



Corporate Profile

About



Born from the Hindi word (जगाना) which means "to awaken"

Jagana Design is an Industrial and Experience Design Studio based in Pune with deep rooted sense of Business Growth for the Client.

Our Strength lies in quickly understanding design contribution for business growth by our unique research methods and creating most distinct , innovative and perfect product-market fit designs which matches to the expectations of end user and brand.

We make sure that every project should become a benchmark for worlds best problem identification, creative solution, precise engineering and business growth.

We believe Design can Awaken!

Studio



Our Studio has a creative vibe and facilities to embrace openness, love, empathy and innovation.

Do visit to have a wonderful coffee of chai !

Services

DESIGN
STRATEGY

INDUSTRIAL
DESIGN

PACKAGING
DESIGN

UX/UI
DESIGN

BRAND
DESIGN

WEB
DESIGN

PRODUCT
RENDERING

SIGNAGE
DESIGN

SPACE
DESIGN

Design Discipline is just a skill, which we have developed as a team, however we have a mindset of creating an impact to lives of people and thus to business through good design.

We have recently designed a vehicle, and launched it in Auto Expo 2023, taking care of every aspect of design which will create an impact on business.

Clients






















We are proud to partner with many brands and to-be brands who have realized the value of design in their business.

We look forward to become partners and flag bearer of design in organizations growth !

Testimonies

Design success is all about how you build creativity in the designs. With Gaurav it was like he was capturing my design intent and building in a product. His knowledge on the topic was deep and he has responded to our requirements precisely and on time. I am sure his work would be appreciated by all.

Gaurav has a great design sense and completely understands the client's product design requirements. This helps him create a work flow which ensures all the subjectivity, which are inherent to the designing process, are structured. There is a good blend of maturity, practicality and appeal (as per the industry requirements) in his designs which are reminiscent of contemporary world.

Jagana Design to work with on industrial design projects. He is good at form explorations and form design keeping engineering in mind. He is able to work with clients at different abstraction levels and arrive at a solution. He is process oriented but flexible. I would highly recommended him for anyone who is looking for industrial design services.



PRADEEP KAMAT

Vice President Technical at
The Supreme Industries Ltd

September 14, 2015, PRADEEP
worked with Gaurav but at
different companies



Kushal Khemka

Vice President at PENSOL

May 2, 2019, Kushal was a client
of Gaurav's



Anup Tapadia · 1st

Founder at TouchMagix Media Pvt. Ltd

April 17, 2020, Anup was Gaurav's client

It only words
We love what we do
!

Methodology

Research	Ideation	Prototype	Test	Deploy and Test
<ul style="list-style-type: none"> • Competition Benchmarking • Usability Study • Ergonomic Study • Trend Analysis • Use Case Scenario Study • Detailed Part Tear Down Benchmarking for COMPARATIVE ANALYSIS. 	<ul style="list-style-type: none"> • Mood-Board • Theme Creation • Hand Sketches Explorations • 2D/3D Renders for Clear Visualization • Scenario Visualization of the new concepts • Creative Ideas Synthesis and Shortlisting 	<ul style="list-style-type: none"> • 3D Surface CAD Design • Concept DFM, DFA • Concept CMF • Realistic Renders for Review • CAD Design for Prototype • Design Refinement post Prototype Review 	<ul style="list-style-type: none"> • Product Design Review inline with Customer Inputs. • Part Design Review (For IH and BOP) • Ensure all CTQ's adherence. • Review Quality Plan for all parts. • Ensure Design Control ,ECR/ECN Status • Identify Concerns. 	<ul style="list-style-type: none"> • Product Design Verification • Part Design Verification • Reverify Process Flow • Define/Redefine Pfmea • Final Cad For Tooling Review • Drawings And Artworks

Work



IOT DEVICE DESIGN



MEDICAL DEVICE DESIGN



PACKAGING DESIGN



PACKAGING DESIGN



APPLAANCES DESIGN



WHITE GOODS DESIGN



JAR & STICKER DESIGN



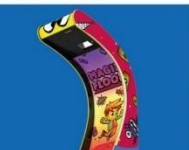
KITCHEN-WARE DESIGN



APPLAANCES DESIGN



MACHINE DESIGN



ARCADE DESIGN



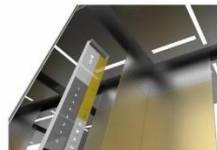
PRINTER DESIGN



MEDICAL DEVICE DESIGN



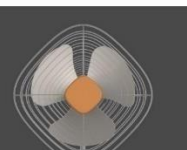
FURNITURE DESIGN



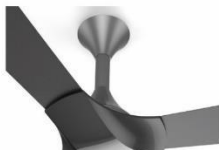
ELEVATOR DESIGN



INDUSTRIAL EQP DESIGN



HOME APPLAANCE DESIGN



HITECH PRODUCT DESIGN



PACKAGING DESIGN



DISPLAY n CONTROL DESIGN

In last 12 years we have worked on many projects in most of the industries, we started with

Industrial / Product Design

and now we have grown to be expert in all disciplines of design Including

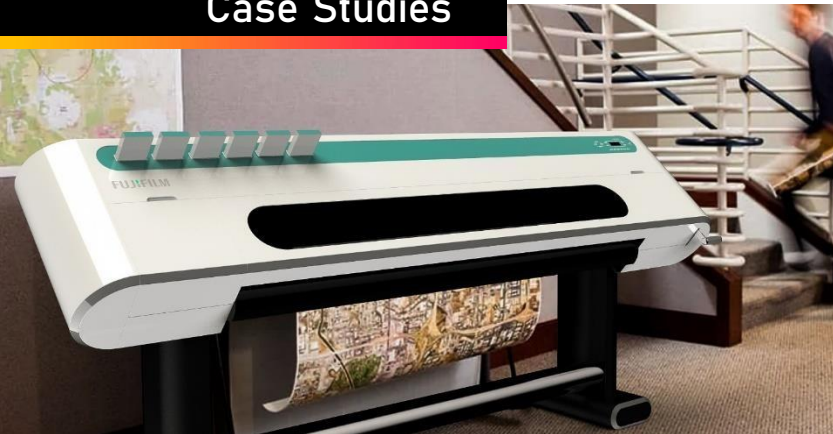
Brand Design
Packaging Design
Digital Product Design (UX - UI)
Exhibition Design
Furniture Design

And

Product Design Strategy
Innovation Brainstorming
Design Research
Design Trainings and Workshops

and deliver end to end consulting on every aspect of design

Case Studies



Project

Wide-format Eco-solvent Printer Design

Short Description:

There was a need to design a wide format printer which has global aesthetic appeal, matching Fujifilm design language and also takes care of *counterfeit problems of ink cartridge*.

With deep product research, a unique sloping shape was evolved which gives better visibility to media, discourages to keep ink and other stuff over the printer and *makes sure only branded cartridge is directly inserted in the printer*.

The new unique design of the printer makes it difficult to counterfeit which ensures efficiency, reliability and longevity of the equipment.

User friendly Display and Control interface was designed by grouping keys with respect to activities around the display.

Client:

Fujifilm JAPAN | Macart
Equipment

Case Studies



Project

Bowling Alley Device for Interactive Lane Experience

Short Description:

To achieve interactive bowling lane experience, a device needs to be created which can do projection mapping over lanes and enhance bowling experience. Device is required to be light in weight, easy for maintenance. Device includes projector, motion sensors, IR cameras, etc.

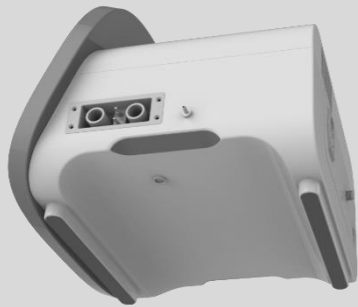
A well performing product architecture was created which involves detailed technology and user research from our end . We derive our inspiration from futuristic pendant lights and created a design which adds value to bowling environment. Our detailed engineering with light weight chassis and plastic wrap over it reduces the weight and give 360 degree access to service and hence helped in decreasing production cost, enhancing performance, ergonomic design as well as pleasing aesthetic.

These Devices are installed in Brunswick Bowling across globe, and is doing fantastic business.

Client:

Brunswick USA, Touchmagix

Case Studies



Project Ventilator Design

Short Description:

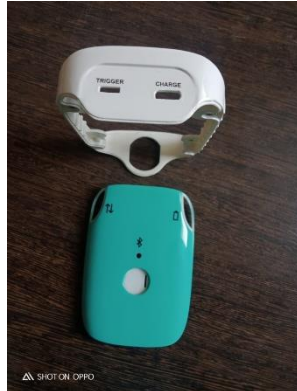
There was a need to design and develop a global design of a table top ventilator design. Previously client has made a metal fabricated device, which worked well functionally, but did not have aspirational value.

We designed the product which is aspiration, ergonomic, matching well to category of medical devices and created a design language for a brand.

The new design helped company to charge premium because of new design, was able to export their product and proudly represent the product as part of their vision.

Client:
Medline Medical

Case Studies



Project

Portable EEG Device

Short Description:

There is a need to have a compact, portable and handy EEG Device, for patients who needed the same for 24 Hours applications.

The Design has to very pleasing and soothing in looks for the patients, it should be very handy so that it be holded very easily for long time while walking and doing daily activities.

The placement of LED indicators were made in such a way that they are visible from a distance by a medical support staff for any emergency.

The design won international design award and is doing wonderful in the market.

Client:

Murata Japan

Case Studies



Project

Touchless Thermometer Device

Short Description:

There was a need to have a touchless temperature checking device which can detect your temperature and gives visual and audible feedback, without having any physical contact.

We designed and developed the product which fits well in all environment of Malls, hospitals, offices etc with various accessories.

Its Packaging and Branding was determined with utmost details to match the product requirements.

Client:

Touchmagix India

Case Studies



Project

Engine Oil Jar and Sticker Range Design

Short Description:

Challenge here was to create a very distinct looking Engine Oil Jar, expected to be structurally strong and avoid current issues of oil leakages during shipping and handling.

We have come up with a Dynamic and Modern design which matches to brand language and created a family look across all sizes.

Design Engineering was done with utmost precision so that there are no leakages in handling, top-load issues, weather deformations etc.

We then designed Label for their 134 skus, matching product strategy and brand guidelines to position Pensol in a correct zone, while competing with big global brands like Gulf, Castrol, Mobil etc

Client:

Pensol Oil

Case Studies



Project **Low Cost Instant Water Heater Design**

Short Description:

Challenge was to create a ultra low cost instant water heater which should look distinct and comfortable with middle income group.

With deep research of user aesthetic perception, precise engineering and focused design strategy a unique and cost friendly shape has been given to the product.

We created a design which is a perfect balance of modernness and commonness so that it is well accepted by mass market and hence doing great in market

Client:
Hindware

Case Studies



Project **Portable Fuel (Diesel) Station**

Short Description:

There is huge challenge in current methods of private storage of fuel like fuel evaporation, theft, transit cost, ease of dispensing, keeping track of fuel dispense and safety of life.

We designed a PESO (petroleum and environment safety organization) approved fuel station which will store 2000 Litre of Diesel and Dispense it in a systematic and safe way. This station is now IOT connected device which gives information on fuel quality, quantity of fuel storage and fuel dispensing instantly.

This Fuel station is now used in Mining, Manufacturing Units, Fleet Stations, Hospitals, Malls, Remote Locations etc.

Design is aesthetically pleasing, ergonomic in usage, technically efficient and easy to manufacture.

Recently client received Start-up India Award and Funding from Shri Rata Tata, we feel proud to contribute.

Client:
Repos Energy

Case Studies



Project **Projection Mapping Arcade Game Design**

Short Description:

The challenge was to create a floor standing unit by integrating current bottom coin box unit with ceiling mounted projector + IR camera unit, and also to, by which there is no dependency of different ceiling heights in different arcades. We designed a very attractive looking single unit of arcade. Its unique shape attracts children and also makes sure it performs perfectly.

Attractive lighting element creates a differentiator in arcade environment and helps in customers attraction and engagement.

It is now a single unit, very easy to install, it come in two pieces, so it is easy to ship and easy for maintenance.

Since the height of the projector has to be 10 feet high, engineering has been done to make in it two pieces, for ease of shipping.

Client:
Touchmagix

Case Studies



Project **Tri-Ply Outer Lid Pressure Cooker Design**

Short Description:

The challenge was to create a first triply pressure cooker for the Indian Market. Triply as a material is very expensive and also quite heavy as compared to any other aluminium and steel pressure cooker.

Thus the cooker has to look very premium and also the handle has to be very ergonomic and elite.

With detailed research on market aspiration, user ergonomics and more than 100 prototypes we designed one of the most ergonomic handle and overall design which crafted the language of triply cooker in the market.

This cooker is a hit in the market !

Client:
Stahl Kitchens

Thanks



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