

Project 1

Submitted By

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05613010

PD 2005, IDC

IIT BOMBAY



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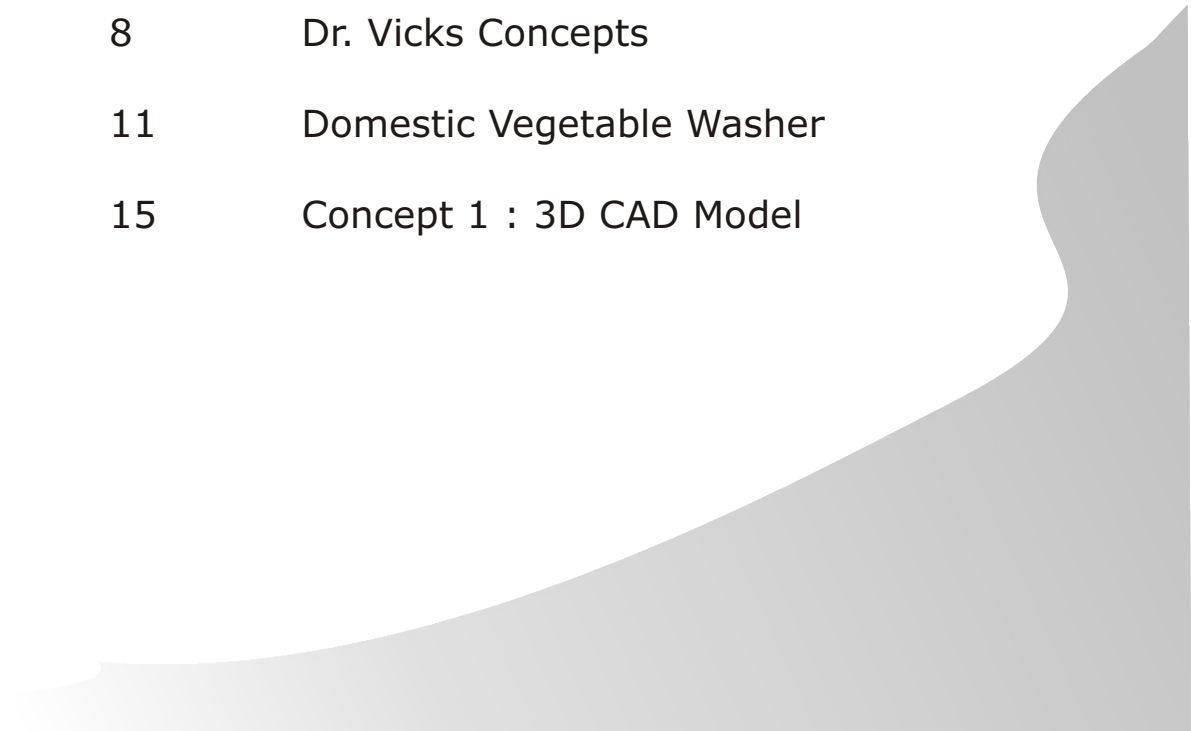
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Pg. No.**Contents**

1	Desmania Team
2	Why Desmania and Desmania's Profile
3	Desmania's Services
5	Desmania's Process
7	Live Projects and Clients
8	Dr. Vicks Concepts
11	Domestic Vegetable Washer
15	Concept 1 : 3D CAD Model



Acknowledgment

This Dissertation could not have been written without Mr. Sanbin Golui, General Manager, Desmania, Mumbai branch, who not only served as me but also encouraged and challenged me throughout my summer training program. He and the other team members, Mrs. Neerja, Mr. Unmesh, Mr. Piyush, and Mr. Ameya guided me through the training process, never accepting less than my best efforts.

Also I thank all the faculty members of Industrial Design Center, IIT Bombay, for providing me a chance to expose myself to the real design world where all the things happen.

I thank them all

Rupesh Nath.U



TOTAL TEAM : 18
Established : 1992

Mumbai Team : 5

Services :

Industrial Design

- Product Design
- Product Graphics
- Computer aided Industrial Design

Packaging Design

- Product Packaging
- Packaging graphics

Visual Communication

- Graphic Design

Computer Aided Design

Design Innovation

Mr. Anuj Prasad B.E. (Prod.) ID (NID)

Director & Chief Designer



Mr. Sanbid Golui B.E. M.Des, IIT Delhi

Design and Business Head



Mrs. Neerja
Business Development



Mr. Unmesh M.Des., IISc
Designer



Mr. Piyush PGD NID
Designer



Mr. Ameya, B.E. Mech.
Engineer





As a student of Industrial Design I am trying to learn and understand all the aspects in the design fields. Intern ship is a small exposure to industrial work experience where many more things happens other than theory or practical which were thought in the curriculum. I have looked for a small consultancy design firm in which every field of design is dealt, Desmania is one of those which design firm which is already secured his name in one of the top design firms in India. The profile of Desmania gives much more elaborated details about their services.

Profile

Desmania was established in 1992 as a multi-disciplinary design firm. It has evolved into a one stop shop for creative solutions, offering professional design services that are profitable to the clients.

Desmania has combined experience from product, graphics and packaging to offer a full complement of design services.

In the process they have become more versatile, mature and ambitious. Clients' list now boasts of market leaders and MNCs such as Whirlpool, LG, Reckitt Benckiser, GSK, Yamaha, OTIS, Eureka Forbes, Hero Cycles, Usha International, etc.

They would keep offering their creative services with the best ethical and professional practices. Desmania aim is to be respected for whatever we do.



Product Design

Since its inception, Desmania has designed products in practically all the industry segments like, white goods, small appliances, consumer electronics, lab equipments & transportation.

In *white goods*, Desmania has designed ACs, Refrigerators & Washing Machines.

In *small appliances*, products like Juicer Mixer Grinder, Wet Grinder, Water Purifier, Ceiling Fans & Mixer Blenders have been designed that have taken the market by storm.

In *transportation*, Mopeds, Tractors have been designed for styling and ergonomics.

Colour TVs and Home PCs have been designed in the *consumer electronic* segment.

Personal Computers, Betting Terminal, EPABX console, Answering machines, have been designed in the *electronic* segment for various clients.

Microscope and textile testing Instruments have been designed for laboratories.

Product Graphics and Control Panel design have been done for Washing Machines, ACs, Microwaves, Refrigerators, Instruments, Stabilisers, bicycles etc. for various clients.

Desmania treats product graphics as an intrinsic part of industrial design. To enhance the form and effectively communicate the key functions, it is desired to have eye catching and cognitive graphics. Desmania's product graphics solutions lay special emphasis on form, colour interaction and cognitive ergonomics. Manufacturability of design is given due importance in the process.

Designers at Desmania keep a constant tab on the new materials, finishes and textures.



Packaging Design

Packaging is part of Desmania's core service offerings. Desmania has developed bottles & containers for some leading MNC brands. Projects in the area of packaging of food, hygiene, cosmetics and consumer durables have been successfully executed.

Package Graphics is treated with utmost care to celebrate the brand appeal on the crowded shelf.

Visual Communication

Desmania has been providing comprehensive Graphic Design services in print media and interface design. Their team of designers has fresh ideas and a keen sense of aesthetics and composition. Jobs are usually taken up on a turn key basis - from concept to printing.

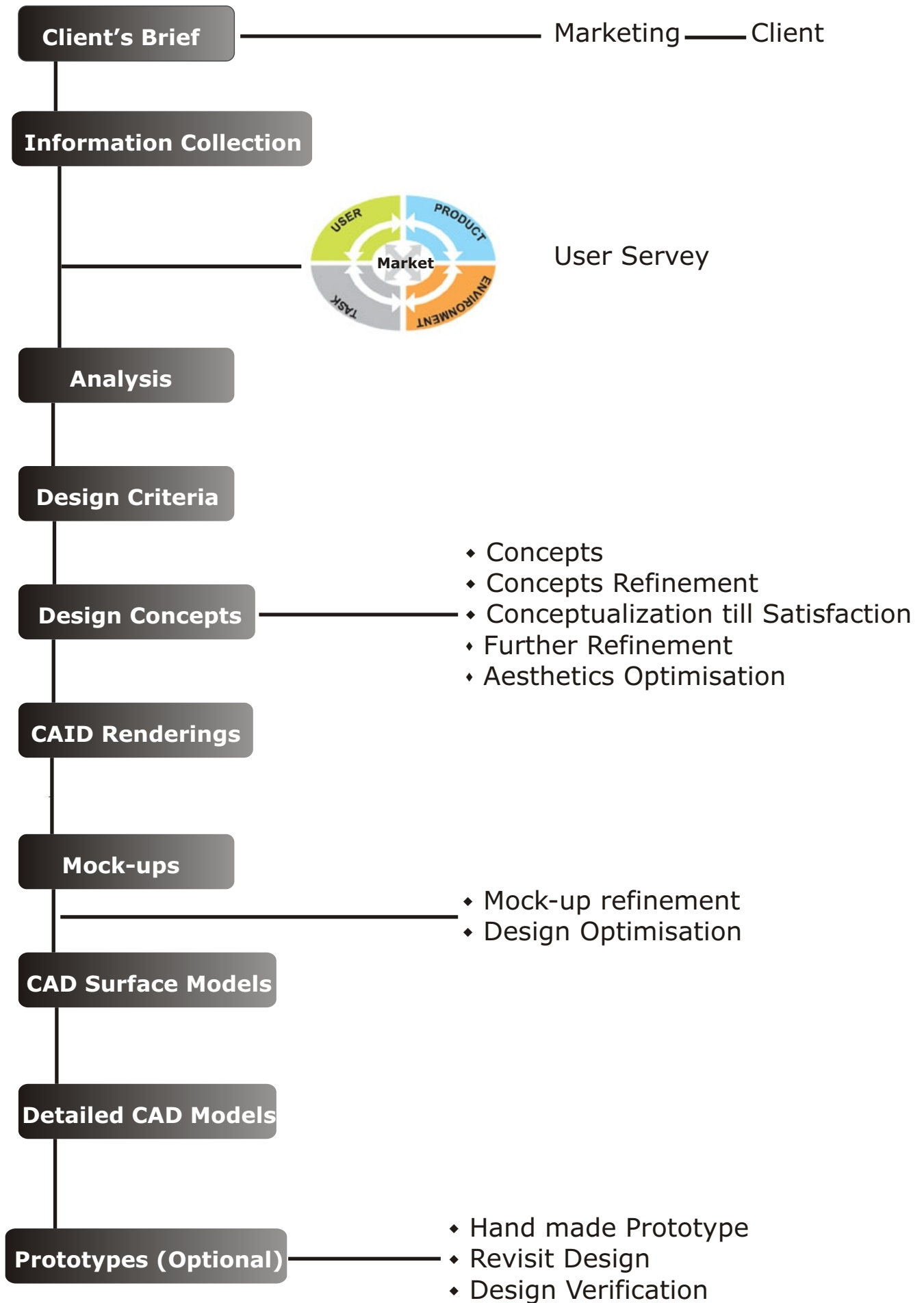
Computer Aided Design

Detailed CAD models are made to get a perfect technical drawing for tool cutting. Fitment details are well articulated to provide a good engineering solution. Before the final drawings are delivered to the client a thorough assembly verification is done.

Design Innovation

Every designer has a dream to design products that satiate their creativity. To live up to it, Desmania has embarked on a program to develop its own products, products that do not exist, products that have a niche, and that addresses a social or a market need. The first such product with this vision is a cooking combo that is targeted at the singles and young mobile couples. Desmania has also worked with CMERI (a CSIR Lab) in developing Air Conditioning applications for a low cost AC technology developed by the scientists.

System Approach





Graphics Design

Packaging Design

Production Help

Partnership

Onsite Installation Help

Cost Factors

On Project Basis
On Retention Basis
On Royalty Basis

NDA: Non Disclosure Amendment

IPR : Intellectual Property Right (if any)

Providing END to END solutions to the customer



Live Projects

Procter and Gamble : Dr. Vicks — Window Display Unit

Secondary Packing for Vicks Action 500

Graphics design for all Vicks Products



L'Oreal : Primary packing (Redesign of mechanism)



Marico : Primary packaging and Graphics Design for Parachute

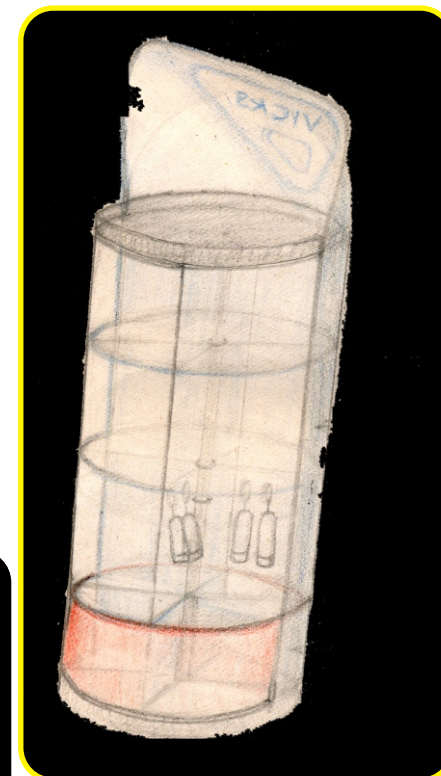
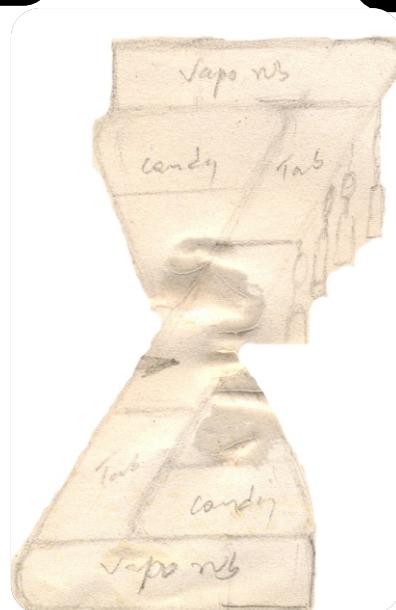
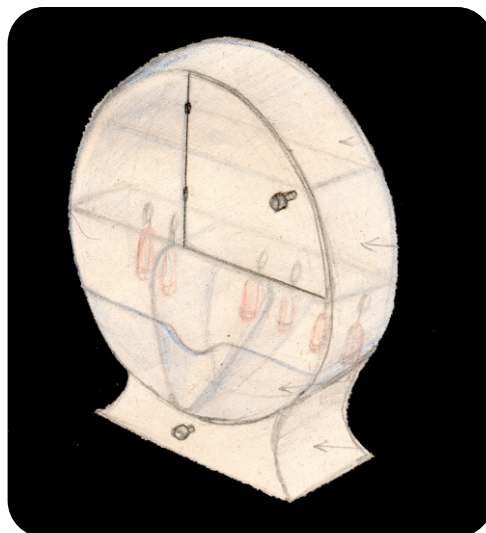
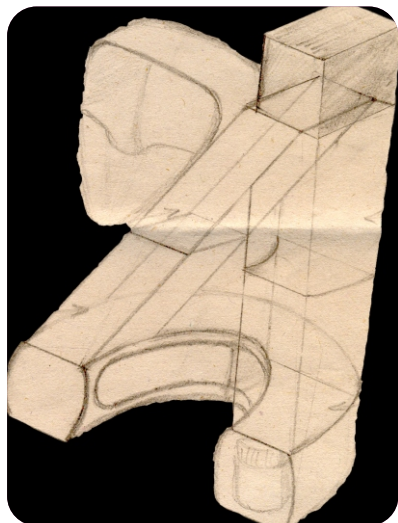


Clients

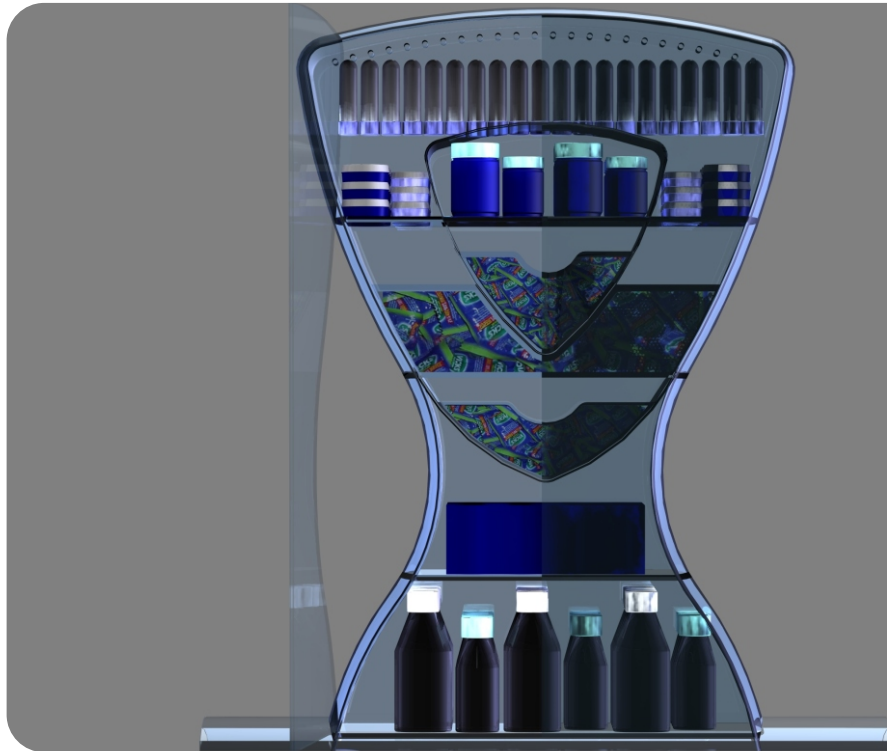
					
					
					
					
					
					



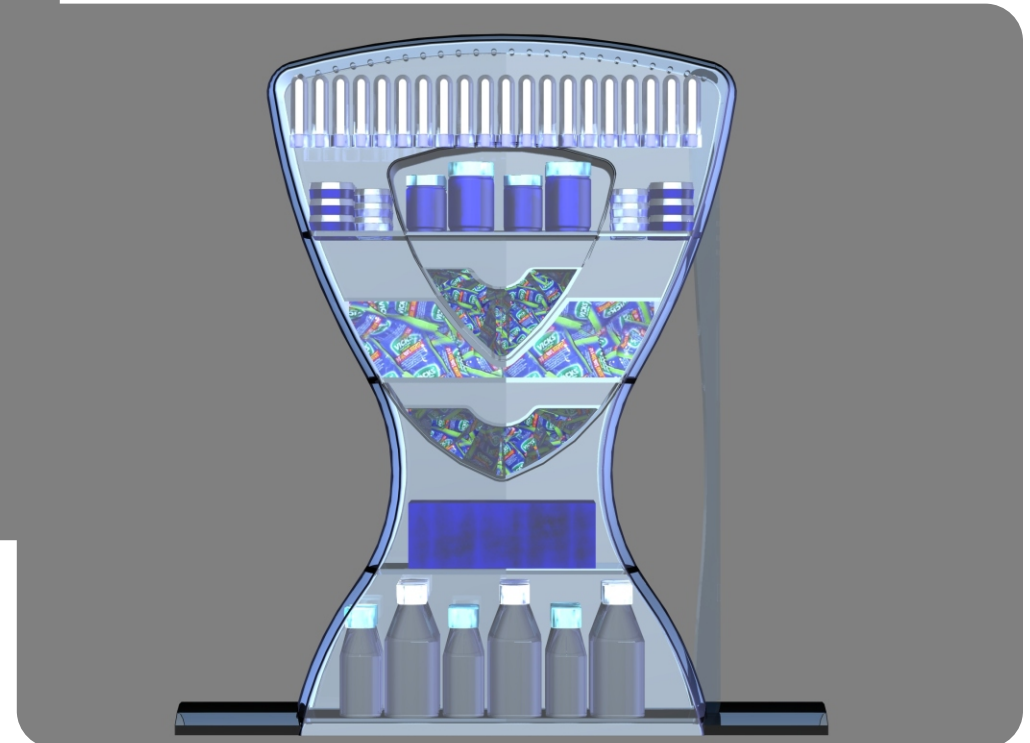
A Display unit for all the products of Vicks



A Display unit for all the products of Vicks



Shopkeeper's side View

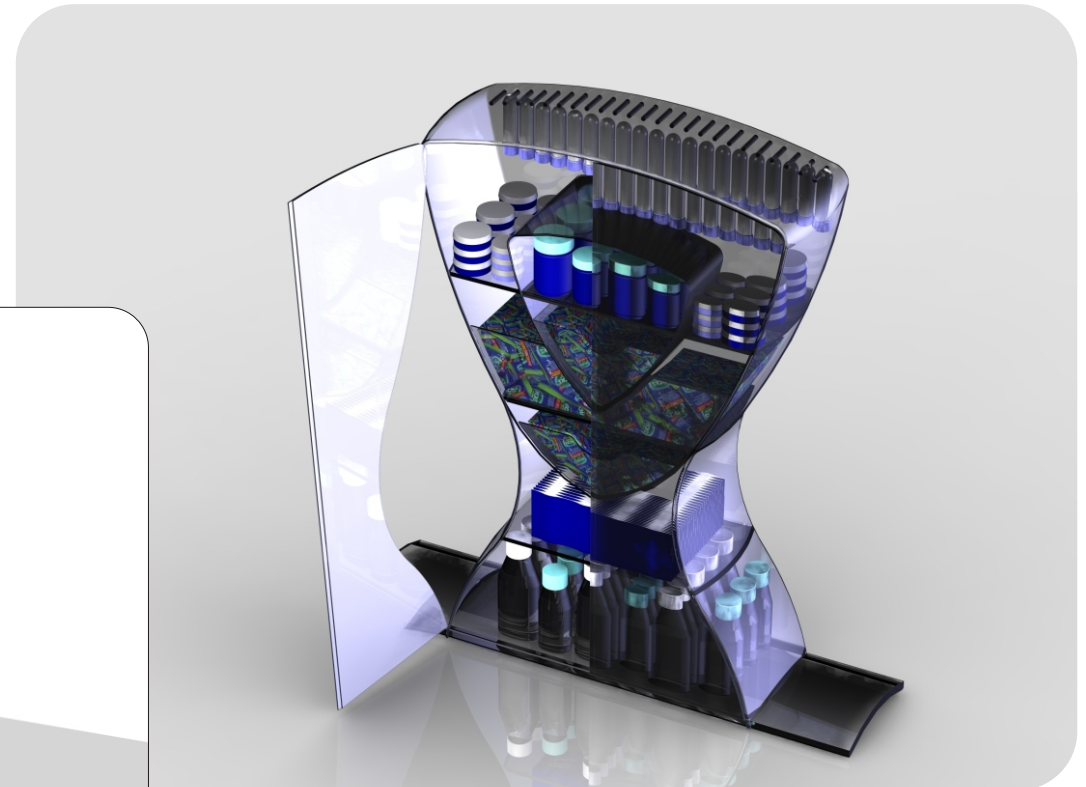
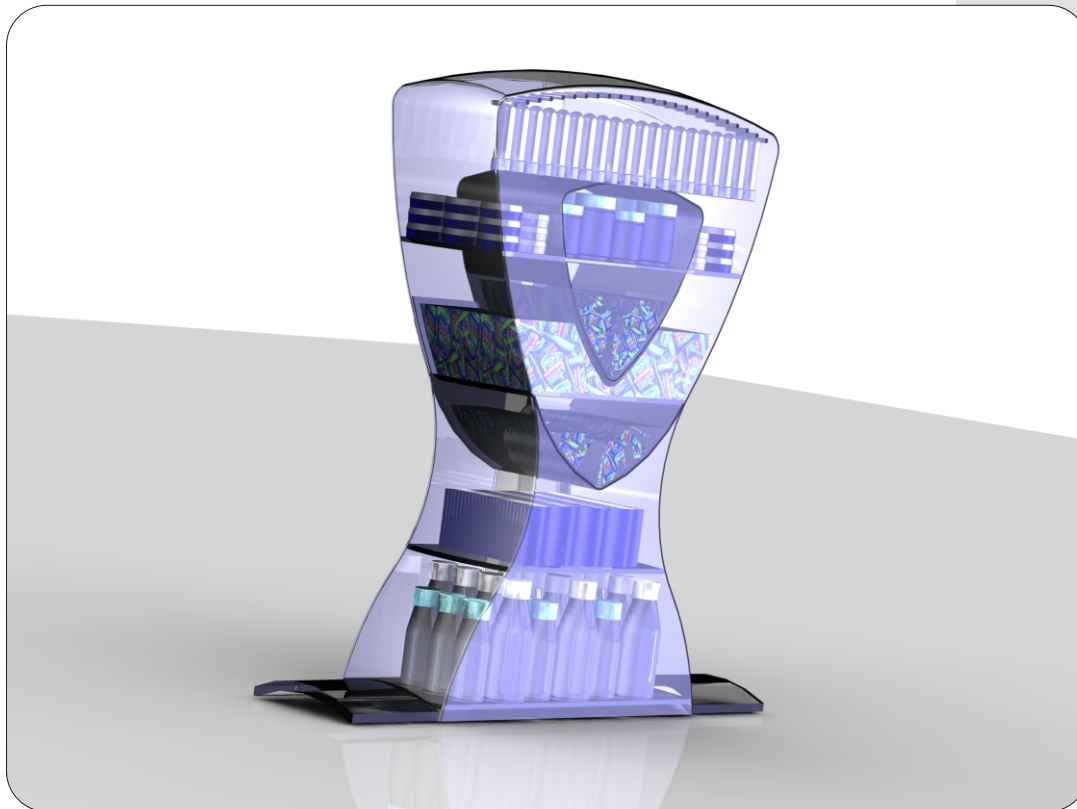


Customer's Side View

A Display unit for all the products of Vicks



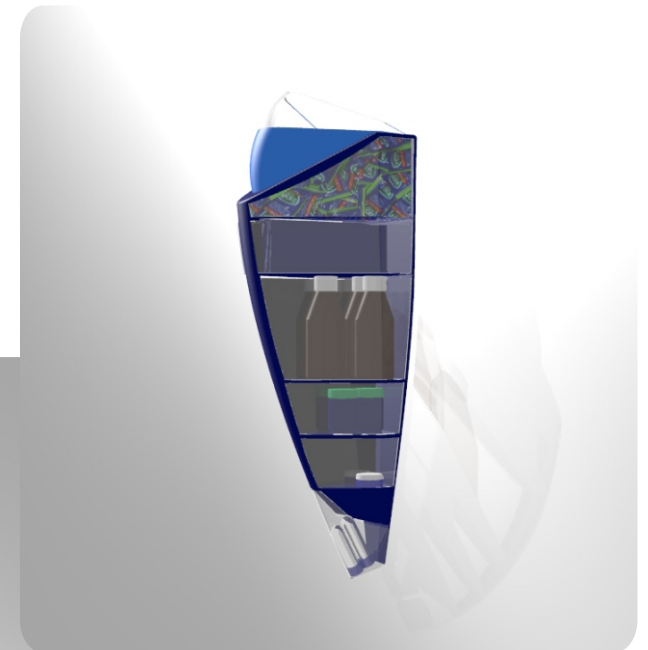
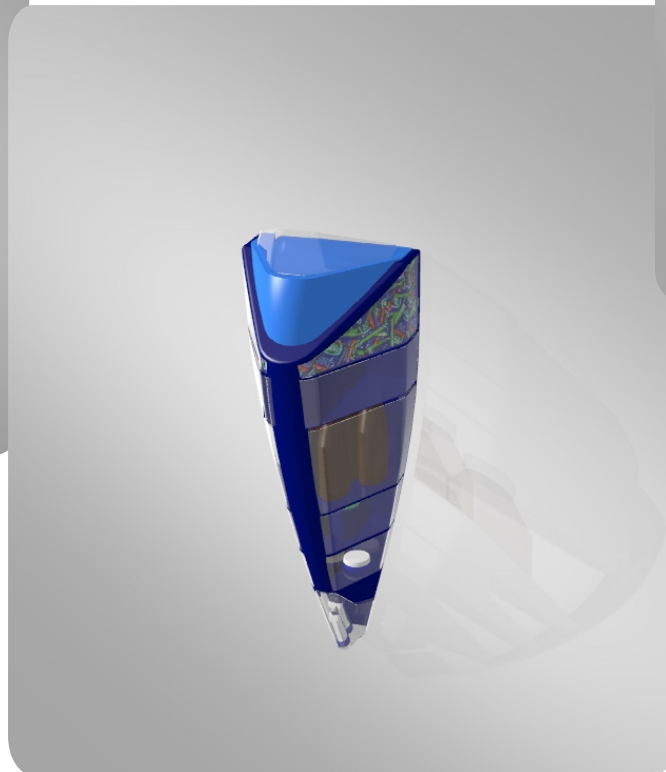
Dr.Vicks





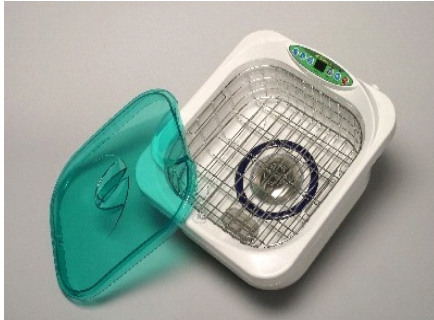
Dr.Vicks

A Display unit for all the products of Vicks - - Wall Hanging



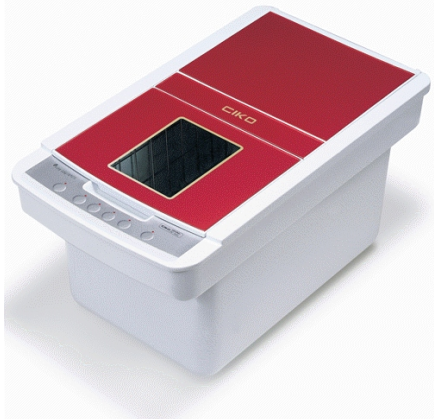
Project : Domestic Vegetable Washer

Market Study



Rs. 60,000

Ultra sonic multiple purpose washer



Rs. 70,000

Ozone (Oxidizing reagent) and Aquaculture
(water)10L – 500mg/h(Ozone)

Made in Hong Kong



Rs. 1,00,000

For especially soft roots or fruits

Rpm 9 to 18

Made in UK



Rs. 60,000

Ozone (Oxidizing reagent) and Aquaculture

Project : Domestic Vegetable Washer

Product Mapping



Project : Domestic Vegetable Washer

Product Brief: Domestic Vegetable washer machine for Indian Economy

Inferences:

- * Existing are **non-economic** and **not** suitable to Indian cooking conditions
- * **Bulky**, and **not** given much considerations for **cereals** and **pulses**
- * Most of the washers are **meant** for hotels and restaurants
- * Use of **high** technology which is lifting up the price

Technology

Ozonisation (water)
Hot Water
Centrifugal (water)
Ultrasonic (water)
Mechanical (water)

Key Features

Kills micro organisms
Removes Pesticides
Automatic
Auto dryers

Insights

The Proposed product should be <Rs.**5000**
Used for multiple food ingredients
Portable
Indian household kitchen
Reduce water usage
Should be an interactive device

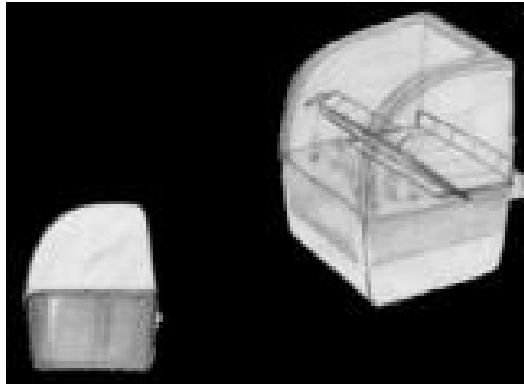
Limitations

Capacity: 3kgs maximum
Non Vegetables may not be used
Easy to maintain and not much hygiene problemss

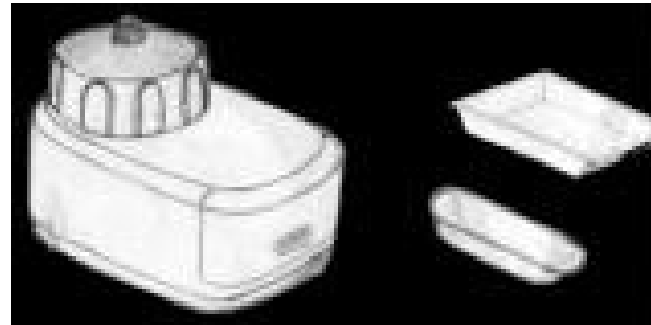


Project : Domestic Vegetable Washer

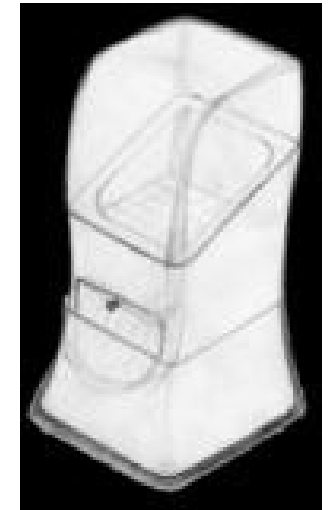
Primitive Concepts:



Vibrating Pans to shake the vegetable and to create bubbles



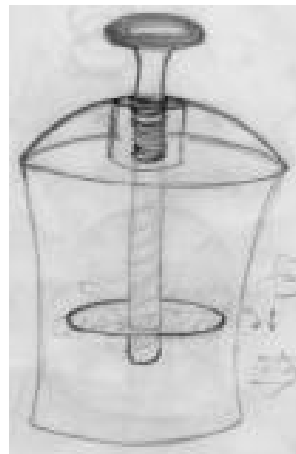
Motor with propeller to circulate the water and around and in between the two chambers a filter is placed to restrict the waste particles



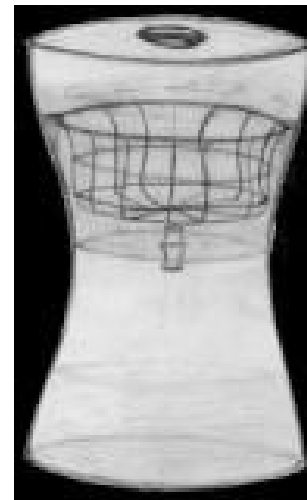
Multi divisions for vegetable and rice or dal. Circulation of water will be provided to both at a time or independently



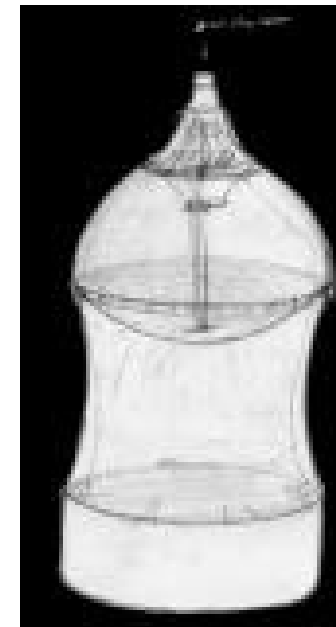
Manual washer with bristles



Rotation of plate due to self weight and screw



Bubbles produced due to two chambers one with air and other with water

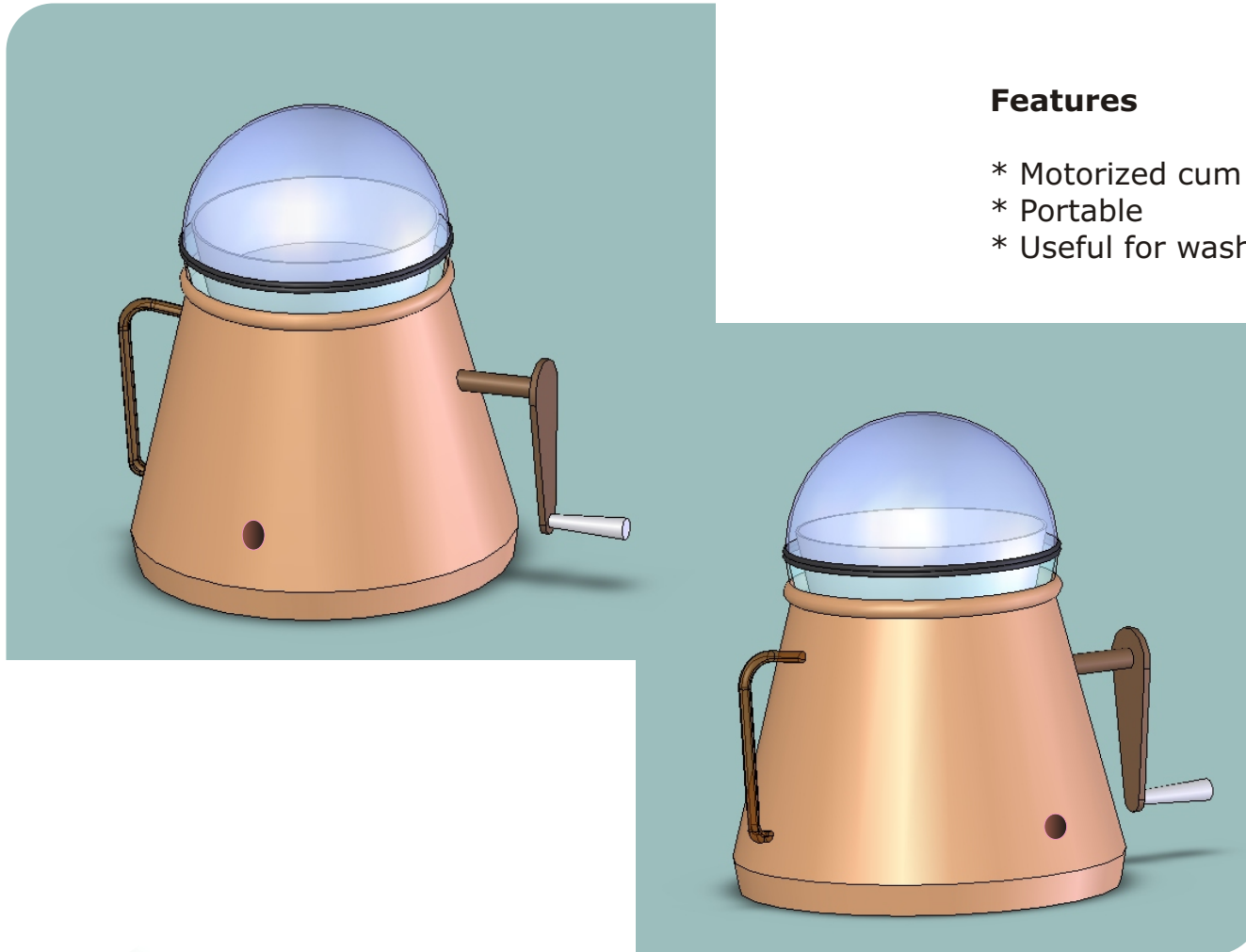


A Turbine which rotates the plate when connected to tap water and sprinkles the water around



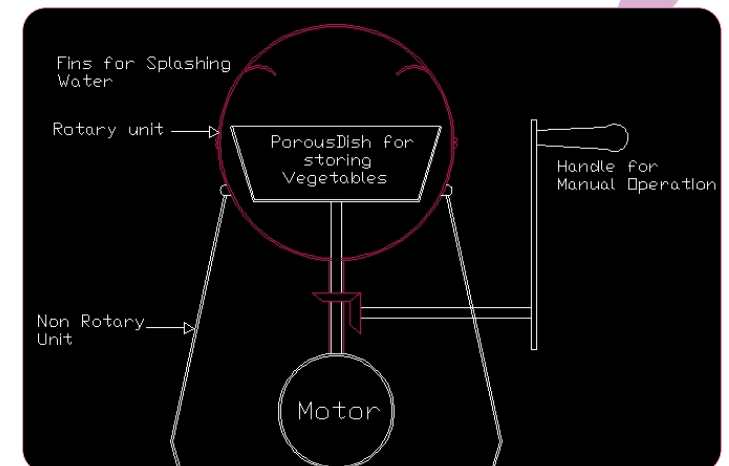
Project : Domestic Vegetable Washer

Concpet 1: 3D Model : Solid Works2005



Features

- * Motorized cum manual
- * Portable
- * Useful for washing Vegetables, Rice, and Dal



This is an Incomplete project which has reached upto primitive conceptualization.

My Contributions

- ◆ Understanding the Desmania's Industrial Design Process
 - ◆ User Study and Need Identification
 - ◆ Market Study, Bench marking, Product Mapping
 - ◆ Conceptualization (Rendering----2D/3D)
 - ◆ Learning 3D modeling software - Solid Works 2005
 - ◆ ID contribute on live Projects of Desmania Design Pvt. Ltd.
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