BRAUN CASE STUDY

Braun KF40 Case Study Discussion Questions:
1. What is your evaluation of Braun’s approach to the development of the KF40? Think in particular about:
   • the phases of development,
   • the role of industrial design,
   • the nature of teamwork at Braun,
   • the new strategy for the business, and
   • the concept of the KF40.
   Be prepared to comment and critique each of these areas.

2. What is design discipline? What is honest design?

3. What role does the customer play in Braun’s approach to design?