



## 7.2 Evaluation Criteria

To be able to make a selection between the concepts The Collaborative created criteria by expanding on the filter applied after ideation, see chapter 5.2.

### *Criteria*

- 1. Fit Gaggenau brand values**  
The concept should fit Gaggenau's brand image and communicate the brand values.
- 2. Facilitate control of nutrition and insight into ingredients**  
The concept should support and encourage users to live healthy lifestyles, as defined by The Collaborative's second guiding principle.
- 3. Eliminate inconveniences**  
As per The Collaborative's first guiding principle, the concept should eliminate existing user inconveniences, enabling users to spend their time as desired.
- 4. Deliver value through connectivity**  
As per Gaggenau's design brief, connectivity to an external ecosystem should be one of the concept's main value drivers.
- 5. Contribute to creating a Gaggenau community**  
To make Gaggenau more present in customer minds, the product should contribute to building a community of Gaggenau consumers.
- 6. Contribute to a Gaggenau ecosystem**  
The concept should expand Gaggenau's existing portfolio and create opportunity for additional new products by expanding consumer expectations.
- 7. Offer long-term value**  
The value offered by the concept should not be driven by addressing needs created by technological transitions. Rather, it should make a timeless contribution to the kitchen ecosystem, addressing deep human needs and desires.
- 8. Meet expectations of digital luxury**  
The concept should meet the expectations users have of luxury experiences in an increasingly digital world.
- 9. Trigger luxury consumer desire**  
The concept should be highly desirable to luxury consumers. It should amaze both future owners and their guests.
- 10. Be technologically feasible within 10 years**  
The technology enabling the concept should within ten years reach the maturity necessary for reliable integration into a Gaggenau product. Gaggenau or BSH should also be able to build the necessary manufacturing capability or partnerships within this time frame.
- 11. Be commercially viable**  
Desirability for the concept should be high enough that the concept can be reliably predicted to be profitable.