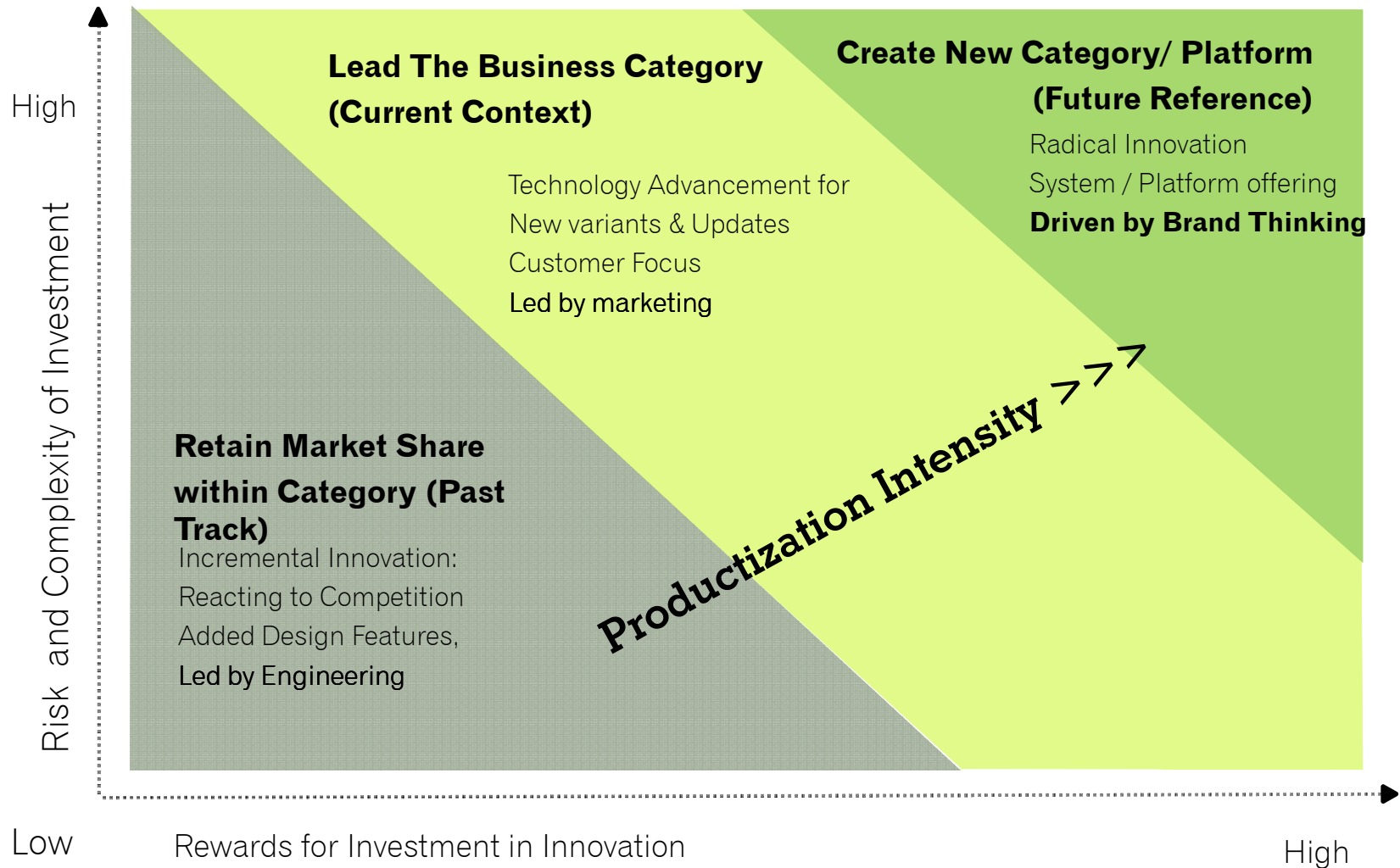




ONIOMAX'S APPROACH TO PRODUCT DEVELOPMENT



Onio's Intervention in Product Innovation





Onio's Intervention in Product Innovation

Productization: Translating an Innovation/ Idea into a Performance-ready Product, through a systematic development process, thus avoiding losses in translation

The productization process may be triggered by-

- *Technology Inventions*
- *Novel Market insights*
- *Upcoming User Trends*
- *Repositioning of the Brand*
- *Business model innovations*

Services offered by OnioMax

1. **Concepts to Engineering design to Prototyping**
2. **Design for Manufacturing**
3. **Product Packaging & Communication**

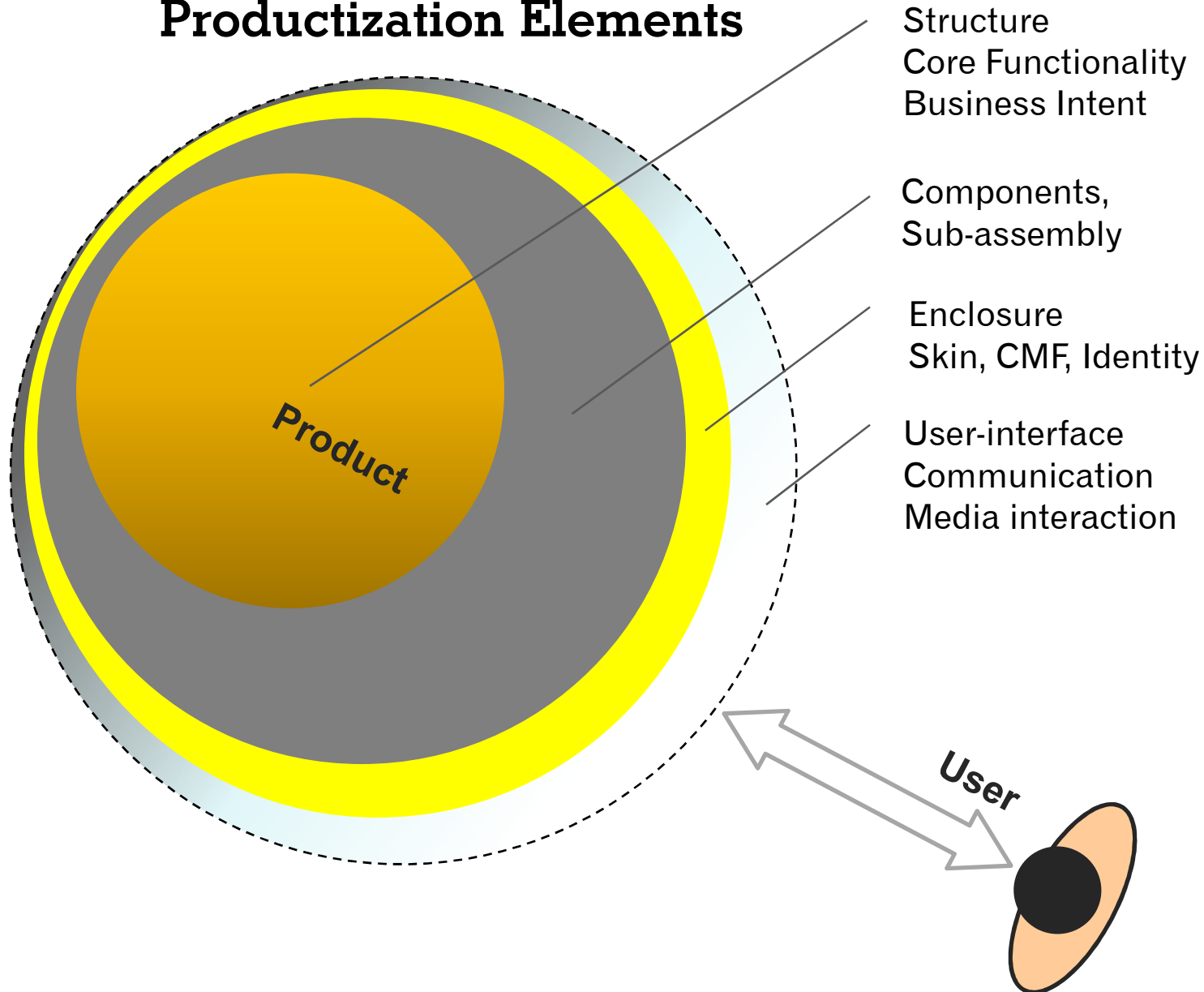


Productization: Stages of Development followed by OnioMax

1. **Seamless Design Research:** With an in-house research team, social issues in research are easily integrated
2. **Identification of 'Discreet and Integral' elements** of the product:
Channelize energy on essential parameters
3. **Design for harnessing the advantages and benefits of the elements:** Diverse concepting and capabilities
4. **Intelligent integration of the elements:** Engineering expertise to turn best concepts into reality
5. **Design and development of 'peripheral' elements:** Auxiliary and supporting creative development



Productization Elements





Productization at OnioMax

Categories that Onio has worked on:



Small Products and Gadgets

Consumer electronics, Home gadgets, FMCG, Handheld equipment



Medium and Big Products

Home appliance, Automotive parts, Utility Products



Large Products

Industrial Equipment, Machines, Military equipment, Consoles, Automotive-exterior



Product Spaces

Equipment envelops, Large Utilities systems, User interaction spaces



Productization Elements

Design of Structural & core elements

Internal layouts, construction and build schematics, shape-form build up, stability, mobility, modularity functions



CNG dispenser with strong internal structure that forms a core functional chassis



Massive signage structure for HPCL Fuel retail station



Mobile Robotic platform structure for military application



Productization Elements

Design of components for Sub-assembly

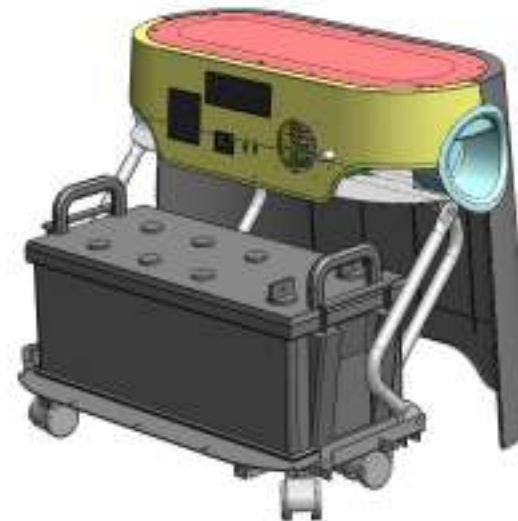
Functional features and application

Reliable operations

Creative use of components, materials, joints, fasteners, drives etc.



Adjustable joinery for pipe bend angle in hand-rail, with components made using SS powder metallurgy



Collapsible joinery in metal and plastics for internal accessing of the home inverter



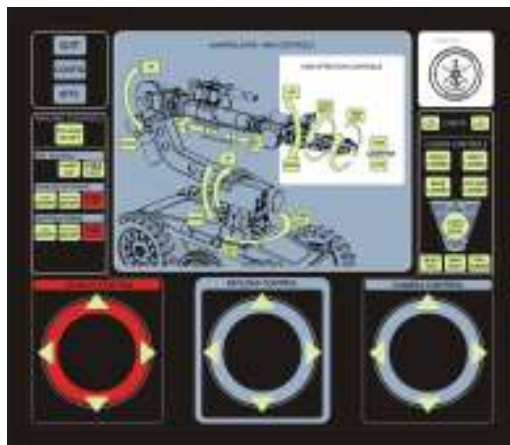
LED lamp details



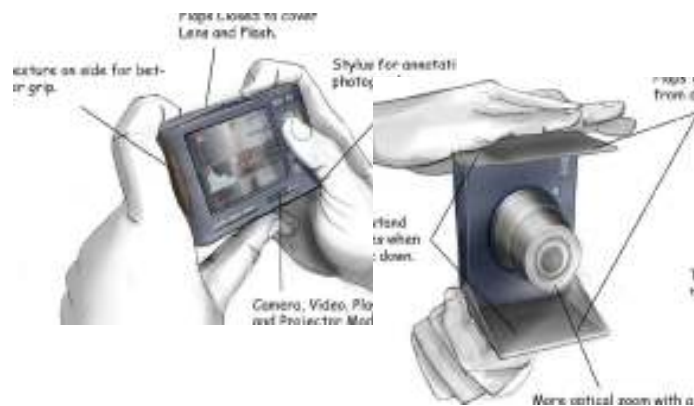
Productization Elements

Design of User Interface

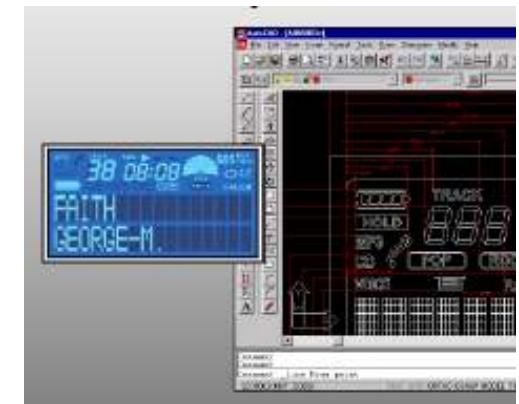
Usability
Ergonomics
Graphic user interface,
sensory perception,
Brand communication & media elements



Highly interactive physical interface for controlling movements of multi-axis robotic equipment



Innovative design and interface for digital camera based on the ergonomics of usage



Graphic user interface for VFD of Music player with novel browsing mechanism