

# LABEL MAKER

P R O D U C T   S T U D I O   -   S E M 4





## Different models available in the market and how they feel



Durable design makes it easier to use. It can easily be carried everywhere because of its shape.

Heavier, Better grip, Doesn't focus on aesthetics rather focus on function



Easy and simple to use .  
Compact design



sophisticated look. Simple and closed design



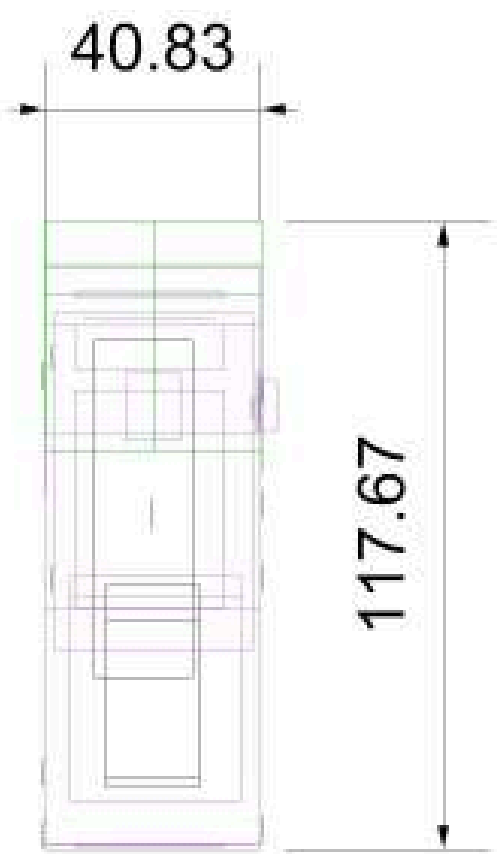
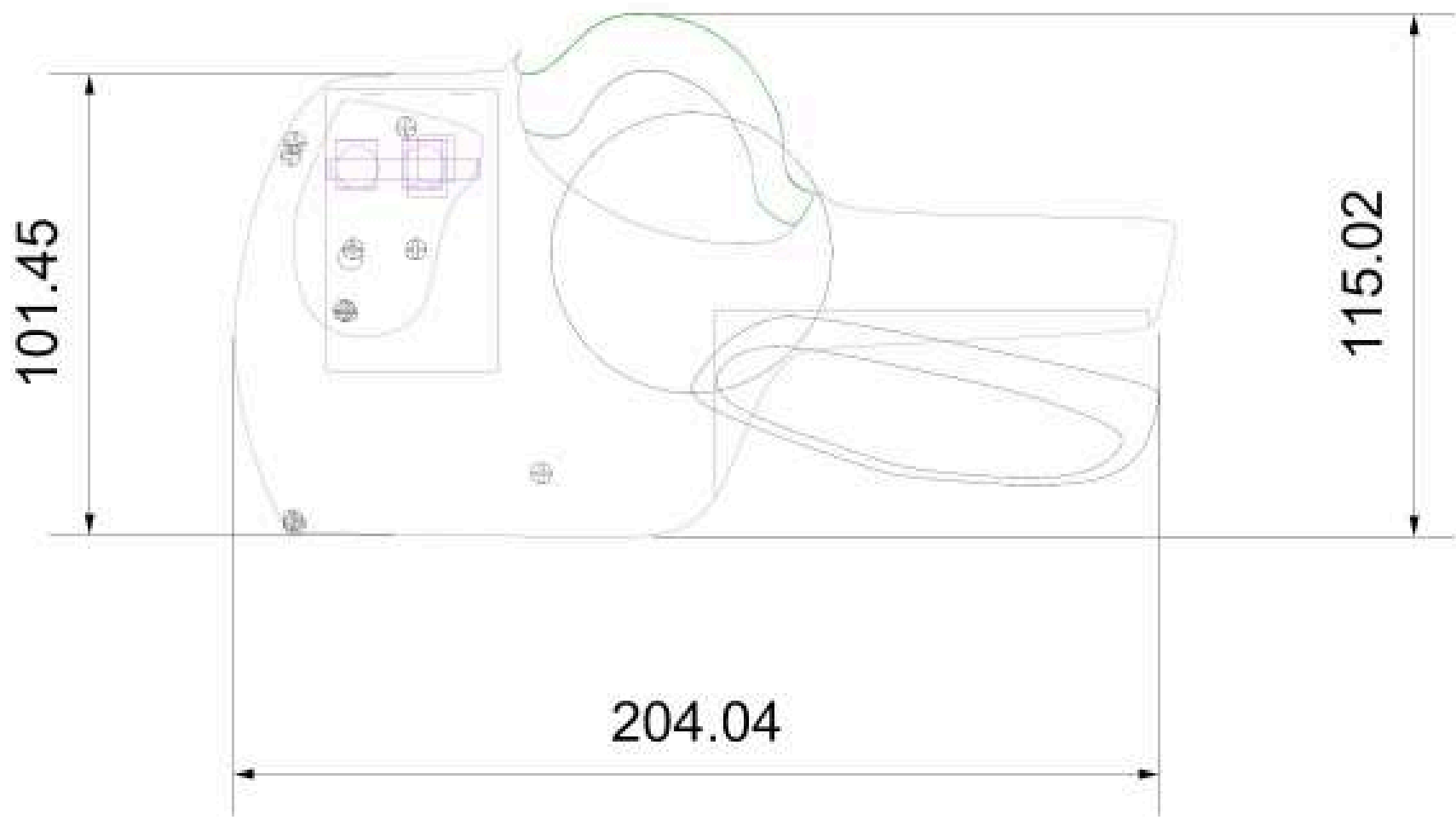
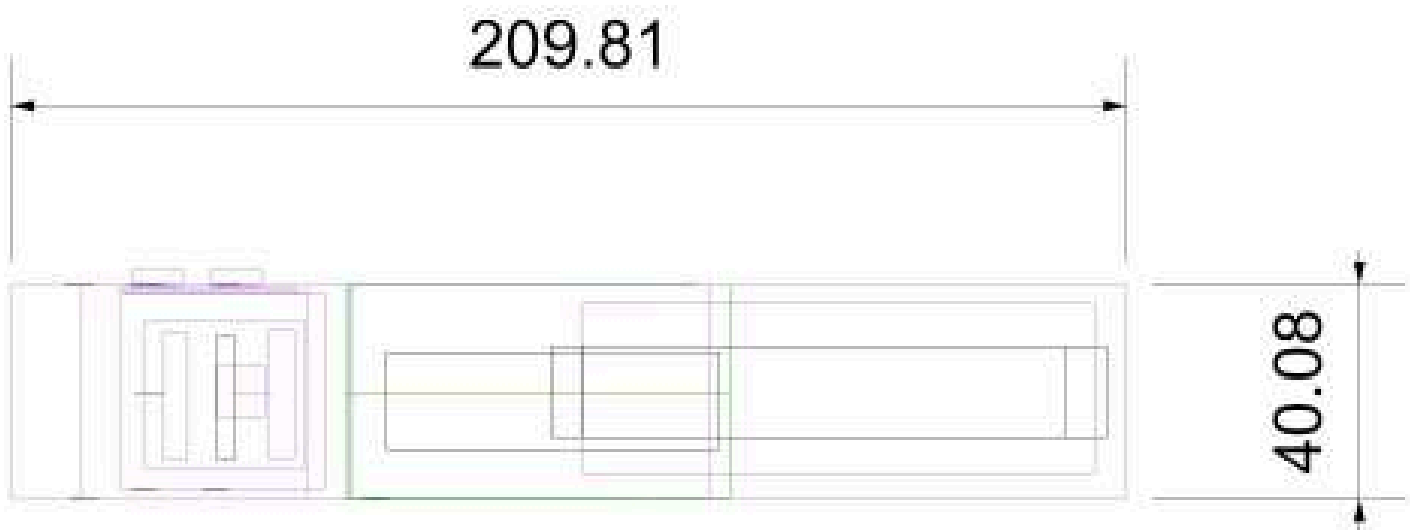
Bulky and open which makes it difficult to clean



Portable. Looks complex. The process would be time consuming



# Orthographic Measurements of exisiting product



# PROBLEM STATEMENT:

## 1. Functional

- Unclear
- Only limited things can be printed
- No instructions as to how to use



## 2. Formal

- Looks very boring
- Is not what it seems
- Simple
- Huge
- Complicated



**5 words which will be reflected in the model and their moodboard**

- Playful
- Geometric
- Compact
- Animal
- Modern



Playful:



# Geometric:





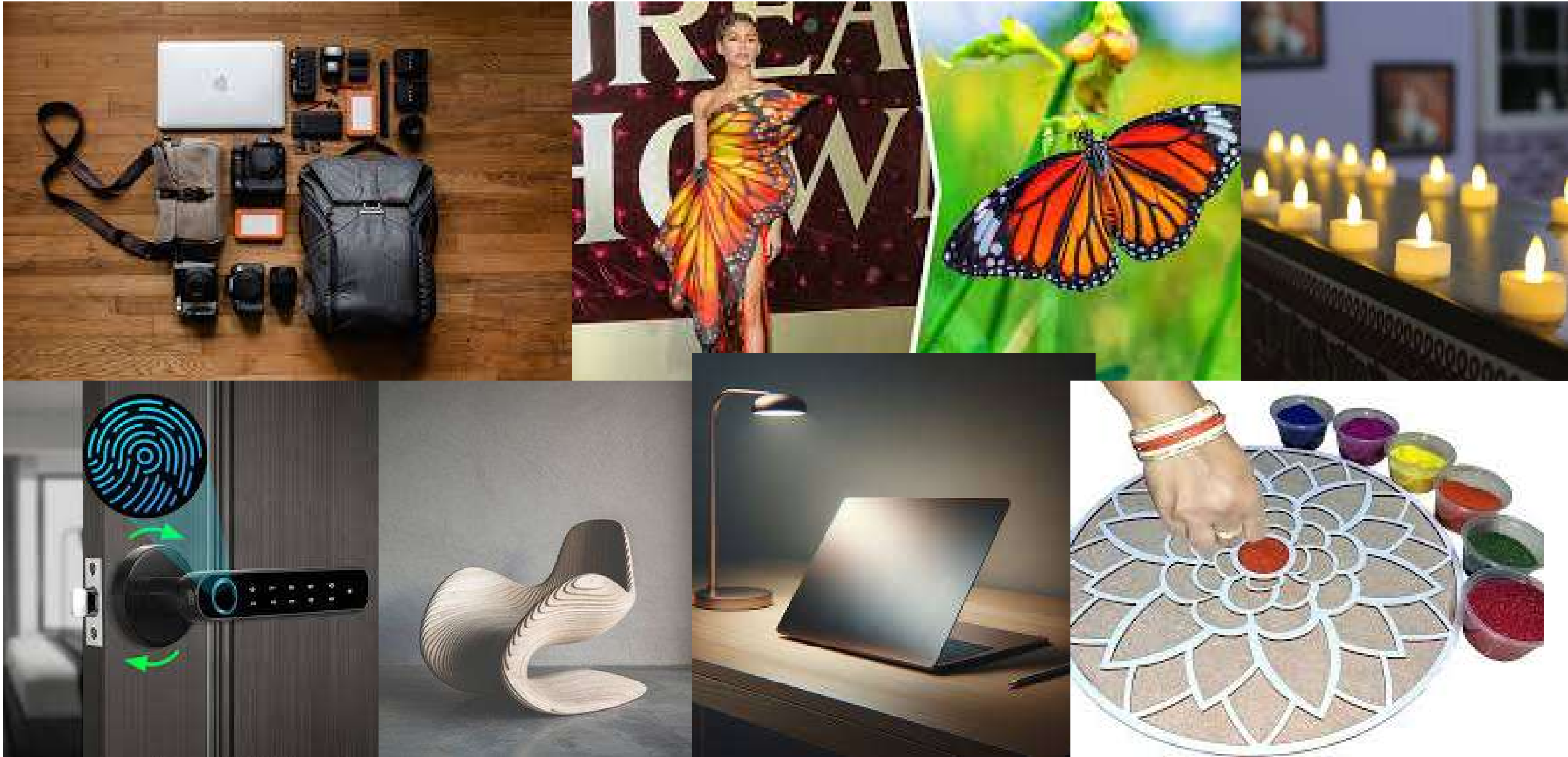
Compact:



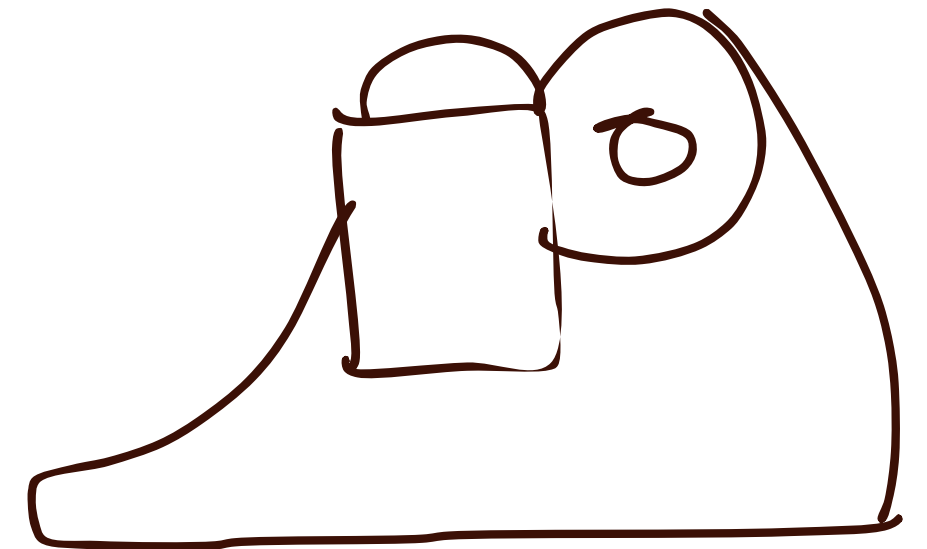
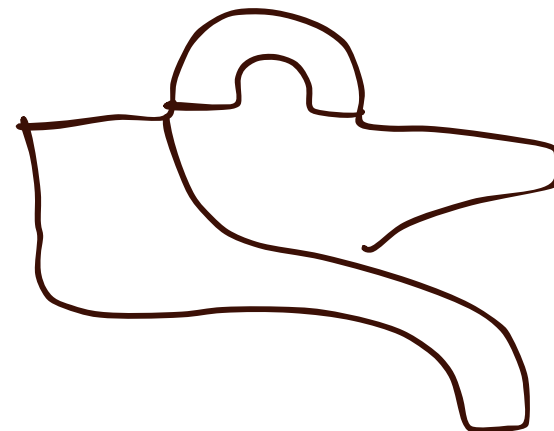
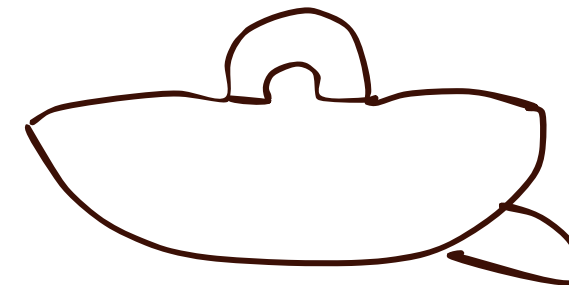
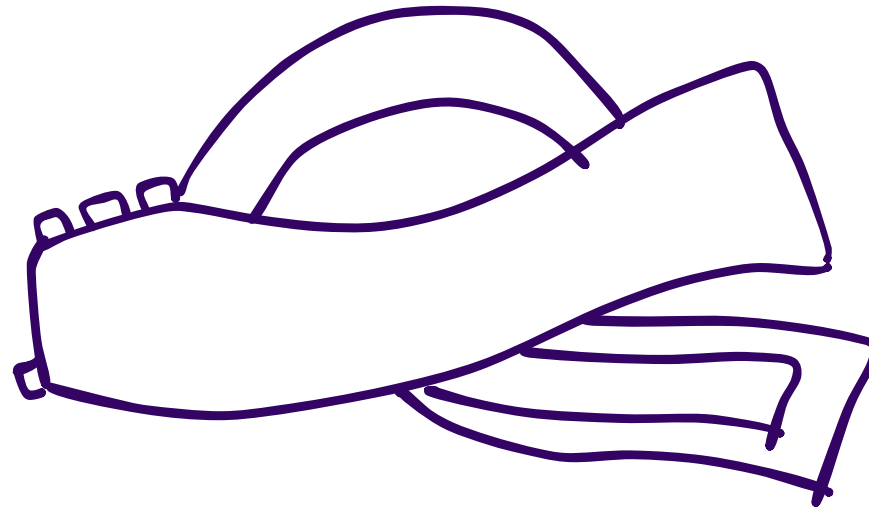
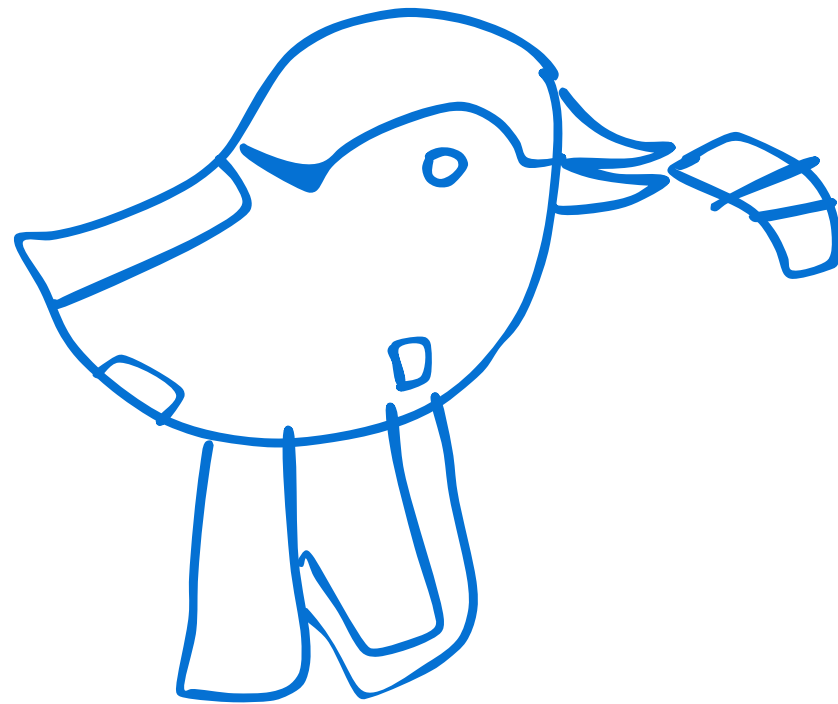
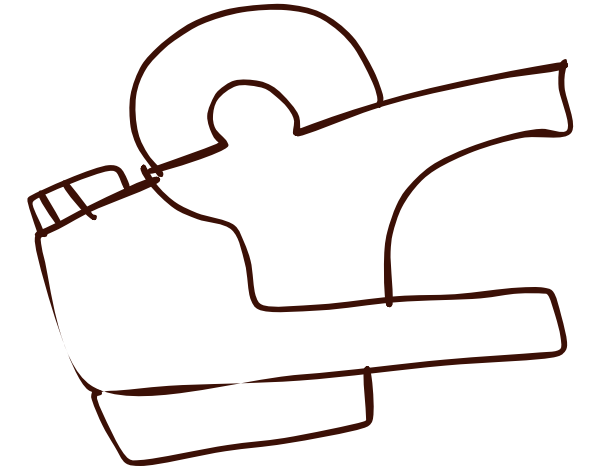
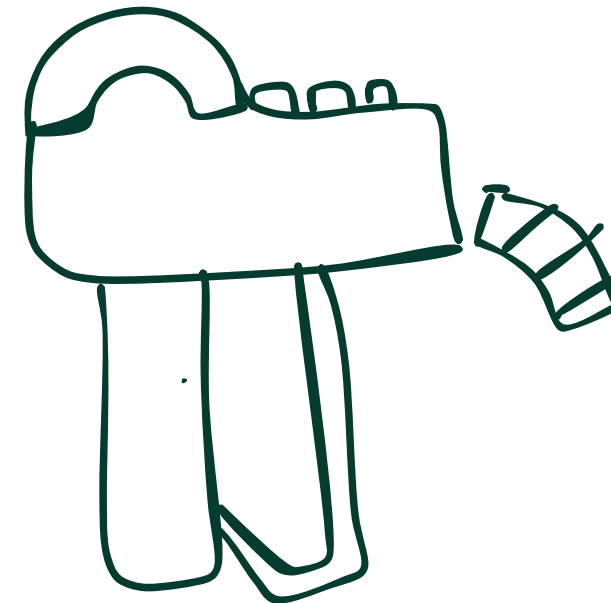
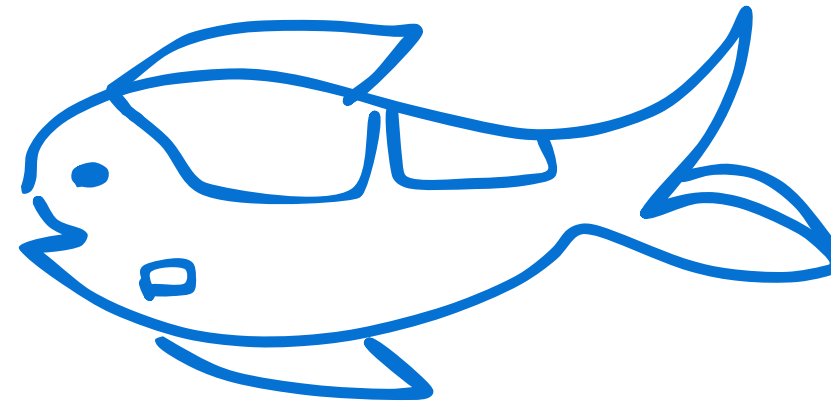
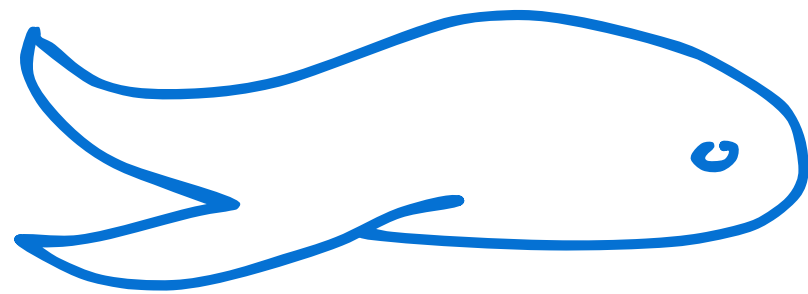
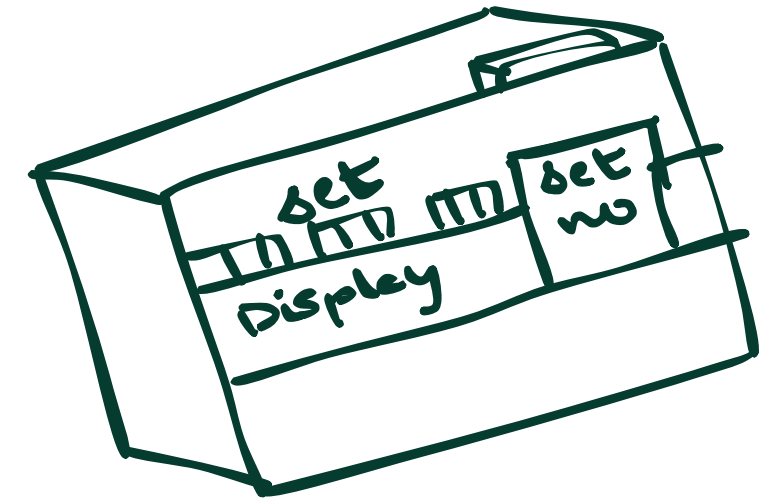
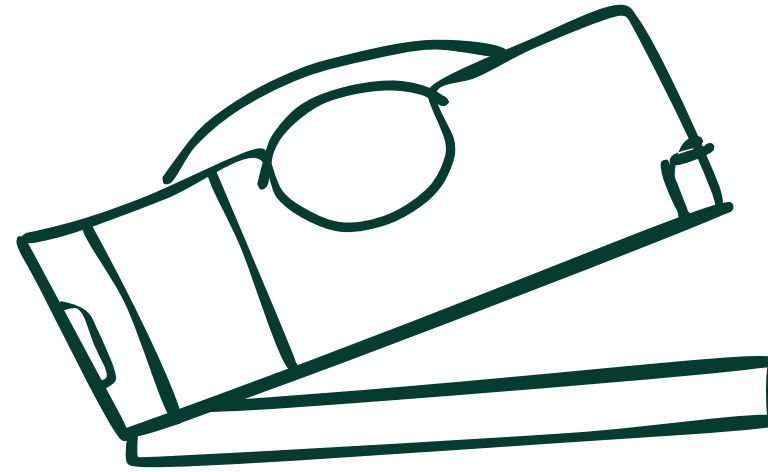
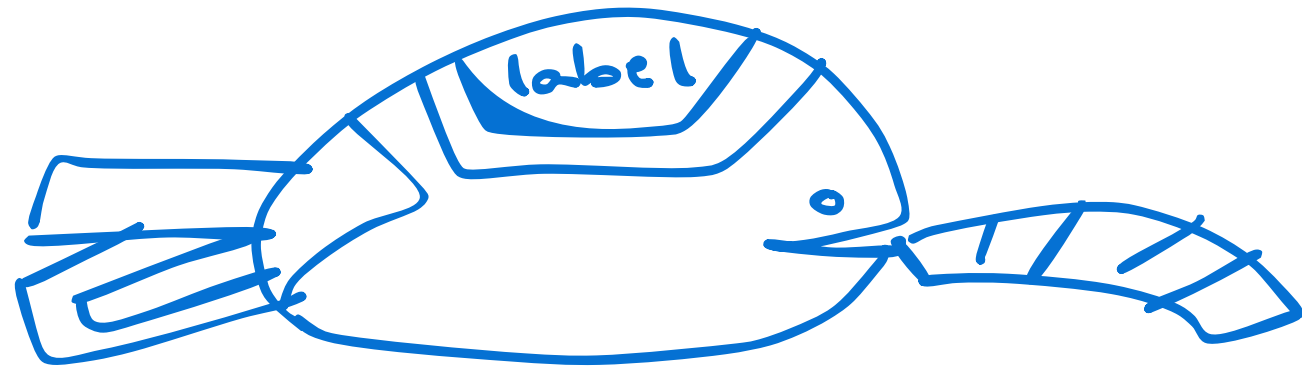
**Animal:**



Modern:

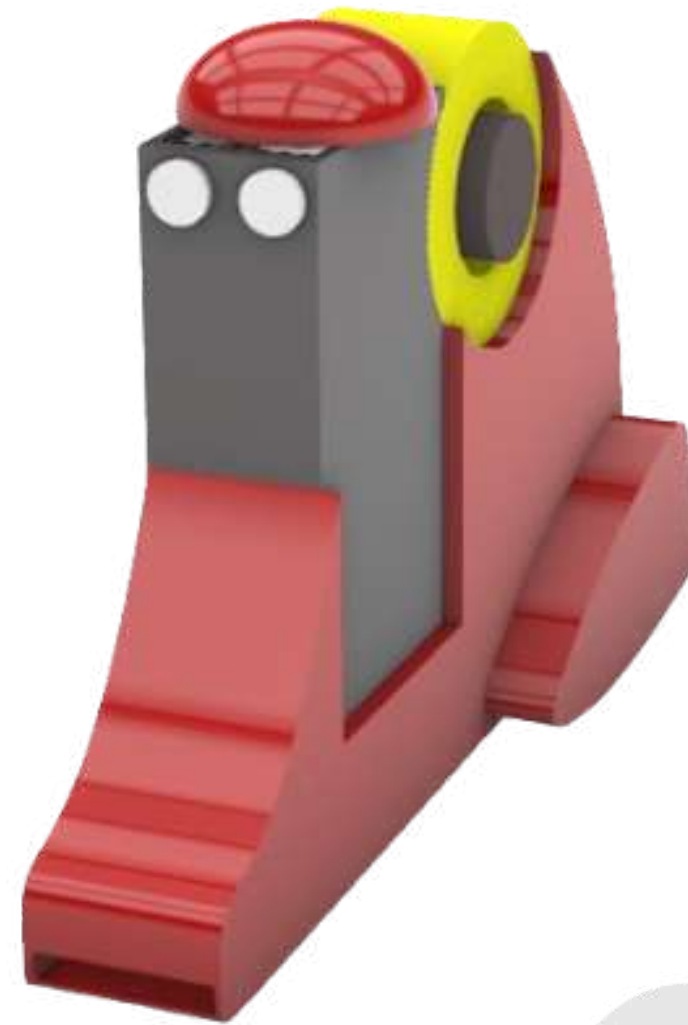


# Ideations:



# Price Labeller

(Final Idea)





# Physical Model:(in progress)

