



CONTEXT

Desmania partnered with whirlpool for design of frost free double door refrigerator inside out. The design was to create a unique internal layout packed with utility features based on design research pan India. The modular layout was made to suit the user mindset in response to varied food habits across the states.

METHOD

We started with pan India design research to understand the user insights, food preferences and storage requirements. The research also revealed certain behavior patters like cosmetics being stored in the refrigerator, some vegetarian users who don't prefer keeping egg trays in their refrigerators etc. Based on these insights we created concepts with inbuilt modularity and multi-functionality.

GAIN

The new design wan an instant hit in the market giving tough competition to other brands in the segment. Desmania also worked on the single door Refrigerator 'Genius' with an external dry storage compartment around the same time. With the new designs whirlpool could position itself as a market leader in the refrigeration segment.

STRATEGY

The strategy was to endorse the brand positioning as smart and intelligent brand offering unique products in various categories. whirlpool also highlighted the '6th sense' plank through use of innovative technology in these products and as a feature roadmap for other categories.

