



Hi,

In the past few months, you connected to Onio through design and innovation based projects or information related to these projects. As a leading design company, Onio has been working on some cutting-edge innovation methodologies and products recently. We bring you a quick update on some of these. We would be glad to hear your views and comments. Do write to us at begin@oniodesign.com and we would be glad to respond to them.

1. Onio conducts Design Research and Co-creation Workshops for Innovation for Emerging Market (BoP) Consumers

One of the latest tools in the hands of innovation savvy organisations and design companies is 'Co-creation'- which means **creating WITH the consumers**, rather than imposing a product on them. Onio recently concluded co-creation workshops across **India and Indonesia** for a large consumer durables manufacturer, for a product for **emerging (Bottom of Pyramid) markets**. These workshops came right after a detailed **ethnographic research** across **6 cities & towns of India and Indonesia** (Innovation for Emerging Markets) with several shop, home and dealer visits.



Onio devised country specific visual tools to engage the consumers and elicit better responses from them. Onio worked with its extended network of design teams in Jakarta and other Indian cities along with the core team, for facilitation of these multi-cultural workshops.

With this, Onio underlines its commitment towards trend-setting innovation methodologies and focus on innovation for emerging markets that are becoming relevant for the world.

2. Onio designs the spill-safe kerosene stove for BoP market

A South-Africa based company approached Onio with a mandate to design a safe kerosene stove. In the African continent millions of people use kerosene-based stoves for cooking and keeping their wooden hutments warm.

Sometimes, due to tipping of the stove, kerosene spills over and leads to fires, thereby causing fatalities.

Onio has evolved a proprietary design, with improved mechanism for the stove, addressing this need while keeping the simplicity and solidity of construction and usage of the product. The product would soon be in the market after detailed user trials.

3. CNBC- Young Turks - Transformers - Profiles Manoj Kothari and Onio

Leading Indian business TV channel CNBC-TV18 profiled Manoj and Onio in their show – “Young Turks - Game Changers”. Here is the link-http://backends.moneycontrol.com/tv/view_video.php?autono=442537&part=2



4. Onio is one of the few companies using 'Bodystorming' research method for innovation insights- Economic Times

Research-led design methodology practised by Onio has many a tool at disposal to understand the real needs of the users. One of them is 'Bodystorming'. As the market becomes highly competitive and conventional market research does not provide enough clues for innovation directions, newer methods like ethnography, bodystorming, fly-on-the-wall etc are being practised by leading innovation companies. Here is the article published in The Economic Times, the leading Indian business newspaper –

<http://economictimes.indiatimes.com/ET-Cetera/Designers-live-out-real-life-experiences/articleshow/5605390.cms>

5. Another game changer product from Onio- Home Inverter gets a new meaning - Tribal Italia

Onio's strength in 'new category creation' and creating products that change the contours of the existing market came to the fore once again with Tribal Italia Home Inverter (Emergency Power Supply).



This product is a need of every home in emerging countries, where electricity supply is infrequent. It is usually an unfriendly electrical gadget stored away from the living room. **Onio's design research showed that it lacked the looks and utility to be treated like a 'consumer durable'** i.e. if it is a power supply system then why extra power sockets are not provided on it? With the new design Onio **created a new category of this product** which can be retailed through consumer durable stores and can be effectly used in the living rooms by common man.

Amara Raja, the business group that manufactures the famous Amaron brand of batteries, has launched this as a flagship product of the new consumer brand they unveiled - **TRIBAL**.

Watch the TV commercial being aired currently on all major channels-

http://www.worldoftribal.com/tribal/tribal_tvc

6. Defense products designed by Onio featured at DefExpo2010

DefExpo 2010, largest exhibition on Defense Products in India, saw few products designed and developed by Onio Design. Held in Feb 2010, 2 newly designed products by Onio were displayed and demonstrated at DRDO pavilion.



Takshak is a Disruptor-Mounted-Robot that can be deployed to diffuse IEDs, in a remotely controller mode. This product is equipped with actuated cameras, laser pointers and water-jet disrupter for this operation. This is a low-cost robotic platform that helps Bomb-Disposal teams to safely diffuse IEDs, without personnel involvement and casualties. The objective for design was to create a low-cost & light-weight bomb disposal robot, as an alternative to heavy & multi-terrain robotic systems.

6. Onio helps SECURE get a new identity programme after a brand integration research

Entity Group is a \$200 million global business house, based in India with offices in UK, Sweden, Australia and UAE, focussed on Energy Monitoring Systems and Solutions.



Onio helped them structure the **integration process of the several local brands** which they had acquired in Europe and Australia and create a **single global brand - 'SECURE'**. Onio also helped in evolving a transition strategy that would allow the existing brand equity to be leveraged to the optimum. Onio used the **process of corporate ethnographic interviews** with stakeholders in the value-chain for to **understand the implications of change and synthesize the values of the new brand**. Onio also created the brand identity along with the Identity Manual for uniform application across its offices in India, Europe and Australia.

7. Hospital Bed Design by Onio is one of the top 10 medical innovations in India of the year 2009

'India Today', the leading Indian news magazine (Dec 28th 2009 issue) termed the 'Vita' hospital bed designed by Onio, as one of the top 10 breakthrough innovations in the medical science field in India for the year 2009.

Here is the link-

<http://indiatoday.intoday.in/site/Story/75435/Health/10+Medical+breakthroughs.html>

About Onio Design Pvt. Ltd.

*Onio is a Product Design, Innovation & Strategy Consulting company based in Pune, India. Onio works on complex innovation projects to deliver market-leading products, services, brands and experiences. Onio strongly believes that **good design forms, reforms and transforms brands, businesses and communities**. Onio deploys proprietary methods and techniques to deliver solutions to efficiently help transform businesses through design.*

For any comments/inquiries/suggestions, please write to begin@oniodesign.com

"Begin Differently"
