



CASE STUDY

DESIGN OF **LEXI 5n**

DESIGNING INDIA'S FASTEST SELLING PEN



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BACKGROUND

The number of people buying pens is proportional to the growing rate of literacy, hence a huge market exists in India. Lexi is one of the leading manufacturers of affordable writing instruments in India with close to 40% market share in high growth regions. Lexi's existing product range strategically priced at Rs. 5 per unit was severely tested due to cut-throat competition. Also, previous design efforts had not paid off. So Lexi approached Onio to come on board and work together on a range of pens.

SCOPE & CHALLENGE

Mass-market is a highly price sensitive market. Combined with the fact that Lexi sells a million pens a day, the task of re-design is a tough challenge. Indian consumers are known to punish heavily for drastic changes in an established product experience.





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ONIO'S SOLUTION

After trying various design options, prototype testing and iterations we reached at the final design which while designing the 5n, Onio realised that Indian consumers put pens in the shirt pockets and hence the look of the clip is a important parameter at the time of purchase apart from writing ergonomics & ink quality.

With design of the bold clip, 5n smoothly offered customers of other brands a refreshing experience at the same cost thus making it one of the highest selling pens in the country. Incidentally, Indian paan (after-mint) shops stock only fast-moving, low-priced items. Lexi turned out to be the only well-designed items to be stocked by these paan shops across India.

