

chuangyuan wan

*Designer*  
**PORTFOLIO**

works-wenko 2019-2022

# CONTENT.



## WASHING MACHINE

Project Progress

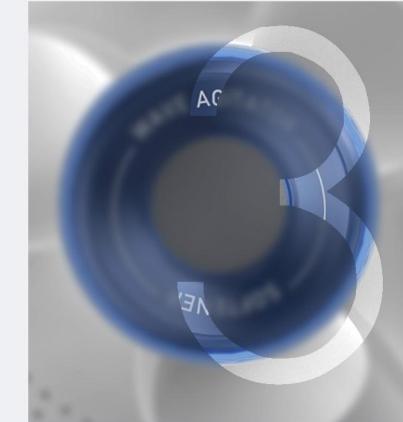
-The product has been sold



## TOP LOAD WASHER

Project Progress

-Structural Review



## WAVE AGITATOR

Project Progress

-Model Making Completed



Midea  
智慧生活可以更美的

x  
 red dot winner 2022

# 01. VITALITY CARE

-YUANQI SERIES WASHING & DRYING SUIT

## BRIEF.

01

2022 is the first year of an era of Midea, the products will be redefined.  
Build immersive whole house intelligence based on the strategy driven by  
digital intelligence, the yuanqi series will be born.

2022年作为美的的元年，整个美的品牌系列产品将迎来革新的一面，在  
“数智驱动”战略的基础上，打造更深层次的全屋智能，美的元气系列洗烘  
套装孕育而生，将成为新一代国名精品。

YUANQI

UNDERCLOTHES  
VITALITY CARE





Intelligence - Life



Leading - Fashion



Innovation-Experience



In the future, products must  
be able to perceive people's  
needs and interact with users

# MOOD BOARD.



## DongFeng Series

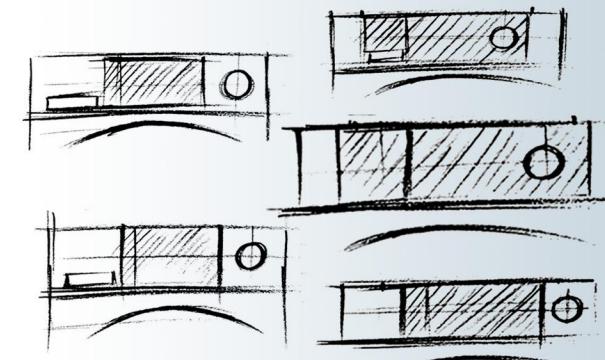


C Series

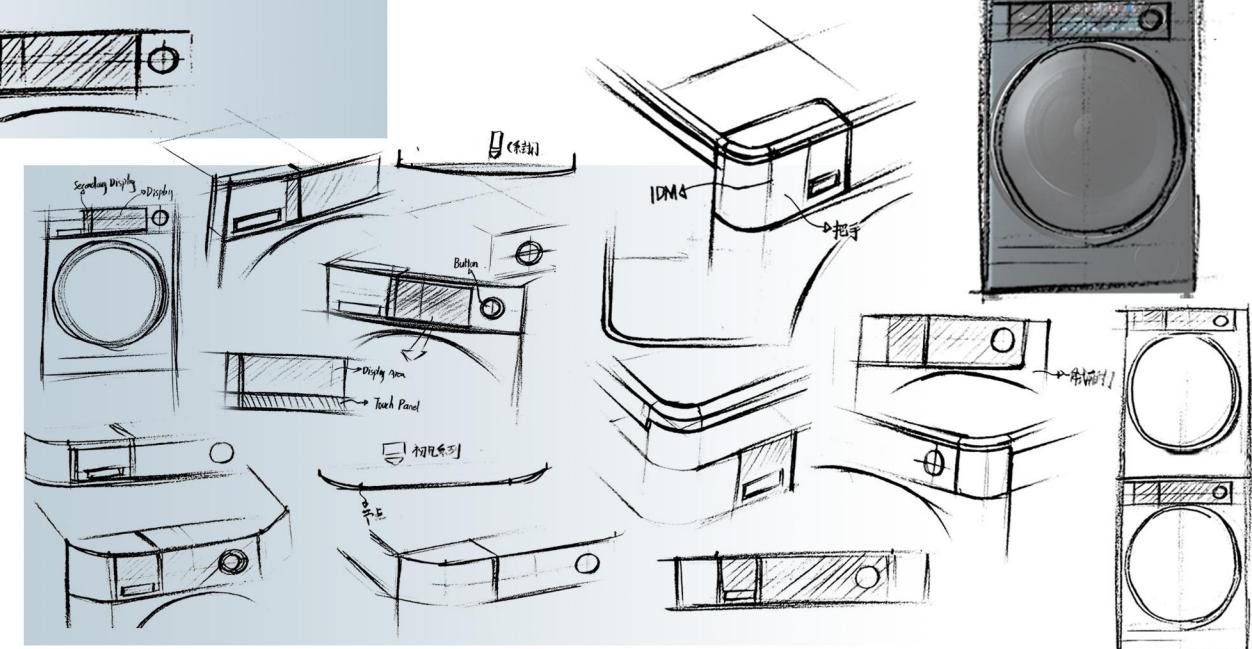


## Platform Exploration

Chujian Series



**SKFTCH.**  
The new control board proportion and new UI logic  
and layout can improve the user experience!



IDEATION PROCESS

# CONCEPT.



# C M F .

Product Seriation



# M O D E L .

Model Shooting Picture



DOOR OPENING VIEW  
-DRYER



SIDE VIEW  
-DRYER



FRONT VIEW  
-WASHING&DRYING SUIT



DETAIL VIEW  
-WASHING MACHINE



BUTTON VIEW  
-WASHING MACHINE

# 02.

*Bring home an intelligently designed,  
and take a load off on laundry day.*



智慧生活可以更美的



全心全意小天鹅

MASOI  
TOP LOAD WASHER



# 02

## BRIEF.

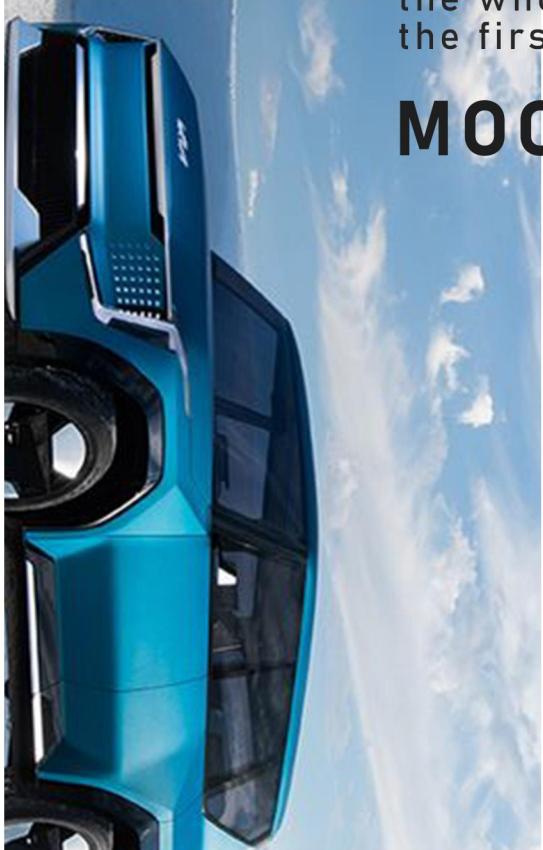
According to the needs of overseas development, THE MA501 series will become the first direct sales of midea washing machine brands in overseas markets, and is one of the most important products for midea products to occupy overseas market share and achieve overseas localization goals.

根据海外发展战略，MA501系列将成为美的洗衣机品牌在海外市场的首产直销，是美的产品占领海外市场份额和实现海外本地化目标最重要的产品之一。

MASOI

Source of inspiration for  
Intelligent products

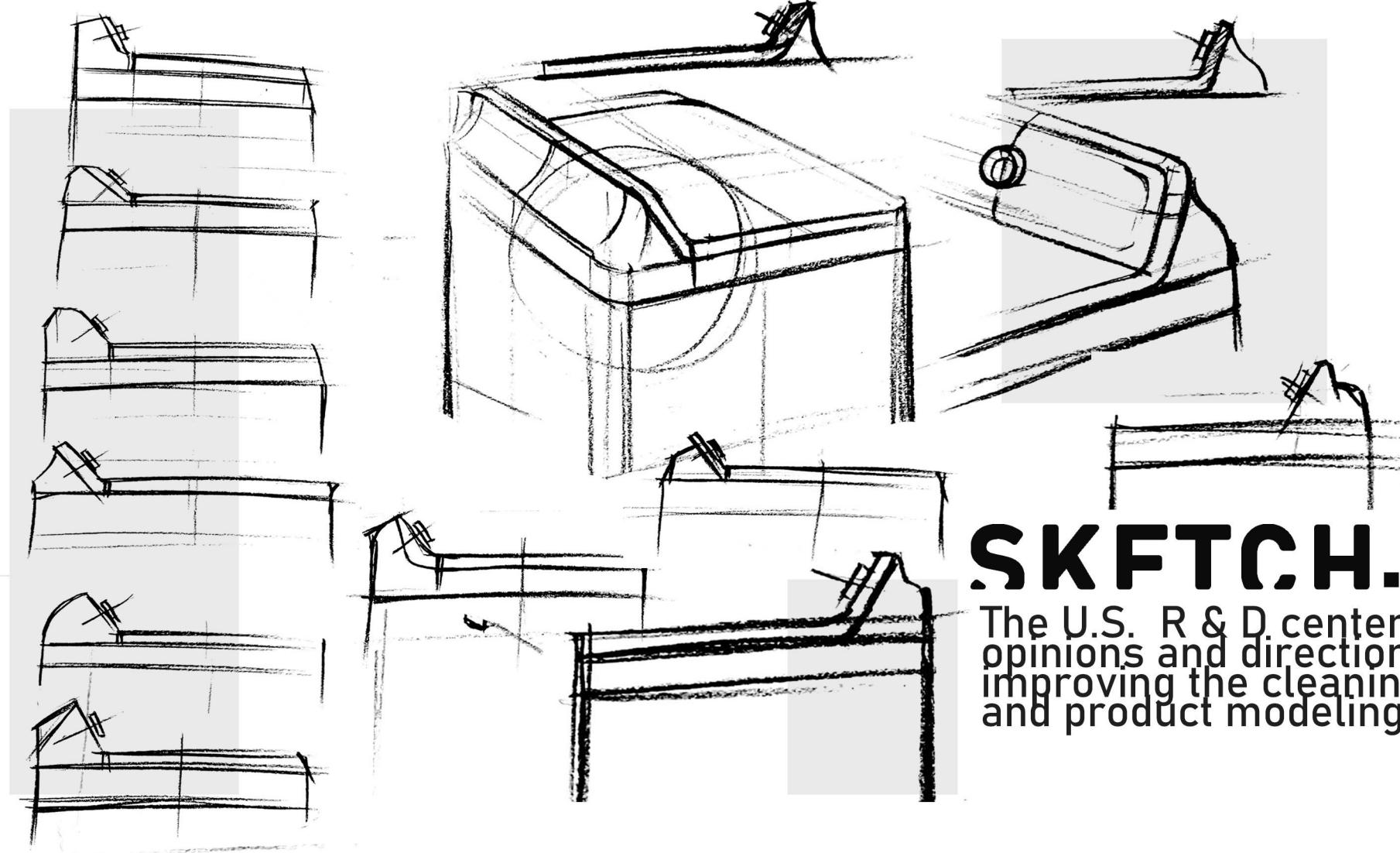




Intelligentization permeates  
the whole Midea product in  
the first year an era.

## MOOD BOARD.





Interaction Reference



# SKFTCH.

The U.S. R & D center has given  
opinions and directions on  
improving the cleaning ratio  
and product modeling

# CONCEPT.

MULTI-PERSPECTIVE VIEWS





According to the survey data and analysis of the American R & D center, three different design schemes are provided

## STORAGE BOX.

# C M F .

Product Seriation





*Improve* the washing ratio of clothes.  
*Reduces* wear and tear on clothing.

03.

Midea × LittleSwan  
智慧生活可以更美的  
全心全意小天鹅

AGIAVE  
WAVE AGITATOR

# 03

## BRIEF.

According to the overseas development strategy, the localization factory needs the support of the stirring washing machine, and the agitator on the existing washing machine is too mechanized to form a competitive product; The new generation of agitators requires more explicit functions to enhance the value of products.

根据海外发展战略，本地化工厂落地需要搅拌式洗衣机的支撑，而现有洗衣机上的搅拌器过于机械化，无法形成具有竞争力的产品；新一代搅拌器要求功能更加的显性化，来提升产品的价值。

# AGIAVE

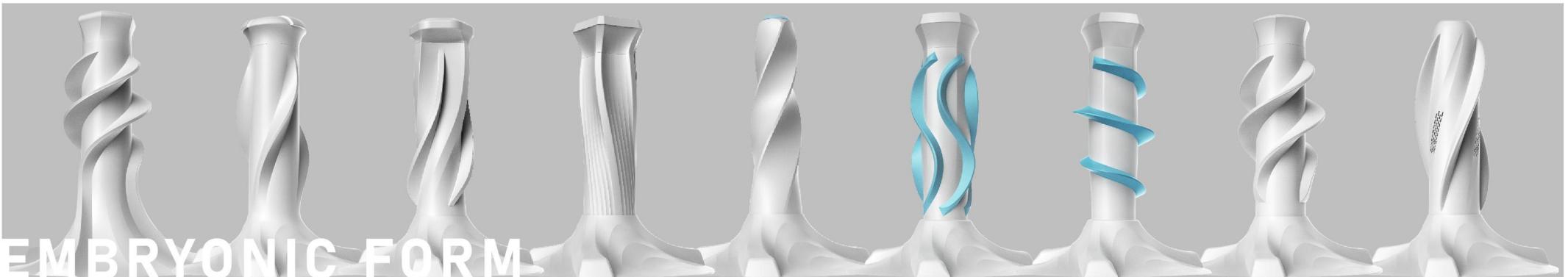
Source of inspiration for  
Zahahadid architectural style



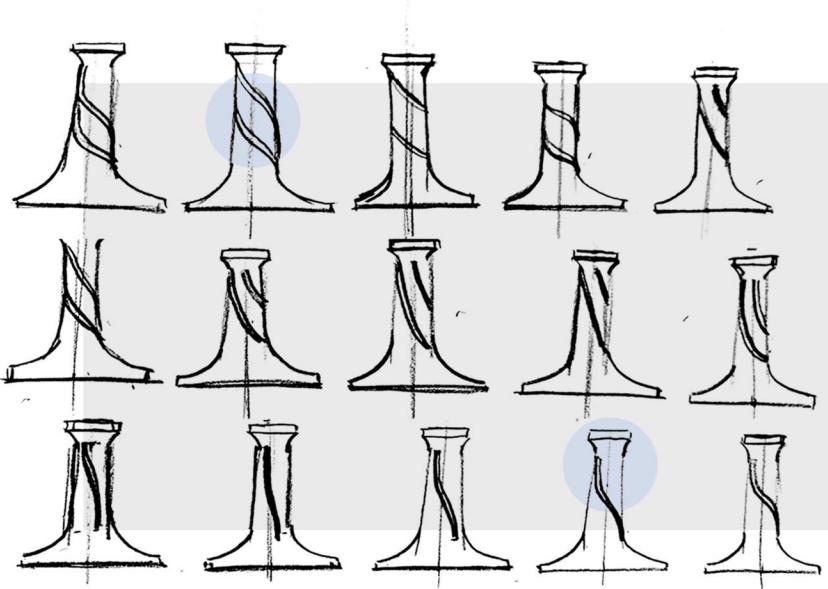
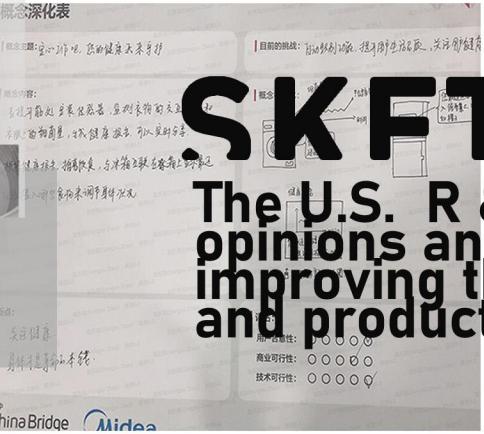
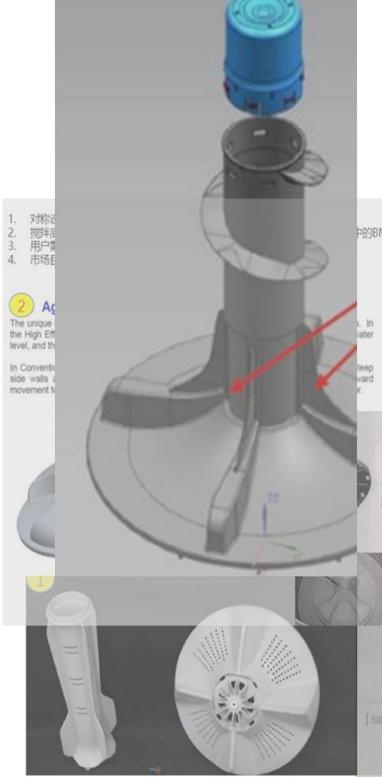


The design of organic form  
can effectively reduce the  
wear of clothes.

## MOOD BOARD.

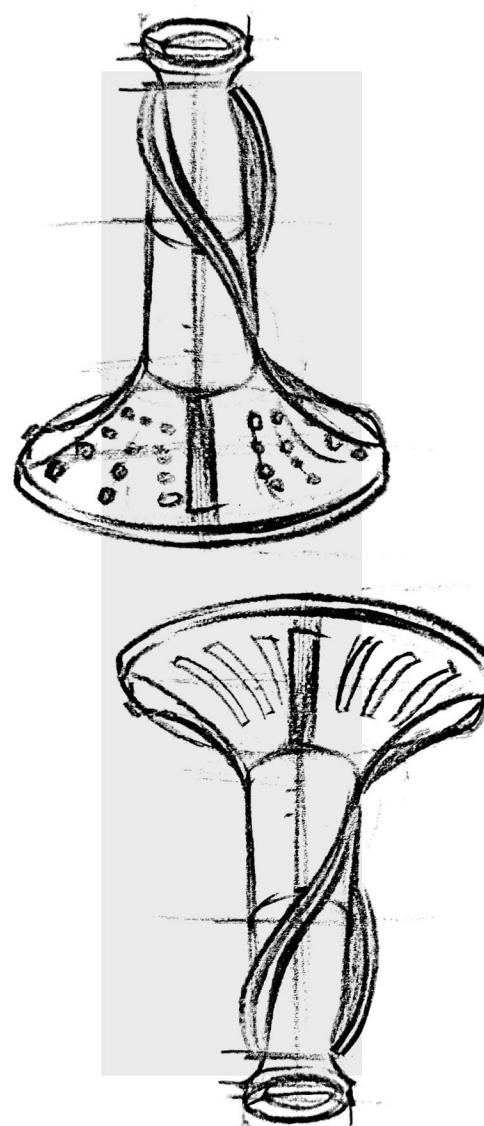


EMBRYONIC FORM



# EXPLORATION SKETCH.

The U.S. R & D center has given  
opinions and directions on  
improving the cleaning ratio  
and product modeling



# CONCEPT.



AVE  
WAVE  
DETAIL

SCREW + SYMMETRY





## OUTLET.

Through the design of the internal structure of the agitator, the centrifugal force is used to transfer the water to the inner cavity of the agitator, so as to realize the outflow of water.



# C M F .

Product Seriation



Button Outlet



Fabric Softener + Middle Outlet



Fabric Softener + Upper Outlet