

HINDWARE WATER PURIFIER DESIGN

KEY CHALLENGE

Creating aesthetic design difference through product styling. Hindware wanted to launch a premium range of RO water purifier in India which really looked like a product for the global market.

SCOPE OF WORK

- Design Research
- Industrial Design
- Design Engineering
- Mold Management

SOLUTION

We considered cultural behavior and trends to create something attractive. Aspects like redesigning storage tank, filters to enhance performance, incorporating features like smart LED indicators for Power, Tank Full and Purification, Detachable Drip Tray to hold 1 litre bottle were designed to look stylish and premium. And, we did all this without sacrificing the brand value that good hygiene must be accessible to everyone.

