

**LOOK
INSIDE!**

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first few pages of
the full report.

Kitchen Designers: Inspirations, Websites/Apps & Favorite Brands

Research Institute for Cooking & Kitchen Intelligence:

*Helping kitchen-related businesses make smarter decisions and
better products by delivering actionable insights.*

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Objective & Methodology

- *Kitchen Intelligence: A Designer's Perspective* is a study conducted annually to gather information on what professional kitchen designers say they are hearing from consumers regarding product preferences, design choices, overall kitchen layout and other kitchen remodeling-related issues, as well as their predictions for the future.
- Fifteen kitchen designers from across the country were recruited from RICKI's proprietary designer panel to participate in the study.
- The discussion was conducted over a period of three days, from December 15 through December 17, 2010.
- Discussions took place within an interactive online format – a format similar to that used in a traditional focus group but within a longer time frame allowing for thoughtful feedback given at the participant's leisure. This type of qualitative study design allows for in-depth discussions among a geographically diverse group of kitchen designers. Designers typically logged on once or twice a day to participate and respond to comments from the moderator (Brenda Bryan, RICKI's Executive Director) or comments from other participating designers.
- Results from discussion groups such as these should be used for exploratory and informational purposes only. Because of the nature and size of the groups, quantitative projections cannot be made from any findings.

Designer Profile

Gender	# of Designers
Male	6
Female	9
Age	
Younger than 44	6
45 to 54	6
55 or Older	3
Business/Employment	
Independent Designer	7
Own Kitchen & Bath Specialty Store	3
Work for Kitchen & Bath Specialty Store	5
Types of Kitchens Done Past 2 Years	
Residential	14
Both Residential & Commercial	1

Designers' Inspirations



Designers' Sources for Inspiration

- All of the designers in the study look to their clients for design direction – budget, lifestyles, cooking habits and other clues about the family they're designing for ("what the entire house is saying") to help them deliver a kitchen plan that works. However, their sources for creative inspiration vary.

Q: Where do YOU, the designer, get most of your new ideas?

Source:	Number of Mentions* (out of 15)
Magazines	11
Industry Trade Publications	9
Cabinet Companies	4
Architectural Details of Home	4
Industry Trade Shows	3
Showrooms	3
HGTV.com	2
Movies/Film	2
Blogs	2
Fashion Industry	2
Nature	2
Other	8

*Includes those mentioned by two or more designers; multiple responses allowed

Inspiration Quotes

- Here are some of the quotes from designers about their sources for inspiration:

“Any kitchen design or trade magazine (like KBB or K&B Design News) is a good source but also appliance company promo e-mails. But for trends of what people will ask for, good old Good Housekeeping LOL. Also historical kitchens or kitchens of the future as depicted in restorations or movies.”

“From my client’s lifestyle – whether career, hobby, travels – and of course the home’s architectural detail (if any)... also like to pull in from the outdoors... what is outside the window marries that in the interiors... films often tell a story... great set design often finds its way into my client’s homes.”

“The obvious areas are kitchen and bath magazines, followed by furniture magazines and stores. Looking at the fashion industry for color trends and how they accessorize displays (window dressing). The next area is architecture for shapes and patterns as well as moldings. Nature has the most variety, you just have to take what you see and think of ‘it’ (whatever ‘it’ is) in another setting or application... much of what we do is to take an idea used in some other application, then twist it, turn it and reapply it to a different application.”

“I sometimes reference trade magazines, visit kitchen and bath showrooms, talk with friends around the country about what they see, look online, look to my cabinet companies for trends, look to Color Marketing Group for trends.”

“For inspiration I go to Kitchen Trends magazine... and borrow, or elaborate a little from column A or B. I love House Beautiful. Sometimes google ‘kitchen design’ and what comes up is HGTV... get some inspiration from there. European trends... I look at European cabinet manufacturers and get some inspiration from there. I love Italian and German design. I read. I like to go Barnes and Noble and look at design books and magazines’.

About RICKI



- America's leading authority for kitchen research and intelligence.
- The research conducted by RICKI goes beyond traditional research methodologies to help companies gain a better understanding of the mindset of today's consumers by delving deeper into motivations and emotional drivers to pinpoint trends that will impact companies into the future.
- RICKI was founded by a group of professional market researchers. The Executive Director of RICKI spent 18 years in the home improvement industry and was a former president and board member of one of the leading associations for the overall home improvement sector, the Home Improvement Research Institute (HIRI).

To find out more about RICKI, visit: www.kitchenintelligence.org

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