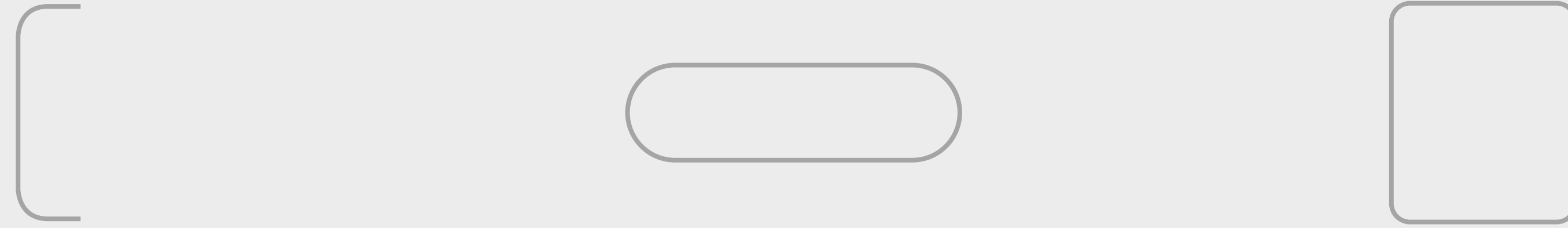




introduction



Objectives

Generating various ideas and finalizing one **DLS direction** with the help of different departments of the company
Creating set of **rules and guidelines** for the engineers and designers to update the design language
Updating the DLS to the selected product line

Company

Thermax is India's one of the few first **heavy machinery** manufacturers
They have a major portion of **B2B market** products as compared to B2C
Hence a approach to launch certain products under a new **sub-brand** for B2C market

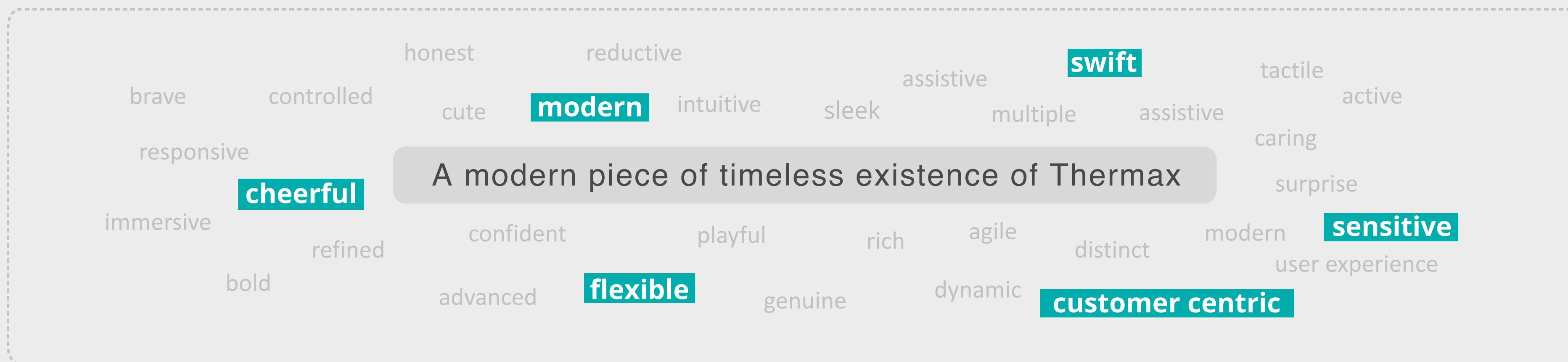
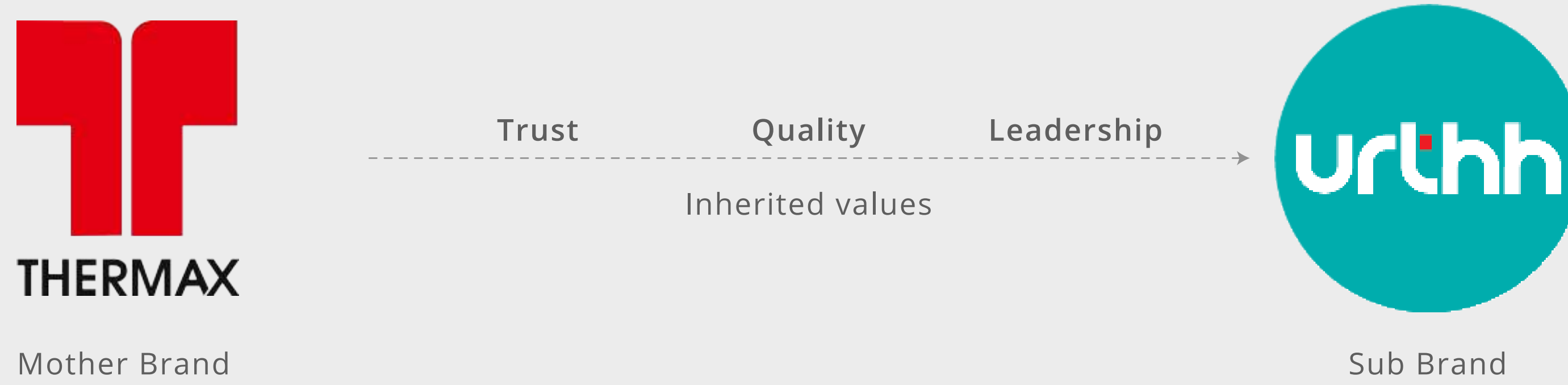
Products

Cost effective implementation of the DLS
The **products** ranges from a simple water cleaning solutions to highly complicated water boilers
Their working **environments** were from an indoor hot factory to outdoor temporary sheds
Their products are more **engineered** than **designed**



The Brand

Building a design language requires deep understanding of the **brand's values** and core attributes, as the products are one of the brand's touch-points with their consumers. I started by deep-diving on the brand architecture, translating its attributes into a **design intent** that was cascaded down to design values. With these values in mind, it's easier to start searching for **visual elements** that represent each one of these values.



Visual translation of the brand values



Modern



Swift



Sensitive



Customer Centric



Cheerful



Flexible

Research

Primary research helped me in understanding the **scale, proportions** and **working environment** of the products. This later helped in establishing the **color** and **tactile** feel.

I looked for various **common parts** among the products, this helped in identifying the areas which can be a part of the DLS.

Product assembly process helped me in understanding the system and manufacturing flow which later helped me in maintaining the additional cost involved in implementing DLS.



Some Brands Decoded



Synthesis

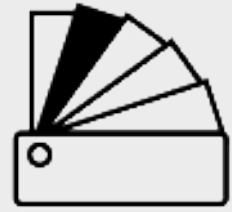
Along with my research understanding and with constant Thermax feedback, I was able to identify and segregate the elements which were needed to come across in the products
These elements were organised on the basis of priority and aesthetics



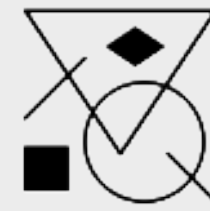
First read Elements



Brand



Brand color

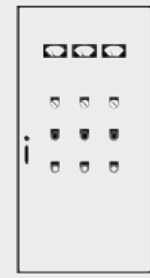


Geometric form

- First sighting the product
- The visual simplicity and welcoming gesture is reassuring
- This helps potential users/buyers to consider this product



Second read Elements



User Accessibility point



Product model branding



Patterned vents

- Starting to use the product and learning about it
- Interaction areas, touch-points and interface are immediately understood
- This helps the user feel confident and productive using this product



Third read Elements



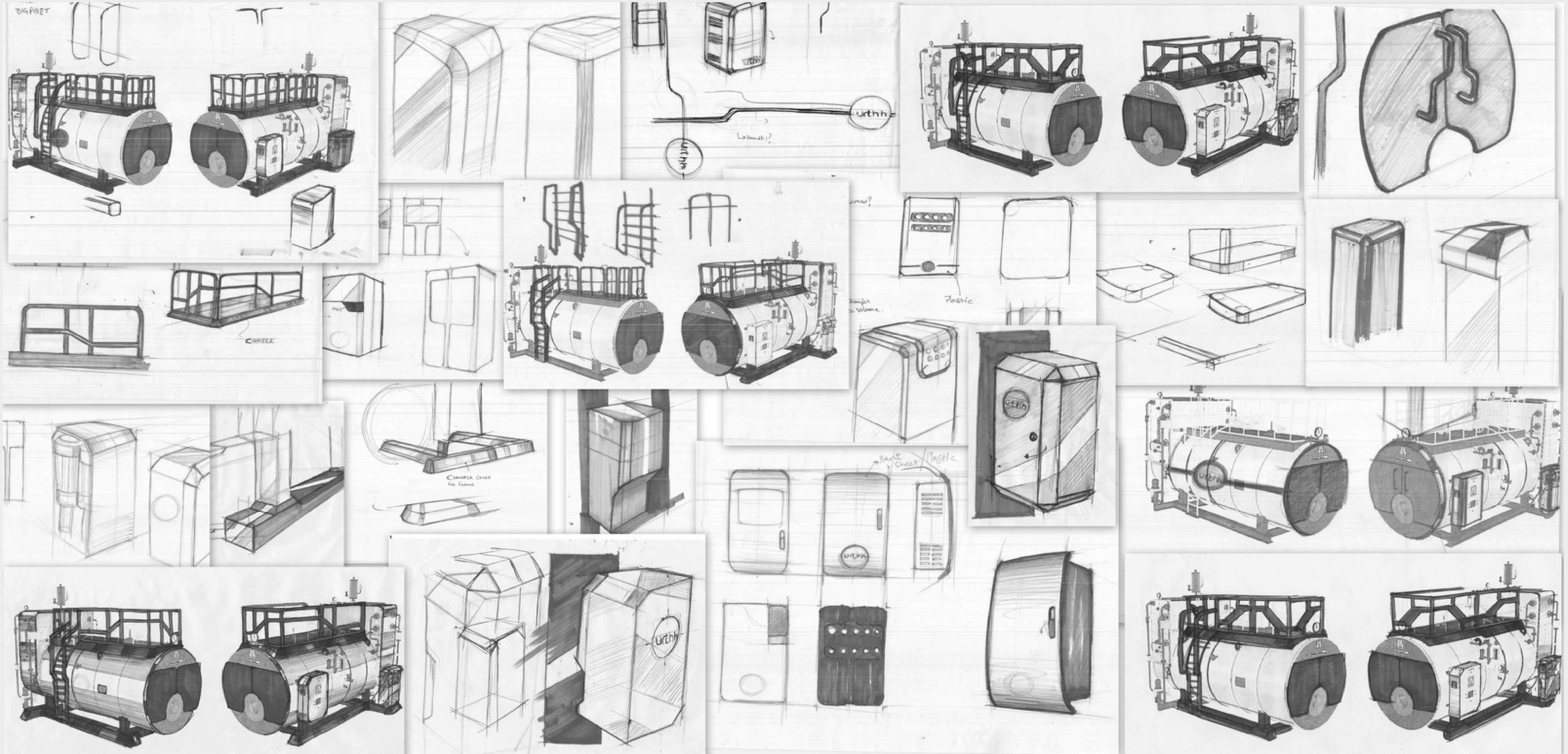
Layered Construction



Exposed parts/color

- Building a relation with the product
- Consistent visual cues guide the user and assist with tuning/troubleshooting
- This helps users perceive the ecosystem and recommend the product line

Explorations



Concept directions

To give more clarity, I proposed three themes where Thermax can see how their products can look in minimal to drastic changes and addition of elements

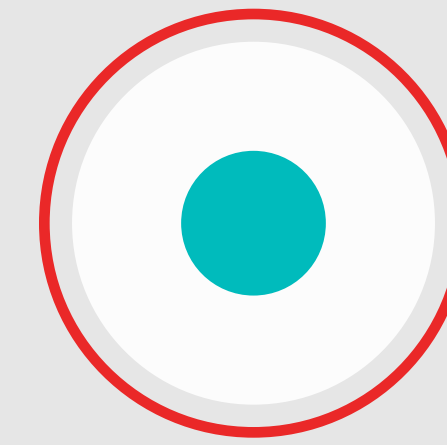


Sensitive

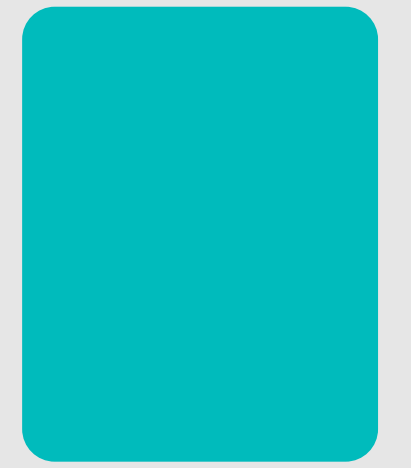
Character Element



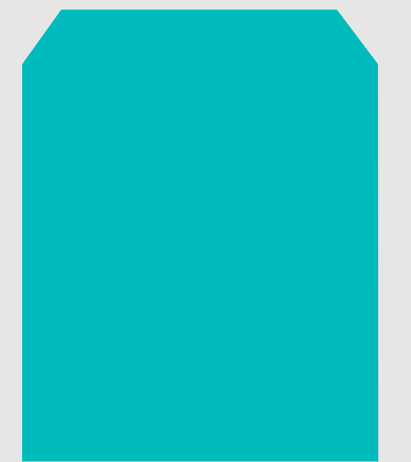
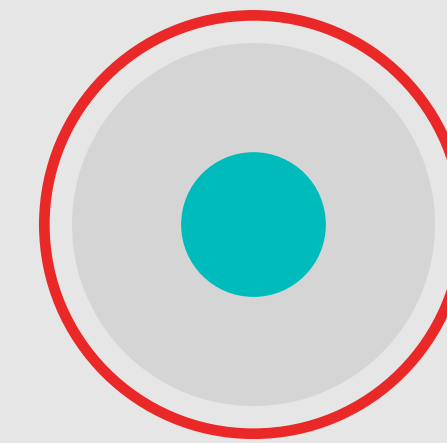
Proposed colors



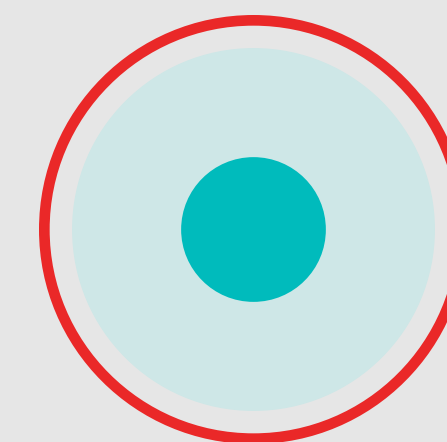
Silhouette



Modern



Swift



Selected Theme

While in constant conversation with Thermax, we decided to strip off on highlight red colour to make it bit subtle and add up some elements which could help in communicate the brand effectively

Prominence to Brand Logo with contrast of color and no add on graphic element

Straight, fillet edges of the base depicting smoothness to end user

Soft treatment at corners



Large fillet for visual smoothness

White color base depicting simplicity and softness

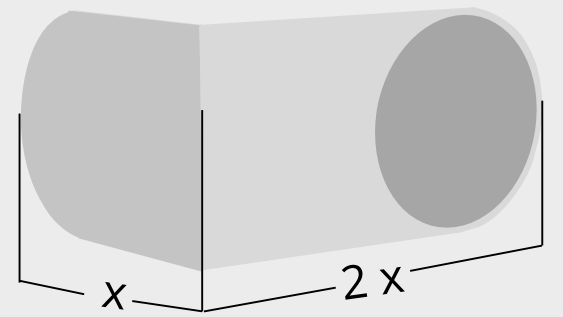
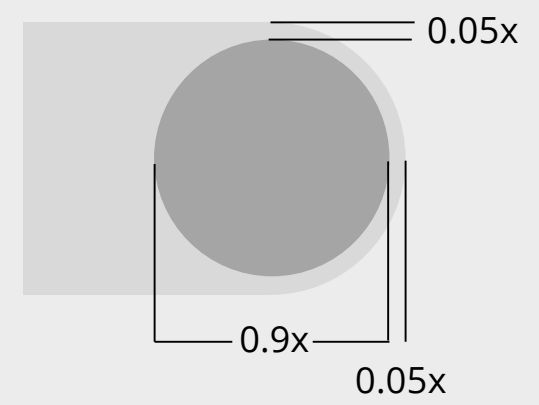
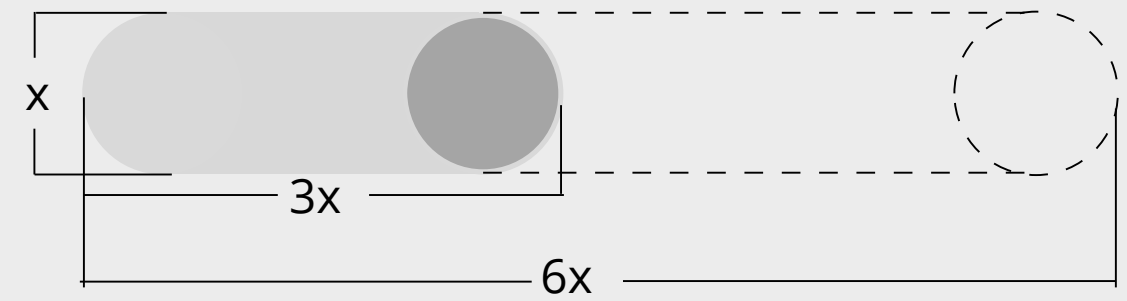
Urthh brand color to represent the brand

Followed filleted edge element for visual unison

Additional Elements and Updates

Brand Attachment

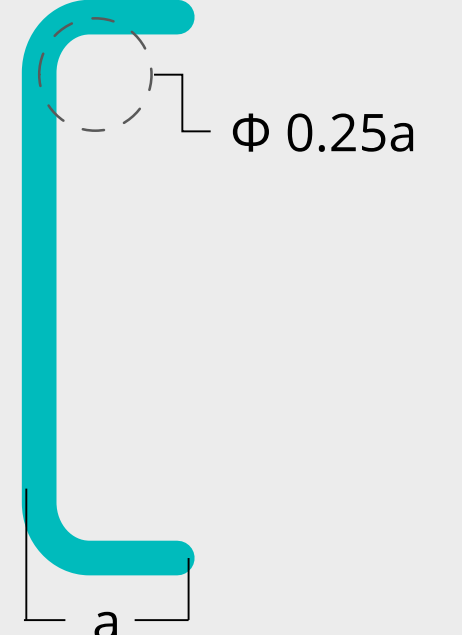
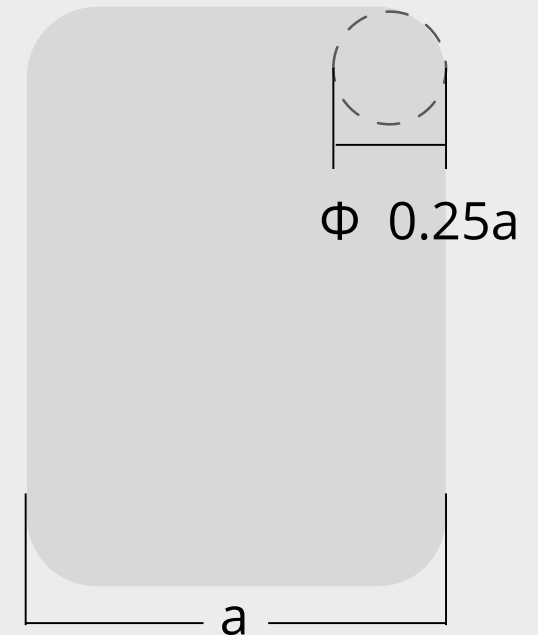
Should be oriented as per the product orientation



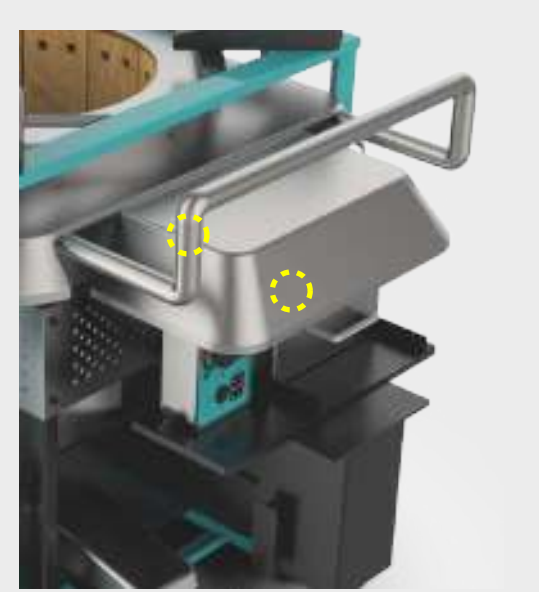
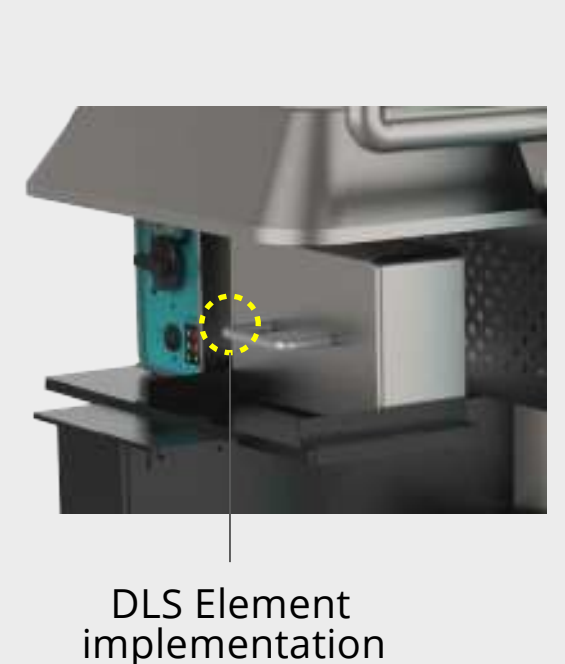
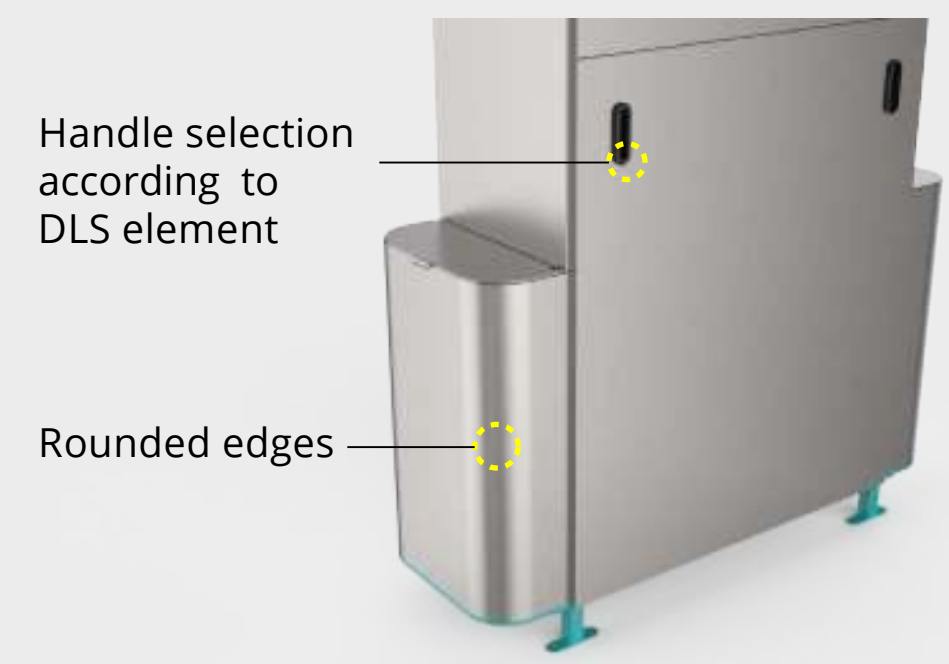
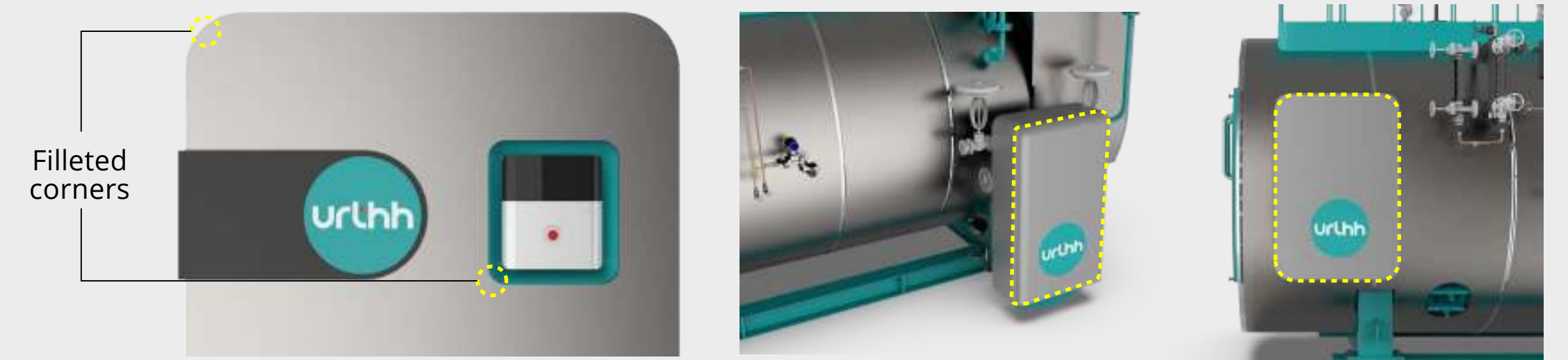
Application



Geometric Silhouette

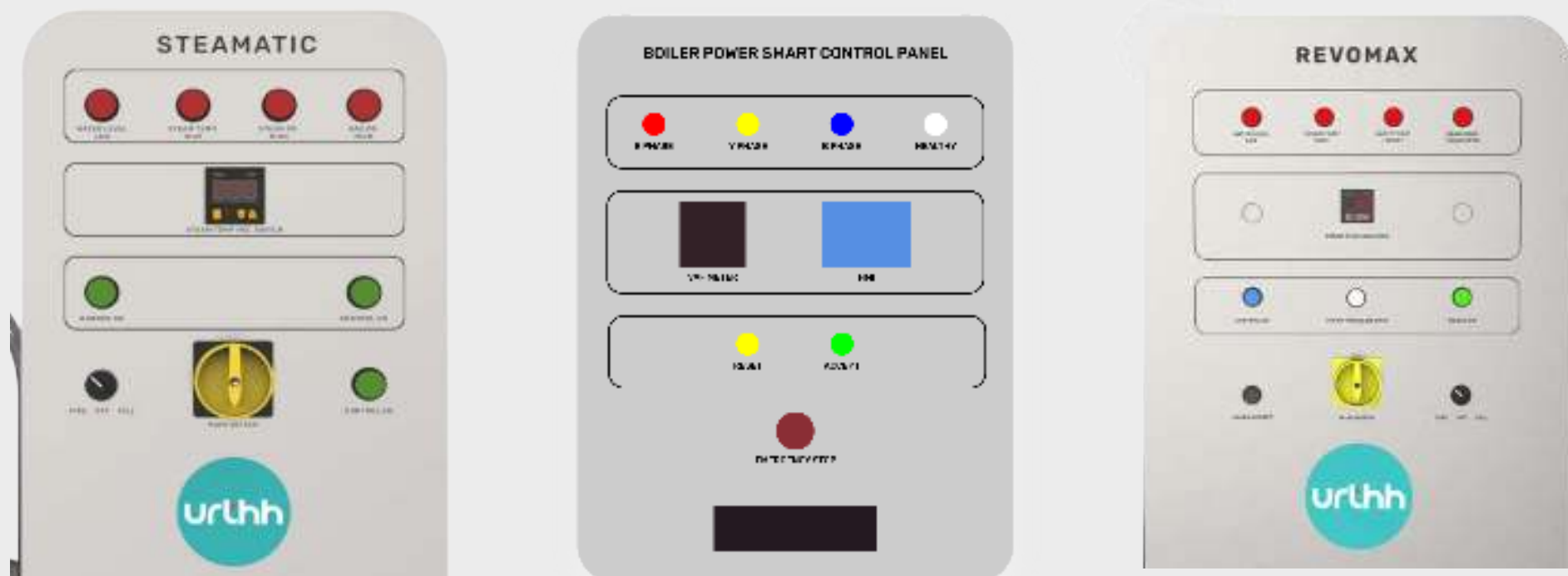
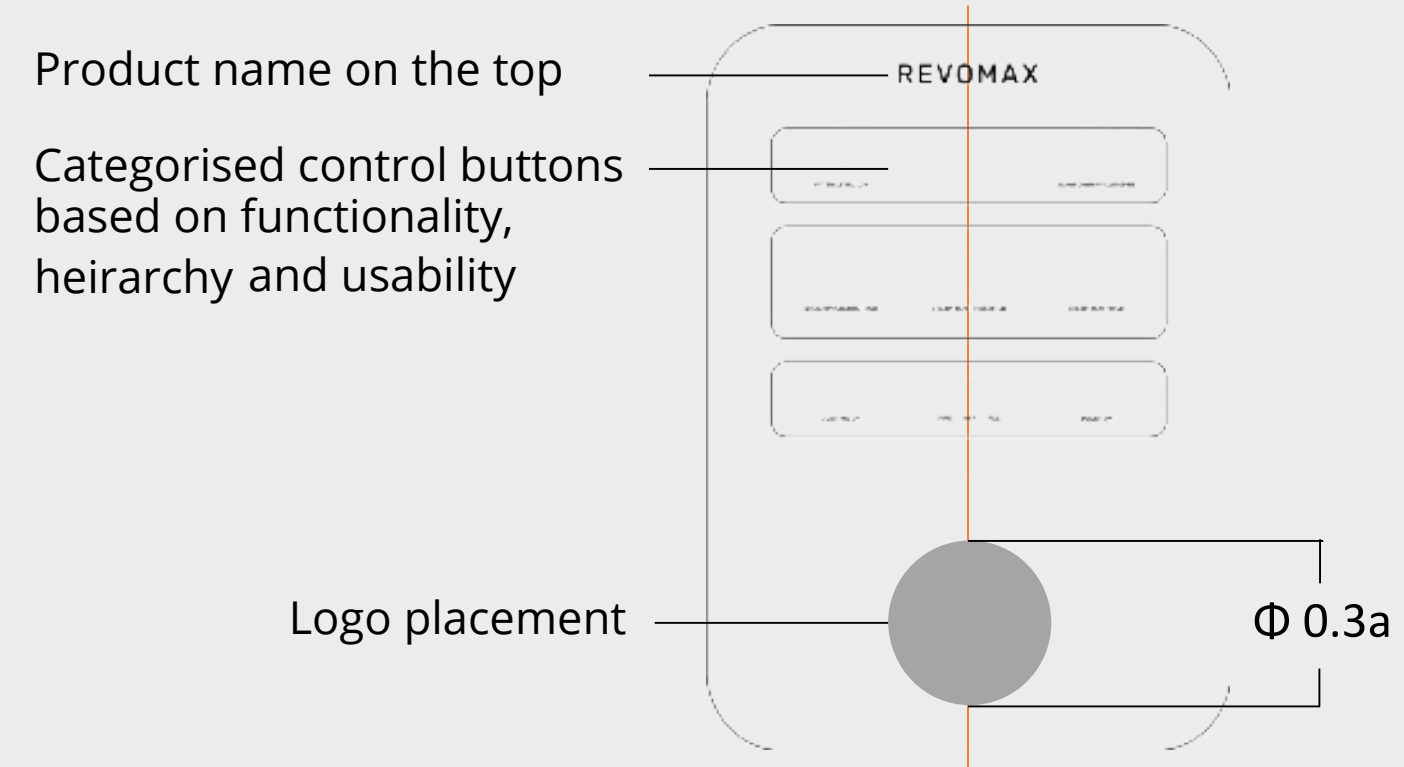


Application

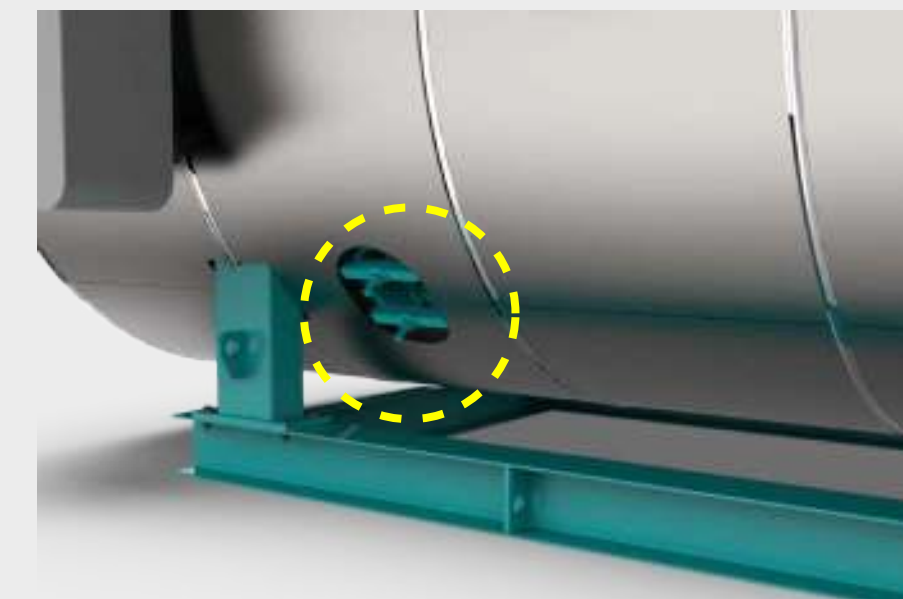
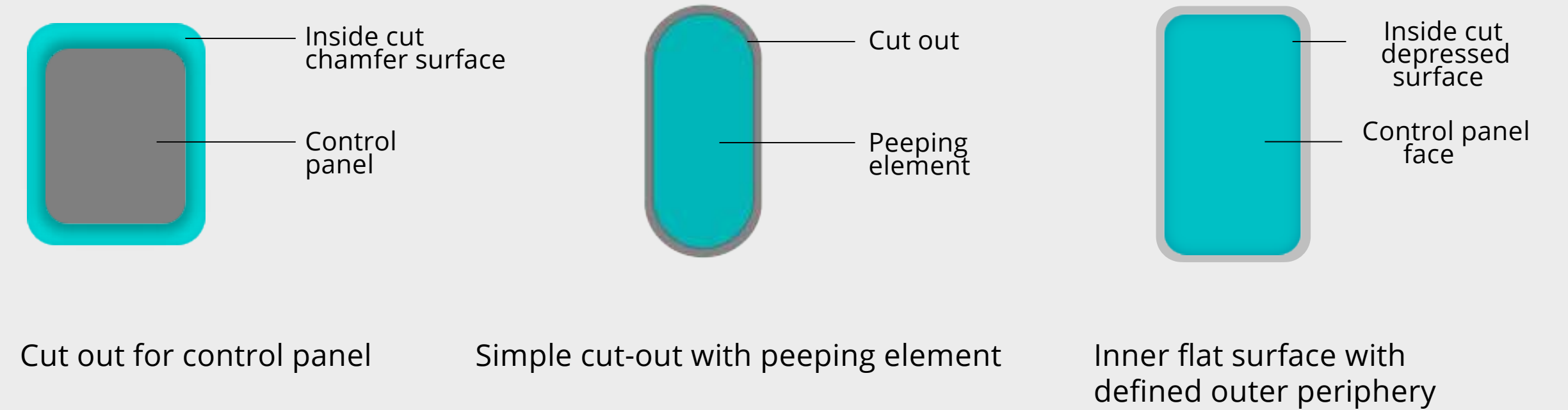


Additional Elements and Updates

Control Panel guideline



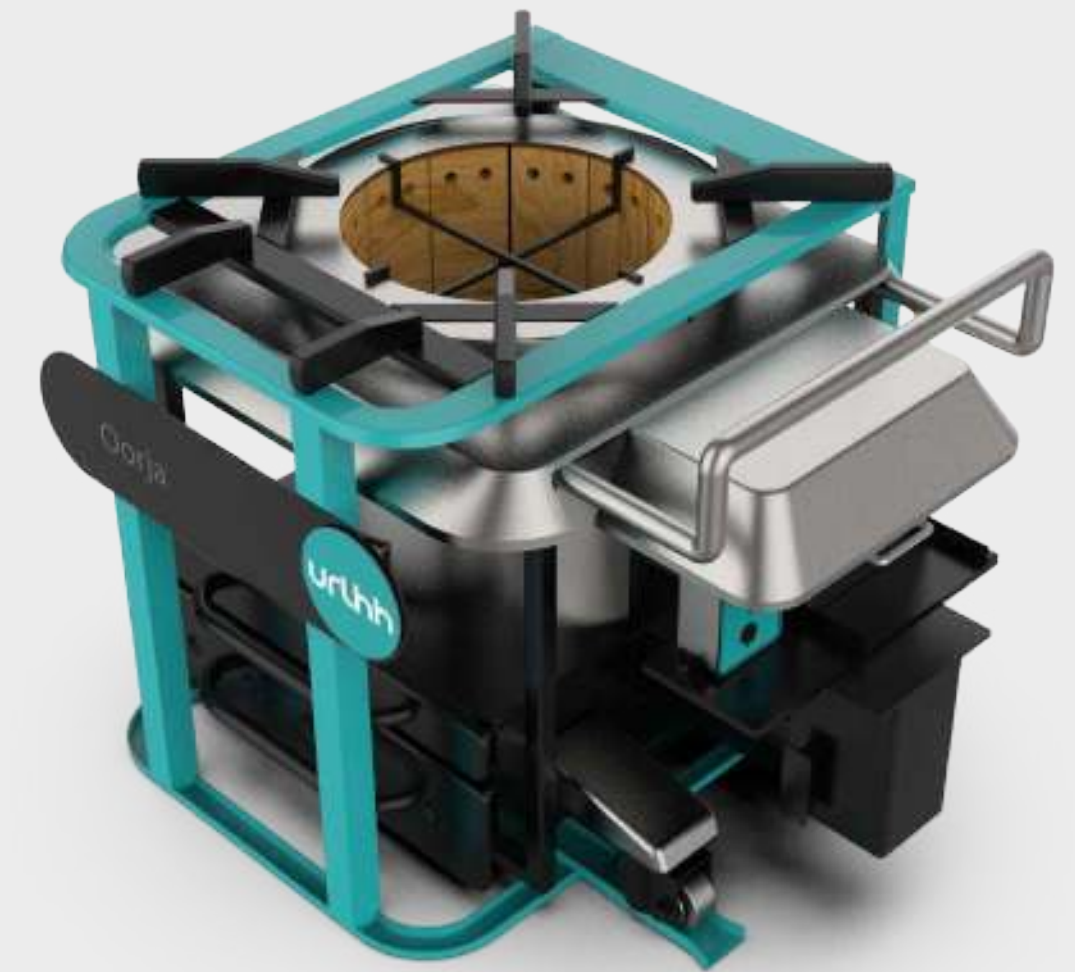
Juxtaposed Construction



DLS Applied To Some Products

Proposed theme was applied to **different orientation** and **sized products** to show its feasibility. This cohesive design language will help in establishing the **unique identity** among the competitors. The silhouette calls for minimal changes in the product construction which is accompanied by **1-2% of product manufacturing cost** which was a major parameter for selection.

Thermax products after DLS



Thermax products before DLS

