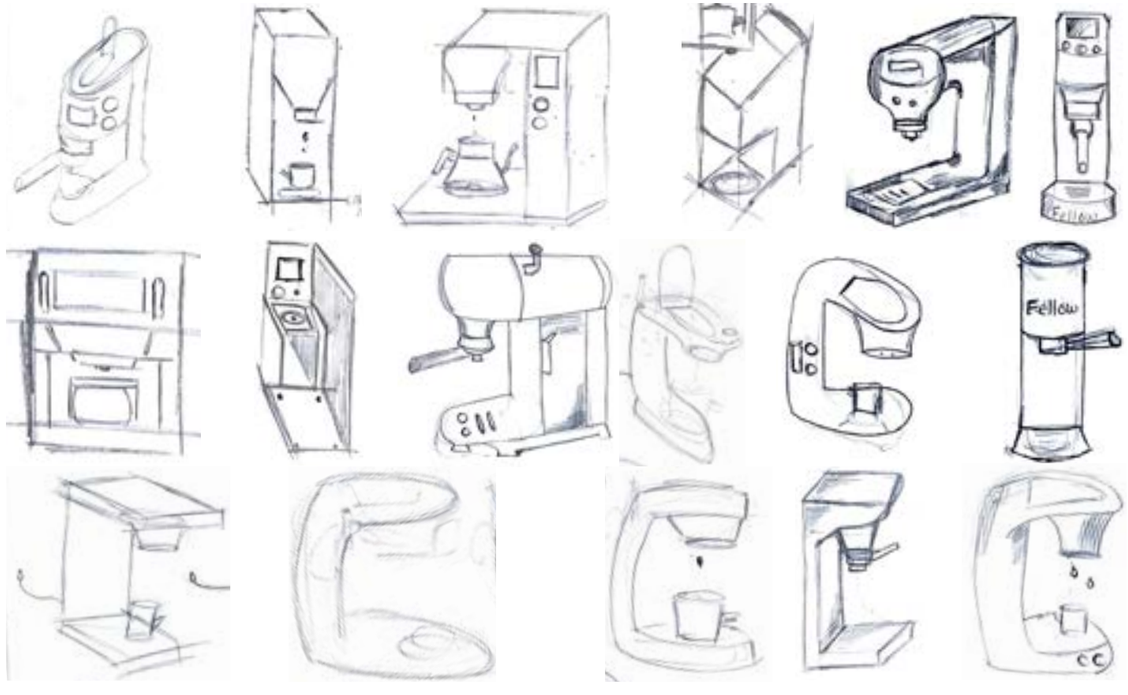
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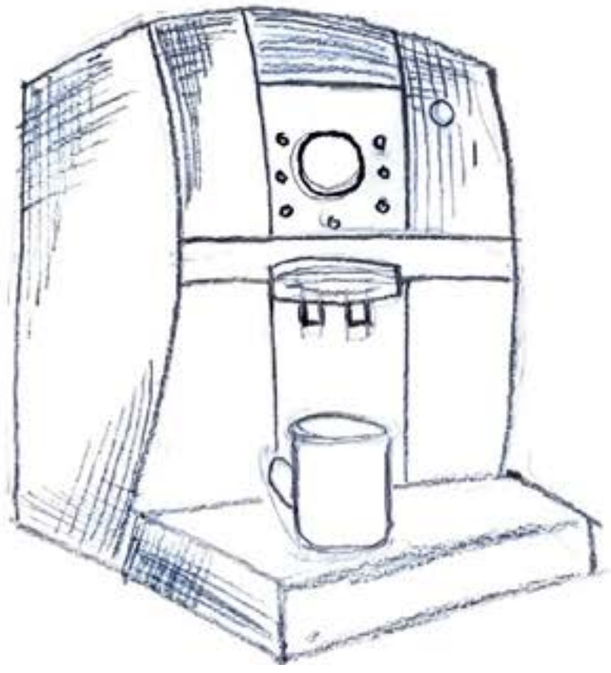
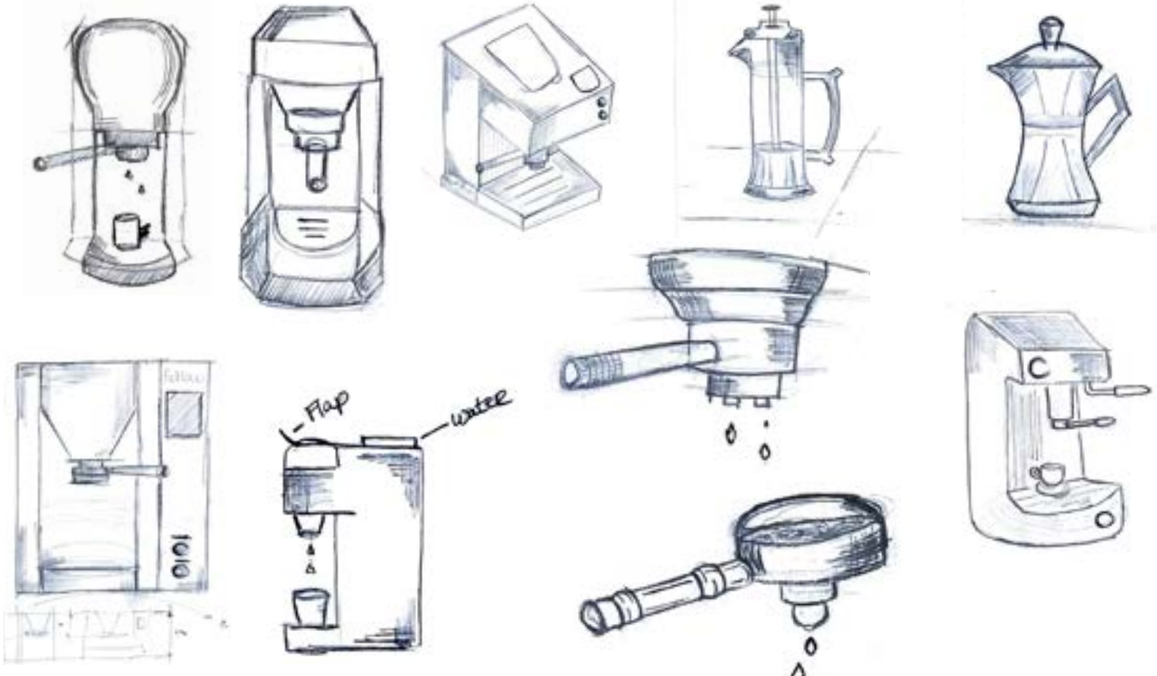
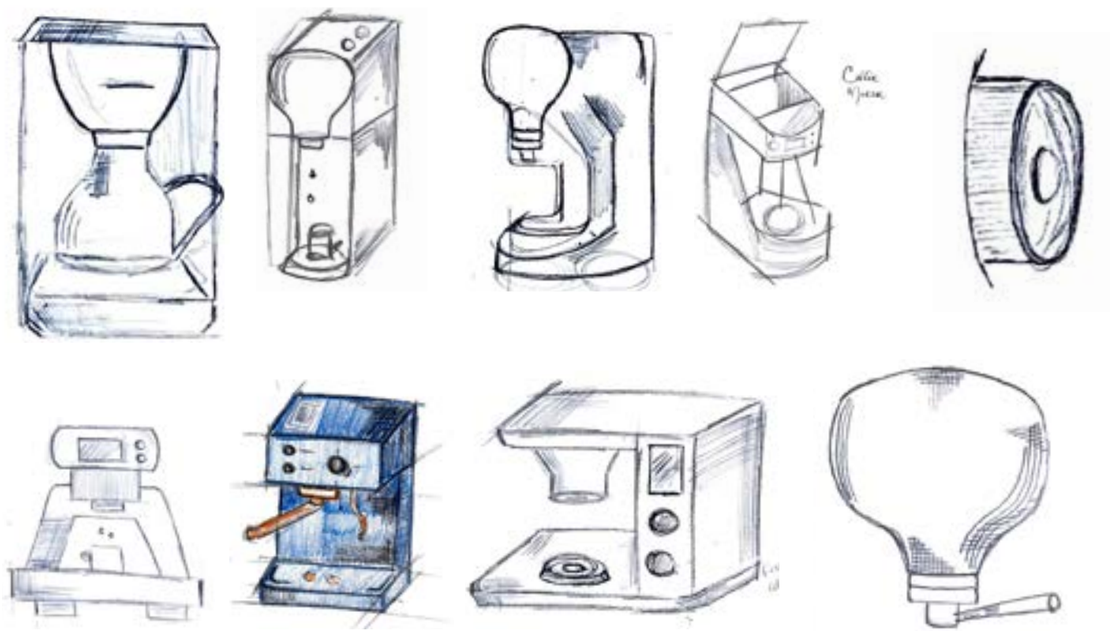
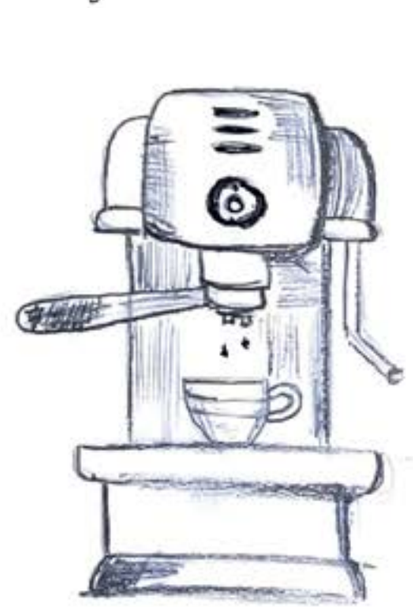
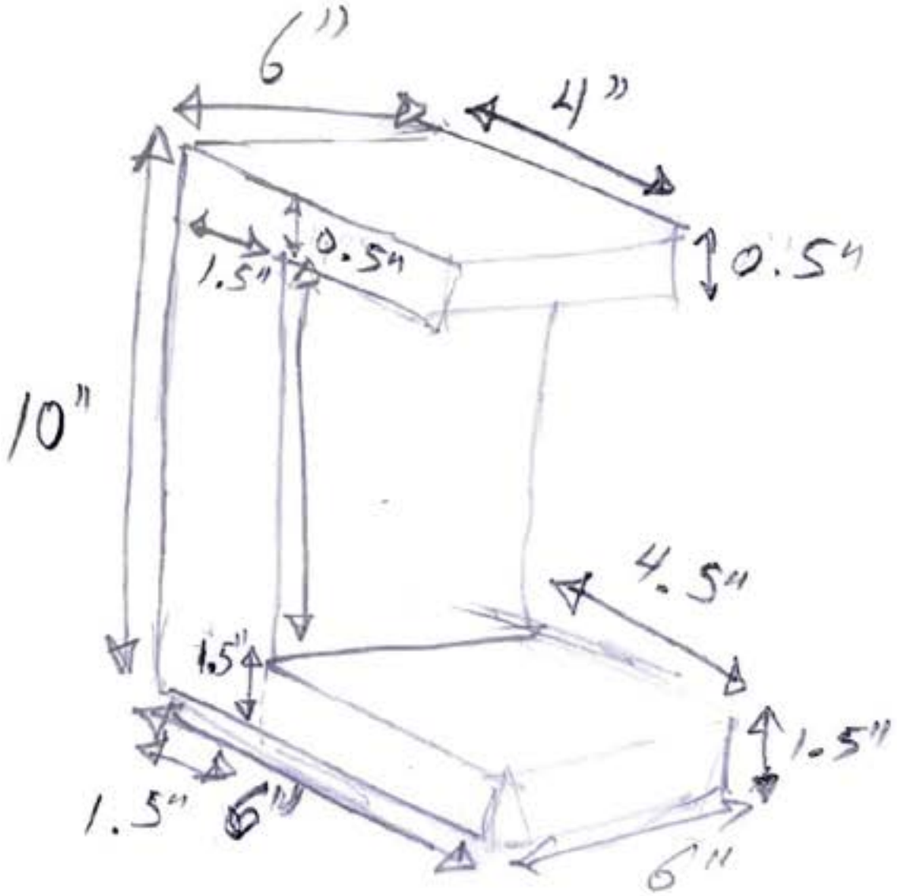



Flap
water



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0.5"
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4.5"
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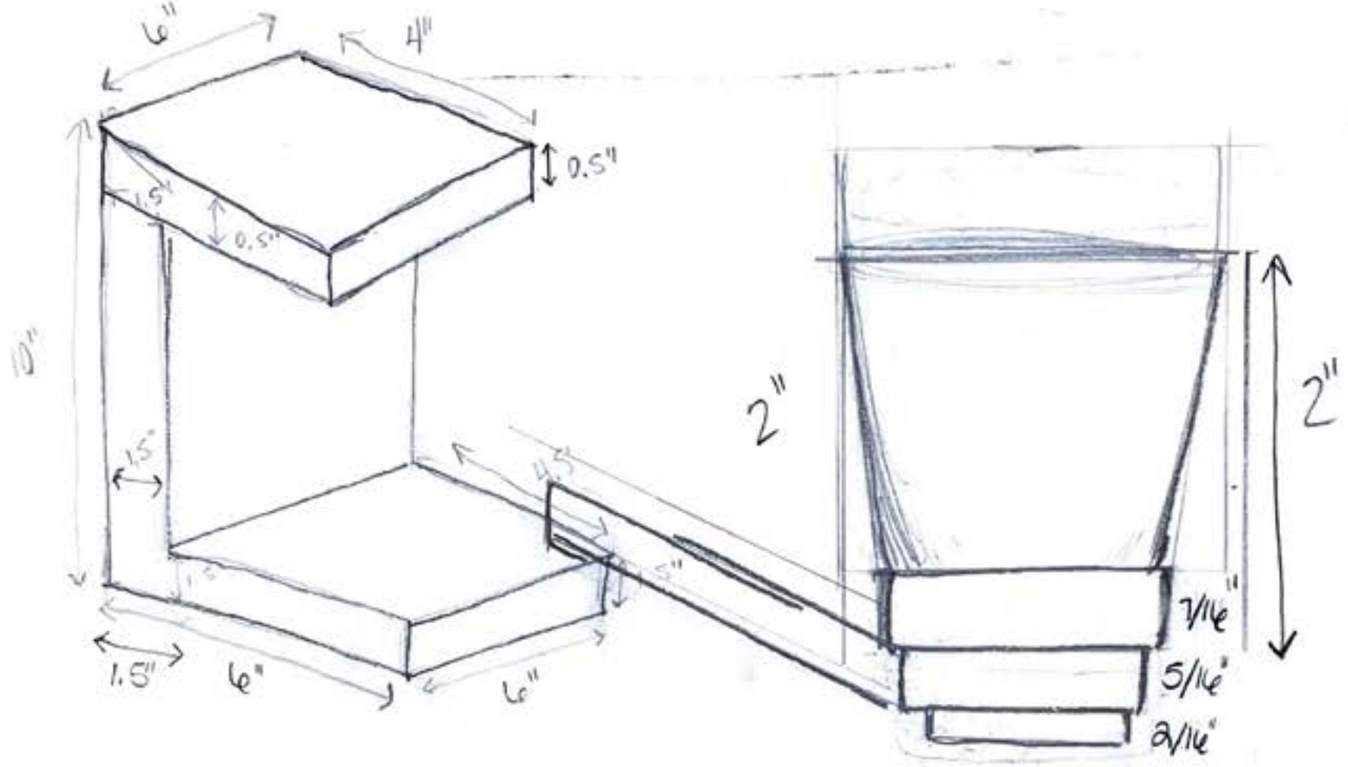
1.5"
1.5"
6"
6"


6"
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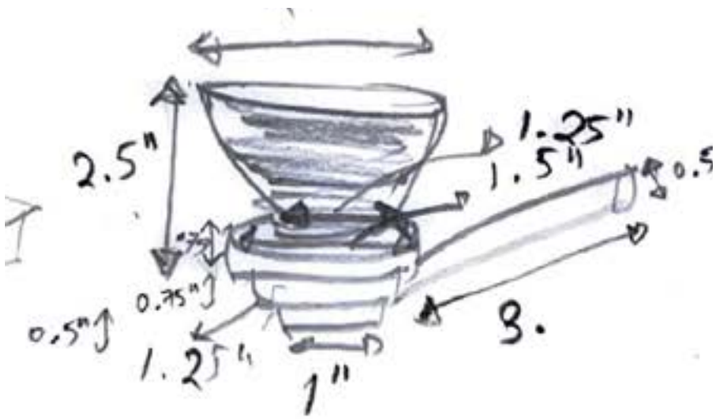
7/16"
5/16"
2/16"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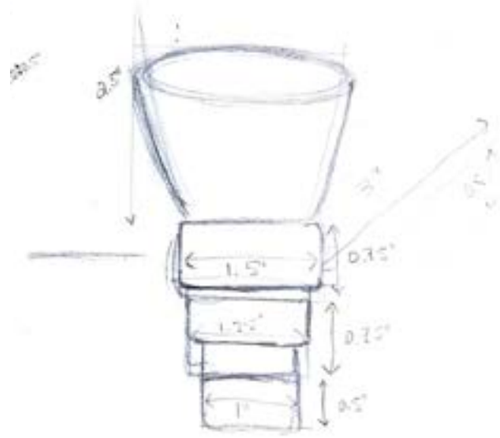
1.25"
1"
3.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0.75"
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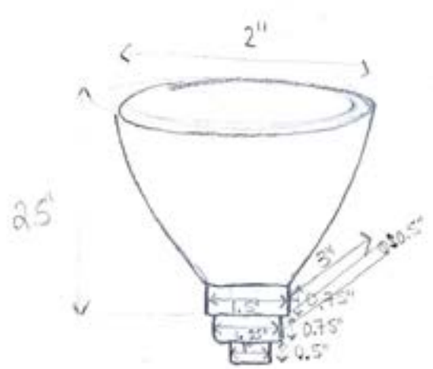
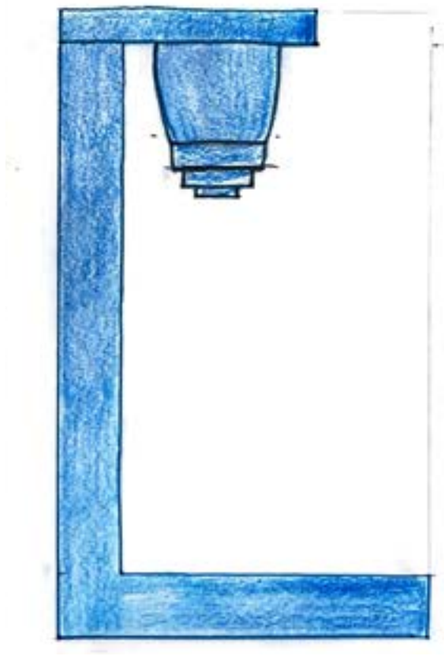
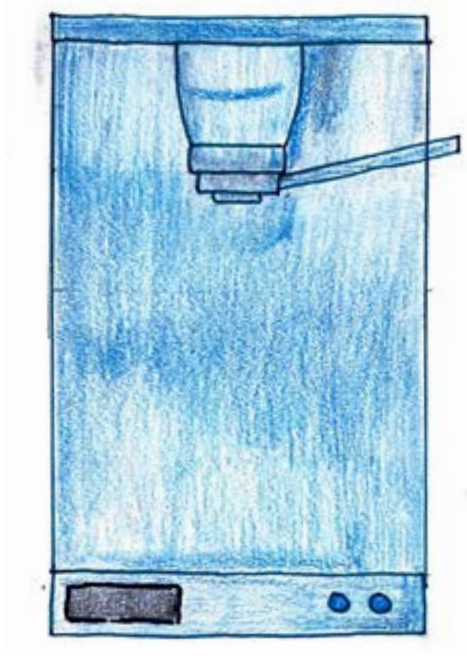
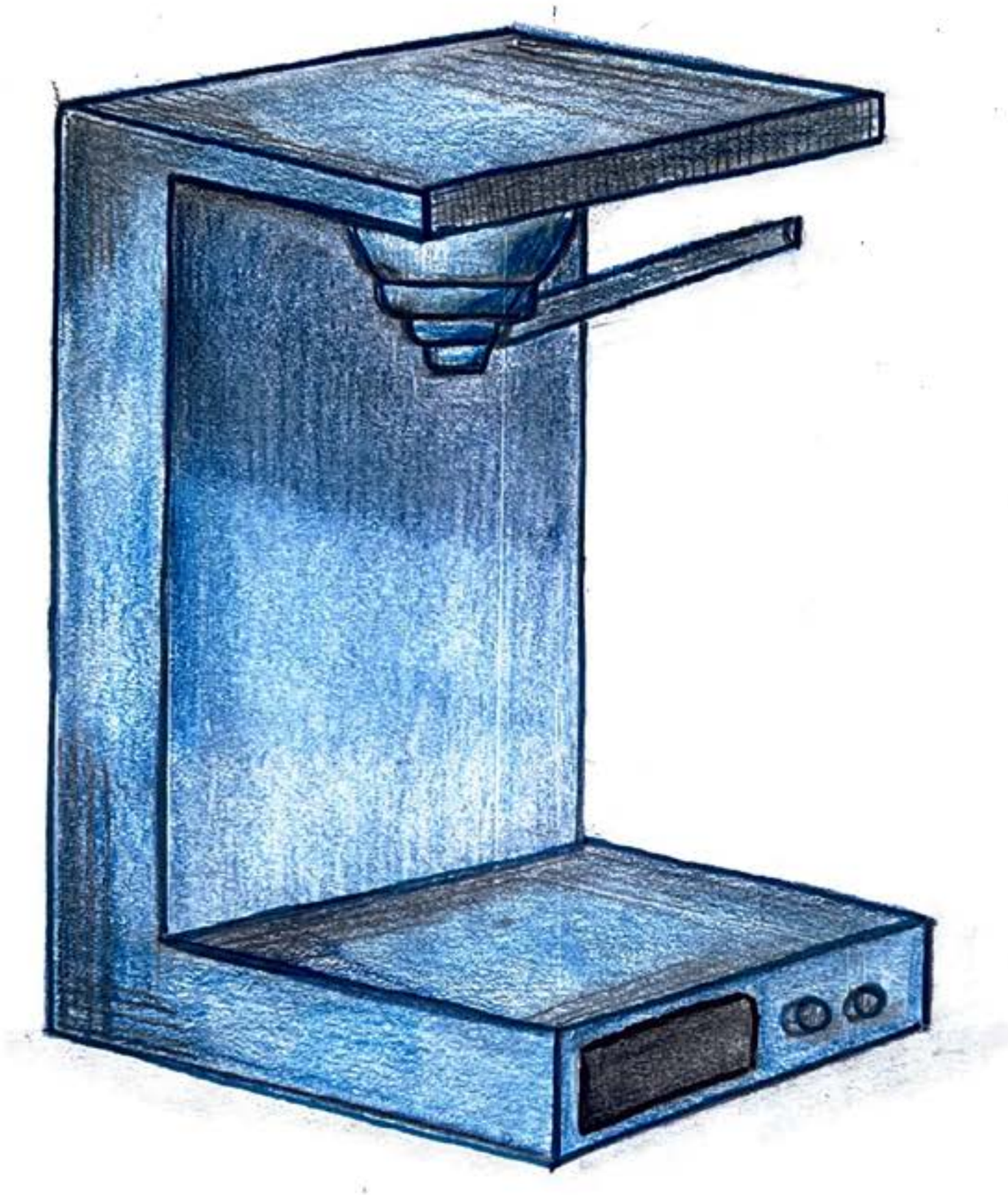

2"
2.5"
0.75"
0.5"

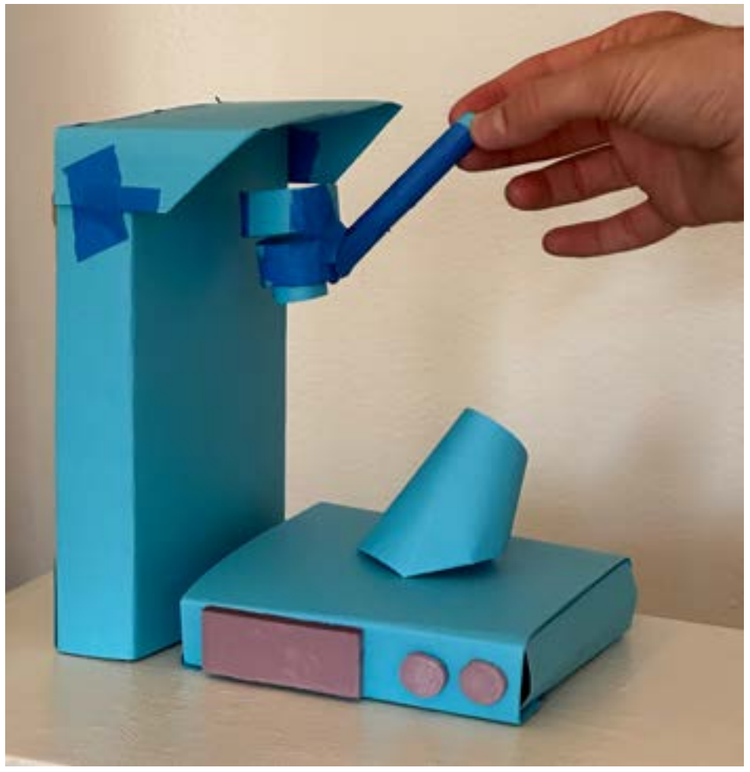
Technical Drawings







Low-Fidelity Models



Low-Fidelity Models

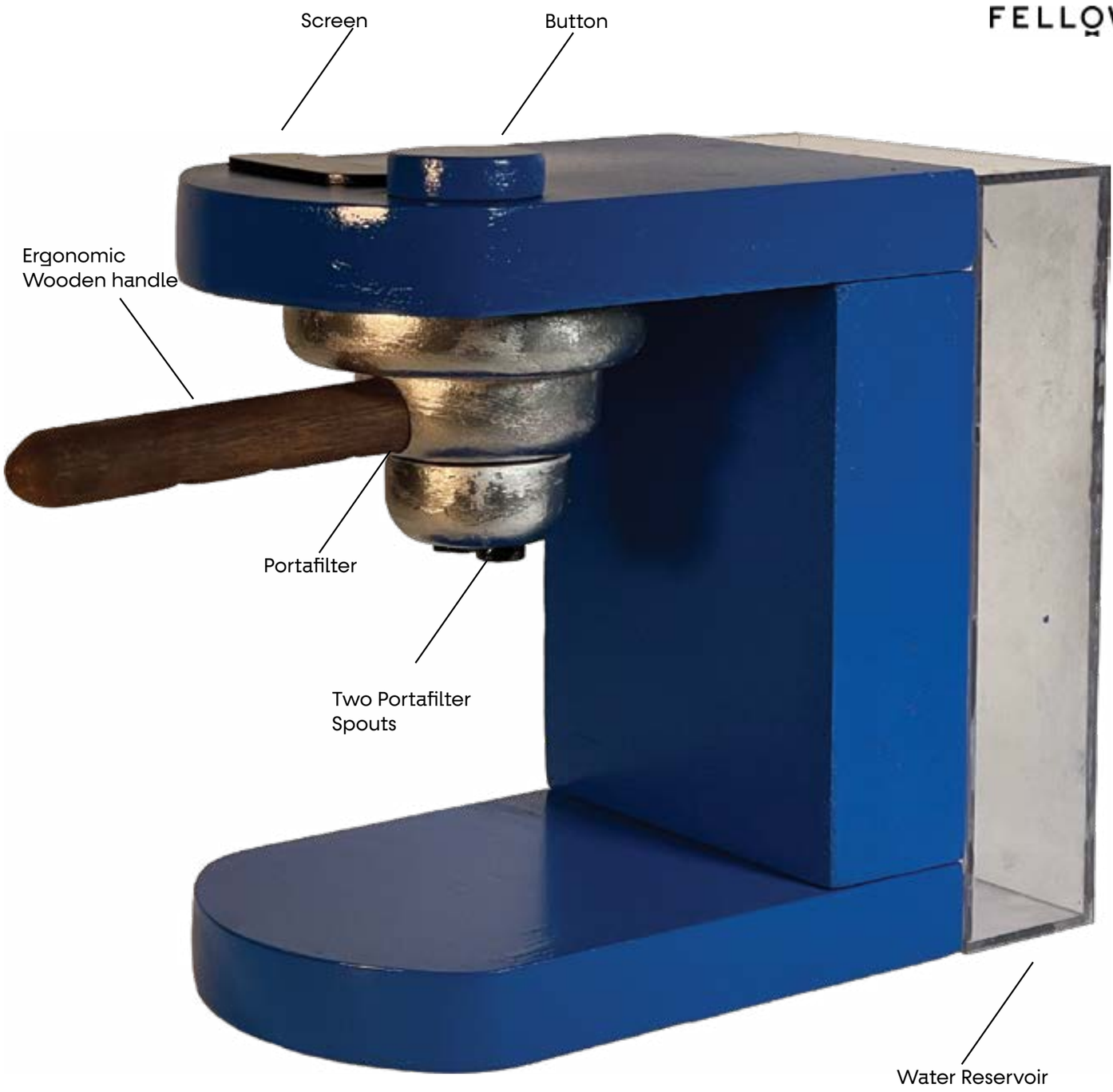
Product Line Extension

Final Board

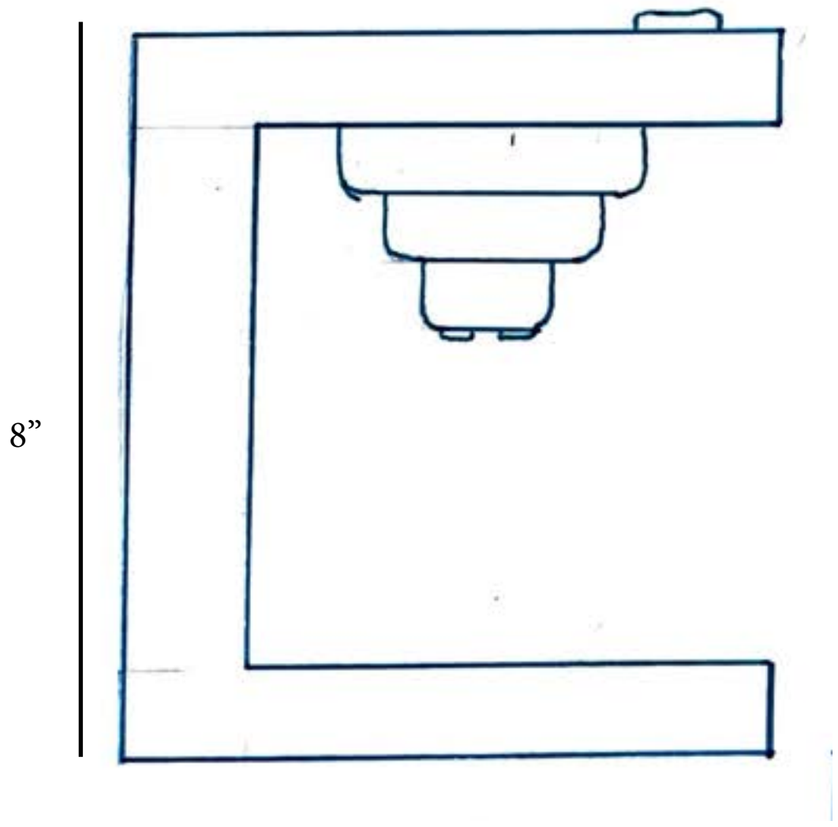
FELLOW

RISE

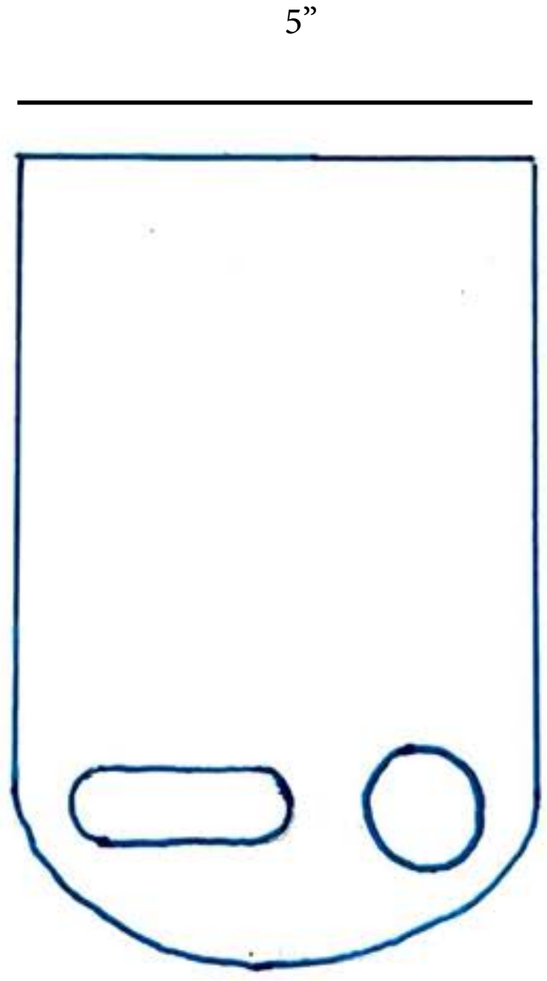
Blending Fellow's signature precision with a new dimension of form, the Fellow Rise redefines the at-home coffee experience. Designed for simplicity and performance, it features a compact profile, warm wood accents, and a sculpted aluminum body that reflects the brand's modern aesthetic. Each detail from the ergonomic portafilter handle to the clean, architectural lines transforms the daily brew into an elevated design experience.



Orthographic Sketches

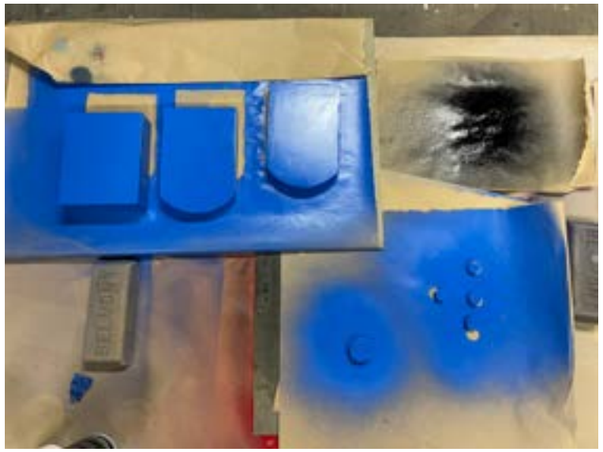


Side View



Top View

Process



High-Fidelity Model

Conclusion

This project deepened my understanding of the design development process— from initial concept exploration to refined model execution. Through hands-on work, I gained a grater appreciation for how iterative prototyping and model-making inform decision-making in industrial design.

I learned to consider every component required to bring a design to life, balancing functionality, form, and user experience. One key takeaway was recognizing the distinct role that both low-and high-fidelity models play in the design process.

Low-fidelity models serve as quick, tangible explorations— they do not need to be perfect, but they should effectively communicate the overall form and intent of a concept. In contrast, high-fidelity models require precision, planning, and focus/ Managing time and avoiding overthinking are critical to maintaining momentum and achieving a refined final result.

Overall, this project reinforced the importance of iteration, adaptability, and confident decision-making as essential skills for a designer.