

The beauty of understanding

There are two sides to everything. A tool, for example, must be practical, but must also inspire the user. One does not automatically give rise to the other, but rather a third aspect is required: understanding. Design projects at 2° focus on the beauty of understanding. Staying with the same example, a good tool gives the user the feeling of being understood. In return, you love it, care for it and tell your colleagues about it.

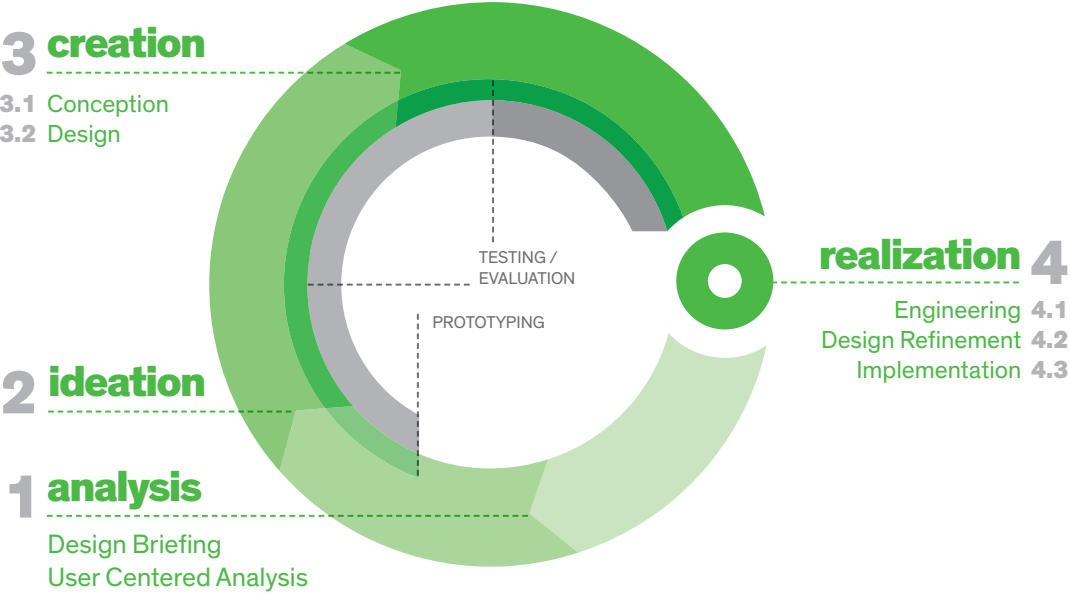
And how do we achieve this? With **enthusiasm** and **creativity**. We host innovation workshops and gather ideas, desires and visions. With **proximity**! During the research, we get up close to the user. And we do so using a **structured process**. We condense the entire design process into one huge, structured surface: The 2° MATRIX reflects every phase of a project, from the initial drawings to the final design. As designers and engineers, we are only happy when the end product is exactly what we had imagined in the first place: A tangible product that entices and inspires the user. A product that communicates the fact that it can be intuitively and safely operated, because the user understands it immediately.



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Our performance

Industrial Design User Interface Design
User Experience Design User Centered Analysis
Ideation Booster Design Strategy Physical & Virtual
Prototyping Design QM Visualisation Engineering
Design Consulting Usability Testing Workshops



Vision Panel

Good design always draws on current trends. Within our 2° vision panel business division, it is precisely these ingredients of good design that we explore: new styles, new technologies and new materials. Our design for Hamburg Hochbahn is a study for Hamburg's public transport of the future. Interior and exterior design exploit the potential of digitalisation.



Agile Design Process

We manage the design process using proven agile methods and workshops with the participation of our own inhouse and your teams experts, so that you can safely realise your project objectives.

Every design development starts with a joint workshop to define the initial requirements, these form the basis for the following work phases of our user-centered design process. All phases are characterised by fast visualisation, prototyping, validation and iteration. During which, we translate the design into 3D CAD models, virtual prototypes and click dummies. To ensure design quality from project start to realisation, we supply support with visual process monitoring and perform regular design reviews with all stakeholders.

Holistic Design Success

Humans are at the center of our work. Based on user needs, brand and company objectives, with our holistic approach we design the entire product and its graphical user interface. This results in exceptional designs that are successful in the market and express the branding of our equally exceptional clients.

Please feel free to contact us so we can put together a tailored design process that is fully integrated into your product development process and based on your needs.



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In nine out of ten of our projects, we develop designs for **capital goods** for the most diverse range of sectors: from transportation to industry and medical & laboratory technology. When it comes to **stylish, visionary products**, we also carry out development for the fast-moving consumer market.

Transportation

We design practically anything that moves: from operating panels for Airbus jets to our 40-metre-long grinding train. Some of our clients are looking for sustainable and practical solutions for means of mass transport, for example *Vossloh Rail Services* and *Airbus*.



Medical and laboratory technology

We can see blood! During the research phase we look closely over the shoulders of surgeons – even when, or rather especially when things get serious. They often work under extreme conditions. Every movement must be exactly right, errors are not an option. Here we assist them with design that can be intuitively understood, and of course which complies with every hygiene requirement, for example for the *Dentsply Group*, *YOLii* and for *Krüss*.

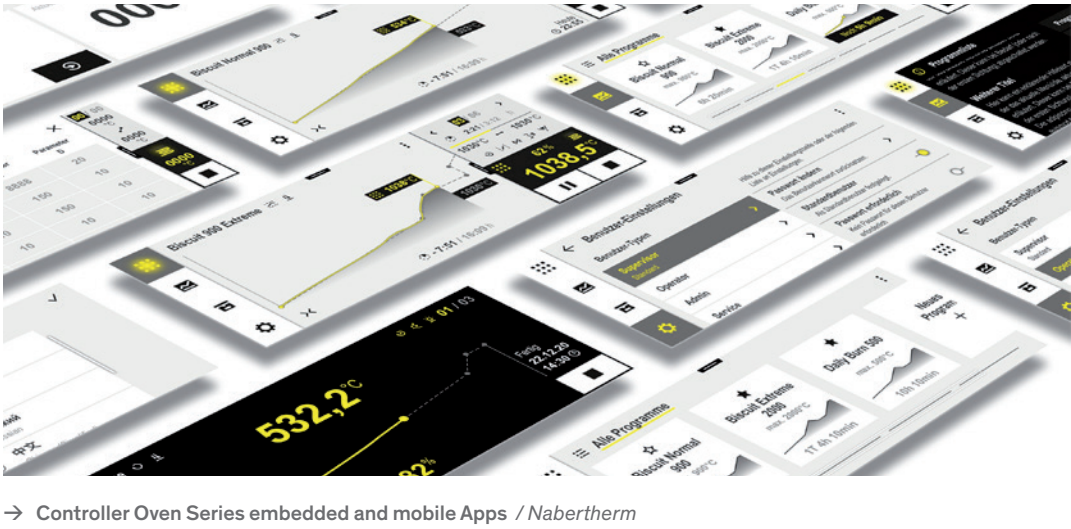


Clients

AIRBUS Operations GmbH	Jungheinrich AG
AerQ GmbH	KID-Systeme GmbH
ANT Applied New Technologies AG	Knape Gruppe Holding GmbH
Busch-Jaeger Elektro GmbH	Knorr-Bremse Evac
Collins Aerospace	Krüss GmbH
Danfoss A/S	Lufthansa Technik AG
DB Regio AG	Lürssen Werft GmbH & Co. KG
Dentsply Sirona	Makita Engineering Germany GmbH
Deutsche Lufthansa AG	Metabowerke GmbH
Deutsches Zentrum für Luft- und Raumfahrt	Miele & Cie. KG
Deutsche Telekom AG	Mitsubishi Heavy Industries Air-Conditioning Ltd.
Dinse GmbH	Nabertherm GmbH
D.med Healthcare GmbH & Co. KG	Safran Passenger Solutions
Drägerwerk AG & Co. KGaA	seca GmbH & Co. KG
Dr. Johannes Heidenhain GmbH	Siemens AG Industry Sector
Eaton Industries GmbH	signotec GmbH
GEA Group AG	The L.S.Starrett Company
Gigaset Communications GmbH	T-Mobile Deutschland GmbH
Hamburger Hochbahn AG	Unite Network AG
Hauni Maschinenbau GmbH	Volkswagen AG
Hegenscheidt-MFD GmbH	Vossloh AG
Heidenhain Corporation	Vossloh Rail Services GmbH

Digital design systems

We apply our expertise in digital design strategies when creating networked embedded, mobile and desktop applications for people dealing with different devices within one brand. We combine concepts and designs with an outstanding user experience, to create “design systems” that can be rolled out into a complex portfolio for companies such as *Lufthansa Technik*, *Vossloh Rail Services* and *Nabertherm*.



Industry

We often receive pages and pages of specifications with requirements such as waterproofing, impact resistance, use while wearing gloves. We consider it a challenge to develop products under these conditions and ensuring that people find them pleasurable and safe to operate. Commercial machines with a sense of style, which alongside practicality also always convey the brand ethos, for example for *Makita Engineering Germany*, *Mitsubishi Heavy Industries* and the *DLR*.



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