



Shifting expectations... Belgravium Atlanta

Lucid group design for industrial products

Design for flexibility...

For 10 years, Lucid Group has helped Belgravium grow. We have created successive generations of new product design

Belgravium supplies rugged devices to track and control package movements

Options for mobile computing and communications have diversified as new technologies have driven market expansion

Each has been created to easily adapt to customers that use different technologies

Background

Working with Belgravium's sales team, we analyse who specifies, uses and maintains equipment.

Competitive audits of issues with existing products and technology forecasts help us compile product specifications

Atlanta range

To address a series of niche markets, a comfortable, elegant product, with palm held, pistol grip, long or short life batteries, long or short-range scanners and different communication options was needed

The process

Several iterations of sketch designs were worked through in conjunction with electronics engineers

Ergonomics interaction design and balance were refined using weighted basic mock ups. Fits, resistance to impact and moisture were tested with rapid physical test prototypes

Working with tool manufacturers, Lucid planned an economic suite of tools with optional inserts for optional configurations

Careful materials specification enabled reliable operation in harsh operating environments such as cold stores

Result

Teamwork has helped produce an outstanding series of niche products. Lucid continues to develop products for Belgravium

