VESSEY STUDIO / CONCEPT GENERATOR

BELLONA DUO / RETRO ESPRESSO STATION

Start a new idea

Sign in → Product brief → Start a new idea

Bellona Duo

A retro espresso station for the home.

01 / 09



Sign in to Vessey Studio and complete the confidentiality agreement. Open Product brief and choose Start a new idea. For this walkthrough, name the project Bellona Duo, a retro espresso station.

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Describe the user

Product brief → User and problem

Who is it for?

A home barista who wants espresso and steamed milk in a compact kitchen.



Enter your contact details. Describe who will use the product, where it will sit, and what they need to do. Here, a home barista needs room to brew espresso and steam milk on a kitchen counter.

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Set the requirements

Product brief → Functions and interactions

Safety and misuse

Describe hot surfaces, steam exposure and the checks a prototype will need.



Describe the compact footprint, separate steam control and readable pressure gauge. Before submission, complete Safety-critical interactions or foreseeable misuse. For Bellona Duo, explain where a hand could meet hot metal or steam, and how a prototype should be checked.

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Review and submit

Review saved brief → Submit brief and start GENii



Define success

Can the barista reach the controls and read the gauge while brewing?

Save each section as you go. Add your success criteria and read the acknowledgements. Choose Review saved brief, complete any missing answers, then select Submit brief and start GENii.

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Track your concept

Confirmation → Track my concept

Heritage HX Compact

GENii selects a direction and carries it into development.



Choose Track my concept. GENii checks the submitted brief, compares directions and develops the selected concept automatically. Here the direction is Heritage HX Compact. If GENii still needs an essential fact, the person who submitted the brief can answer in the project. GENii retries failed processing steps and asks the studio for help if recovery fails.

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Download the pack

Project → Download visual concept pack

Your six A3 boards

The email includes your project reference and a sign-in link.



When the pack is ready, GENii emails the submitting account the project reference and download link. Sign in with that same account. If the email is missing, check Junk or open your workspace and choose Download visual concept pack. The studio receives a PDF attachment.

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Check the final boards

Concept pack → Boards 4–6

Packaging

Review how the proposed station is presented and protected.



Continue to board four for packaging. Check how the proposed pack presents and protects the espresso station.

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Check the final boards

Concept pack → Board 5

Manufacturing

Look at the proposed steel frame and formed outer panels.



Board five shows the proposed manufacturing approach. For Bellona Duo, compare the steel frame and formed outer panels with the intended finish.

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Check the final boards

Concept pack → Board 6

Product in use

Return to the brief and check how the barista would operate the station.



Finish with the product in use. Check the brew switch, steam dial and pressure gauge against the original brief, and note the questions you want to take into development.