Semi Automatic washing machine design

**KEY CHALLENGE**

- Study users behavior of semi automatic washing machines (SAWM) in order to develop consumer centric innovative features and aesthetic designs
- Understand usage patterns, products requirements, pain points and aesthetic preferences
- 4 Cities, 12 User Interviews, 12 Dealer Interviews, 3 Focus Group Discussions

**SCOPE OF WORK**

- Design Research
- Industrial Design/User Interface design
- Design Engineering
- Design Simulation
- Mold Management

**SOLUTION**

- The research insights were translated into product design
- Tata Elxsi designed a contemporary, stylish and aspirational semi-automatic washing machine
- The Product design helped address water re-use, efficient propeller design allows intense water flow and removes detergent

**Water Re-use**
Enables the preservation of water for next usage

**Propeller design**
Intense water flow removes detergent

**Aqua Water Filter**
Ensures impurities won't enter the tub

**Covered Panel**
Facia for elegant looks & convenience