

**Research title** Towards a No Mess trimming experience  
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**Research period** From October 2013 to August 2014  
**Company** Philips N.V.  
**Supervisor** D. Lutters

## Background

When maintaining one's beard using an electric trimmer, this causes a lot of mess. Philips has successfully launched multiple No Mess beard trimmers, yet still is not able to solve this problem in full. The competition is becoming fierce and a new No Mess trimmer has to be developed in order to retain the current consumers and attract new consumers to this product.

## Assignment

Research and develop a wide array of concepts to improve the current No Mess beard trimmer and present the most promising concepts to the development team.

## Results

This graduation research presents an analysis on consumer, technical and business perspective and presents a new concept incorporating these learnings. It is proposed that Philips should invest in the development of a certain concept, since this concept shows the potential to solve the problem in full and will enable them to stay ahead of competition.

## Personal experience

Philips showed to be an excellent place to perform graduation research. This graduation research was executed before and during the start of the internal development track. As a consequence, results from this graduation research could be used immediately to give the development team a head start. As a result, the workload was a bit high in the beginning, however this is outweighed by the received appreciation.