



The **primary use** of the IKEA “*Idealisk*” product is as a corkscrew. The **secondary use** of it is as a bottle opener. The zinc and plated nickel item is equipped with lever action for uncorking bottles – the additional bottle opener is integrated in the handle.

Usage – by turning the top handle the worm drills into the cork. When having reached the bottom of the worm the side handles have come up. By pushing them down the cork is drawn out of the bottle.

This corkscrew does meet the **functional expectations**. Although the life span of this product could bear a problem, because the worm gets loose inside of the lever mechanism after a while of using it. The competitive price of EUR 1,99 does rather ease this problem.

Primary users are wine drinkers or people hosting wine drinkers. **Secondary users** are people who want to open a bottle top – mainly beer bottles have this kind of tops.



Except of legal limitations of alcohol consumption for teenagers, there is no **targeted age group identified** as this item preliminary focuses on function, has no peculiar design and offers an affordable pricing.

The item basically **communicates** functionality as the design is mainly cut down to the usage of the product. However the choice of material and colour adds a valuable impression.

The object is likable, although it doesn't provoke any special emotion in either way. In this case designers and producers preliminary focused on behavioural design, meaning the pleasure of using this item is in the centre of attention. As soon as people realized it does its job pretty well, they stick to it also in future.

An alternative product is the “*Eva solo corkscrew manual*”.



The **primary use** of it is as a corkscrew - the **secondary use** of it is as a stopper. The manual corkscrew has a strong worm that ensures a good grip on the cork. The handle is made of rubber which sits well in the hand and which also functions as a bottle stopper. The corkscrew is made of stainless steel.

Usage – by turning the rubber handle the worm drills into the cork. When having reached the bottom of the worm you can pull the cork out.

In comparison to the IKEA “*Idealisk*” corkscrew, “*Eva solo*”

offers an appealing design, high class material and provides also two alternative ways of use. It does provoke emotion by its peculiar shape – reminding of hennins used by women of nobility in the Middle Ages. Therefore this item has a higher pricing of EUR 27,00.

