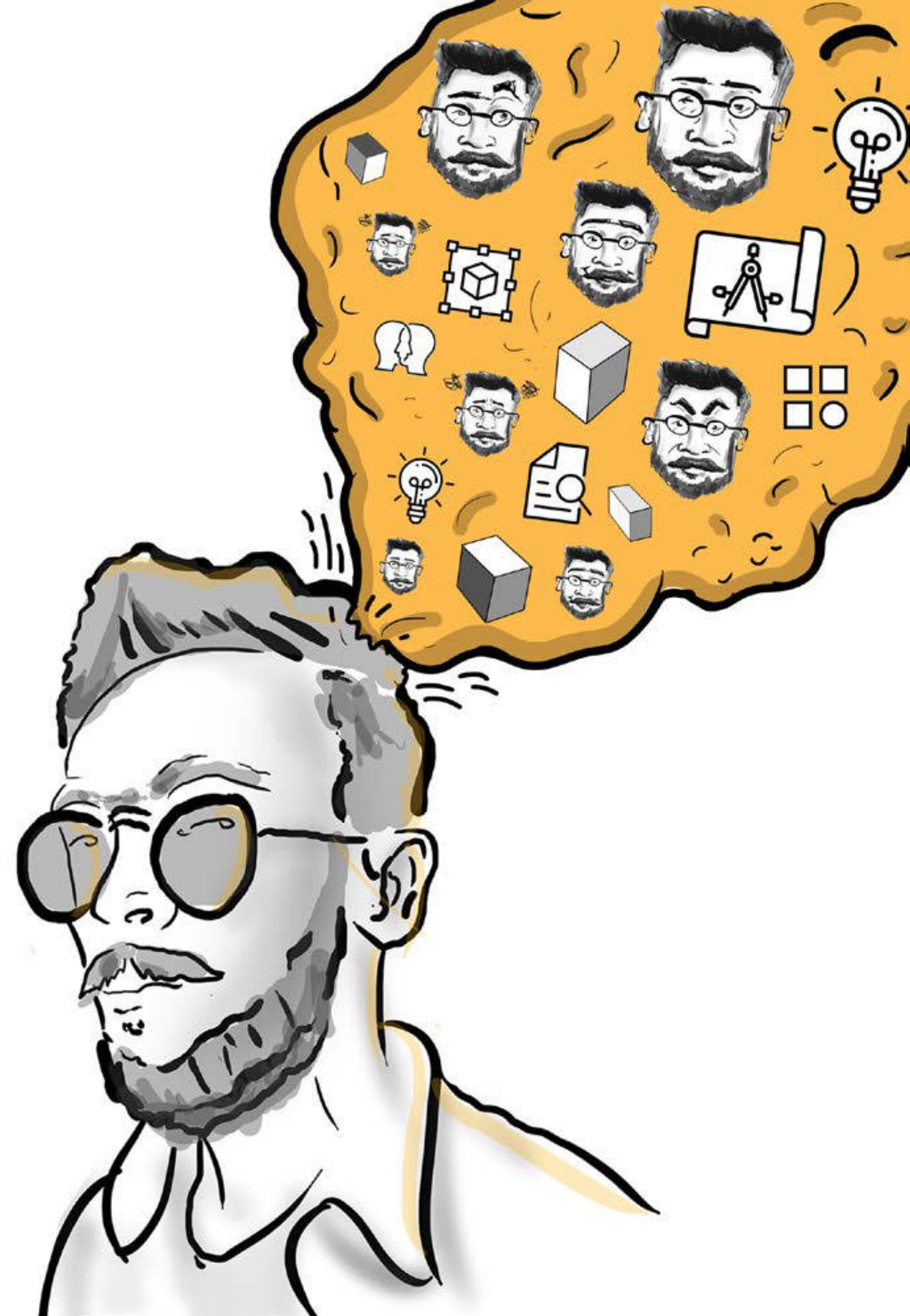


Portfolio

designs by
Arjun Balaganesh



Contents



1 _____
Groove 360
Travel Trimmer



2 _____
Alankart
Vendor Display cart



3 _____
Legacy
Retro-Futuristic watch



4 _____
U.F.O
Parametric Lighting



5 _____
Madurai Malli
Souvenir Packaging



6 _____
Vincent's Dream
Fashion Clothing

1

Havells

GROOVE

360°

BRIEF

Havells India Limited is a leading FMEG Company and a major power distribution equipment manufacturer with a strong global presence.

The aim of this project is to design and develop a personal grooming device for the 18-35 age category. The device should be apt and comfortable to use during travel.

CLASSIFICATION


Consumer electronic product : personal care



year 2023
duration 3 months
ownership individual

product feature breakdown

1




understanding different trimmers

age grp of 20 - 23


male - young adults

- touchpoints
- use cases of different attachments
- positions they use it in
- the cleaning situations
- maintenance of the trimmers
- how they pack during travel
- problems they have


2




3




4



5



6



ergonomics and primary research

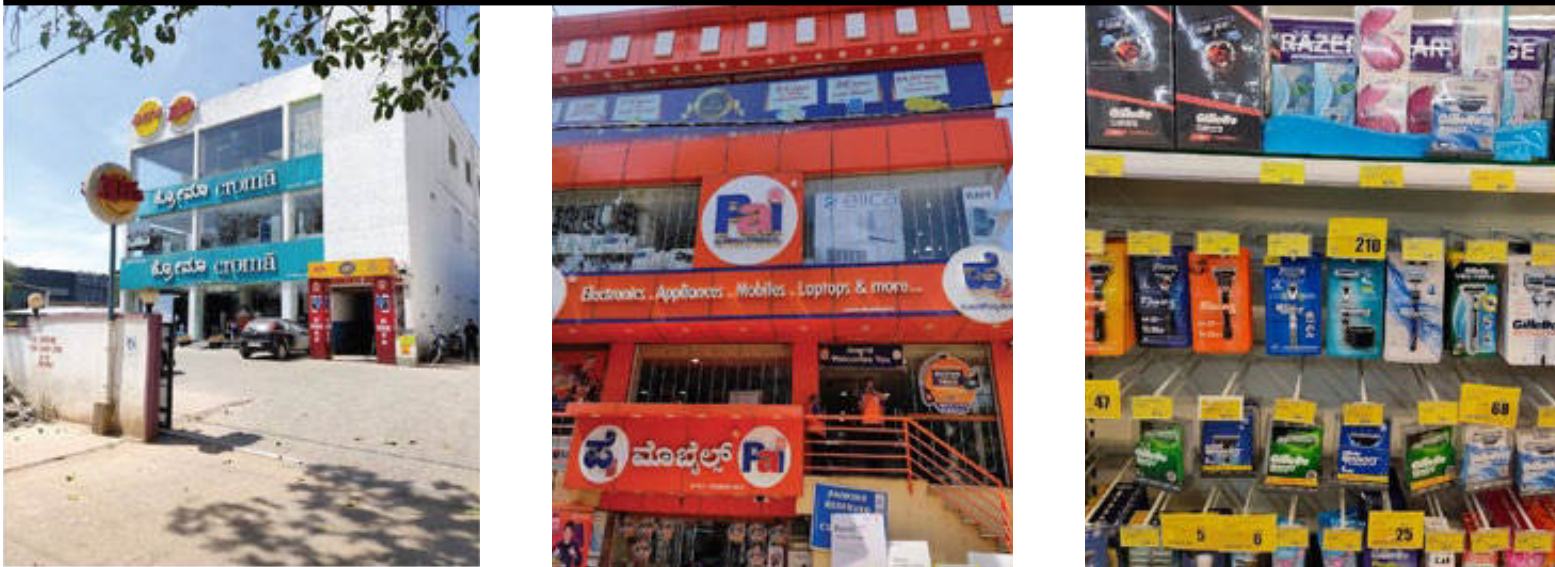


personal experience with

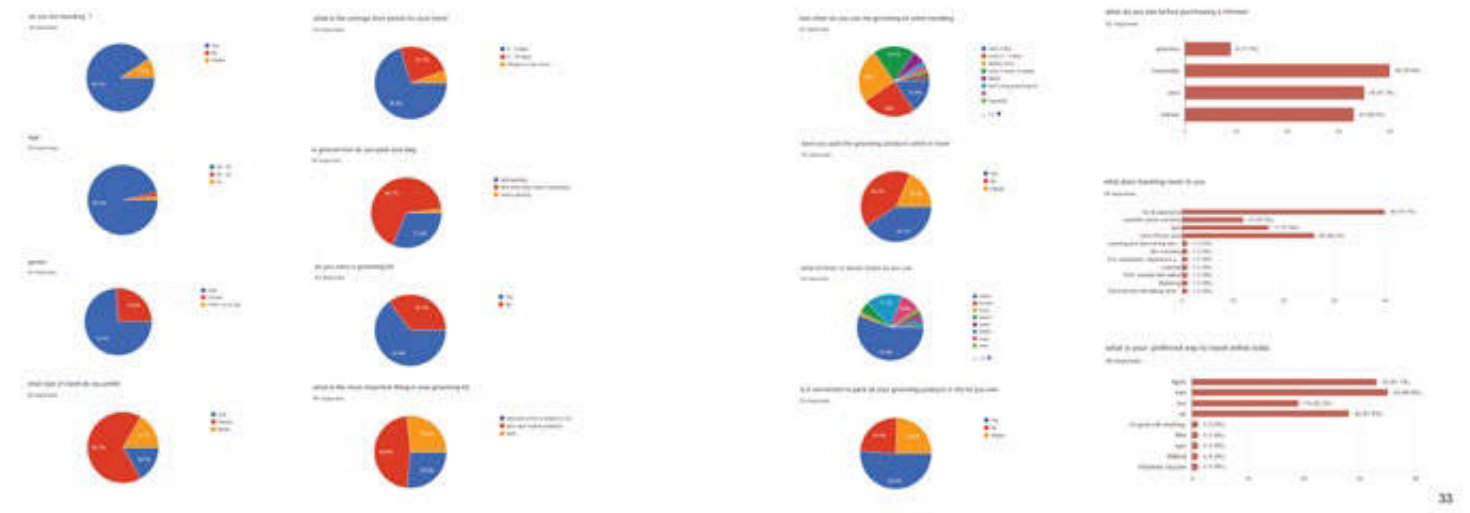
- facial hair trimming
- body hair trimming
- different grippings
- ergonomics while trimming




market analysis



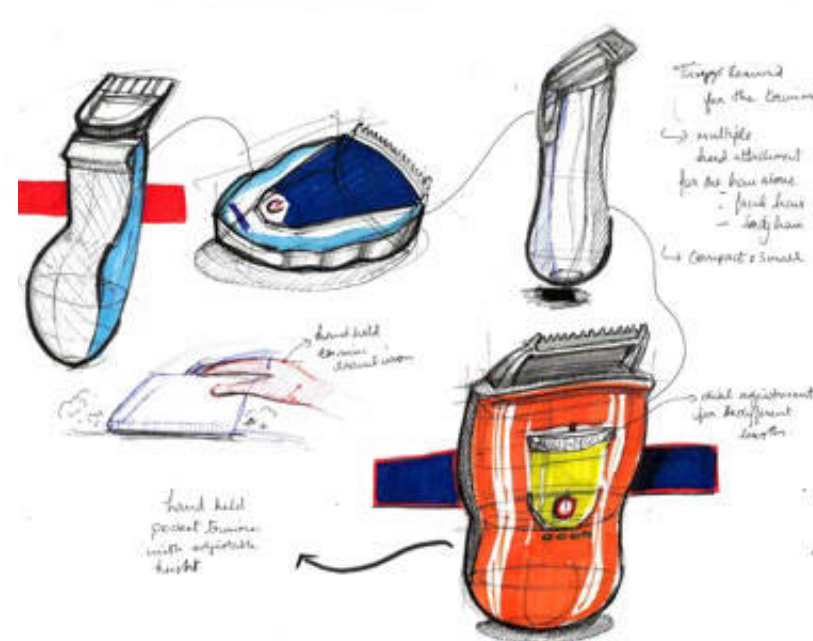
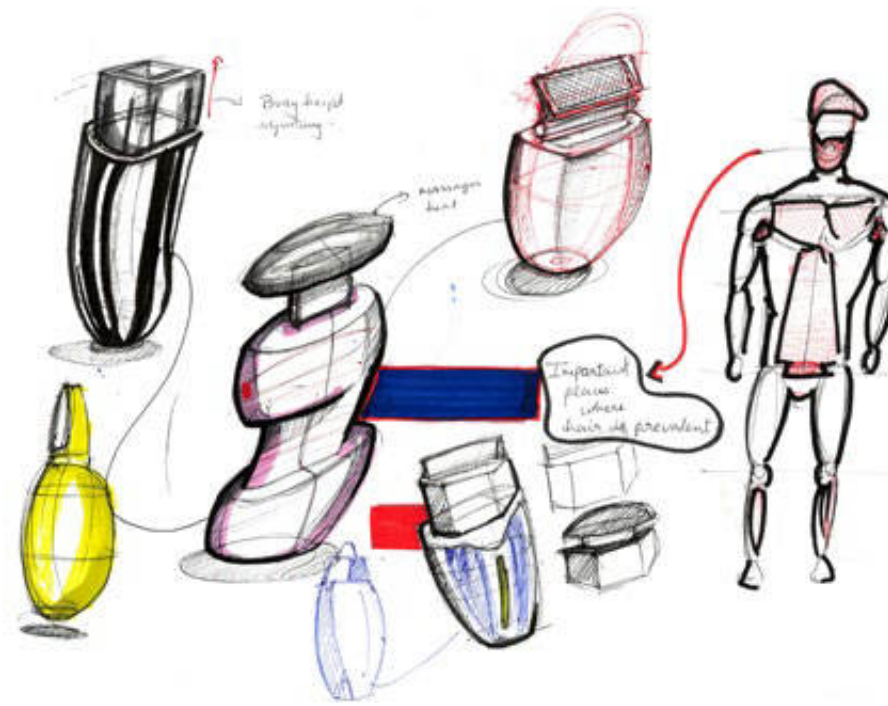
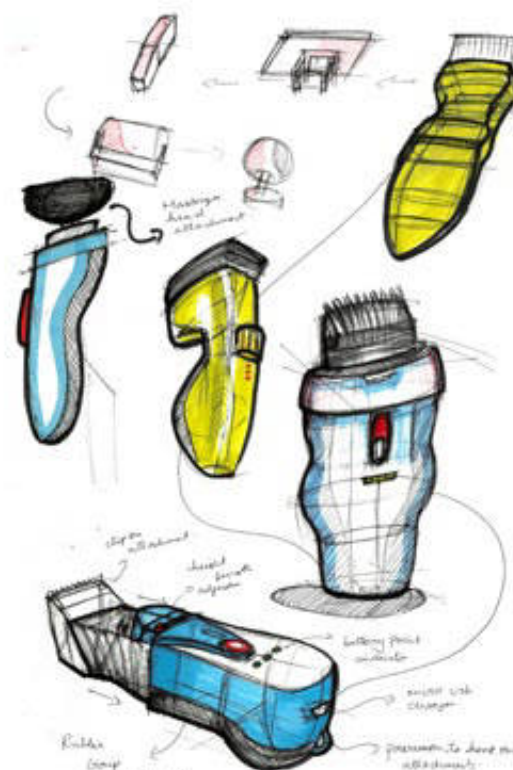
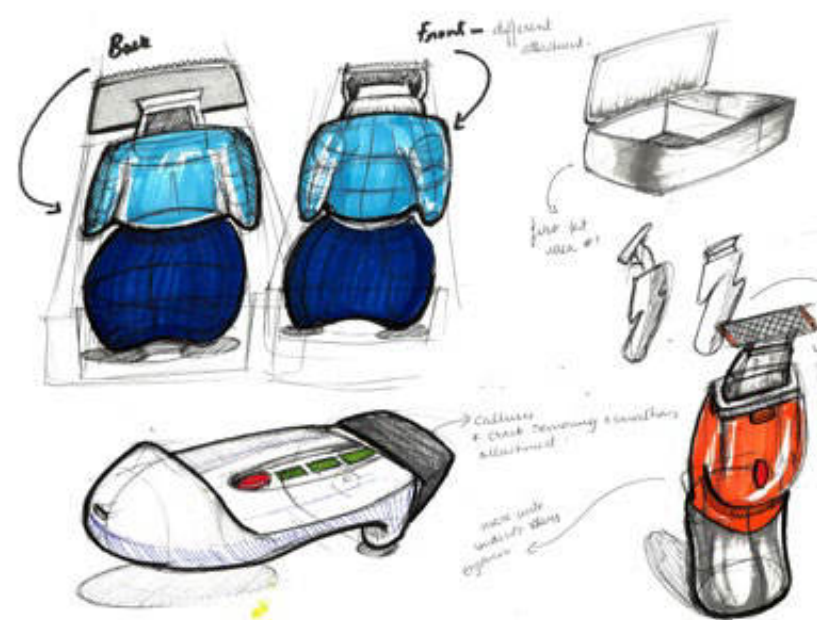
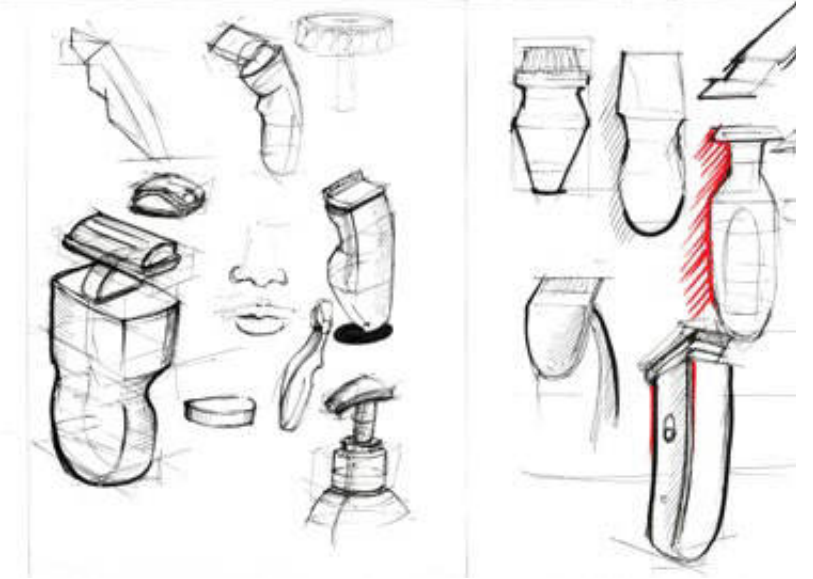
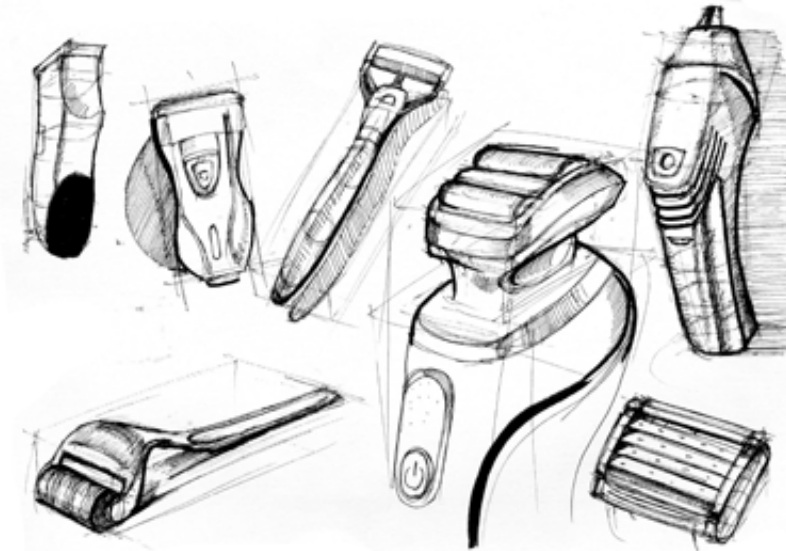
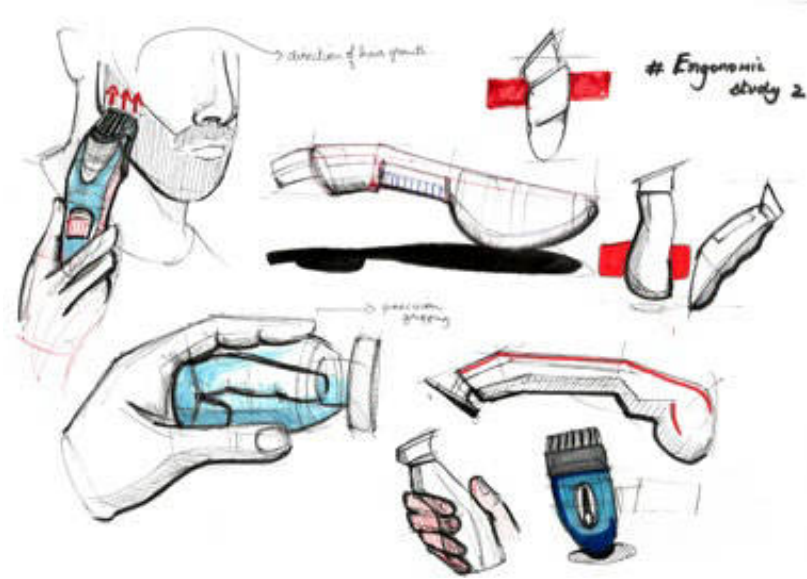
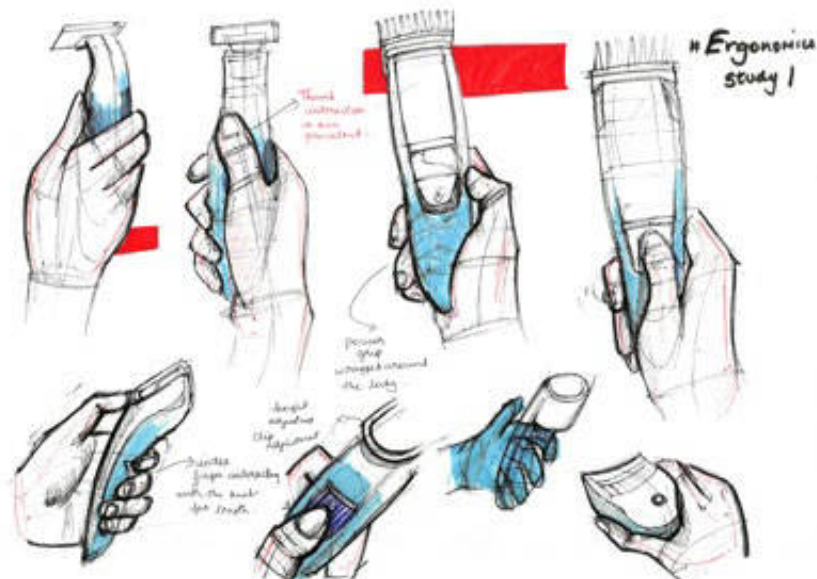
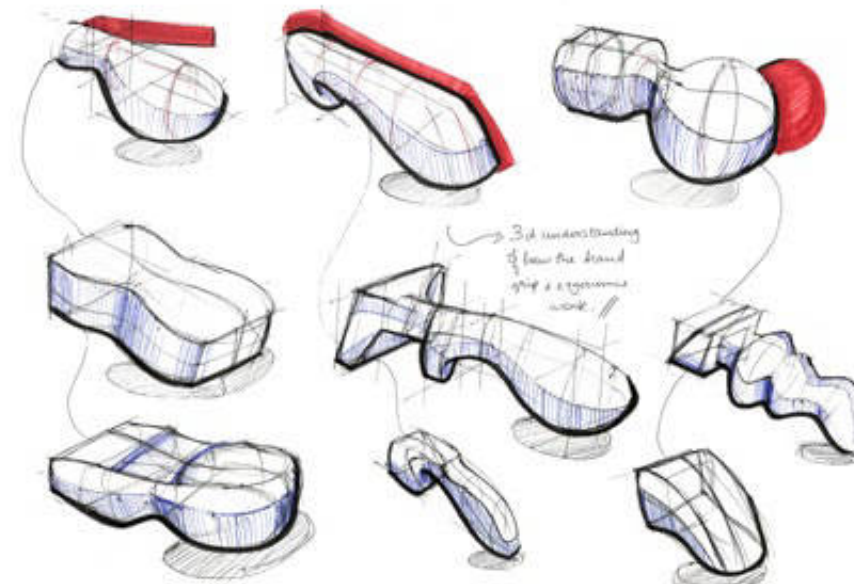
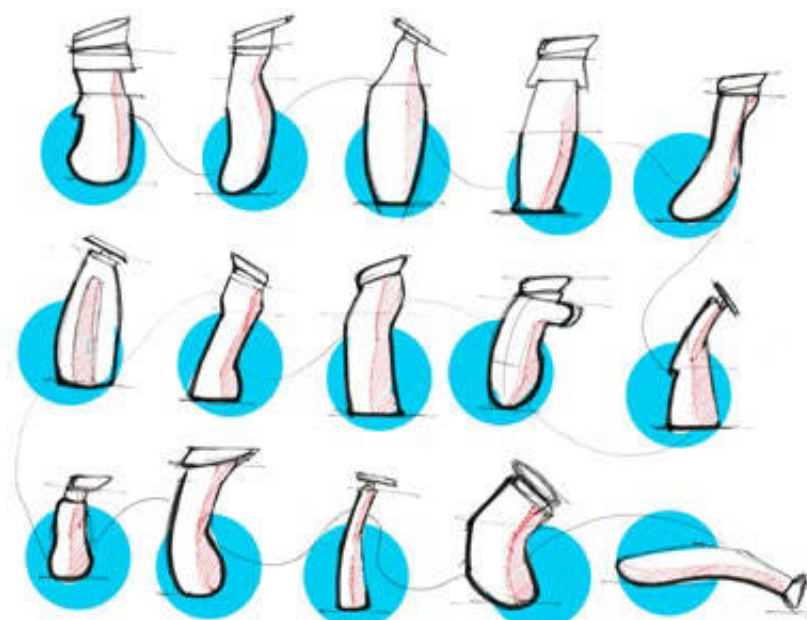
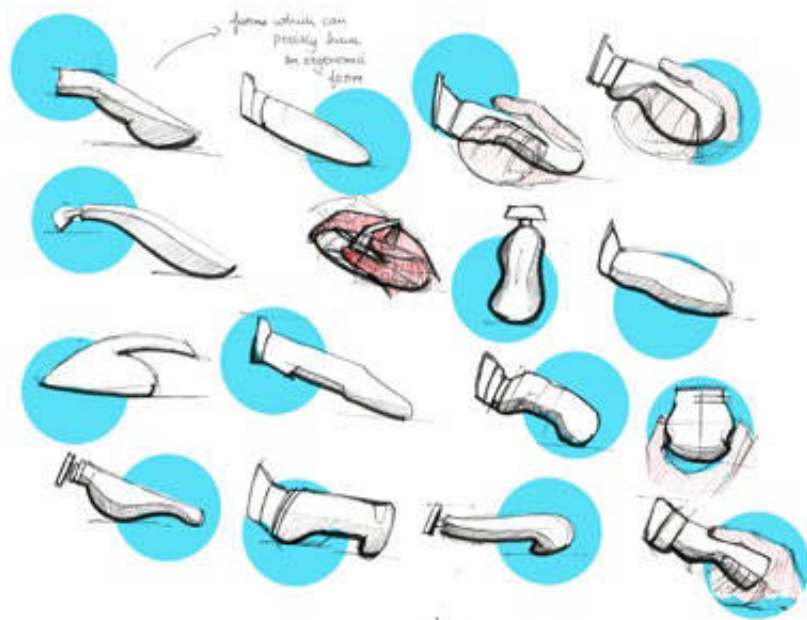
Interviews and surveys



Through primary and secondary research methods a lot of insights were gathered. Which was used to move forward in the process.

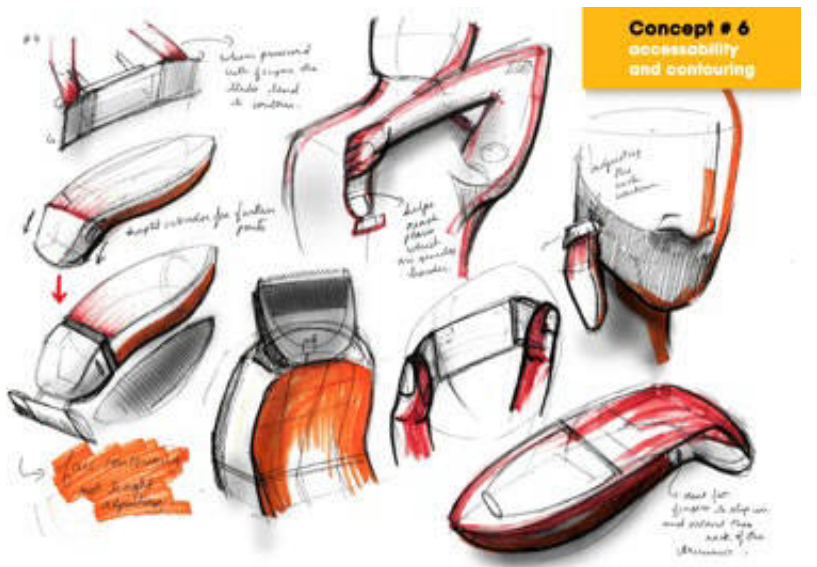
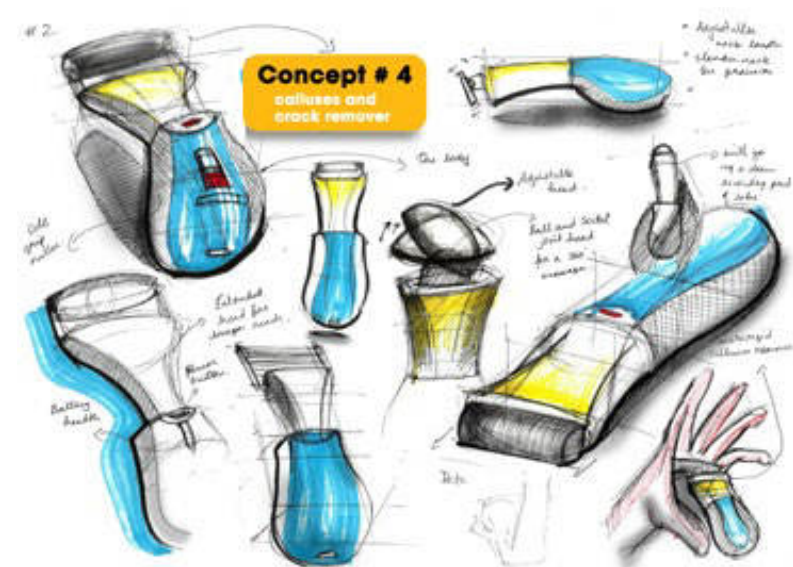
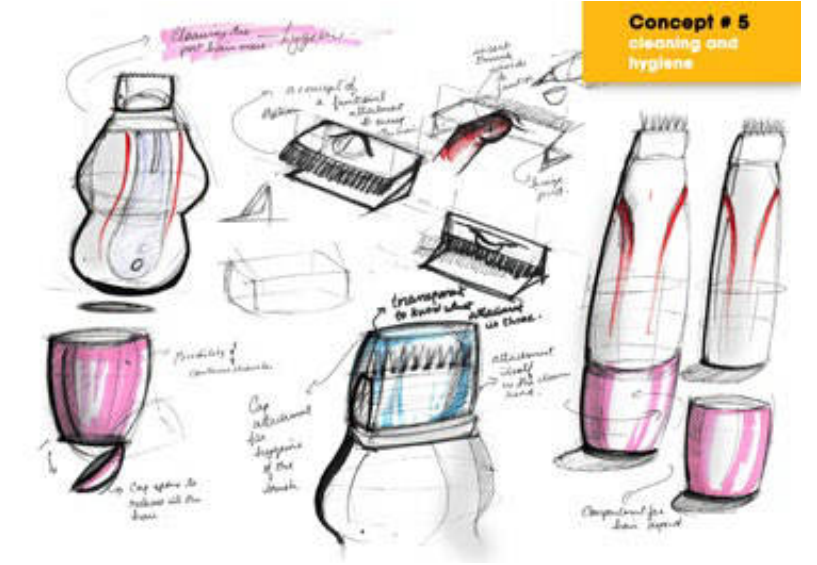
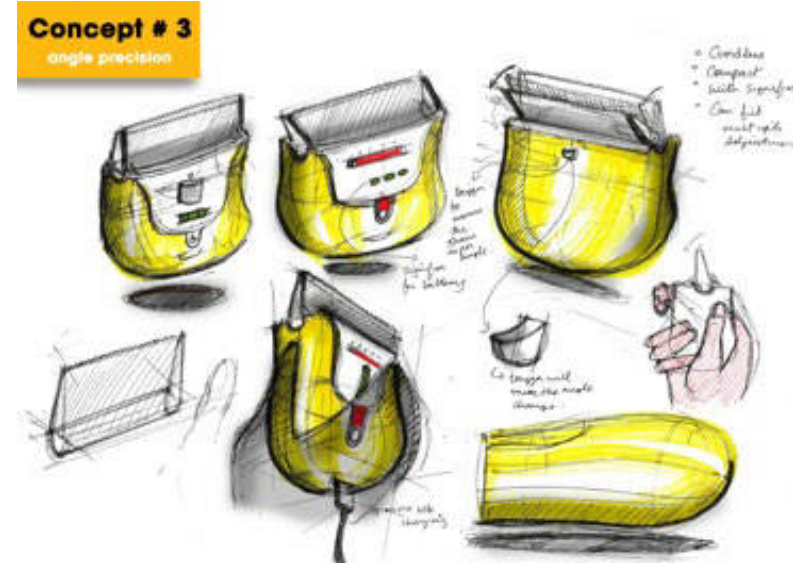
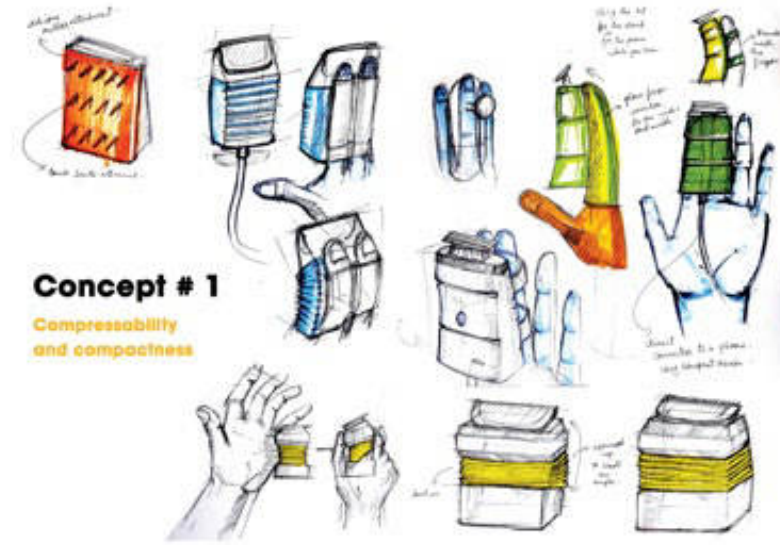
Things to keep in mind were

fresh perspectives
openess for innovation
Multi faceted designs



Concept Rubric

- Small & Compact**
- Hygiene**
- Travel attachments**
- Charging aspects**
- Good Ergonomics**
- Smooth Experience**



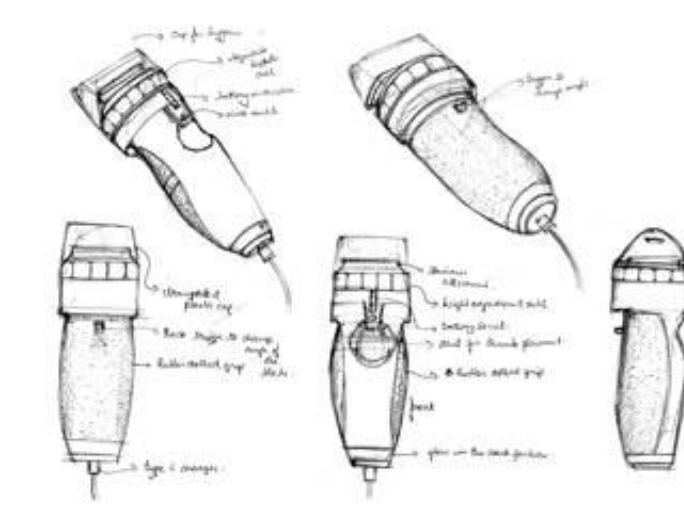
Prototype

Intense 2d ideation needed to be translated to a 3d form which helps provide a physical simulation of the concepts.

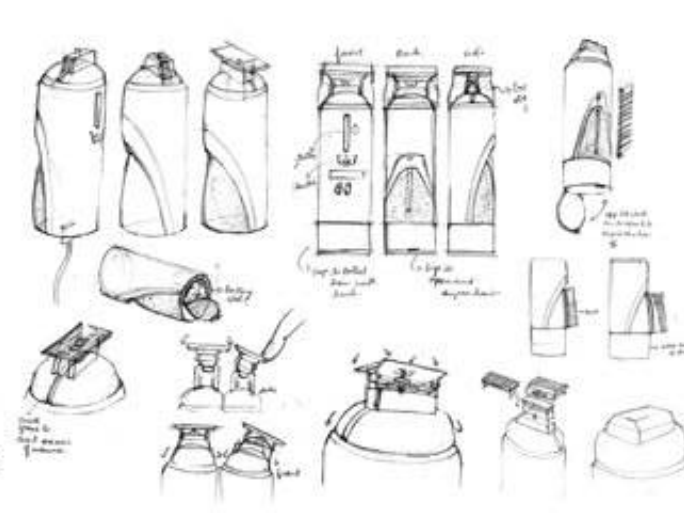
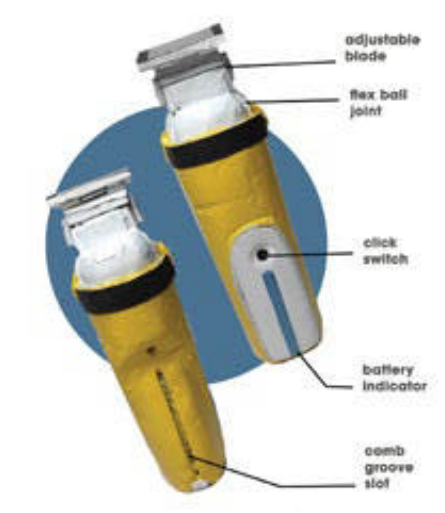
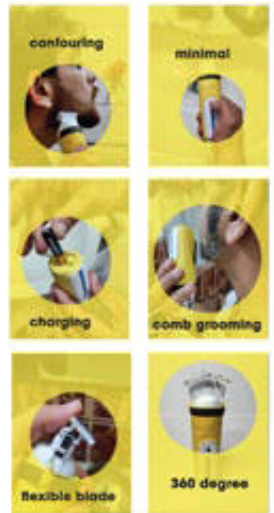
Hence, after multiple rapid prototypes (using bendable straws) and testing, I narrowed down on specific forms which further got tested and validated.



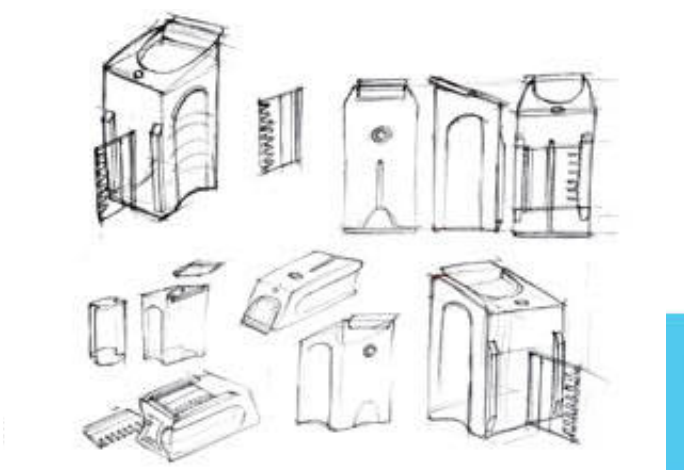
Concept 1



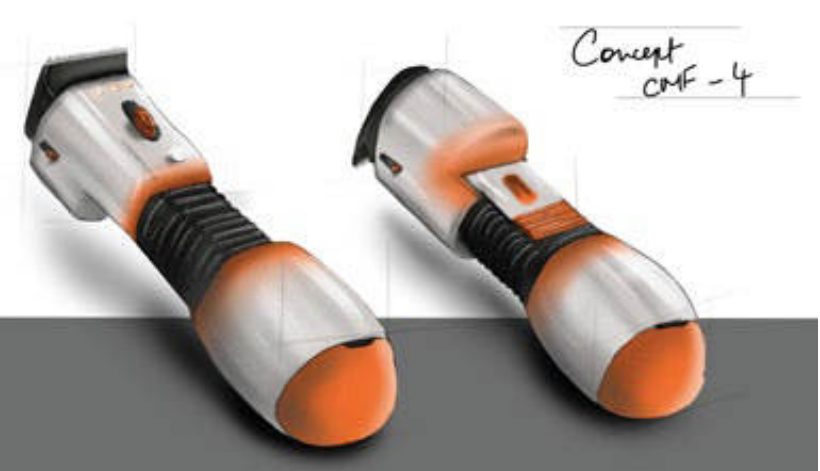
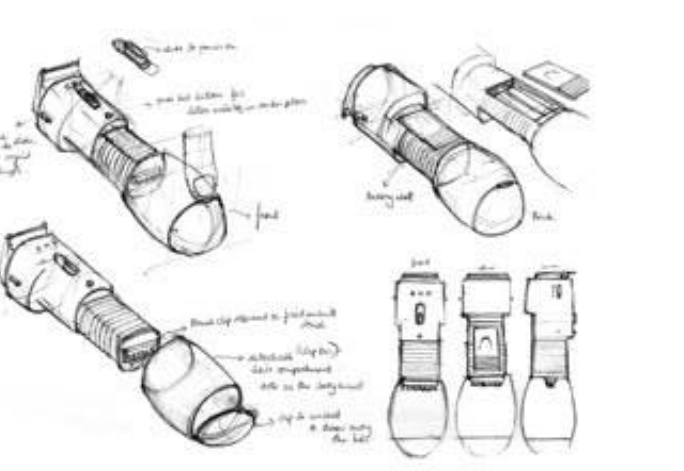
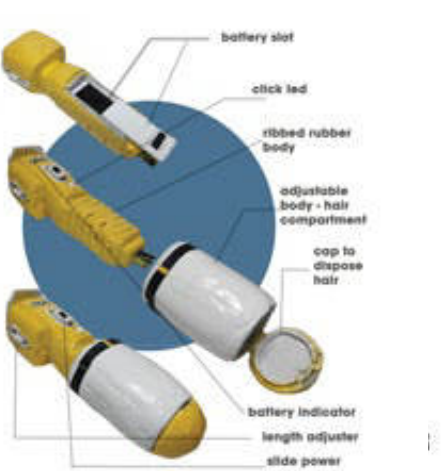
Concept 2



Concept 3

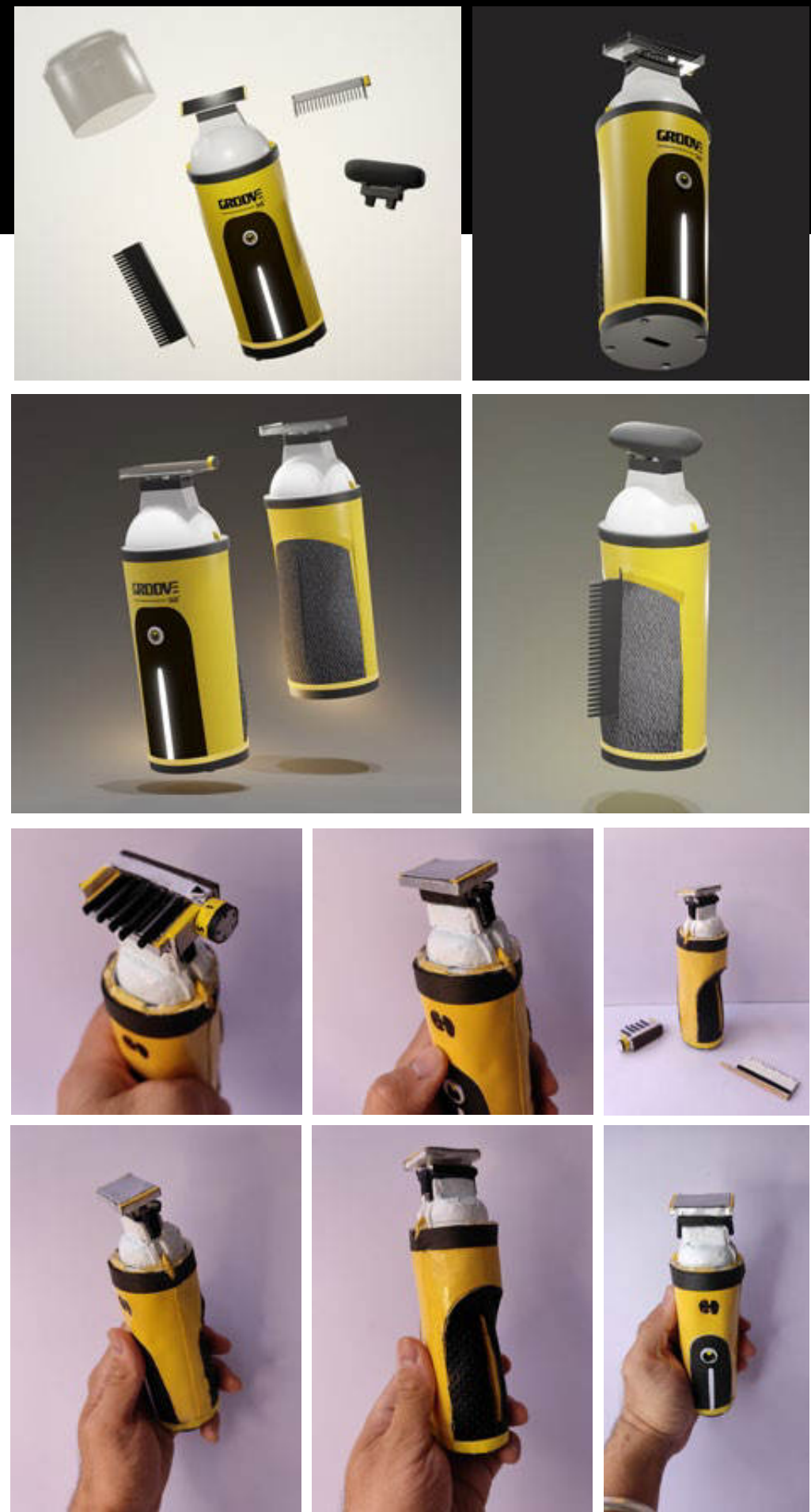


Concept 4




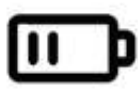






Final Idea

Out of the final 4 concepts, this form suited the best as it had a middle ground between a conventional and an out of the box form. It also took care of all the needs which were mentioned before. Hence this form was taken forward as the final concept idea.



GROOVE 360°

what's your GROOVE ?

-  washable
-  LED battery indicator
-  quick charge
-  type - c US
-  groom
-  compact
-  styling
-  travel add-





Smooth Experience



Charging aspects



Hygiene



Travel attachments



Small & Compact



Storyboarding



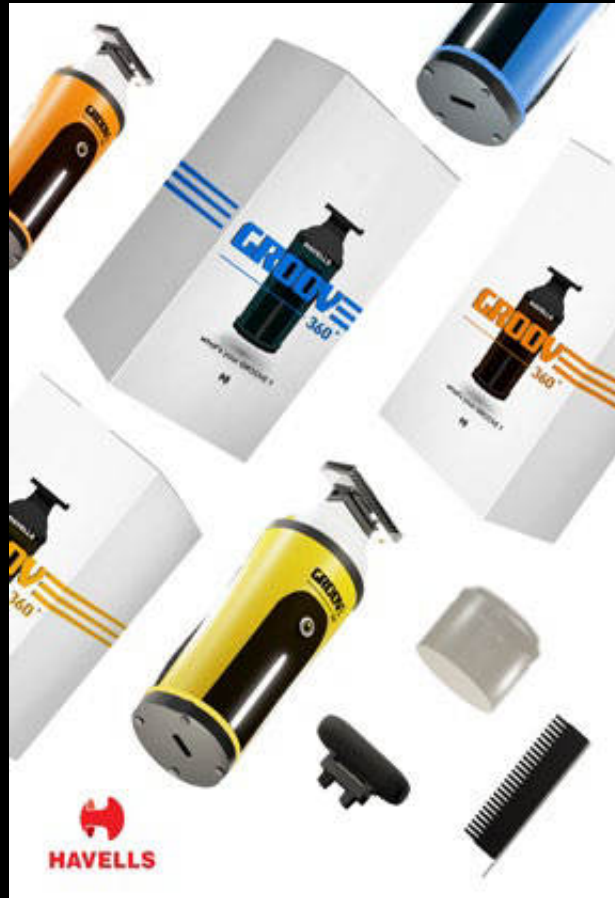
HAVELLS
presents
GROOVE
360°
what's your GROOVE ?

HAVELLS
GROOVE
360°
what's your GROOVE ?

HAVELLS
GROOVE
360°
what's your GROOVE ?

HAVELLS
GROOVE
360°
what's your GROOVE ?

HAVELLS
GROOVE
360°
what's your GROOVE ?



2

Alankart

BRIEF

To design a product as a service intervention for any specific vendor community within ward 110 of Bangalore (commercial street). The intervention should be viable and scalable as part of the World Design Protopolis initiative.

The project deals with sustainable development goals such as :

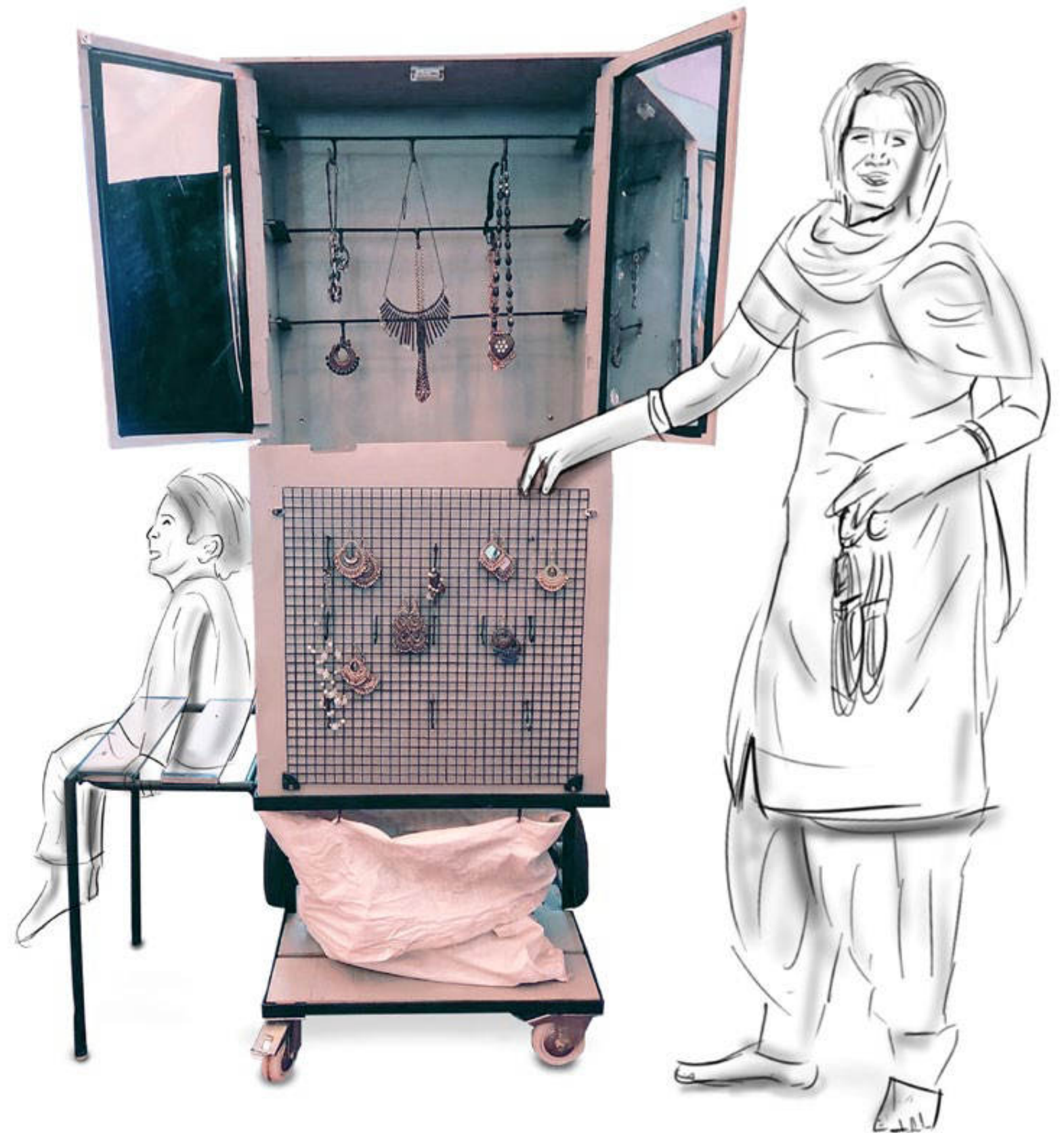
Gender equality

Industry, Innovation and Infrastructure

Responsible Consumption and Production

CLASSIFICATION

Social product design : Small scale business



year 2022
duration 3 months
ownership individual



Empathize

Commercial street is a vast market space situated in the heart of Bangalore. It is the A-Z local market which has vendors of all sorts. From large manufacturing garages to small good retailers, the list is endless. The first question upon entering the space was, where are the female vendors. As there were very few in such a big market area. This led me to identify the female oxidized jewelry vendors of commercial street.



Define

The problems stated by these female vendors were

- Being able to mobilize their display stand with ease
 - To cater their kids and have a better work space
 - Create better engagement for the customer
- Reduce the time taken to setup and packup the shop
 - Increase the storage

Hence to design a display stand which provides value for storage, display and mobility.



SDGs - chosen

5

GENDER EQUALITY

9

INDUSTRY, INNOVATION AND INFRASTRUCTURE

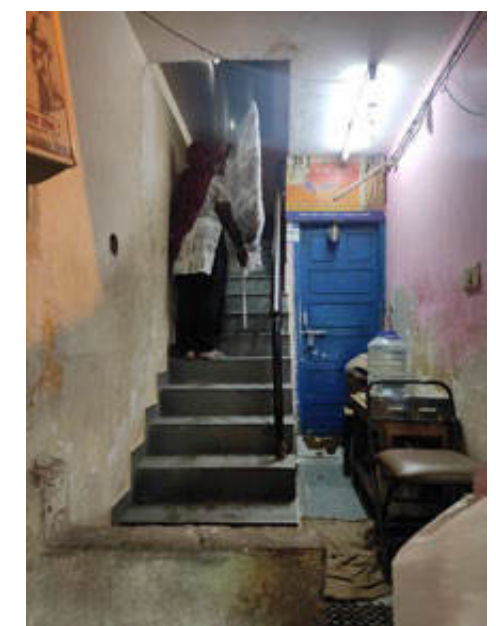
12

RESPONSIBLE CONSUMPTION AND PRODUCTION

Research

Using research techniques such as

- Shadowing
- Fly on the wall
- Scenario analysis
- A day in the life of
- Rapid Ethnography
- Interviews



Shadowing Vendors



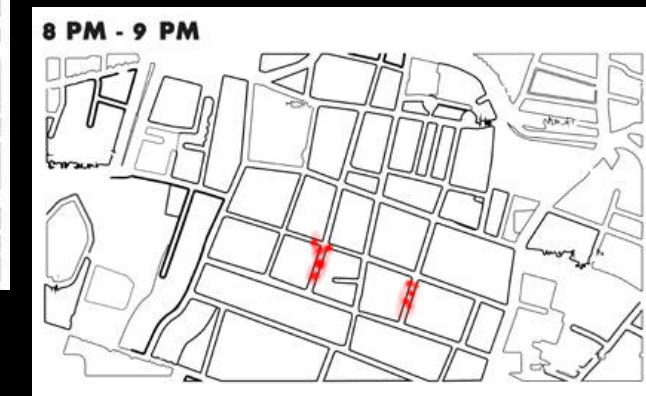
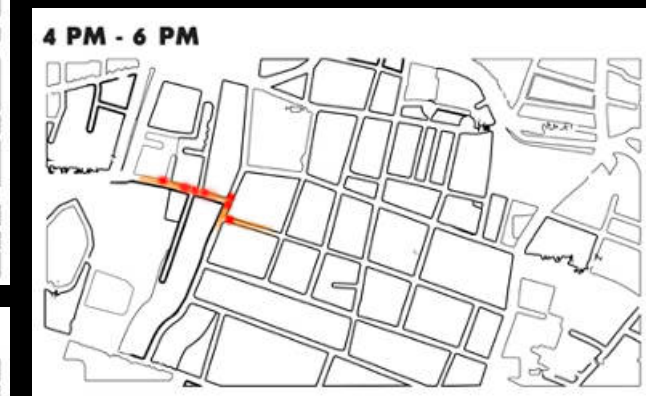
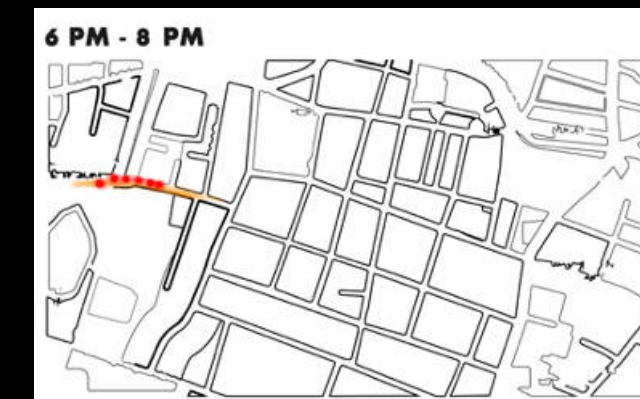
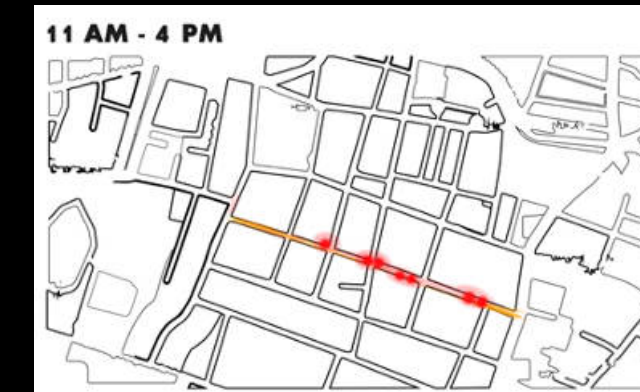
To silently observe the space and follow the vendors like their shadow. This design tool gave a lot visual inference on the vendors over their.

Scenario Analysis



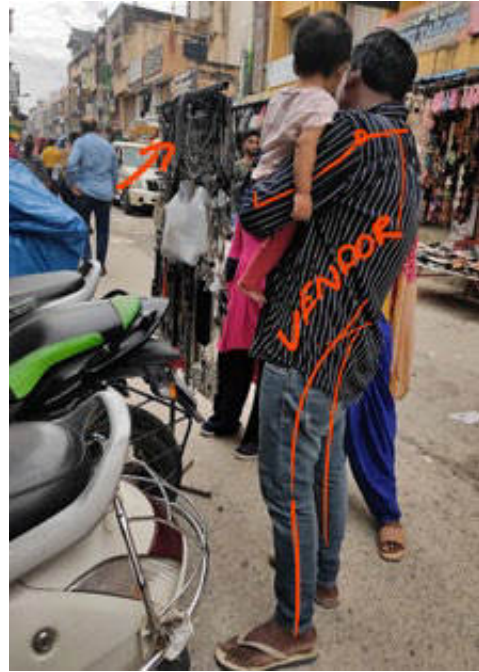
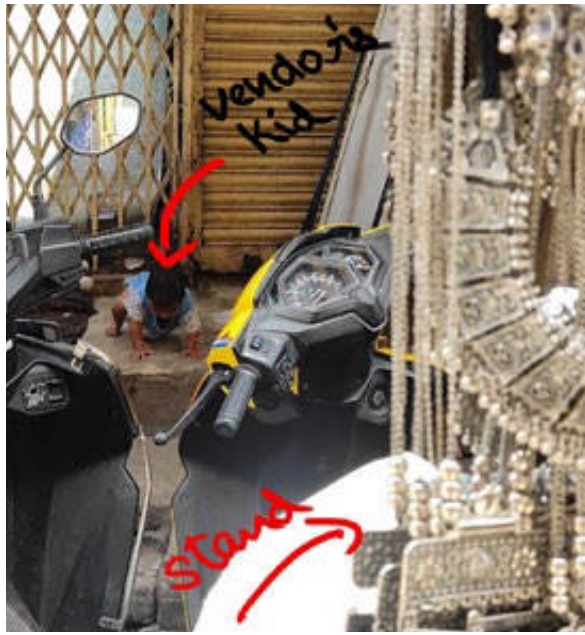
To look at specific scenarios the vendors go through at specific times and unforeseen situations. This is a specific scenario where the vendor moves her stand out from the rain and closes up the shop.

Day in the life of



Vendor journey heat mapping in the market area, tracking the movement of the vendors through the day.

There is no fixed place of selling for the vendors as they have keep moving through they day for customers, safety of themselves, lighting.



Skills

- vocalization of sales
- understanding customer footfall
- understanding customer wants and sale (vendor knowledge)

Interests

- likes to take care of her child
- likes to spend time with family

product usage

- uses a display stand which is very basic in usage and standard made out of metal
- which from Rajasthan

Gains

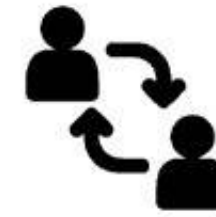
- earns around 2-5k in a week and around 9 - 11K in the weekends but this is the best case scenarios
- has a wide range of collections
- customer flow is high
- easy to approach

Pains

- has no security in the market space
- mobilization of stand is very heavy.
- dependency on other vendors for a lot of stuff
- harassment from other vendors prevail



migrant vendors : who came from Rajasthan (family back in Rajasthan)



the customers are mostly "women" age bracket of 15 - 50 yrs



some live near the market space and some live little further (within a 7 - 8 km range) - within Bangalore

objective : to earn a living through selling " oxidized jewelery "



business hours are from 11 am - 8 pm (max)



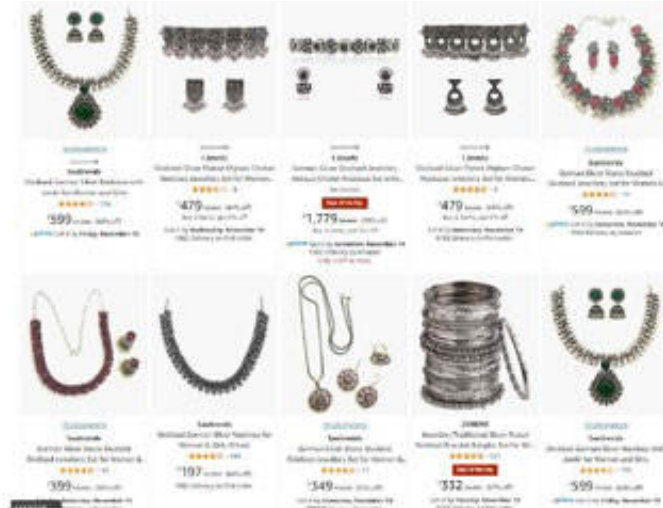
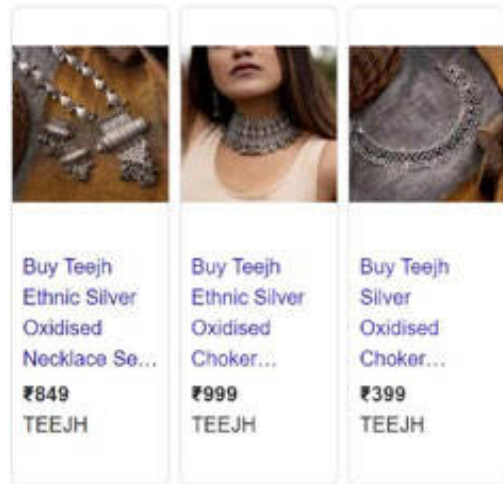
the jewels come from " Jaipur , Delhi and UP " have a wide range of collections the cost of each piece is different ranges from 150 - 250 rs (with earrings as well)



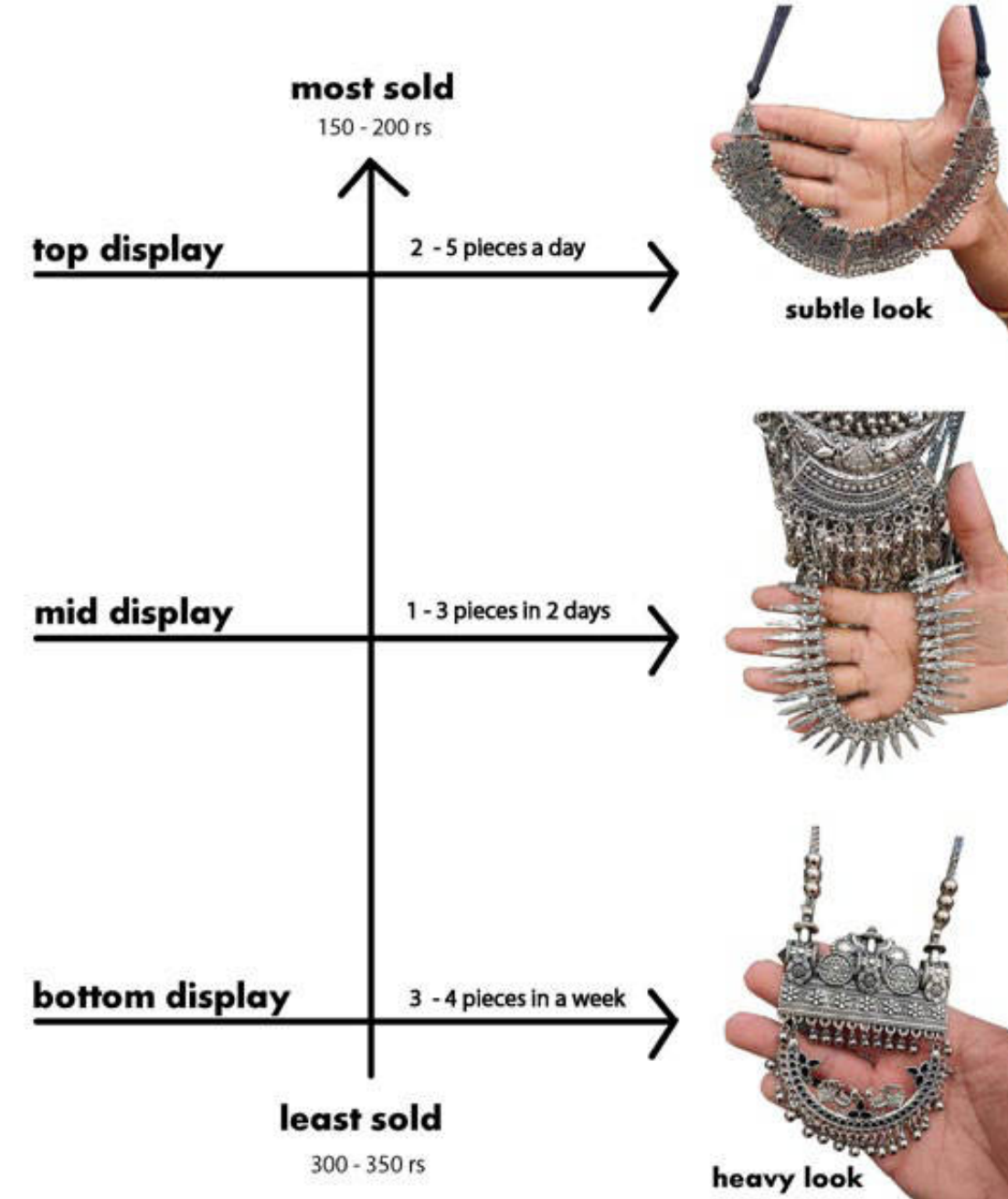
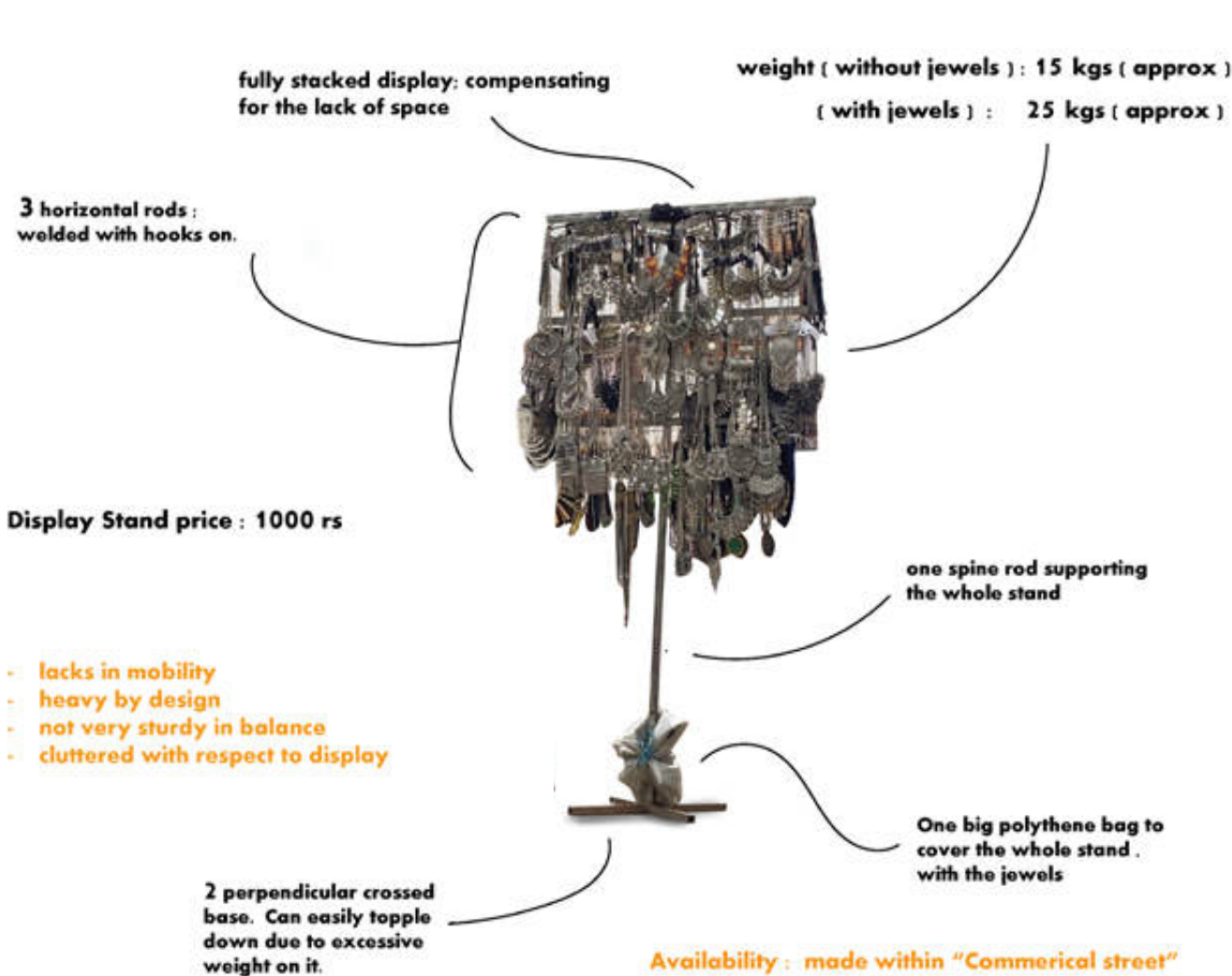
very fluid market : 2-5 k during the weekdays 8-10 k during the weekends (BEST CASE SCENARIO)



Market Comparison



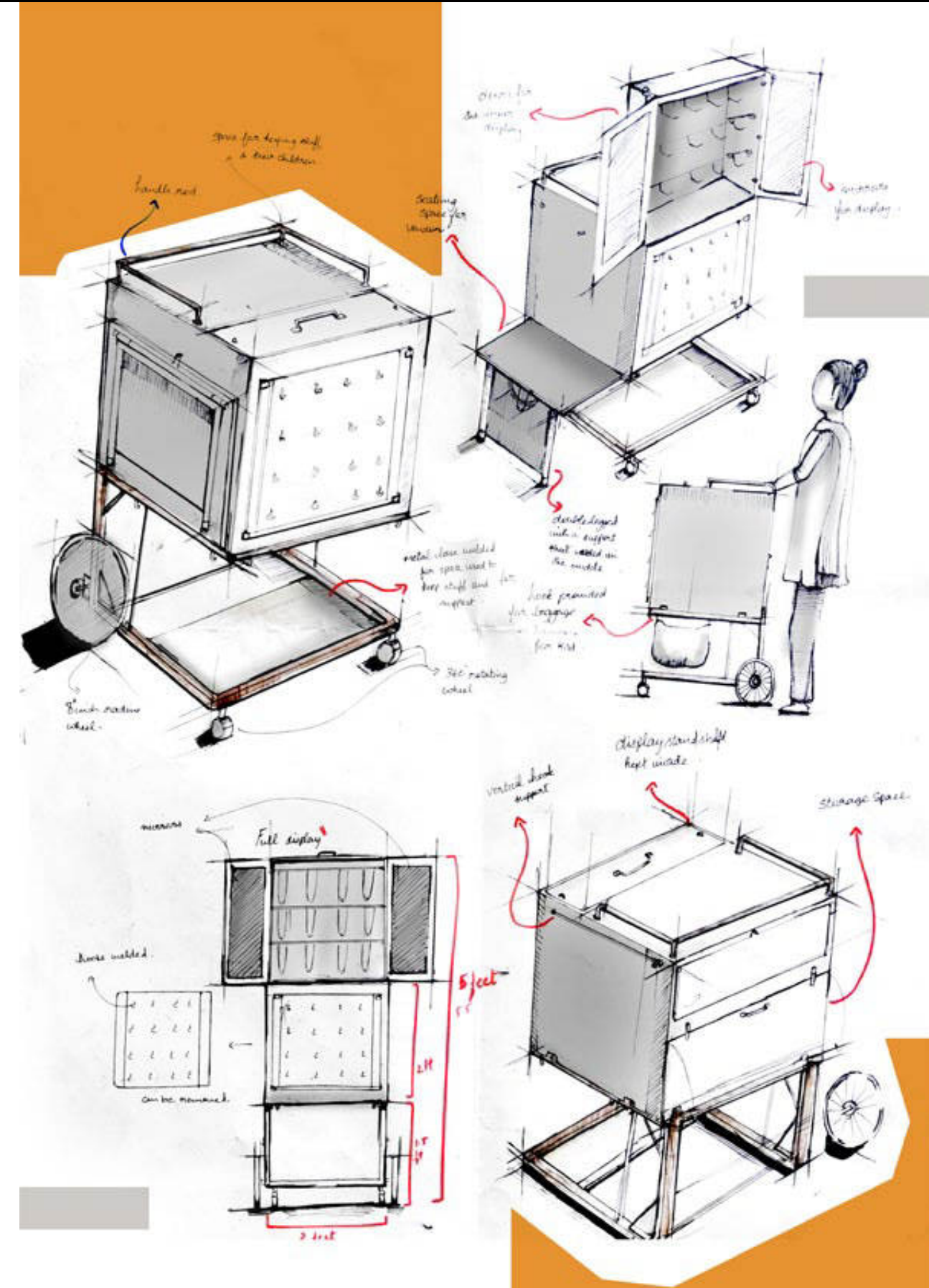
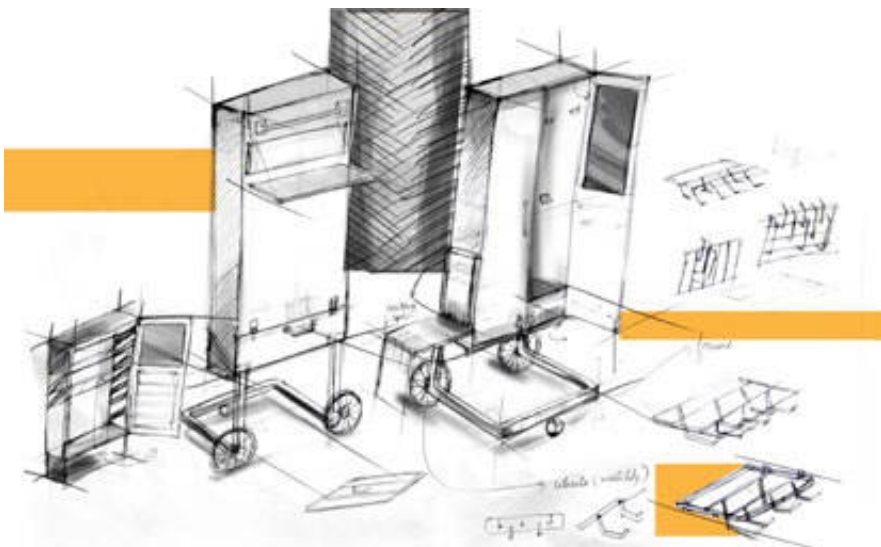
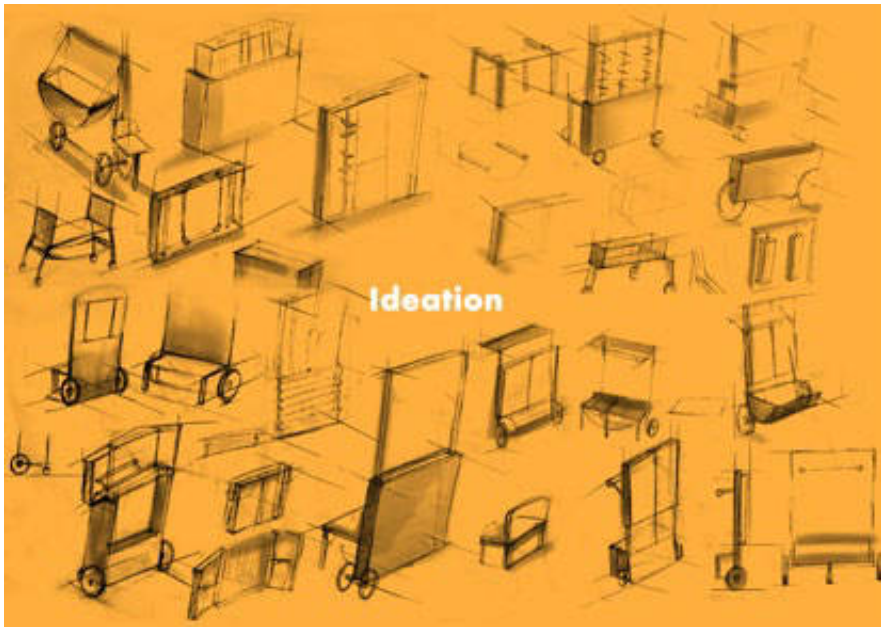
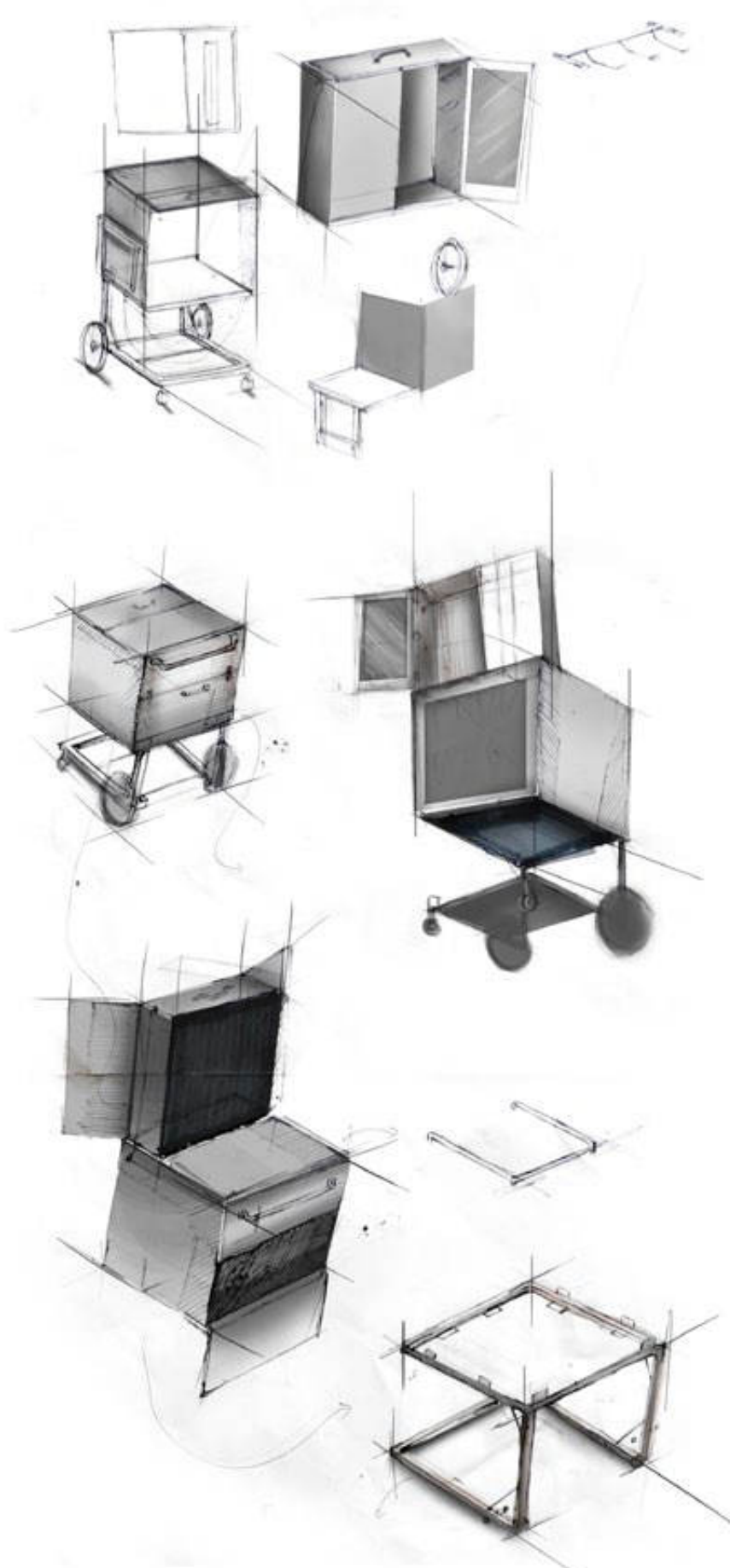
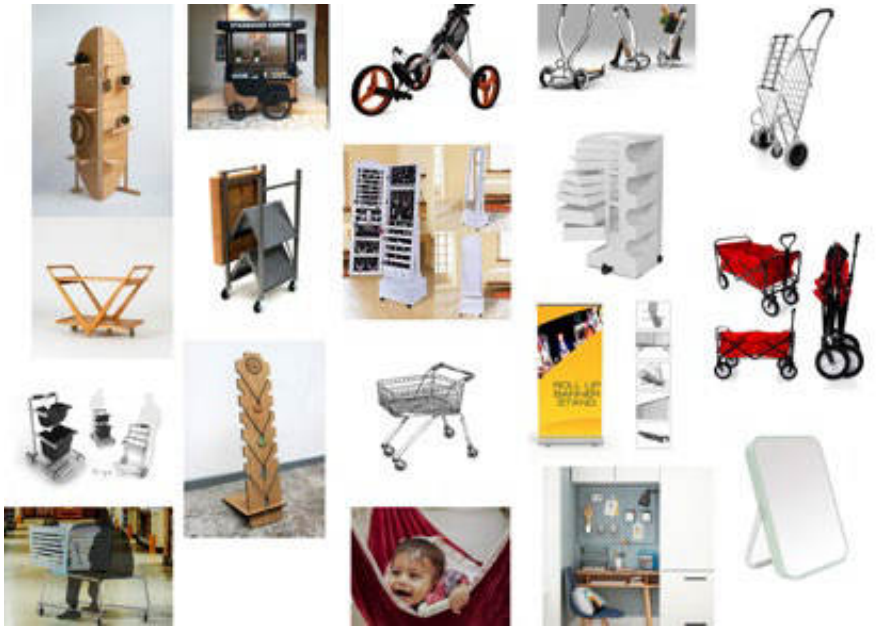
The prices for jewelry both online and retail stores were priced much higher, than what the vendors were pricing for their products.



The insights generated through this became the back bone of this project. This gave me clarity on the space, vendors, the product sold and the general ecosystem. The next step was to narrow down and define the problems.

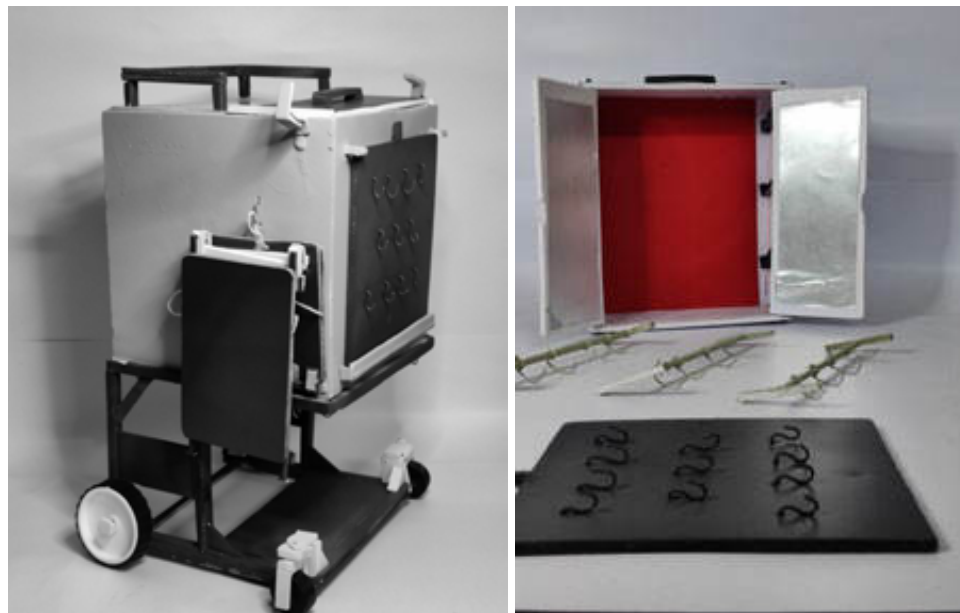
Ideate, Prototype, Fabricate

There were a lot of versions and trials of the cart, which took shape over time.

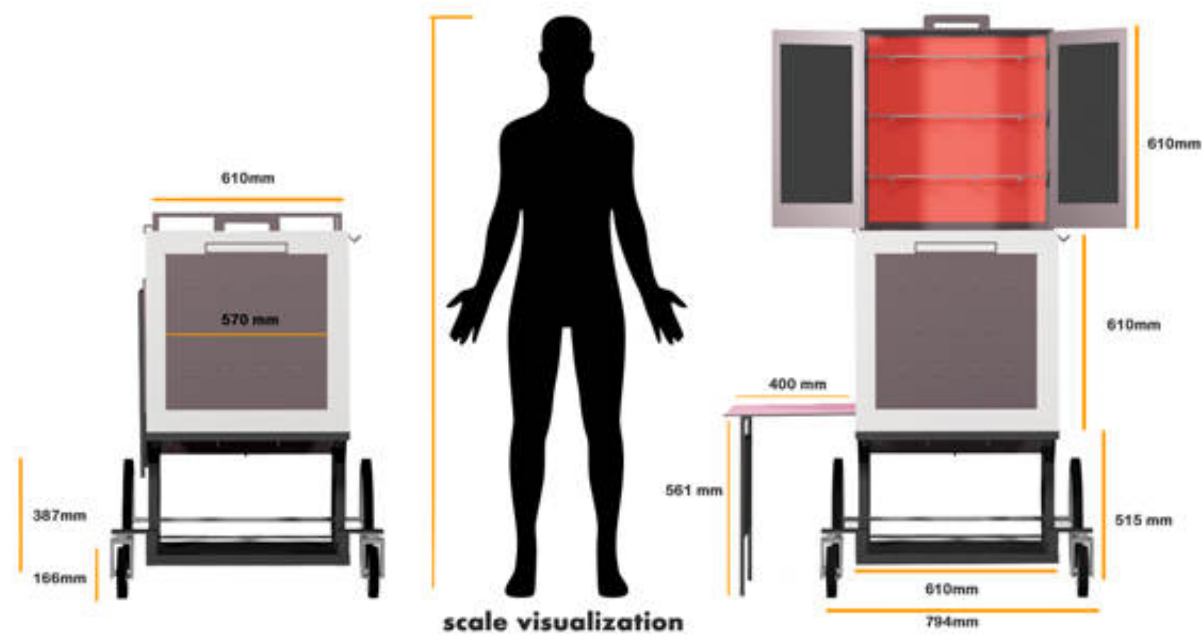




scaled down model



dimensions



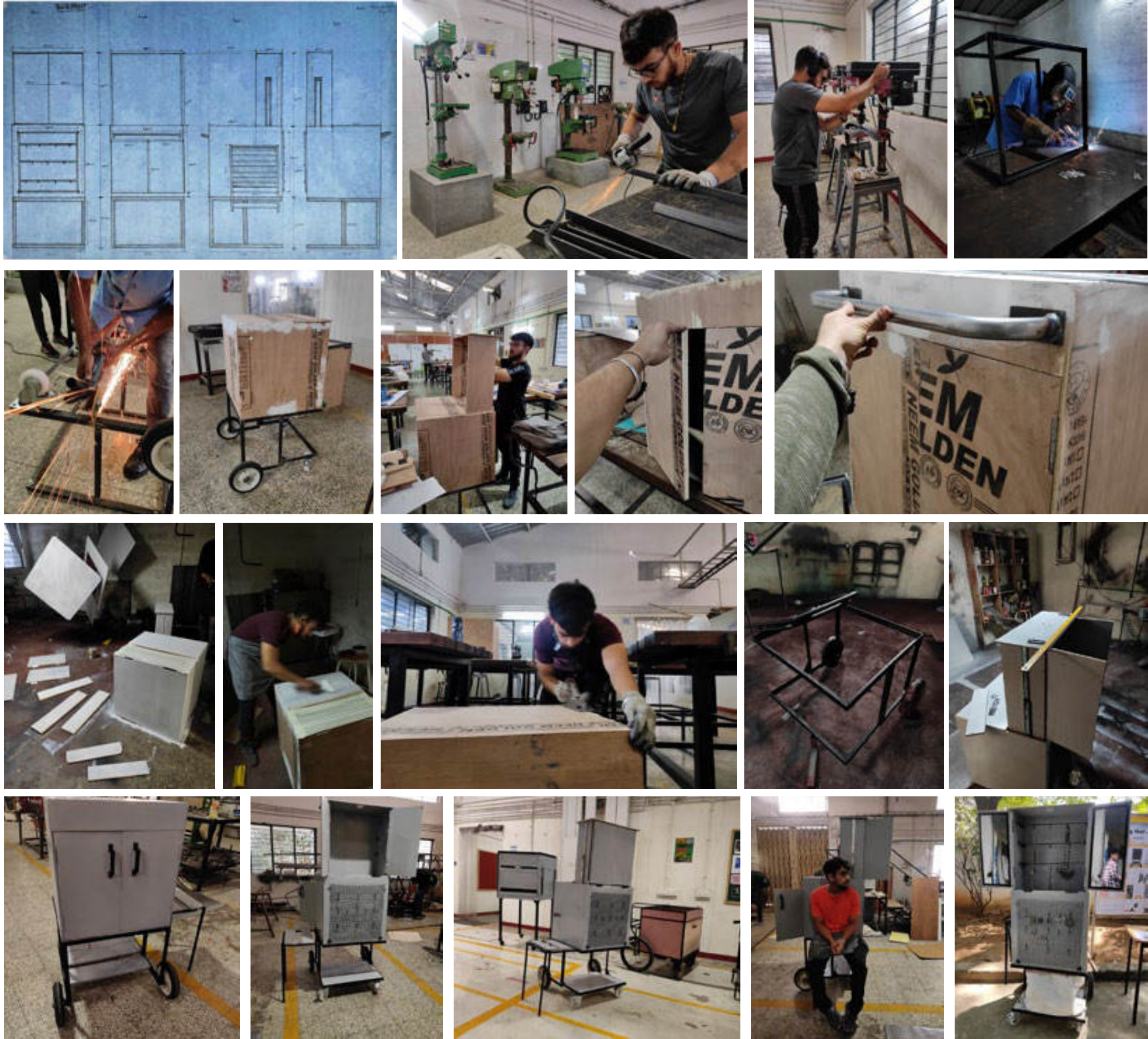


Testing and Validation

From the testing with vendors, I got to understand a better way of ergonomics which is more convenient for them than the current model. Hence, the following changes were:

- Changes to the back handle for better gripping.
- Back storage through 2 doors instead of pulling 1 door down.
- Reducing weight by keeping cut panels instead of full pieces.
- Handles to the side for easier vertical movement of display.
- Having a mesh frame for front display.





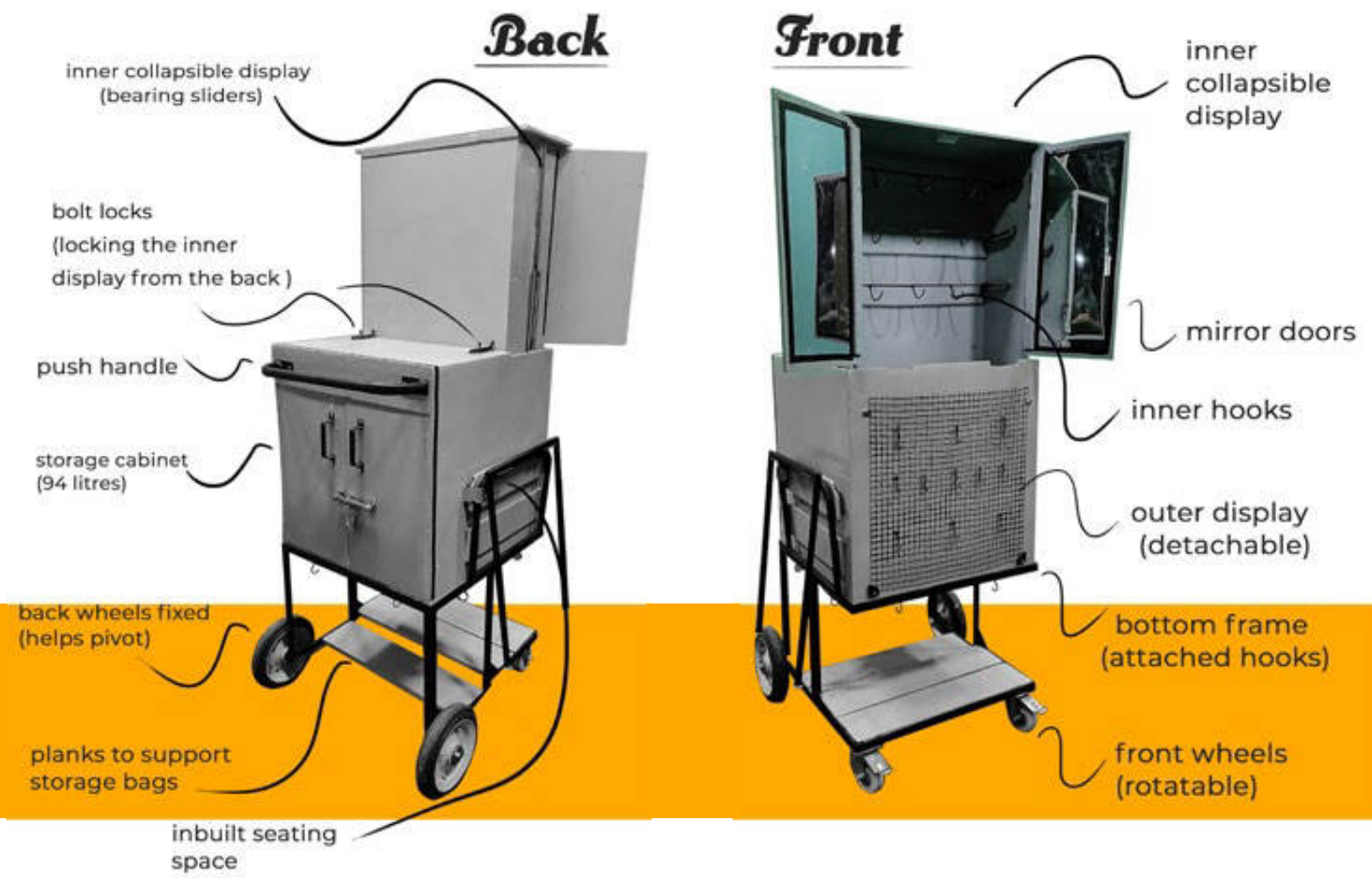
Once the idea was finalized, the whole production and fabrication began. From 3d modelling, scale visualization to material hunting the process was laborious.

front →



back →



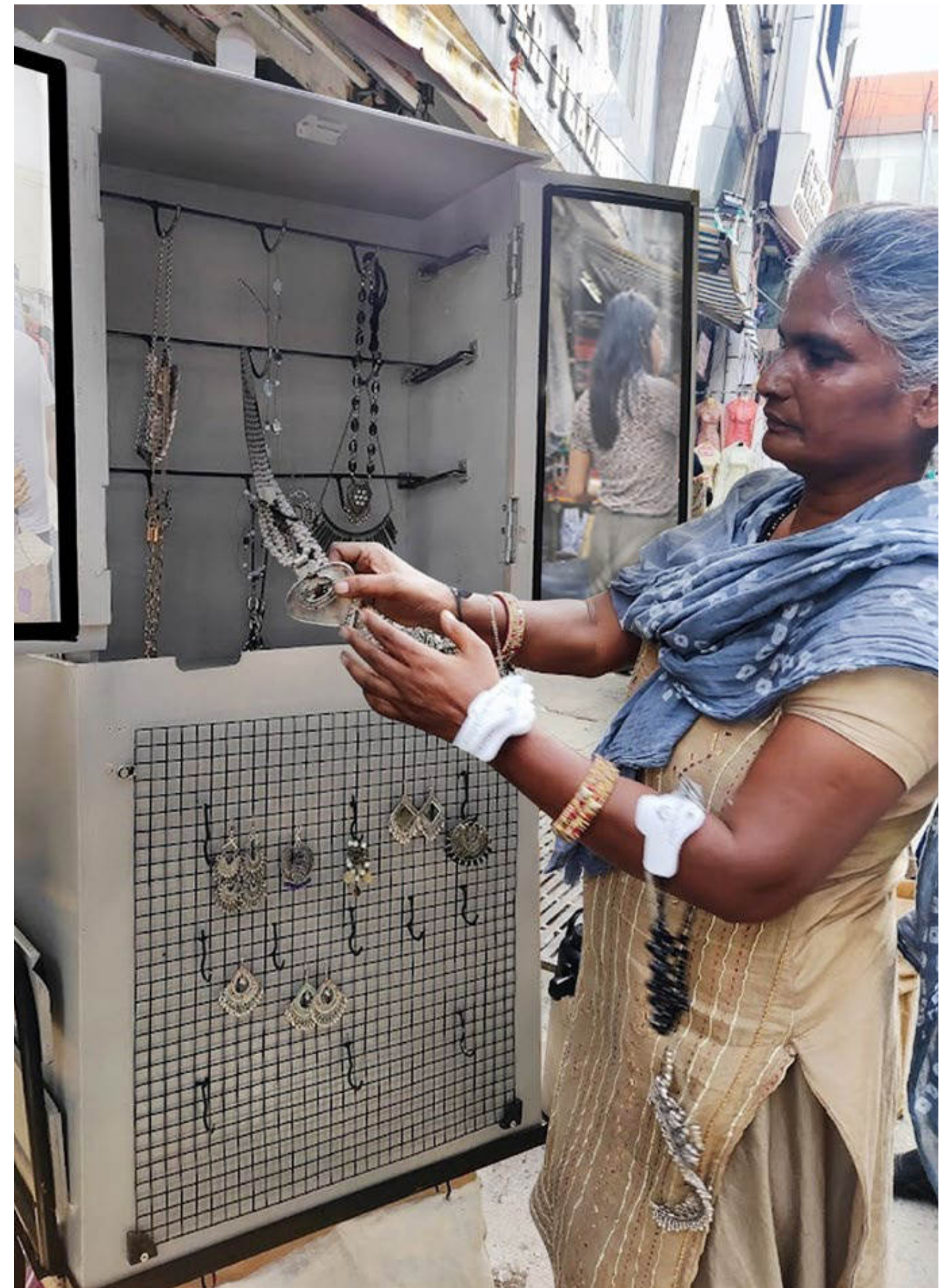


Semantics and Usage



Final Prototype

The production for this was exhaustive but by the end it was all worth it. The Design managed to satisfy all the needs and it was even liked by the vendors when I showed it to them in person.



The product was also displayed in the "bangalore design week" exhibition. This project made me realise how service, systems and product design come together to provide value.

3

Titan x Yanko

LEGACY

BRIEF

A competition organized by Titan in collaboration with yanko titled "RETROFUTURISM CHALLENGE"

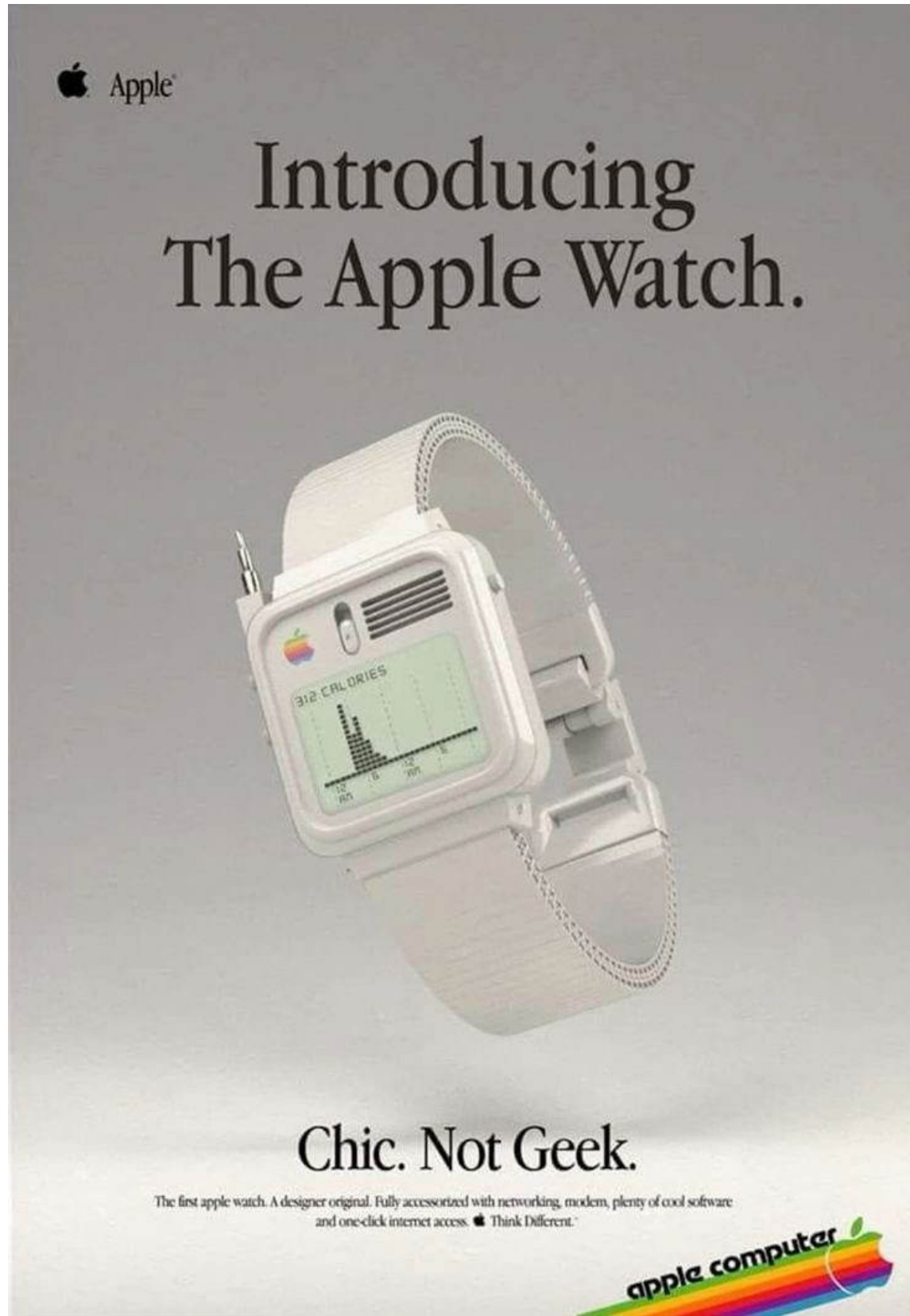
To Design an analog watch adhering to the theme of Retro-futurism. To bring a sense of nostalgia with a sense of futurism, which caters to both aesthetics and functionality.

CLASSIFICATION

CMF product design : Lifestyle



year 2024
duration 2 weeks
ownership individual



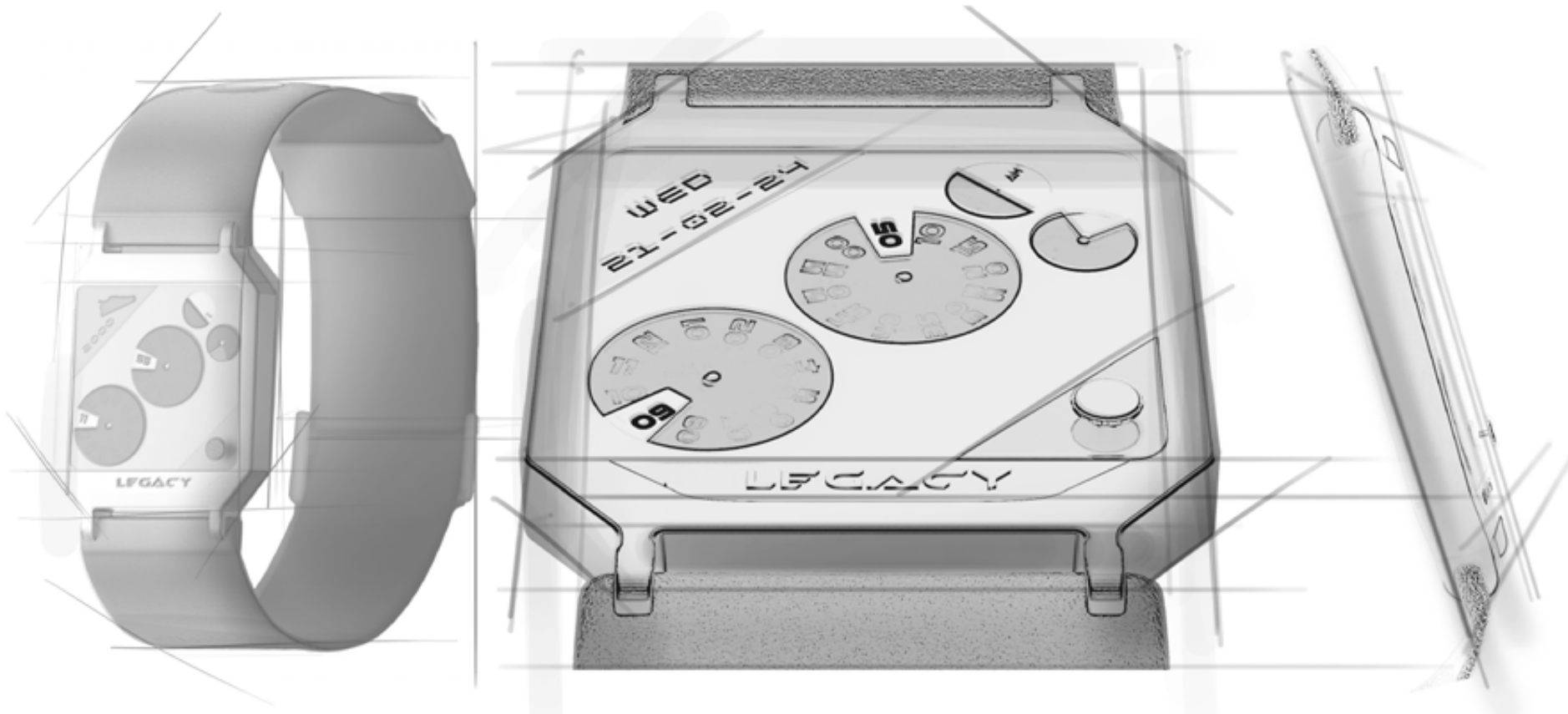
Context

“RETROFUTURISM CHALLENGE” is about marrying the golden yesteryears with the uncharted tomorrows, creating designs that resonate with the warmth of nostalgia yet pulse with the promise of the future. Your mission, should you choose, is to rethink, reimagine, and reinvent objects that define our daily lives.



Research

As the brief was very precise, the 2 main points to consider was to understand the target group and the type of CMF. I aimed at catering "gen-z" and "millennials" who have seen a transition from analog to digital, keeping a CMF inspired from old grandfather watches with a retro look.



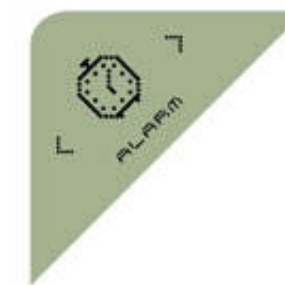
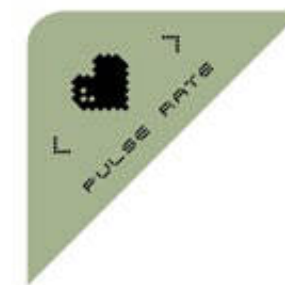
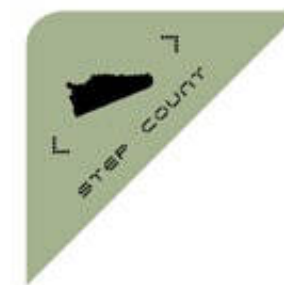
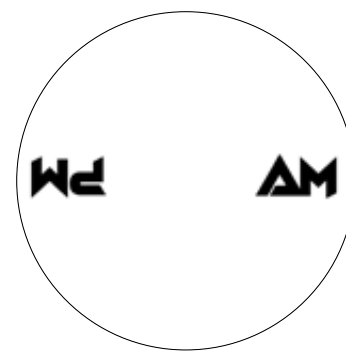
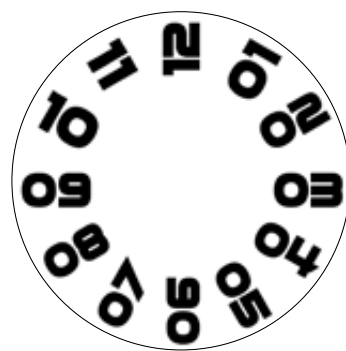
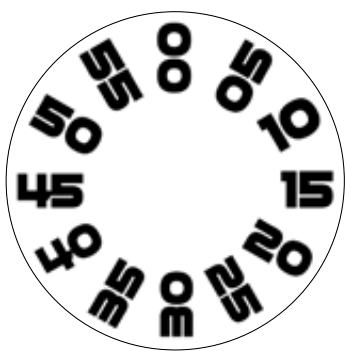
 Ideate

The watch's main purpose, the "time" is positioned uniquely. Hour dial, minute dial, AM/PM dial, and my favorite the colored representation of the day's progression dial, from stars at night to the bright orange sunrises.

Every part is well thought out and designed, from the magnetic watch straps, sensors to track steps, pulse rate etc, A digital display that reminds you of the retro digital watches and the classic feel of controlling the watch with its crown.

Visualization

Visualized in the three different CMFs the Legacy watch strikes a perfect balance to the theme of retro-futurism. I was keen on incorporating important features which are present in today's digital watches. Yet at the same time having it look like a classic analog watch, with a twist.









LEGACY

THE
KNOW
HOW



The Legacy watch captures the essence of generational storytelling, blending timeless design with futuristic features. It stands as a perfect embodiment of retro-futurism, turning every glance at the time into a cherished memory.



4

Out of the Box

U.F.O



BRIEF

To design a Sci-fi looking Parametric lighting installation out of cardboard, for a newly constructed science experience centre.

The science centre was the client for "out of the box"

CLASSIFICATION

Lighting Fixture : Experience Design



year 2023
duration 1 month
ownership Team



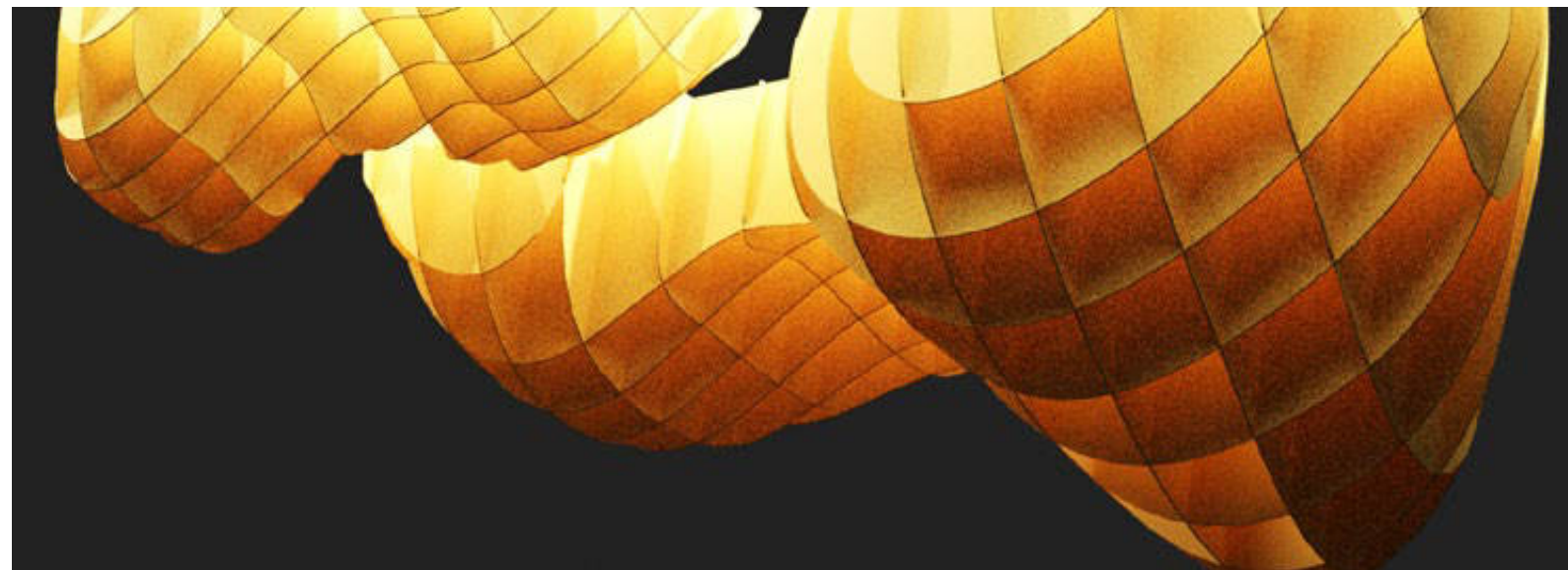
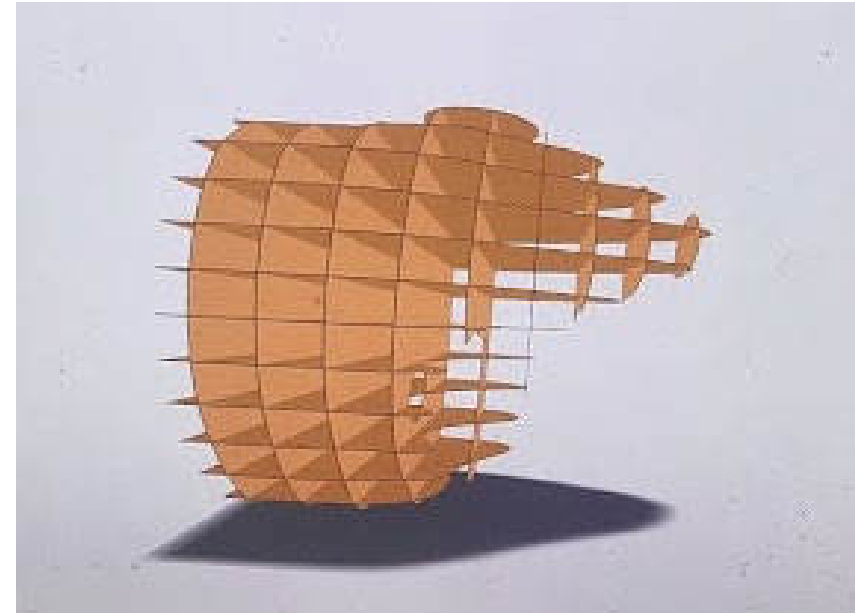
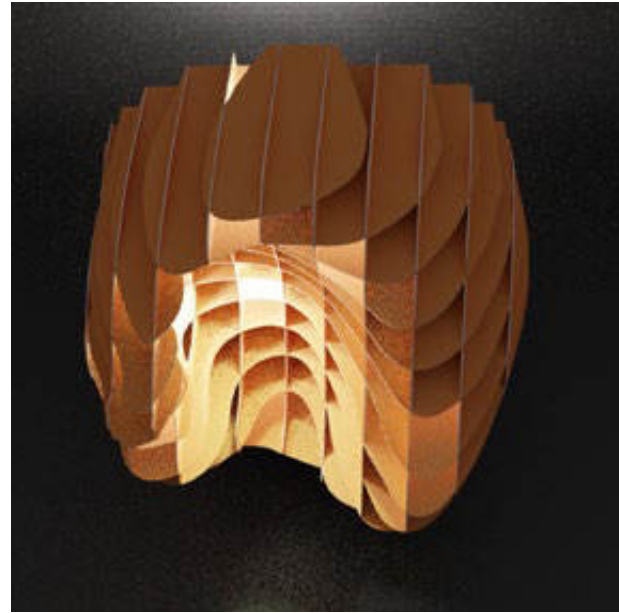
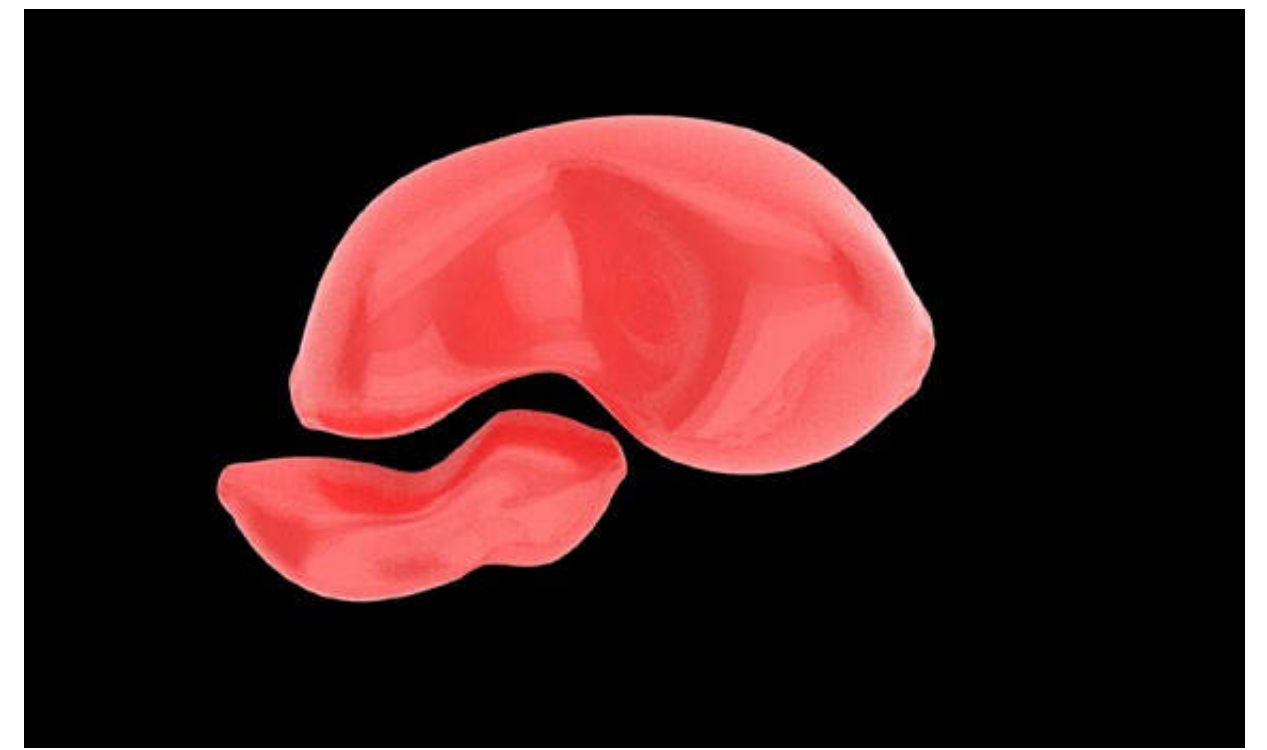
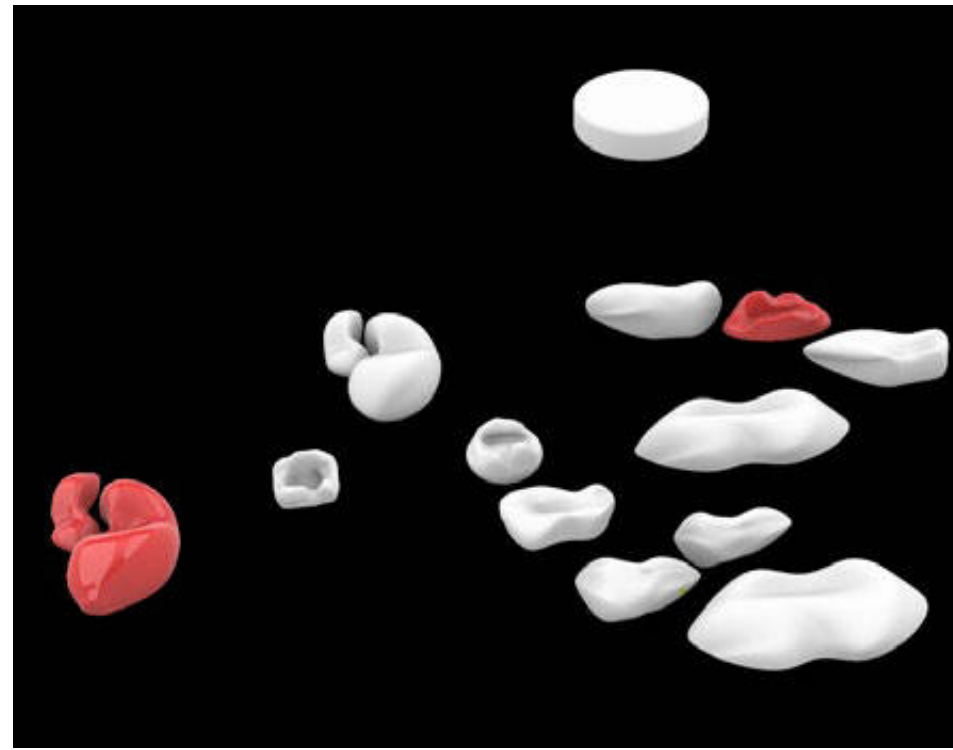
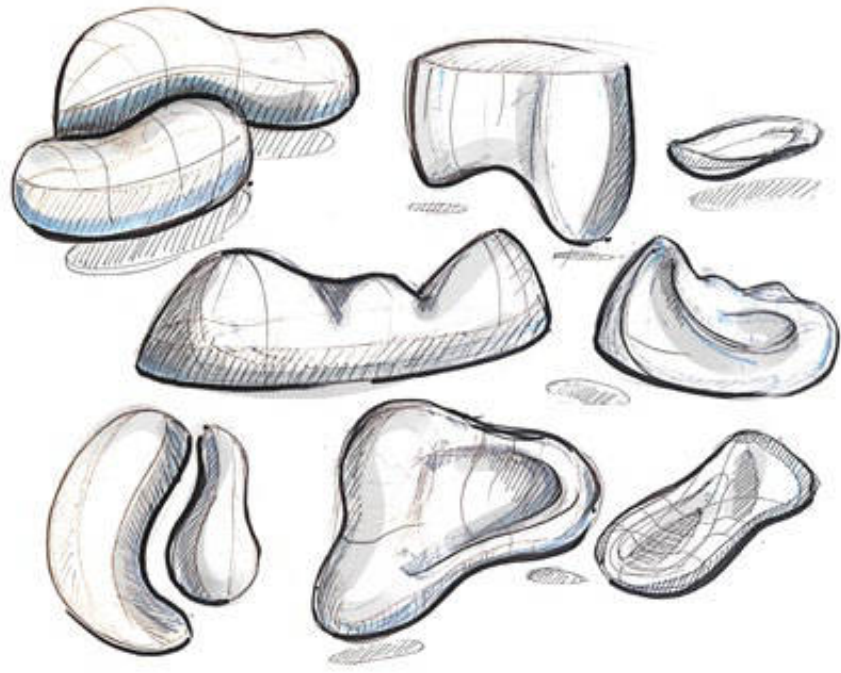
Empathize

As an upcoming science centre in Bangalore, Param innovation centre needed Sci-fi themed aesthetic lighting installations.

We at Out of the Box took this as challenge to design something unique looking.

I was vested with the responsibility to head the project from ideation to final prototyping.



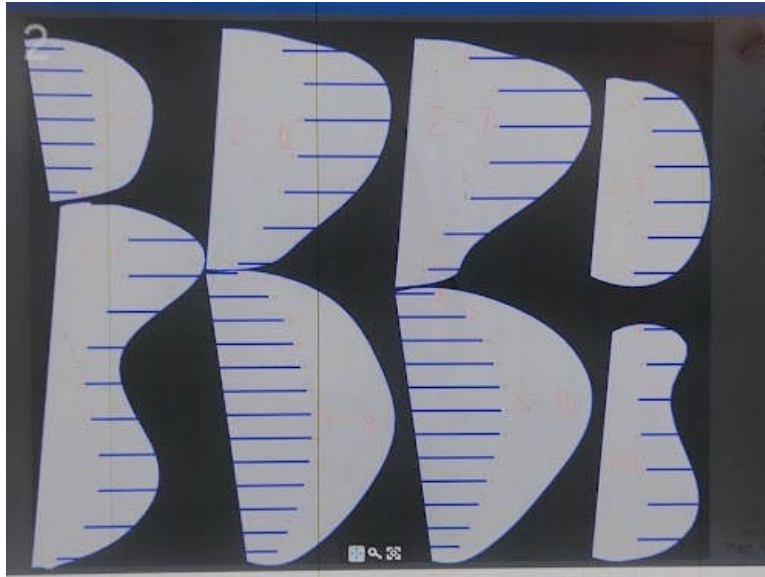


 Ideate

Sketching and 3D visualization helped me produce multiple ideations and iterations to present to the client.

Prototype

Using softwares such as Rhino and Slicer 3D, I was able to print out the sheets to scale, apply that on the cardboard and give it for cutting. Once the cut pieces arrived, it was just a matter of slotting it in the right order. Later some parts were hand cut, to help create slots for the LED lights.





Final Prototype

The process taken to reach the final model was long. The final scale of the model was about 5 feet x 2 feet x 1.5 feet , with a scale that big it made the lighting look like an organic U.F.O hovering above people.



5

Souvenir

MADURAI malli

BRIEF

To choose a perishable product and create an engaging packaging design for the same. The focus of the packaging should be in bringing out the authenticity of the product and add value to the product.

CLASSIFICATION

Branding & Packaging :Souvenir packaging



year 2022
duration 2 weeks
ownership individual



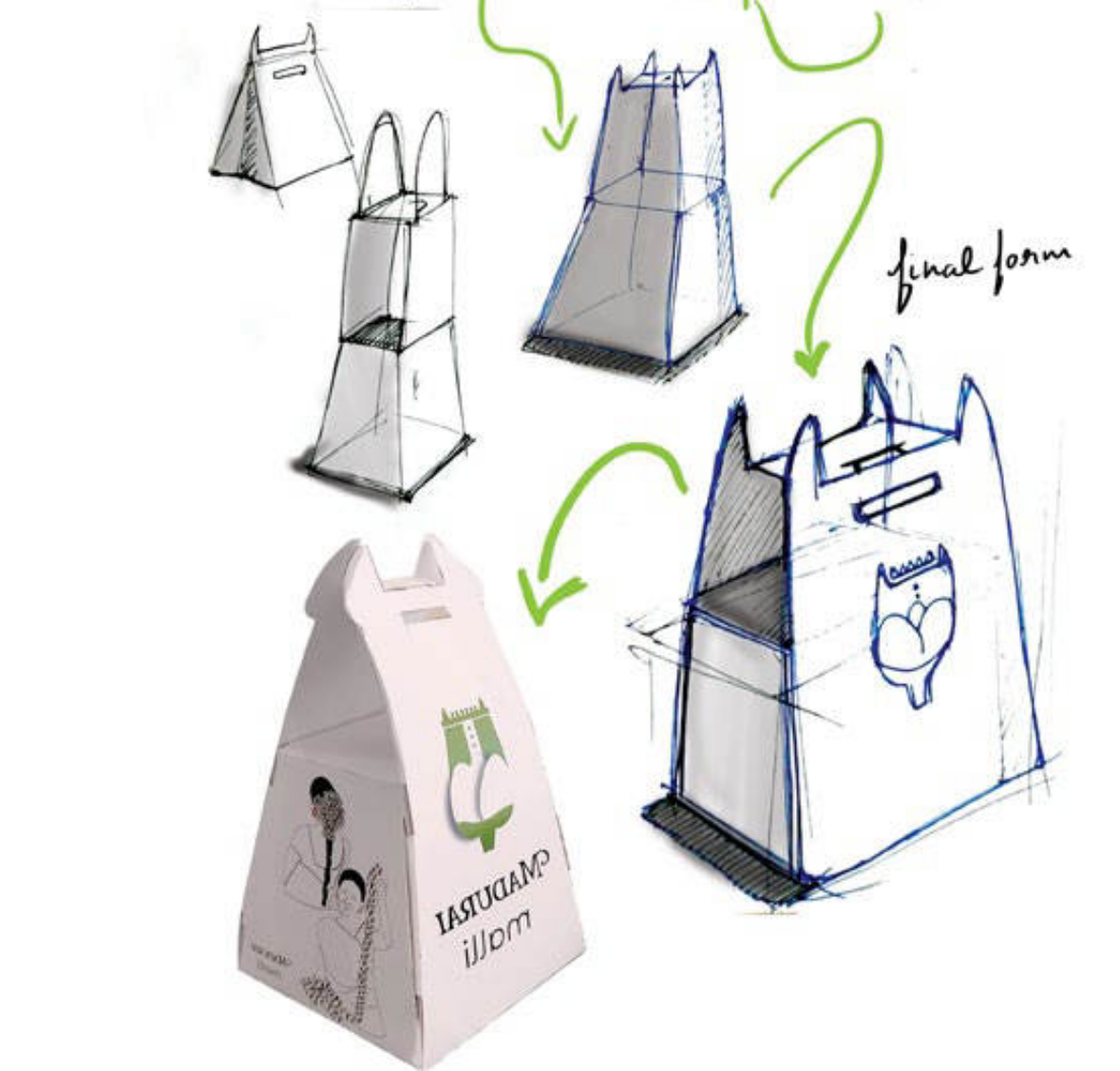
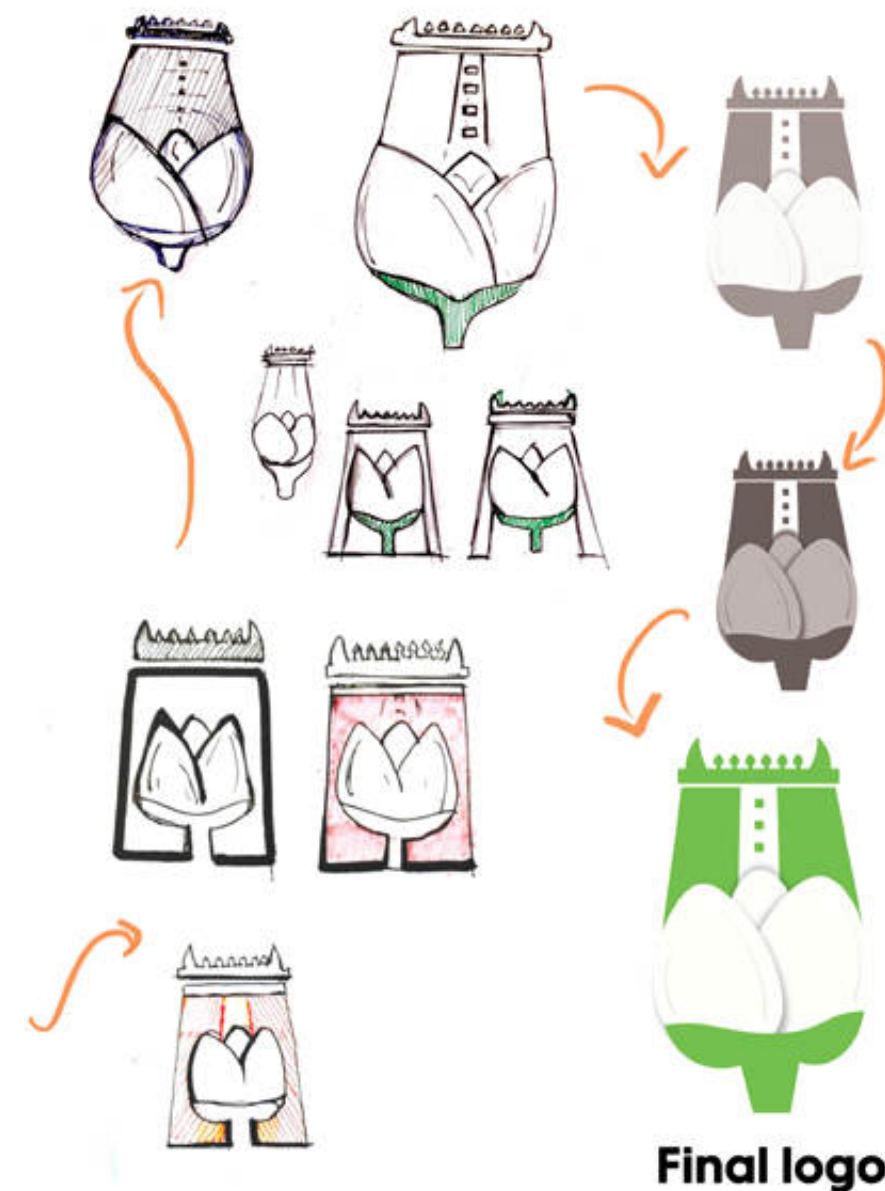
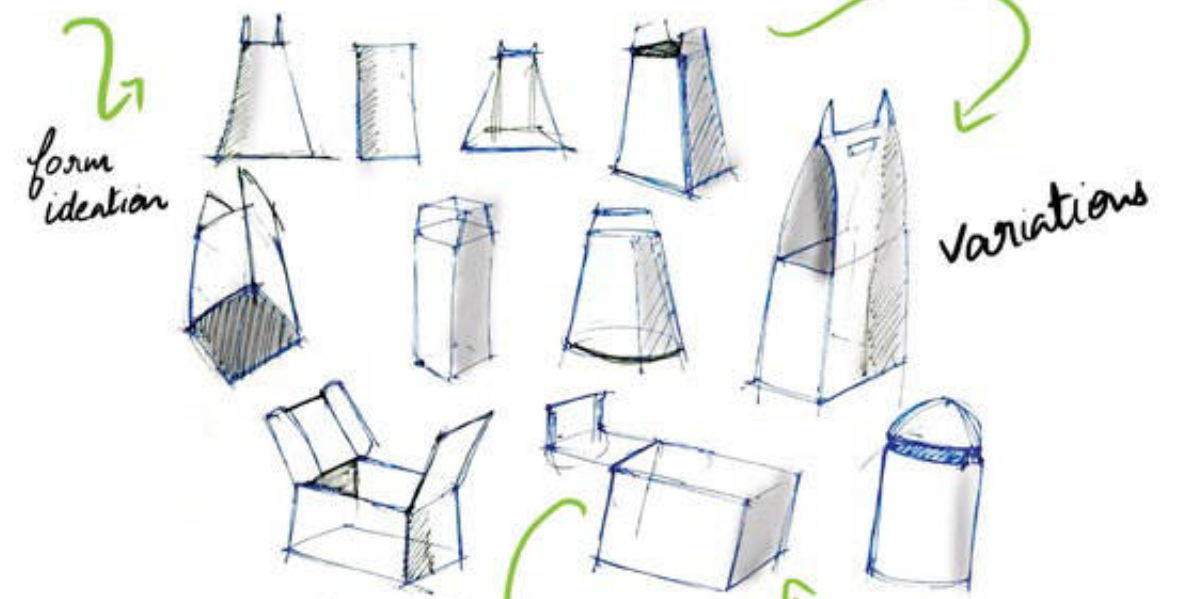
Empathize & Define

Madurai, which is a famous temple city in Tamil Nadu has always been proud of its history. A city which celebrates its food and culture, holds one such important element which is the jasmine flowers which is produced and sold globally. There have been texts dating its existence since 300 BC.

In Tamil jasmine is called "Malli" short for "Malligai", hence the name Madurai Malli. Another interesting fact of the flower is its GI tag (Geographical Indications), this makes the product even more important.

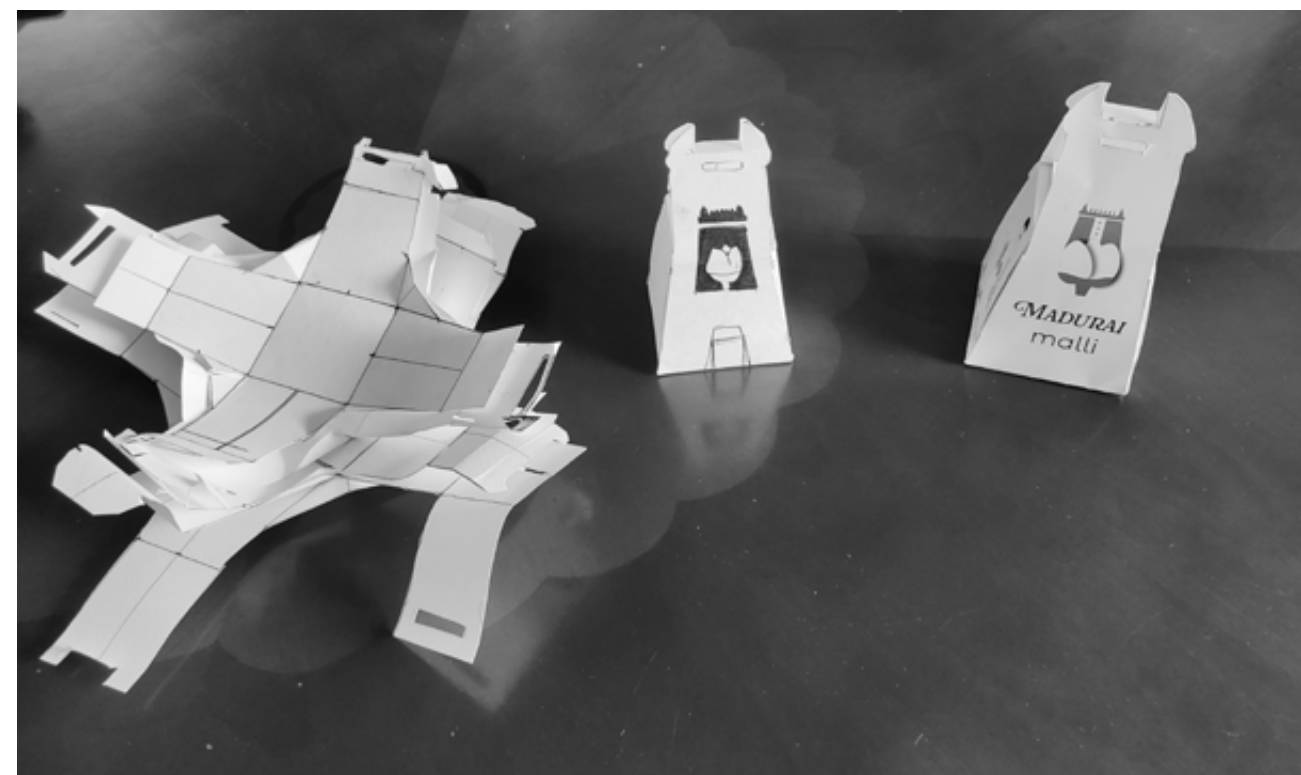
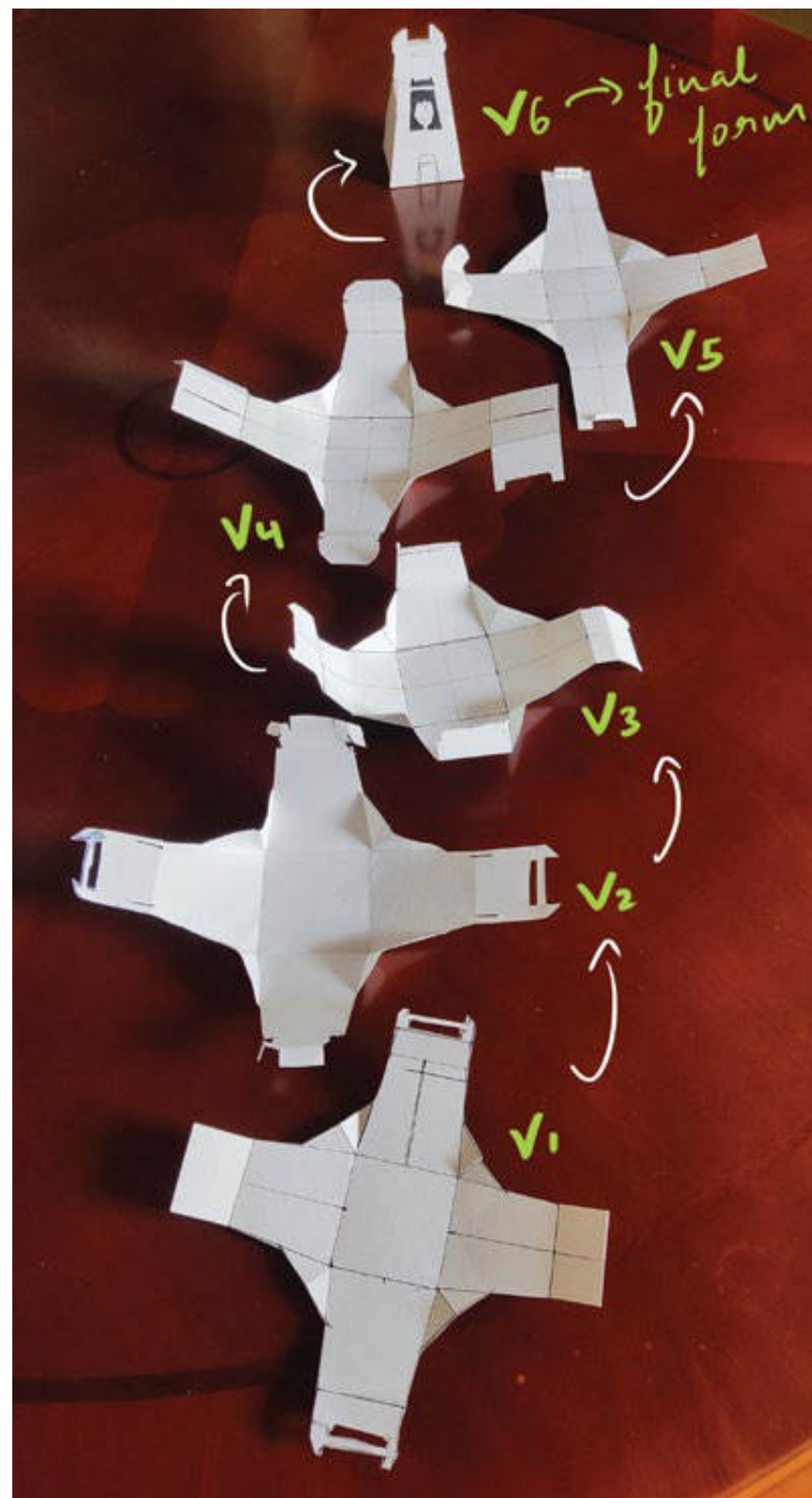
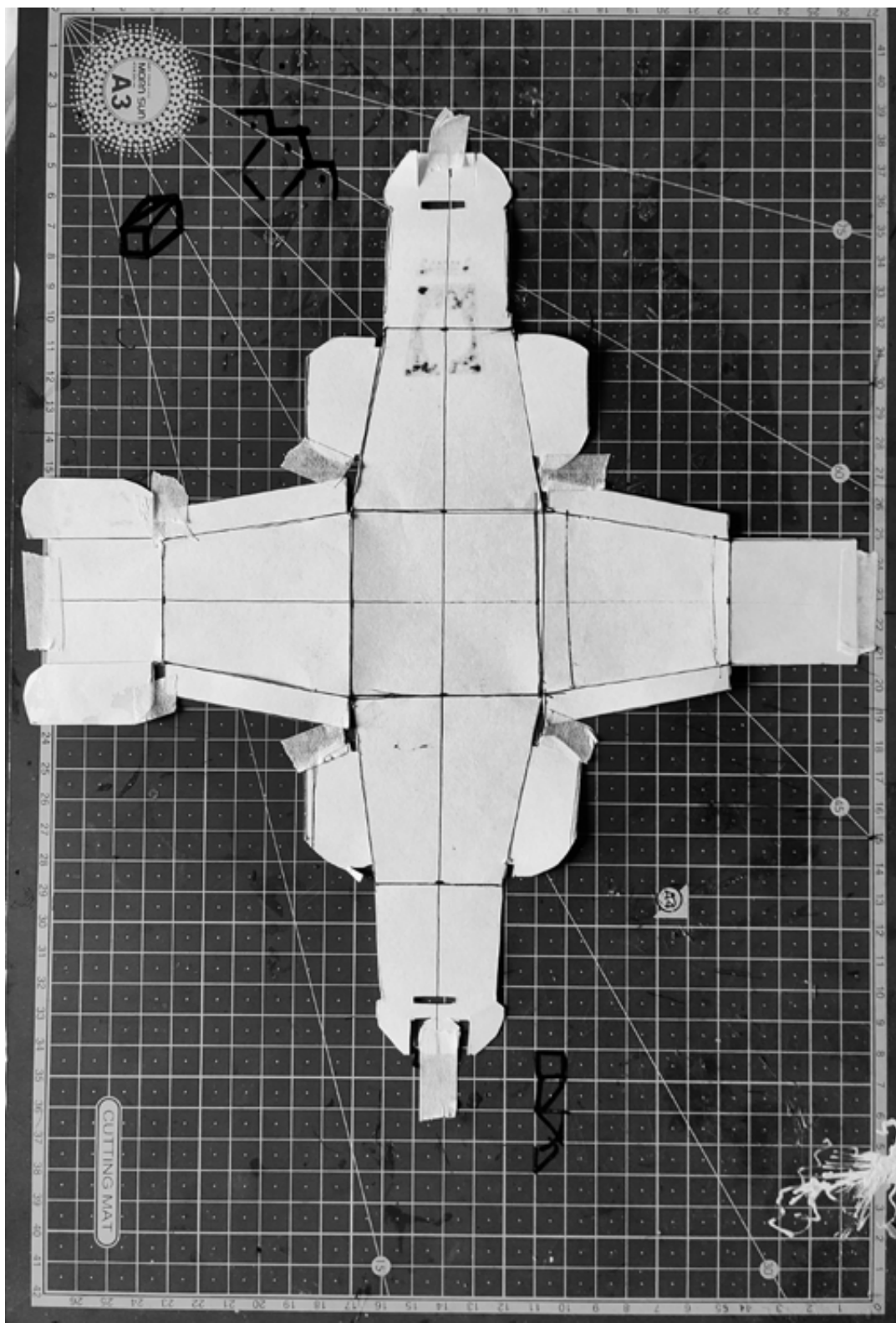


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Ideate

As the intention of the packaging was to enhance the value of the product, I was very clear that there should be the reference of the Meenakshi Temple in the packaging itself.



Prototype

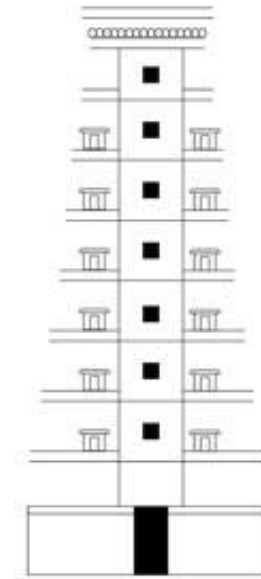
The process of designing the form was interesting as the **flat pack template** should ideally fold into a temple. Having the form looking like a temple, the sides of it were used to create a narrative of how the flower is cultivated, distributed, sold and used through illustrations. After multiple iterations the ideal temple form was achieved.



Details of the print



MADURAI
malli

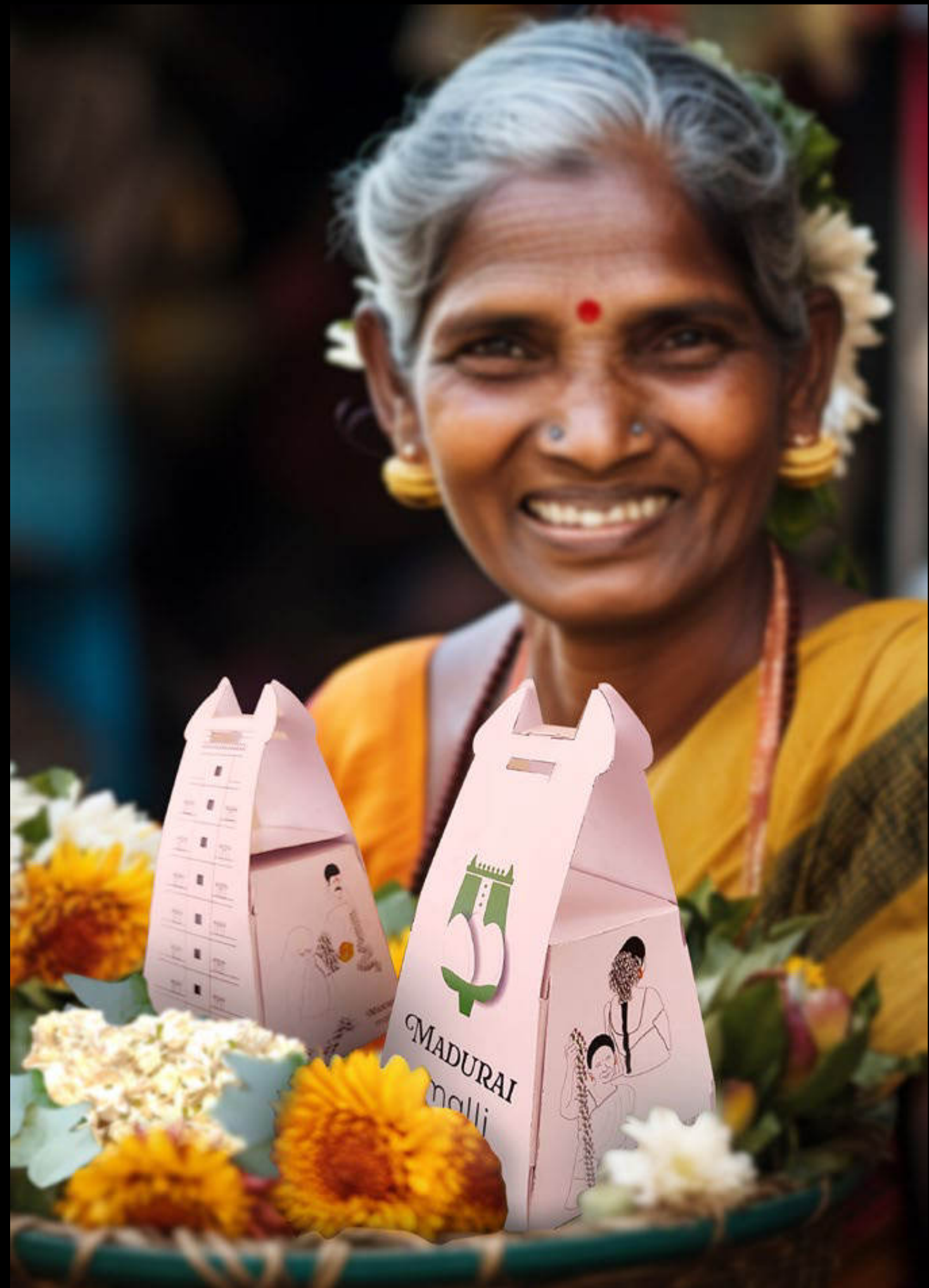


MADURAI
malli



MADURAI
malli





Final Packaging

After finalizing the form and illustrations, it was just a matter of printing, cutting and folding it. The design uses **no adhesives** and has tight locking slots.

The stiffness and the finish was ensured by choosing the right paper; which was a 250 GSM gloss finish. The over all look and feel of the packaging acts as a souvenir, as it retains value post usage of the jasmine flower.

6

IFP season 13

Vincent's dream.

BRIEF

7 day design challenge, organized by IFP season 13. To design a brand for your favorite Creators Clothing line. They can be from any part of the world and from any time period.

A starry clothing collective honoring the works of Vincent Van Gogh.

CLASSIFICATION

Visual Branding : Fashion Clothing



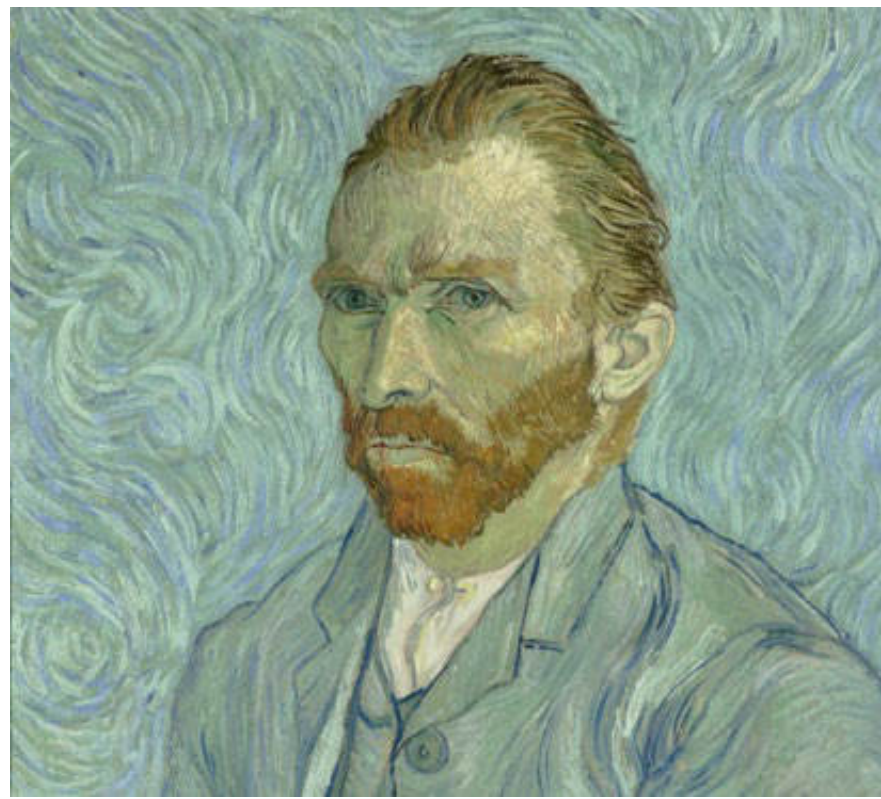
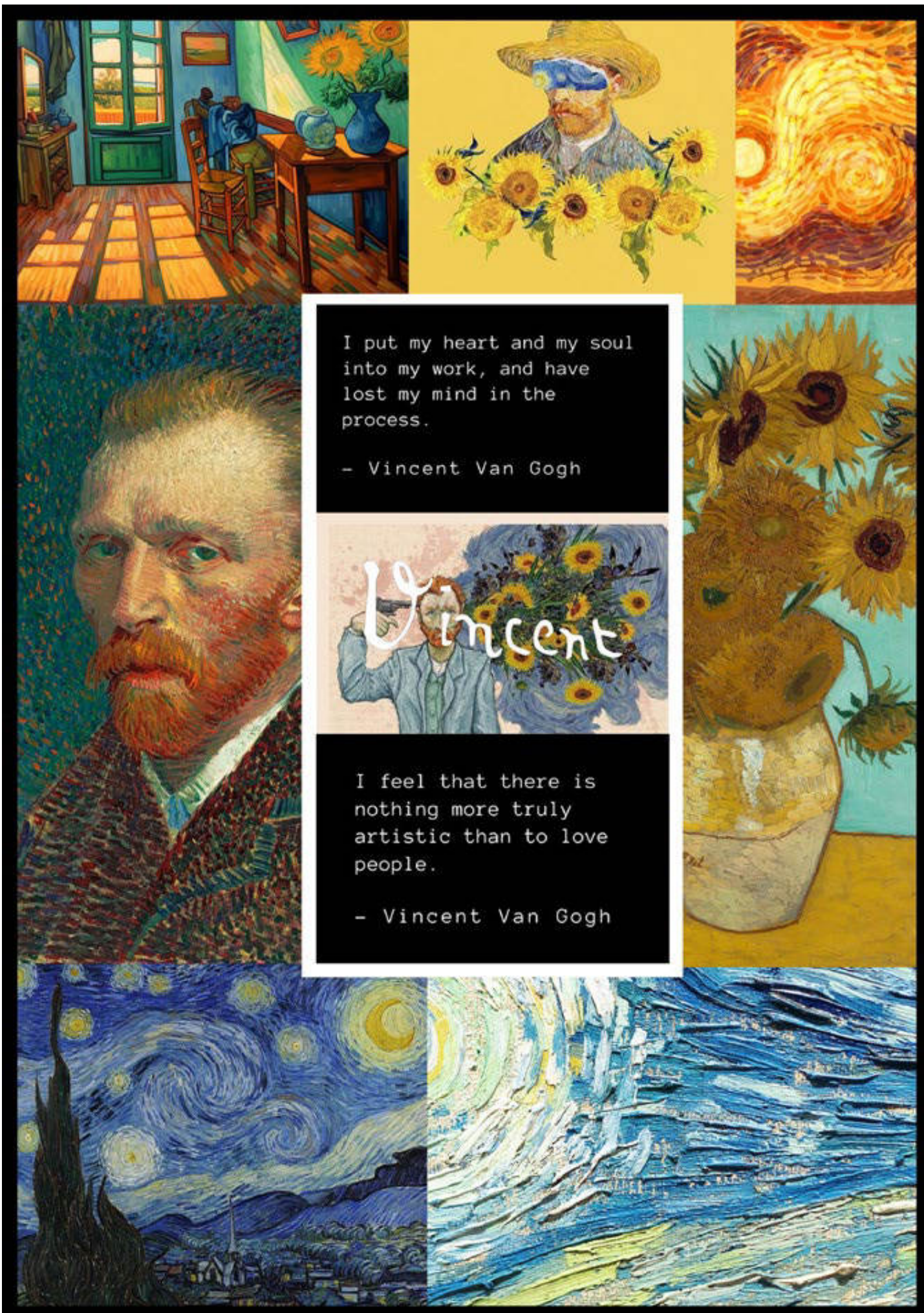
7 Day Design Challenge

Categories - Poster and Cover Art | Fan Art | UI/UX
Digital Illustration | Doodle Art



Context

An impressionist artist. Most of us are aware of his famous work called “Starry Night” and the way it looks transports me to a different dream world. To be more specific, into the dream world of Vincent Van Gogh. There is also a quote mentioned by Van Gogh “I dream my painting and I paint my dream” which gives a deeper meaning behind his famous works. It was clear that Vincent’s paintings were his dreams visualized on a canvas.



Research

The brand language would heavily emphasize artistic expression, mirroring Van Gogh's own unique style. The clothing designs, patterns, and colors would evoke the vibrant and textured brushwork seen in his paintings.

Just as Van Gogh's paintings convey his emotions, the brand language would aim to evoke strong feelings and passion in its audience. This could be achieved through creative marketing, storytelling, and the emotional resonance of the designs themselves

Brand Logo variations



Ideate 

The purpose of the brand is to honor the works of Vincent Van Gogh as he was not only famous for his paintings but his letters as well. The overall feel of the brand should be like Vincent Van Gogh sharing his world, or in simple words what if Vincent wrote a letter to you. This is because writing a letter to someone is always something special.

Typefaces

La Belle Aurore

The quick brown fox jump over the lazy dog

Primary font

Used for logo and Important collection releases

Visby CF Thin

The quick brown fox jump over the lazy dog

Secondary font

Used for brand communications and other medias

I dream of painting
and
then I paint my dream.

Enter
into the
world of
*Vincent's
dream.*

A starry clothing collection
honoring the works of
Vincent Van Gogh

Visit www.Vincent'sdream.store for more

*Vincent's
dream.*

*Vincent's
dream.*

*Vincent's
dream.*

*Vincent's
dream.*

*"I put my heart and
soul into my work,
and it has cost
my mind in the process."*

Starry Collections
from
*Vincent's
dream.*

black beige

*Vincent's
dream.*

Hoodie collections
from
*Vincent's
dream.*



*Vincent's
dream.*

Visualization

"Vincent's Dream" brings the vibrant and emotional world of Vincent van Gogh to life through fashion artfully designed pieces paired with elegant, cursive-inspired typefaces, capturing the essence of Van Gogh.



Vincent's dream.

A starry clothing collection honoring the works of Vincent Van Gogh

Vincent's dream. 
visit www.vincent'sdream.store



and
that is
a wrap

Thank you !

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for more

