



Christina Schlegel, one of our recent participants in the program ideas@iimt, had the vision of making shopping easier by a so-called roll-e. Roll-e supports people by carrying their groceries in a new way. Christina Schlegel joined ideas@iimt in March 2018 with the aim to generate extensive customer insights. After the collection of valuable data about the customer needs and pains, ideas@iimt decided to contact the School of Engineering and Architecture of Fribourg to ask for a collaboration. As a result, a group of twenty engineers worked on the technical realization of Christina Schlegel's roll-e.

The technical specification of roll-e was made using a 3D model, in which you can see that roll-e is an electric driven shopping trolley with a special kind of storage boxes that allow an easier storage of groceries. This 3D model provides an excellent starting point for the realization of a prototype.

- Laura Mustafi (ideas@iimt)