

The beauty of understanding

Emotion and technology, form and function: there are at least two sides to everything. A tool, for example, needs to be practical, but it should also be fun to use. A convincing user experience design makes complex content easy to grasp and provides touchpoints for consumers to successfully interact with the product. At the same time, any solution also represents a company's expertise, innovative strength and vision. The prerequisite for meeting these demands is full understanding.

To achieve this, we speak to all relevant stakeholders, and we listen carefully. As we collaborate with our clients and partners, as well as at zweigrad itself, we incorporate knowledge from various disciplines. Our workshops are designed in a way to address all senses and spark creative exchange. But, above all, we adhere to a comprehensive, precisely timed process from strategy to realisation, which is aimed at creating design solutions that combine style with everyday practicality, and proficiency with brand strength. For us, this is what the beauty of understanding is all about.



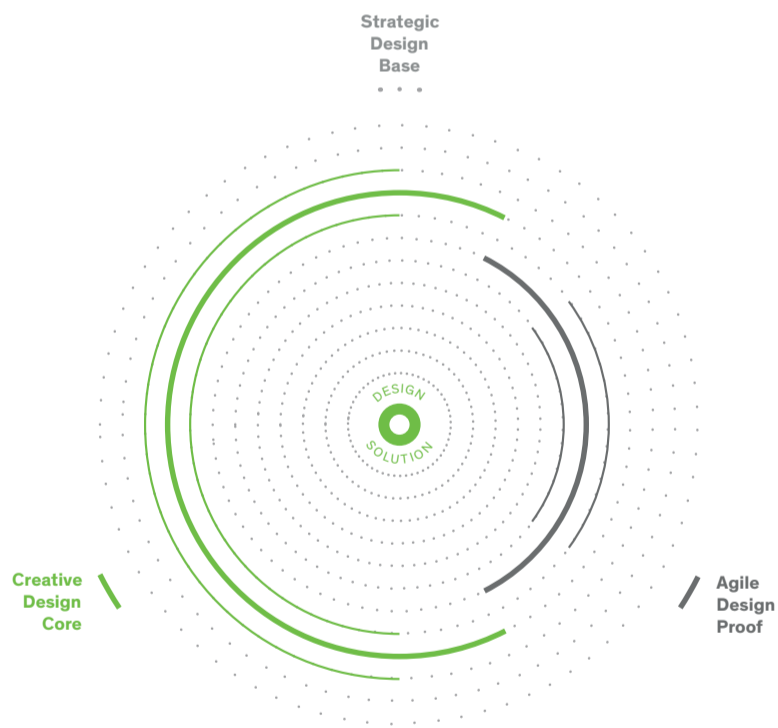
the beauty of understanding **2°**

Our services

Industrial Design

User Interface Design

User Experience Design Design Strategy User Centered Analysis Ideation Booster Physical & Virtual Prototyping Usability Testing Design Systems Visual Brand Language Design QM Design Consulting Visualisation Workshops



Vision Panel

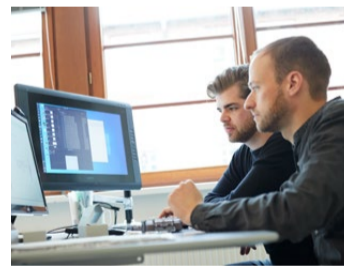
Good design always draws on current trends. Within our 2° vision panel business division, it is precisely these ingredients of good design that we explore: new styles, new technologies and new materials. Our design for Hamburg Hochbahn is a study for Hamburg's public transport of the future. Interior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



Agile Design Process

With your project goal in mind, we use our service modules from the areas of **strategic design base**, **creative design core** and **agile design proof** to develop a customised design process tailored to your needs and project requirements. Depending on the project, you can assign either individual phases or the entire process to us. We look forward to meeting you and learning more about your challenges!

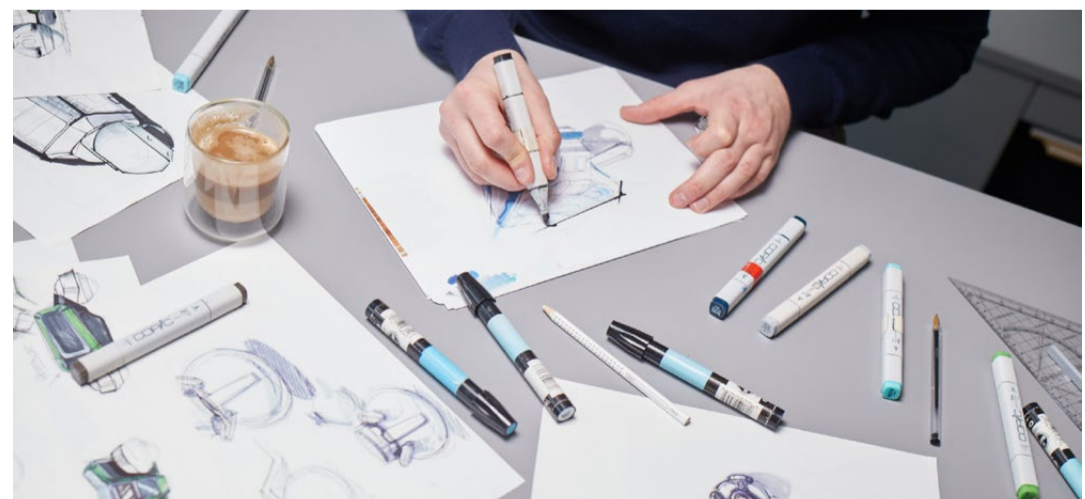
We manage all of our projects strategically, with the aim of integrating all stakeholders and strengthening the product brand and corporate identity in a sustainable manner and based on a coherent design language. To achieve this, we set goals, define the process and methods, develop design systems and support the realisation of the design strategy across all business units.



Holistic Design Success

To swiftly arrive at innovative and resilient solutions that meet the needs of prospective users, we harness the creative potential of everyone involved. As part of interdisciplinary stakeholder teams, we jointly develop new, creative ideas that are subsequently specified and visualised and thus become tangible and understandable.

In the course of the design process, we develop prototypes and conduct usability tests to repeatedly assess a product's usage scenarios, ergonomics and visual design and to make ideas tangible at the earliest stage possible. In close collaboration with developers, we supervise the implementation in series production and, where necessary, make final adjustments to ensure the standards for optimal design quality are fully met.



Contact

PHONE +49 (0)40. 32904748 – 0
FAX +49 (0)40. 32904748 – 48
EMAIL info@zweigrad.de

zweigrad GmbH & Co. KG
Donnerstraße 20
22763 Hamburg

For more information: www.zweigrad.de



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*.



→ Rail Maintenance Product Family and App / *Vossloh Rail Services*

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*.



→ YOLii App / *E+S Gesunde Lösungen*

→ Spinning Drop Tensiometer / *Krüss GmbH*

Clients

AIRBUS Operations GmbH
 ANT Applied New Technologies AG
 Busch-Jaeger Elektro GmbH
 Collins Aerospace
 Danfoss A/S
 DB Regio AG
 Dentsply Sirona
 Deutsche Lufthansa AG
 Deutsches Zentrum für Luft- und Raumfahrt
 Deutsche Telekom AG
 Dinse GmbH
 D.med Healthcare GmbH & Co. KG
 Drägerwerk AG & Co. KGaA
 Dr. Johannes Heidenhain GmbH
 Eaton Industries GmbH
 GEA Group AG
 Gigaset Communications GmbH
 Hamburger Hochbahn AG
 Hauni Maschinenbau GmbH
 Hegenscheidt-MFD GmbH
 Heidenhain Corporation
 Heinrich Schümann GmbH & Co. KG

Jungheinrich AG
 KID-Systeme GmbH
 Knape Gruppe Holding GmbH
 Knorr-Bremse Evac
 Krüss GmbH
 Lufthansa Technik AG
 Lürssen Werft GmbH & Co. KG
 Makita Engineering Germany GmbH
 Metabowerke GmbH
 Miele & Cie. KG
 Mitsubishi Heavy Industries Air-Conditioning Ltd.
 Nabertherm GmbH
 Safran Passenger Solutions
 seca GmbH & Co. KG
 Siemens AG Industry Sector
 signotec GmbH
 The L.S.Starrett Company
 T-Mobile Deutschland GmbH
 Unite Network AG
 Volkswagen AG
 Vossloh AG
 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*.



→ Controller Oven Series embedded and mobile Apps / *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*.



→ DLR / *FlappyBot*

→ Makita Engineering Germany / *Chainsaw PS 550*



www.zweigrad.de