

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

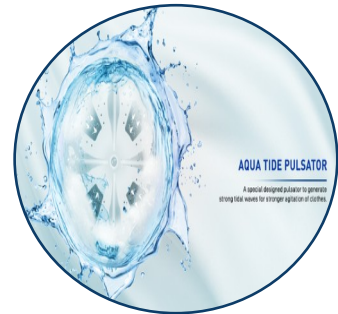
- Design Research
- Industrial Design/User Interface design
- Design Engineering
- Design Simulation
- Mold Management

SOLUTION

- The research insights were translated into product design
- Tata Elxi 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 wont
enter the tub



Covered Panel
Facia for elegant looks &
convenience