

5 Commandments for Designing Award-Winning Hardware Products

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I watched a smiling young lady tossing the tiny nect MODEM, awed that her products are awarded three Red Dots (already!), marked best on Clutch and CES, featured on Mashable, and sold at Apple stores. Meet Evgeniya - an experienced and tech-savvy Head of Design at Conceptor.

“It’s all about observing and asking yourself questions. And going through all the pains of designing a product.”

This year’s winner is a tiny 4G portable modem created with the idea of helping people jump to work in a cafe or hotel, while commuting, while traveling, or working from home — each time enjoying a stable, fast and secure internet connection.

In terms of hardware design, it meant:

- Fitting all electronic components needed for 4G LTE power and a nano-SIM slot into a little sexy box with the dimensions of 7*7*1 sm.
- Making the device charge from a laptop.
- Making it attach to the laptop easily and, at the same time, firmly so that users can confidently stuff laptops with the modems into their bags.

This is a challenging task, and a young startup didn't only make its crowdfunding campaign a success but also won the Red Dot Award 2020 for the high quality of design.

This article is an exclusive conversation with award-winning designer Evgeniya Medvedeva about the industrial design and design contests. Here are her insights, along with the intriguing predictions about what’s next in the world of product design.



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