



Maestro Footspa

CONTINUUM
FOOTSPAS

Continuum Foot Spas approached Brooks Stevens, Inc. with the business goal to revolutionize the stagnant manicure and pedicure market. BSI recognized the need for an initial research initiative. The research phase explored avenues for innovation and the minimization of risk associated

with it. The results proved essential as Continuum and BSI moved forward to the design phase.

Successful companies like Continuum know they need to build relationships with present and future customers. It allows companies to build products and offer services that meet their customers' needs and desires (even if these needs and desires are not explicitly stated). Opportunity research is critical in this process. The overall goal of this research is to uncover opportunities that may not be clearly evident without engaging consumers in close connection to the actual use-environment.



Research via On-site Visits



Solution Close-up



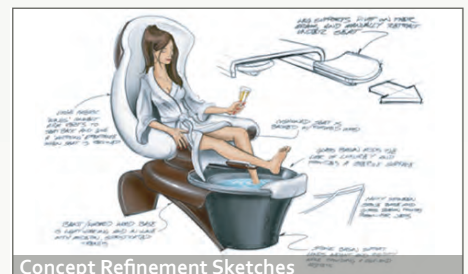
Initial Concept Sketches



Prototyping

In this case, the use-environments were salons where various stakeholders give, receive or oversee manicures and pedicures. All of these parties had unique needs to be identified, explored and incorporated into final designs. Continuum Foot Spas and the BSI development team uncovered those opportunities to design a revolutionary spa for manicures and pedicures that fit the needs of all users. Research helped determine the overall look and feel of the spa, as well as the functional elements.

By engaging with various stakeholders in this process, BSI was able to design a product that fit the customer needs



Concept Refinement Sketches

of sanitation, comfort and aesthetics, while contributing to an optimal client user experience. The result was the introduction of the Maestro Spa. ■