IDENTIFY 5 PRODUCTS / SERVICES THAT DEPICT GOOD DESIGN AND TELL USWHY?

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GOOD DESIGN & DIETER RAMS

According to Dieter Rams, good design:

- Is innovative
- Makes a product useful
- Is aesthetic
- Makes a product understandable
- Is unobtrusive
- Is honest
- Is long-lasting
- Is thorough down to the last detail
- Is environmentally friendly
- Involves as little design as possible

In this assignment we have researched about 5 products or services and analyzed how the companies have integrated these principles in their design .

HYUNDAI I20

Hyundai i20 has been in the spotlight for its highly fuel efficient and and cleaner and greener engines.Apart from the engineering,the hyundai i20 gains a lot of attention due its sleek and sporty design.The designer , Casey Gee Hoon Hyun ,says that the fluidic design of the model allowed us to create cars where the 'Hyundainess' just comes through and that to us was the best thing that we could do.

- The hyundai i20 is cost effective and **Low cost of maintenance** makes CNG a pocket friendly option.
- It has Specially tunned suspension for CNG vehicles for better ride and handling.
- CNG filling valve **conveniently placed** adjacent to petrol filling neck
- Advanced engine technology and High durability and is clearly **thorough down to the last detail**.
- Its exquisitely appointed, **sporty black interiors** with colour inserts.
- Relish the premium ambience every time you take it for a spin. Superior leather upholstery and **ambient lighting** elevate your senses to a new performance,
- higher efficiency and cleaner emissions.The Elite i20 has 16-inch wheels.It shows a fantastic balance and stance and meets the **innovative** criteria of a good design .
- Safe, **Reliable** and OEM Warranty which offers peace of mind.

The hyundai i20's design fills the aesthetic aspect and promising quality and provides its customer with a car that doesnt fall back on its design or needs !

BATA & CO.

Bata Corporation is a Swiss-domiciled multinational footwear and fashion accessory manufacturer and retailer, founded in the town of Zlín, today in the Czech Republic. Tomas Bata decided to sew shoes from canvas instead of leather. This type of shoe became very popular. Since everyone used to wear shoes it helped out them to reach more among people. Their products include leather footwear/ rubber/canvas footwear and plastic footwear for everyone.

- Bata always came up with new varieties and new designs which attracted everyone.
- Since they are using **good quality leather**,rubber or plastic ,their products are long lasting and have a good life.
- **Environmental friendly materials** are used for their products,and that makes bata stand out from other shoe manufacturers.
- A good shoe is one that is **easy to maintain** and Bata has made that possible with its simple yet striking designs.
- Comfortable for day to day use and has High durability.This makes the product **useful** and it is available at all price ranges.The affordable price range of bata, makes every customer happy !
- It is cautiously designed to give a **classy and excellent finish** and withstand high pressure.

Who doesnt know bata in india ? Hardly anyone. Its been there to serve the need of every customer and keeps us on style check every time we step out .

GOOGLE

Google was founded in September 1998 by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University in California. Together they own about 14 percent of its shares and control 56 percent of the stockholder voting power through supervoting stock.

- First of all , Google is **Free**. With sufficient internet connection, the user can access and use google from anywhere , anytime .
- It is **fast and easy to edit**. Google's design fundamentals focus on easy a**ccessibility**.
- No programming or database skills required and innovative when compared with other search engines so far.
- Ideal for newbie who wants to build a website for the first time.
- Google "which doesn't show you things you don't need" and **focuses on simplicity**.
- Integrated with Google apps. Google takes another step and provides google users a wide range of other apps , which are as good as the search engine.
- Creator can access tools anywhere. A lot of use of white space, counting on bold typography, white space, and big images to give emphasis, give character and give hierarchy to the cards that we give you. It was a new look for Google, one that soon propagated throughout its mobile products.

Everyone in team 'google design' repeated the mantra "**one simple, beautiful, useful Google**" — though the order of those three words sometimes changed. Wiley says, "the different teams are creating apps that hang together as recognizable 'Googley' apps simply by talking to each other, not by following strict design rules."

SAMSUNG MOBILES

Samsung helps you discover a wide range of home electronics with cutting-edge technology including smartphones, tablets, TVs, home appliances and more. Samsung Galaxy mobiles with 4G connectivity, dual sim capability, long lasting battery, brilliant camera specifications.

- It is imperative to create **user-centered designs** to improve interactions and enhance user satisfaction. - Samsung provides frequent updates which doesn't make the user to change the mobiles frequently.
- Design is more than just **good aesthetics** - Samsung provides various designs with water drop notch, various color variations, memory size etc.
- Samsung gives user friendly basic instructions every time so that it becomes easy for the customers to access - In order to elicit positive reactions, you have to satisfy the basic usability principles of **interface design**.
- It's frequent updates in the same device makes it more **efficient**.
- Memory storage according to the user's needs in each and every model. Triple cameras with focus mode, panoroma effects, wide angle etc make interface elements big enough
- Maximum user end settings according to their **style** are available to make decisions to personalize their journeys. For physically challenged people who can't read the content, can change their mode to make it easy for them.

When it comes to creating online journeys the ultimate goal is to create a **seamless experience**, across all devices and Samsung stands for that cause.

HAVELLS INDIA LTD

Havells India Limited, is an Indian electrical equipment company based in Noida, India. In business since 1958, the company has products ranging from home and kitchen to circuits.Havells India owns some brands like Havells, Lloyd, Crabtree, Standard Electric and Promptech.

- Havells focuses on design **innovation** as one of the main pillars for growth. All of its innovations focus on making a valuable difference to their customer's lives.
- Thanks to the product design and use of advanced technologies, their product uses little electricity and more are all made with **attention to detail**- enabling us to fulfill their responsibility towards our end user.
- Havells design team provides **zero defect services** that are comfortable and secure in usage of electricity.
- Finger Touch Protection design conforms to ensure protection of the operator during installation and **maintenance**.
- It has a very simple Clip-on, tool-free attachment .
- Contact status indicator: It allows for quick identification of the exact operating status by mechanical indicator that turns red when it is ON.
- Reduces noise level: This enables superior comfort and ambience in building segment applications.

Havells products have an **unobtrusive** and aesthetic look and also tend to the customers design needs!