

The project objective was initially slated to develop an economy product line to compliment the existing stick product line. These devices were to measure pH, salt, conductivity and TDS (total dissolved solids) in aqueous solutions for the horticultural and aquaculture markets. Concepts generated focusing on Ecology rather than Economy were well received so the decision to replace everything with the new design language was initiated. The development innovations resulted in realized cost savings, added features, strong brand identity and impressive market penetration. Primary design efforts were focused on form studies, usability, surface and plastics engineering, assembly methodology, IP67 waterproofing and plastic material evaluation. Value added features included a pocket clip and a protective sensor cap that is used for sample measurement and calibration. Brand development included trend / color studies, scalable logo / naming schemes and point of purchase packaging explorations.

