



## Design Research and Future Product Concepts for a Consumer Durables world leader

### Background

The company is a mega-engineering and consumer products conglomerate with diverse interests. India is an important market for them. As a part of their innovation strategy for Indian market for 2010-11, they contacted Onio to conduct a deep-end consumer research, map the emerging directions in the society, and also generate first set of product concepts for 7 categories of consumer durables. These concepts were meant to be an inspiration for the respective category design teams located in their global headquarters.

*5 months of work with 6 talented people working intensively on defining design directions for 7 categories of consumer durables for 2011 for Indian market. ....final report contained more than 1500 pages of visual data ranging across market statistics, user interviews, dealer interviews, architects and stylists interviews, social mega- trends, technology trends, color trends, material trends, analysis and concept directions.*

