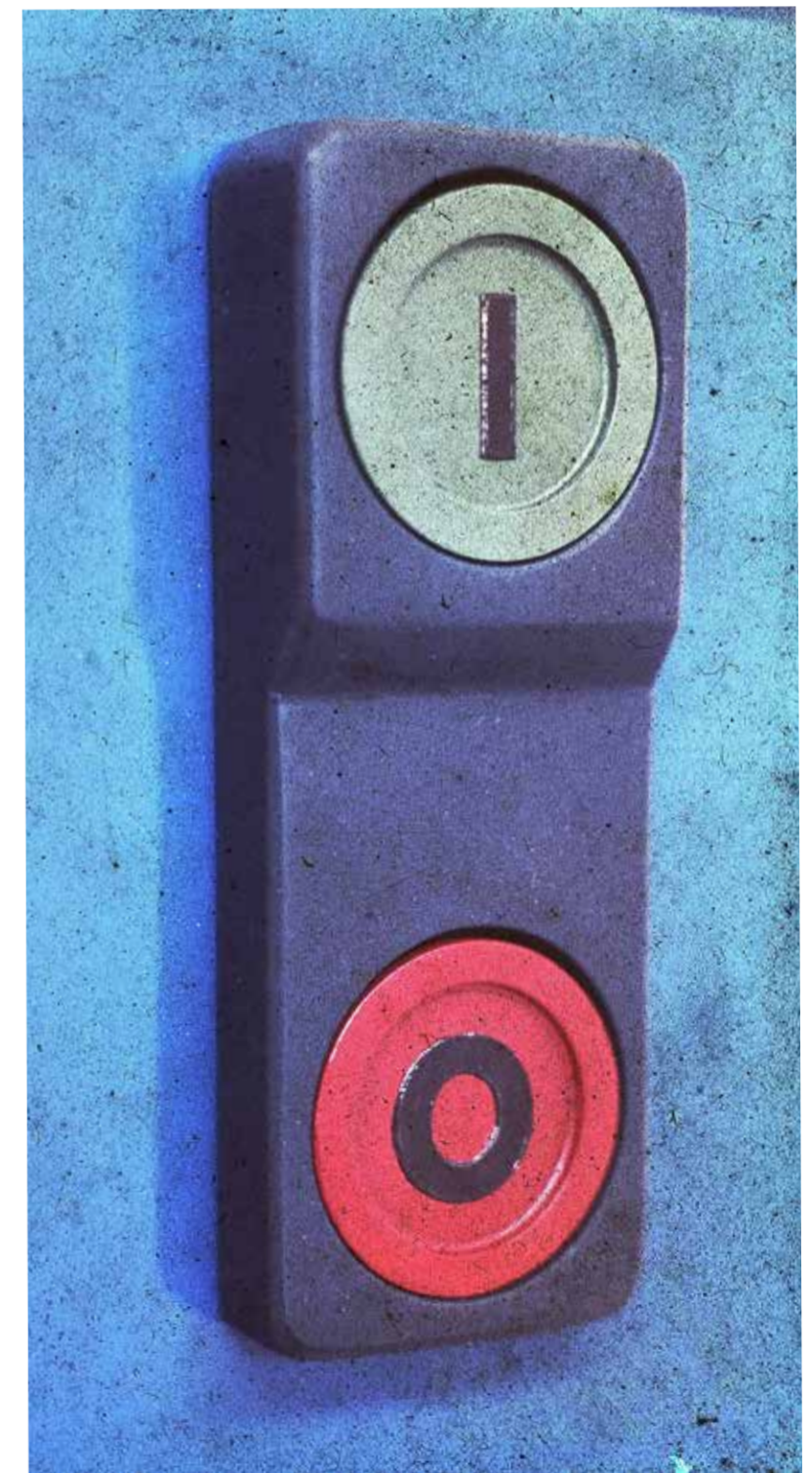


Starter for Crompton Greaves

design: a g rao

Crompton Greaves, a company in our vicinity had approached me for the design of 5 ampere starter. After working several alternatives two were selected for presentation. The first alternative as seen in the picture had a standard box shape. The chamfers and radii brought a distinct look. Company name was brought out prominently. The switches were designed to express its ruggedness. The height difference ensured easy access in an emergency situation. The levels of switches were also kept same as the shroud to avoid accidental switching. Company accepted this alternative keeping in line with the model of L&T which was the Market Leader.



A second alternative with homely look! Though the designed look distinct, the company was advised to adopt the first alternative keeping in mind the market leader. General strategy of such Industrial products was to follow the market leader. Often starters from several companies are sold by the same retailers! To adopt a shape with different physiognomy, company would have to get an elaborate promotional campaign which increases the cost of the product!





The company had several problems in translating the design. They adopted new inner guts supplied by a new vendor. The design was changed without consulting us.

In spite of lack of fine tuning in design, it achieved sales success! It found a new positioning in North East States where power fluctuations were significant. Consumers preferred this starter for use with air conditioners in Offices and Homes!

Expression of my displeasure later, in changing the design without consultation lead to a short term course for Company engineers so that they get exposed to the importance of 'Product Form' for building a brand image!