



YU•GA
Design

Innovate . Inspire

Product Styling

Product Design

Product Development

Yuga Design

Industrial Design

About us:

Established in 2009, Yuga Design comprises a team of passionate innovative designers from multiple disciplines. Our design methods reflect the shared vision of providing excellence in distinctive fields. Our vision is to constantly bring out suitable, creative and innovative designs that focus on providing the most apt design solutions for our clients. The success of a product lies in the perfect synchronization of the client , end user and the design team.



What we do:

We provide solutions for consumer products, Medical products, Marine, and Automotive industry.

Our strengths are in

Product Development & Packaging

Product Aesthetics,

Enclosure Design

Ergonomics

User Study/Research

Prototyping (working/Mock-up)

"YUGA Design will serve as an intergral part of your R&D team to deliver a product with better aesthetics and functionality that appeals to domestic and international audience."





Product Styling

Integrated green laser slit lamp - Ophthalmology laser surgery

Client Brief:

The slit lamp is used to view and stop bleeding in the eye with the help of a green laser beam. The client requested a new design for their existing product and retaining internal hardware engine and other basic components. Improvement on aesthetics of the product was as crucial as the basic functionality of the product. Entering into the European market, the client needed a design that could bring

their product at par or better than their competitors.

Our Design Service:

Styling & Concept Development
Enclosure Design - CAD
Basic User study - Doctor interaction
Ergonomics - product & space
Prototyping - Mock up & working
Branding - photography & brochure



Earlier Product



Modified Product

Product



User Study



Concept



Prototype



Final Product





Product Styling

New born baby incubator - Neonatal care (Winner of Innovative Exhibits at MEDICA 2012, GERMANY)

Client Brief:

The client was developing a product that gave better intensive care to the new born baby. The product required a softer and pleasing aesthetic appeal with better functionality such as push pull bars, storage, easy access to baby through bubble canopy, trays etc. The product should be designed in such a way so as to look less industrial and should not intimidate the worried new mother.

Our Design Service:

Styling & Concept Development
Enclosure Design - CAD
Basic User study - Doctor interaction
Ergonomics - product & space
Prototyping - Mock up & working



Earlier Design



New Design

Product



User Study



Concept



Prototype



Final Product





"Yuga was roped in to provide a different design to our new incubator and this has worked out well. Our incubator was featured under the **"Innovative List of Exhibitors of Medica, Germany 2012. Thanks to YUGA !!"**
- Mr.Vinod Narayan, Manager International Marketing, Phoenix Medical System Pvt Ltd

Product Design

Social impact Project

Smart Cane : Way finder Device for the Visually Challenged (Selected & Approved by Royal Institute for the blind , UK)

Client Brief:

The smartcane is a device that detects obstacles in its path with the help of ultrasound waves. On detection the product gives a vibration tactile feed back to the user. The product required focused ergonomic design for the grip region. The handle design had to be such that different grip styles could be easily accommodated. Due to the dynamic handling of the product, the shape had to

be an organic form that could fit into most adult hands. The product had to be aesthetically appealing, sleek and comfortable for the user. Sweat, tactile feedback, dirt accumulation etc had to be taken for consideration.

Website links:

<http://smartcane.saksham.org>

(for purchase & Development story)

Our Design Service:

Styling & Concept Development

Clay modeling

3D scan data generation

Enclosure Design - CAD

User study - Visually challenged
user interaction

Ergonomics - product & space

Prototyping - Mock up & working,
3D printing

Product



User Study



Concept



Prototype



Final Product





Product Design

Handyman - A portable Vehicle mounted crane : capacity of 1 ton

Client Brief:

The handyman is a hydraulic crane that can be mounted to the back of a vehicle and used to lift up to 1 ton load. The product had to be designed such that it portrayed strength yet was sleek and easy to use. It required the aesthetic appeal and safety features of the general heavy machinery industrial equipments.

The product had to be low cost and create a social impact by its ability to be used in rural sectors.

Our Design Service:

Styling & Concept Development
Enclosure Design - CAD
Basic User study - User interaction
Ergonomics - product & space
Prototyping - Mock up & working

Product link:

www.youtube.com/watch?v=QO080dP4QJE



Earlier Design



New Design

Product



User Study



Concept



Final Product





We found YUGA to be professional and passionate in their approach. The result they generated enabled us to make the handyman a more user friendly product with safety features embedded in the product design - **Something that is extremely valuable to our industry".**

- Mr.Arjun ChowguleGeneral Manager, Chowgule and Company Pvt Ltd

Product Development

Solar electric hybrid catamaran - Eco friendly leisure boat

Concept:

The marine industry currently develops boats that are dependent on diesel and petrol engines. Due to the noise and water pollution caused by the engine, the marine ecology is disturbed and depleting at an alarming rate. Water spot Tourism being a major attraction and revenue model, a solution to address the dependency on an unsustainable power train was needed. The solar

electric hybrid boat was developed as a solution to the current water transportation system. The product developed is eco friendly, sensitive to the marine ecology and also provides a silent and calm environment for the passengers.

Our Design Service:

Styling & Concept Development
Product Design & Engineering - CAD
Power train development - Solar electric hybrid.
Basic User study - User interaction
Ergonomics - product & space
Prototyping - Mock up & working
Product Model development
Branding : Photography & Brochures.

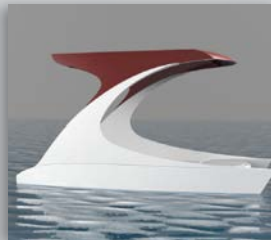
Concept



Market Study



Design



Prototype



Final Product





Branding & Promotion

We provide end to end design service solutions from product design and development to branding. Once the prototypes are ready, we do product photo shoots, design marketing materials such as logos and brochures for the product. We also help our clients in developing corporate videos and stationary required.



HANDYMAN



SmartCane



YU·GA
Design

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