



CASE STUDY

TRIBAL ITALIA

DESIGN OF AN UPMARKET INVERTER - AMARON



TRIBAL ITALIA

DESIGN OF AN UPMARKET INVERTER

BACKGROUND

India's rising electricity demand has outstripped supply. The result is increased power outages & shortages. This led to explosive growth in the Home UPS segment. Many players have crowded the segment leading to customer confusion & brand clutter. Amaron mandated Onio to create a path-breaking UPS design which would be a flagship product of a new brand Tribal Italia.

Onio observed that UPS systems were mostly confined to hidden areas like attics & basements. They were too technical to be "mainstream enough" to be kept inside the home. This critical insight guided Onio's design thinking.

SCOPE & CHALLENGE

1. To re-engineer the opening & closing mechanism to improve the battery maintenance issue
2. To improve the aesthetics to suit urban Indian consumers
3. To integrate lighting as an experience enhancer without increasing the electricity consumption significantly
4. To provide mobility without making the castors affecting the visual appearance
5. To keep the costs within competitive bracket





TRIBAL ITALIA

DESIGN OF AN UPMARKET INVERTER

ONIO'S SOLUTION

After a comprehensive evaluation of the consumer electronic market across the country, Onio came up with the following design features for Amaron's next gen inverters:

1. A patented cradle rocker mechanism to pull out the battery for maintenance and hidden castors for mobility
2. Stadium shaped table top with LED lit top – lights up during power cut
3. The table top of the inverter can be used to keep mobile phones or laptops for instance
4. Power sockets on the body facilitate direct charging of gadgets
5. European definition in styling, leading to a clean look and minimal design
6. Easy user interface

Onio's minimalist design proved to be a game-changer. Onio transformed the mundane UPS into a desirable consumer durable. Many thoughtful features vastly increased its usability. The biggest benefit was that the UPS was no longer sold through electrical stores but had moved to glitzy retail malls.

Overview of the process followed for Tribal Italia

