

Wandering Hearthfire

a portable wood-fired grill

Concept Introduction ~ Portable BBQ Fire Cooking

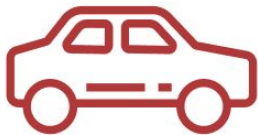


Survey Insights ~ Portable BBQ Fire Cooking

- 👉 The majority of people marked that they prefer car as their primary form of transport.
- 👉 The majority of the responses indicate that people have limited experience with cooking outdoors.
- 👉 The majority of the responses indicate that people find the idea of cooking on a portable wood-burning BBQ stove/fire pit fun, relaxing and enjoyable.

Survey conducted anonymously over four days with 33 responses.

Insights



People mostly travel by car to gatherings or BBQs



There is a desire for a fun, relaxing, and enjoyable atmosphere with friends and food.



Expression of "I want to try" and an openness to learning new things.

Review Insights ~ Portable BBQ Fire Cooking

"It was easy to start."

"Cleanup was a breeze!"

"Fun to use!"

"It has a pleasant and welcoming appearance."

"Lightweight."

"I want a different flavor than my gas grill."

"Good with kids."

Things people loved in portable BBQ grills:



Easy to start



Lightweight



Simple clean-up



Fun



Flavorful

"Cheaply made."

"The bottom burns the table."

"Too small for more than two people."

"Too small for more than two people."

"The grill burns my food."

Things people hated in portable BBQ grills:



Not durable enough

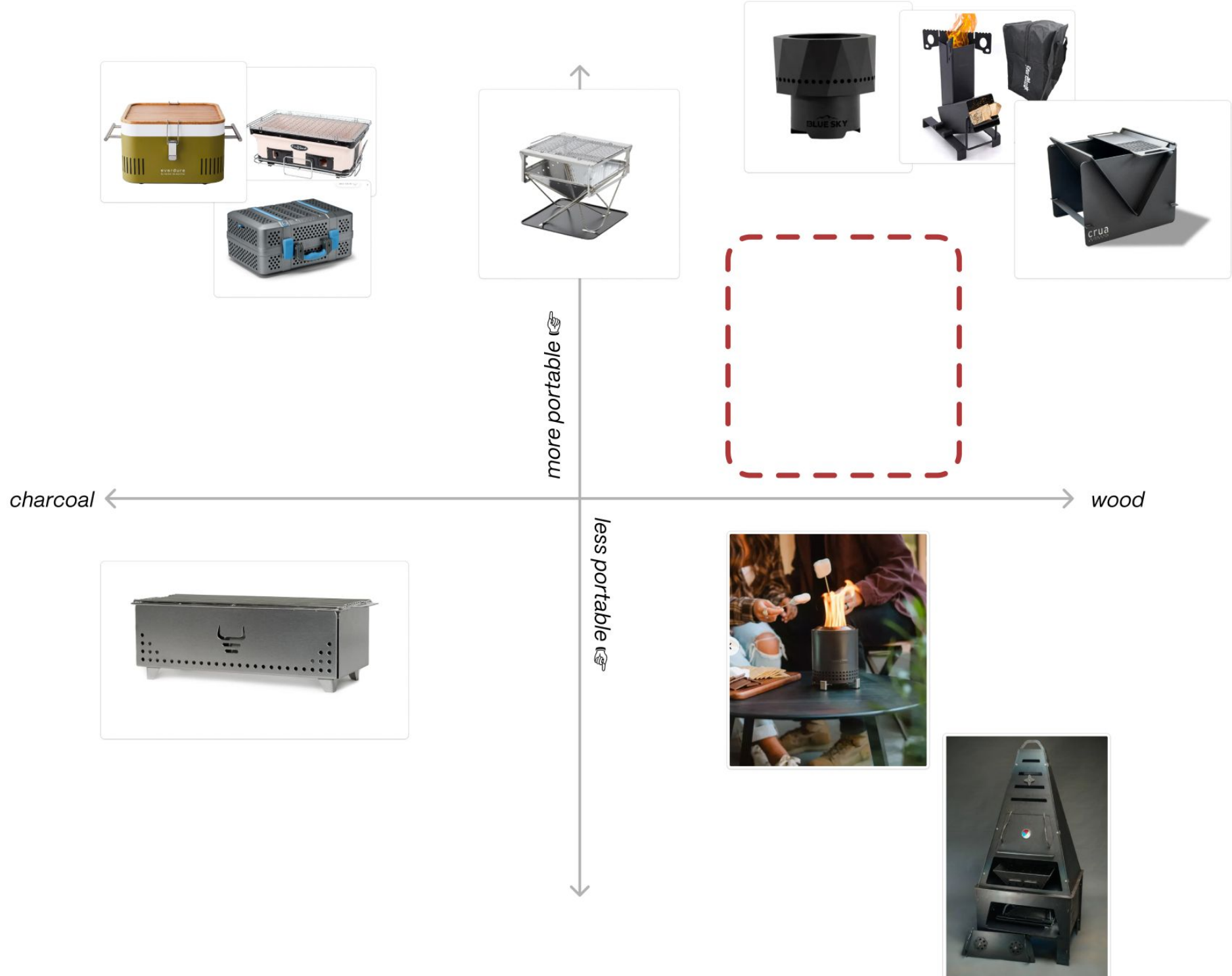


Burns food and table







Too small

Competitive Landscape Analysis ~ Portable BBQ Fire Cooking



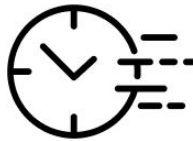
Benchmarking ~ Portable BBQ Fire Cooking

🔗 product	🔗 price	🔗 type	🔗 fuel	🔗 size	🔗 construction	🔗 setting	🔗 features
 <p>Everdure Cube</p>	\$150	BBQ Grill	Charcoal	Small (13 x 16 x 9)	steel, bamboo, painted steel	outdoor home, camping, RV, Tailgaiting, Travelling	Very portable. Clean look. Integrated prep tray. Easy cooking. Is small, though.
 <p>Takibi Fire & Grill</p>	\$350	Fire Pit / BBQ	Wood / Charcoal	Medium (18 x 18 x 12)	aluminum, stainless steel	outdoor home, camping	Clever design. Easy storage. Good volume. Huge range of expansion options. Sturdy.
 <p>Solo Stove Mesa</p>	\$120	Fire Pit	Wood / Pellets	Small (5 x 5 x 7)	stainless steel	outdoor home	Smokeless. Simple and pure design. Great atmosphere. Not for cooking. Great for s'mores.
 <p>Yak Grill</p>	\$250	BBQ	Charcoal	Medium (18 x 8 x 6)	stainless steel, iron	outdoor home	Twist on the hibachi-style grill. Good on tabletops. Simple. Needs charcoal chimney.

How can I design a portable fire pit that enhances both the cooking experience and atmosphere at a cookout.



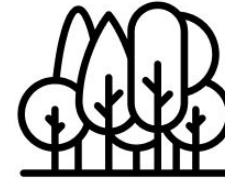
Clean up. The product should contain its mess and be easy to disassemble for transport home.



Set up. Has to be fast, efficient, and simple. Should not take away from having fun at a BBQ.



Size. The product should fit easily in a trunk. It should also be easy to carry to and from a gathering.



Atmosphere. Fire is social. The product should transition between a cooking device and a bonfire with ease.



Ease of cooking. People want something that cooks well. Should offer more control to the chef.

Target Group ~ Portable BBQ Fire Cooking



Future Chef. Eager to learn more about cooking. Wants to build new skills.

Self-starter. Seeks out and enjoys different recipes and culinary techniques.

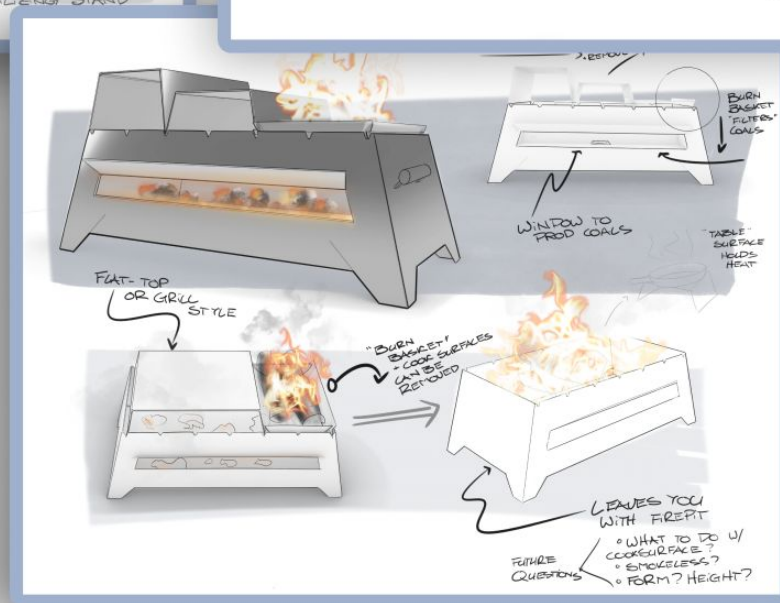
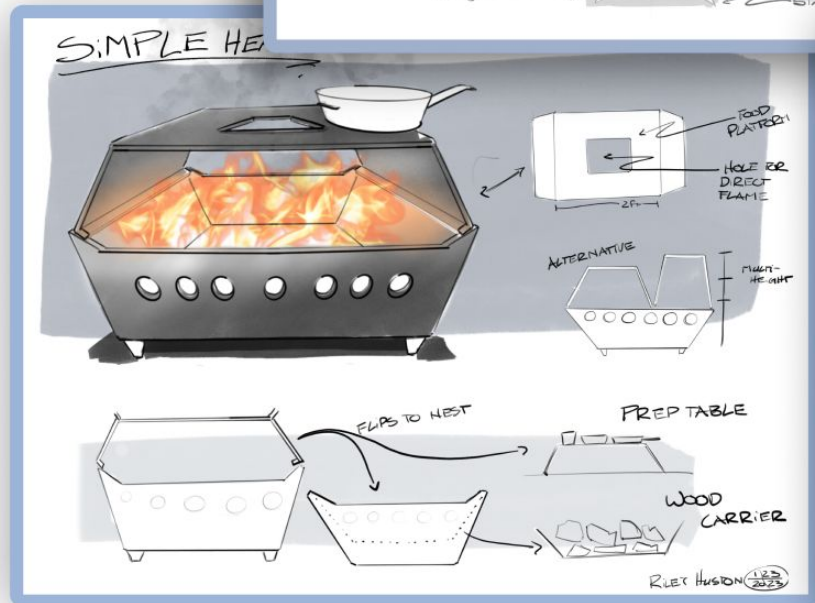
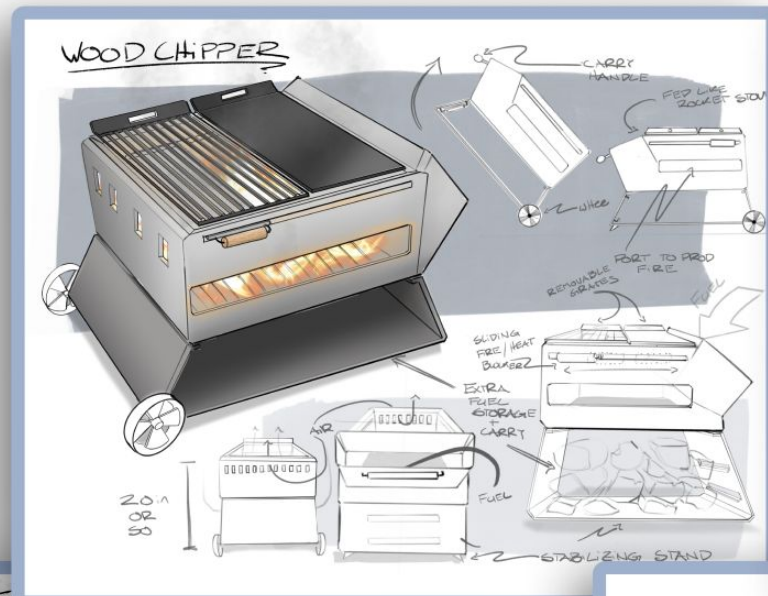
Excited about the **outdoors.**

Sociable. Enjoys hanging out with friends.

Pyrotechnician. Loves to play with fire.

"There are few thoughts more happy than the thought of watching your burger sizzle on the grill while surrounded by nature and friends."

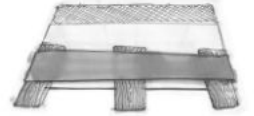
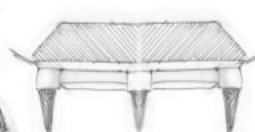
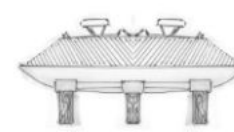
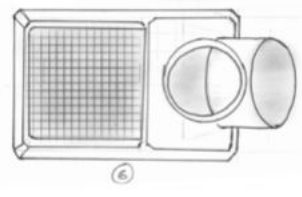
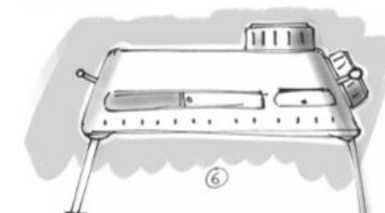
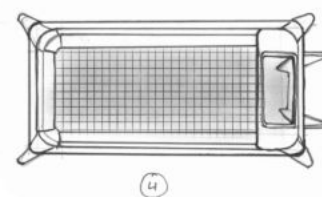
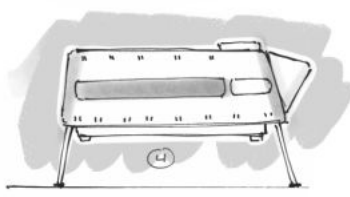
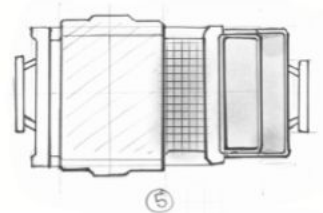
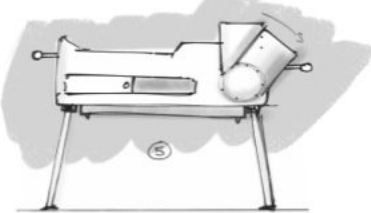
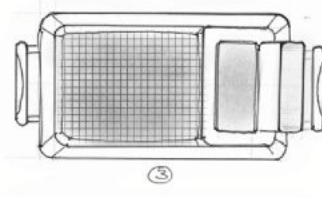
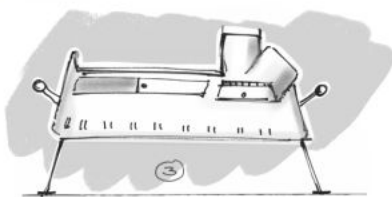
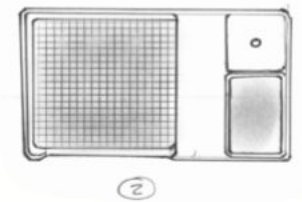
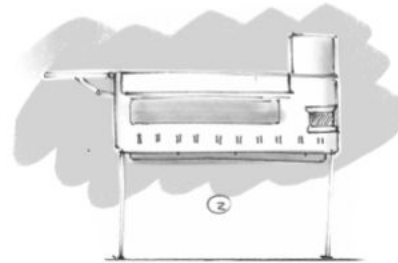
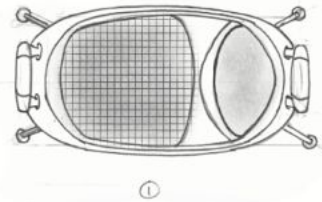
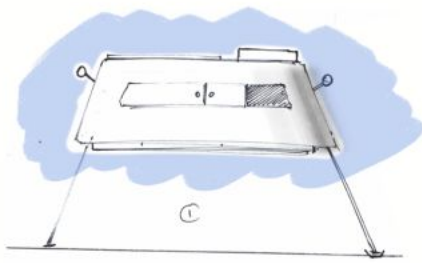
Concepting - Portable BBQ Fire Cooking



atmosphere and simplicity

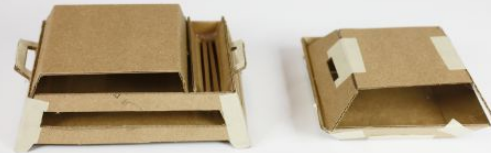
culinary ease and control

Concepting ~ Portable BBQ Fire Cooking



Prototyping ~ Portable BBQ Fire Cooking

1:1 and scale mockups



simple grill



in-between grill



fire pit grill



high-tech grill

Functional Prototyping ~ Portable BBQ Fire Cooking

flame chimney



grill surface



hot coals



cooking and tending



size and scale



Wandering Hearthfire

a portable wood-fired grill

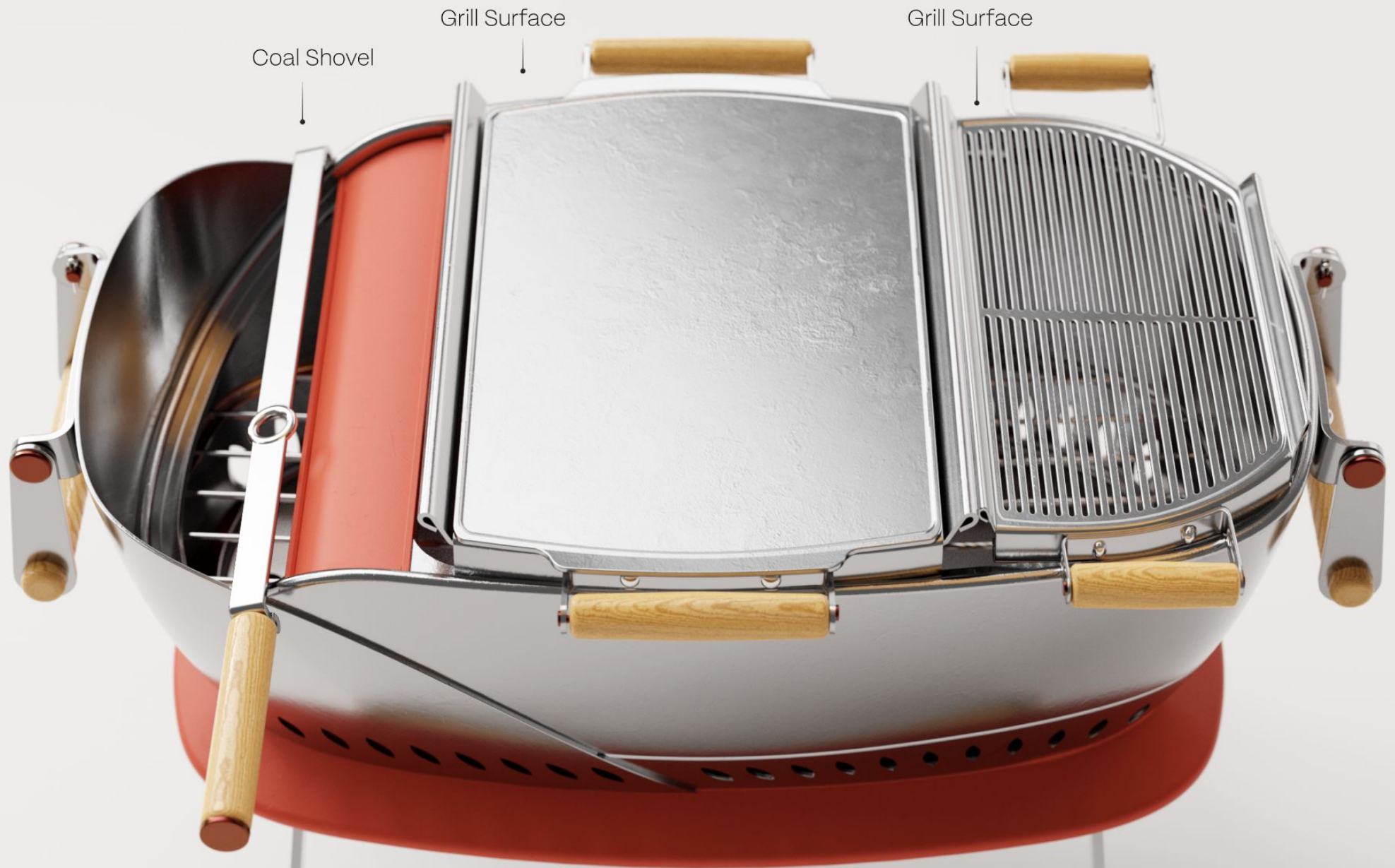
Concept Introduction ~ Portable BBQ Fire Cooking



Finalized Concept ~ Portable BBQ Fire Cooking



Grill Surfaces ~ Portable BBQ Fire Cooking



Grill Detail ~ Portable BBQ Fire Cooking

Flat-top addon



Ease of cooking. Different grill surfaces provide the chef choices for cooking and control over their setup.



Transition. When cooking is finished it is easy to remove the grill surfaces and transform the product into a fire pit.



Removable Grill Surface



Leg Detail ~ Portable BBQ Fire Cooking



Legs fold into the bottom housing and fit into place on top of the grill body.

The grill surfaces, coal shovel, and ash pan stay contained until they can be removed and hosed off.

Swinging Legs



Phases of a Cookout ~ Portable BBQ Fire Cooking



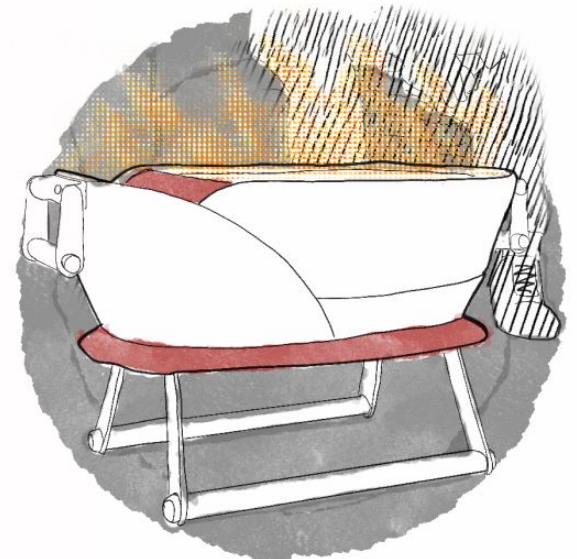
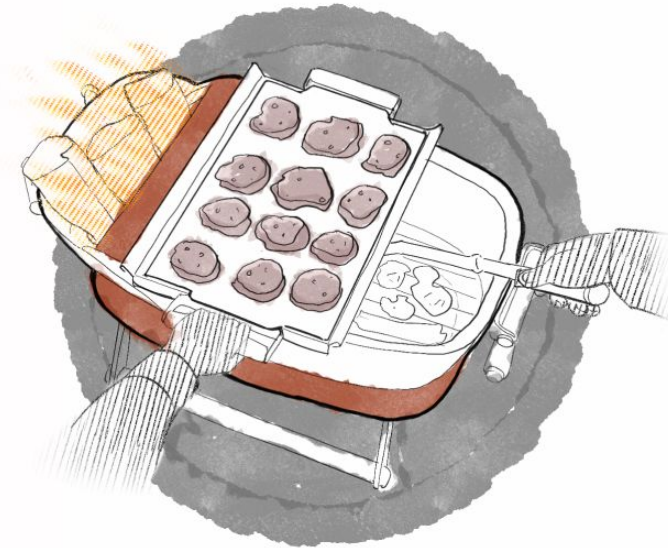
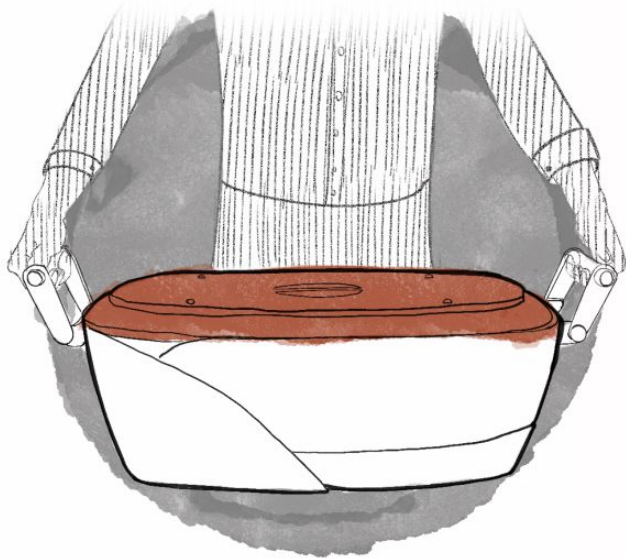
carry



cook



enjoy!





Contextual Visualization ~ Portable BBQ Fire Cooking





Contextual Visualization ~ Portable BBQ Fire Cooking

How it Works ~ Portable BBQ Fire Cooking



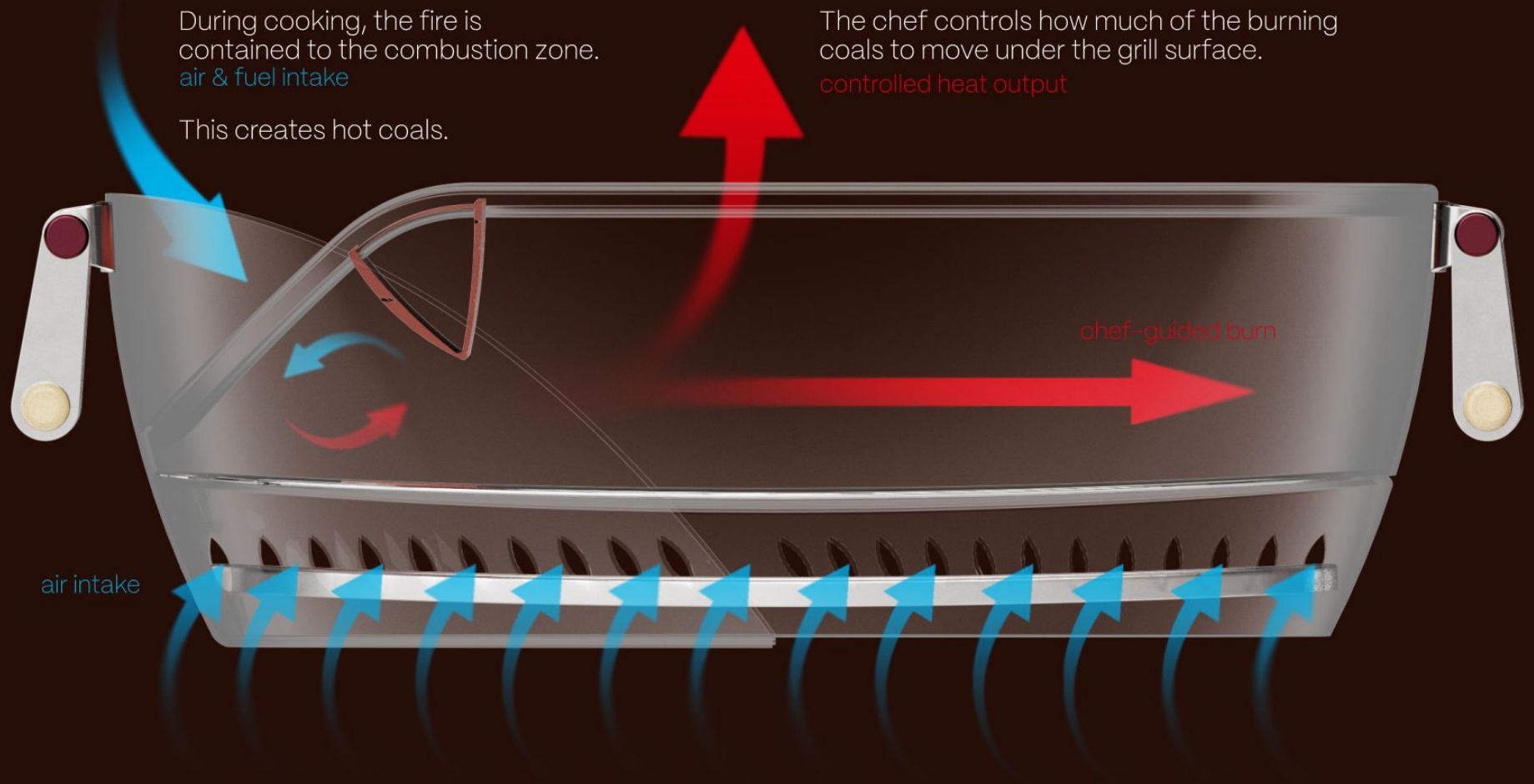
Efficient burn



Controlled Heat



Maximum Flavor



crossbar, flow guide

The crossbar contains the logs and the flame while cooking.

The burning coals are free to be moved by the chef as they so desire.

The shape also creates a chimney effect, which means the fire is efficient and virtually smokeless.

This design allows for total combustion of fuel while also providing the control offered by charcoal.



Easy to start



builds skill



Crossbar Detail - Portable BBQ Fire Cooking

Exploded View ~ Portable BBQ Fire Cooking



Compact and Portable



15"



Easy to carry



For Adventures
Big and Small



27"

18"



10"

Thanks! Questions?

