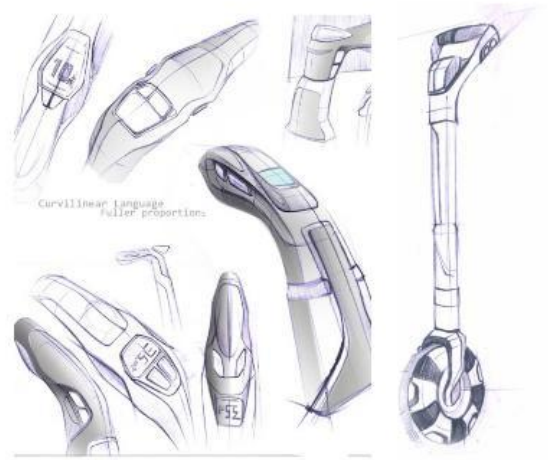


SDP STRATEGIC DESIGN PARTNERSHIP



CONTEXT

Measuring distances was never such fun! Desmania designed the measuring wheel device for Rolatape catering to global market. The device was designed to provide excellent appeal and ergonomics to the device. References were taken from the established brand language to create right proportions and premium appeal for the product. Product has been detailed out for fool proof functioning in the the outdoor environment.

METHOD

We started with an understanding of product offerings from the brand and elements defining the language. We explored several cross-sections right from sketching which were further verified with foam mockups. We designed new extrusions for the telescopic member which gel well with form providing excellent strength by virtue of design. We also created a low cost variant of this design by striping down / reducing weight of show parts

GAIN

Rolatape received whooping success and heavy orders with the launch of new design. We created three more models based on the same imagery for different cross sections of the market. This has helped the brand create a premium appeal and product offerings in various segments.

