



CLIENT NEED

A global appliances client needed to localize a European blender for the Chinese market.

Adapting to user needs in this market was a challenge. So, we transformed the UI/UX for more **effective localization**.

We focused on analyzing the customer journey and visualizing the pain and passion points.

By adapting the smart blender to a new market, we designed a user-friendly and dynamic UI/UX that changes according to user needs.

INDUSTRY

The home appliance industry, which includes electrical or mechanical devices used in a household, is a multi-billion dollar industry. The global retail sales of these appliances amounted to over 420 billion U.S. dollars in 2020.

The overall appliances market is forecast to reach over 500 billion U.S. dollars by 2023. The global penetration rate is predicted to double from 10 to 20 percent by 2025.

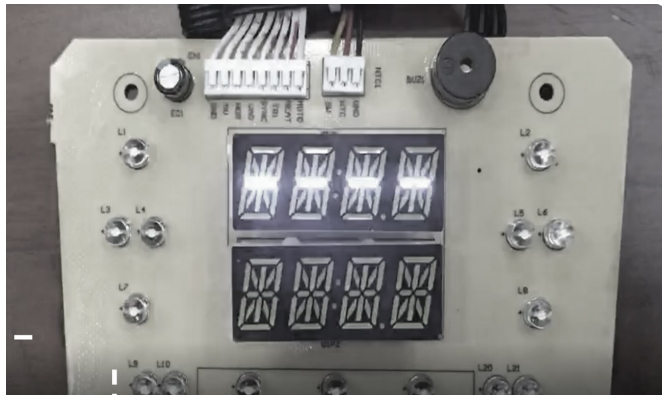
OUR MISSION

We gathered insights on the market and user behavior with desktop research. Based on what we learned, we made a process flow chart to best meet our client's needs.

To create an easy-to-use appliance, we began developing the icons and final UX.

Afterwards, we enhanced the product's appeal with UI design. The end result was an aesthetically appealing interface that met user needs.

In addition, we got in touch with the manufacturer to give us a successful story. We worked to localize for three different countries.



As a **an innovation consultancy**, we did the followings:

- Product Research
- Icon Design
- Process Flow
- UX / UI Design
- Coordination With Manufacturer



WE AT ORANGE-CIRCLE

We finalized the UI/UX of a smart blender. The appliance was launched in the Asian market in 2021.

The blender's features were added in experience-enhancing ways, including an effective touch screen where most of the device's capabilities can be accessed.

CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

INNOVATION SERVICES

CONTACT US

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The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)