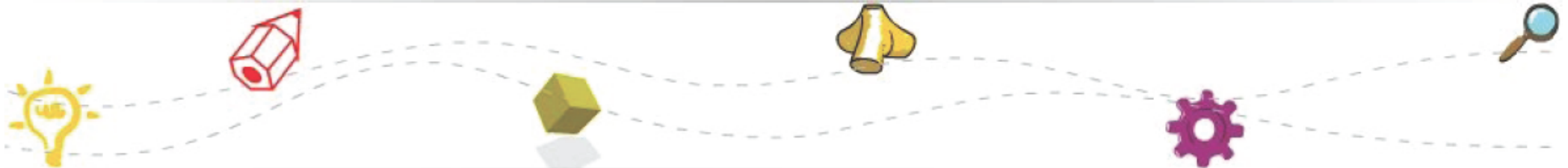


Approach

Design Opportunities
Design Ratio (DR)
Concept Ideation
2D/3D layout & schematics
Sketches & Hand Rendering
PRODUCT CONCEPTION

3D Surface Design
CAD Models of Internal components
Design Detailing
Ergonomics considerations
Fitment & Layout Parting lines
Parts & Assembly
Evaluation of Design
PRODUCT DESIGN

Mark 1 Prototype
Validation & Refinement
Color & Finish Finalization
Mark 2 Prototype
Test Marketing
Compliance to Standards
PRODUCT VALIDATION



PRODUCT PLANNING

User Lifestyle
Need Structure
Trend Analysis
Quick market Intelligence
Competitor Bench Marking
Techno - Economic Viability
Ergonomic Requirement
Aesthetic Requirement
ID Specification

PRODUCT VISUALIZATION

Color, Material & Finishes
Product Graphics
CAD Visualization
Photo Realistic Renderings
Appearance Models

PRODUCT ENGINEERING

Engineering Features
Optimization of Parts
Assembly & Fitment
Hardware & BOM
Costing Analysis & Evaluation
Manufacturing Consideration
2D Drawings
3D CAD data for tooling