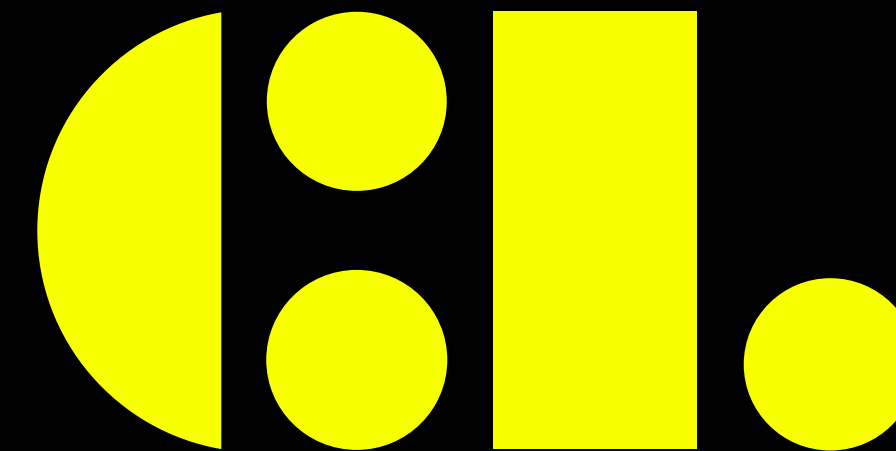


# CRIADOR LABS

Built on the foundation of *innovation*



**Working with passionate  
people & brands.**

**Supporting their high  
value ideas.**

Our ***Goal***



**USA**

20+

**India**

10+

**UK**

10+

**Europe**

5+

**Canada**

3+

**Saudi**

5+

**Australia**

5+



Our **Global Footprint**

*50+ happy & satisfied clients!*

## Consumer Products

- + Consumer Appliances  
Air coolers, Water Purifiers & more
- + Consumer Electronics  
Fitness band, Wireless Charger & more

## Medical Devices

- + Class 1 devices  
Smart Pill reminder, Otoscope etc
- + Class 2 devices  
Tonometer, Oxygen Concentrator etc

Our ***Focus Segments***



## Our ***Process***

### **Phase 1**

- + Research & Discovery
- + Concept & feasibility study
- + Proof of Concept

### **Phase 2**

- + Planning
- + Design and development
- + Verification and Validation
- + Design Transfer

***\*Our process is tailored to the specific & complex requirements of medical products***

Our ***Process***

## Quality and Risk Management

Our design and development process adhere with the below international standards:

+

***ISO 13485***

+

***ISO 14971***



01

## CALM ECG Sensor

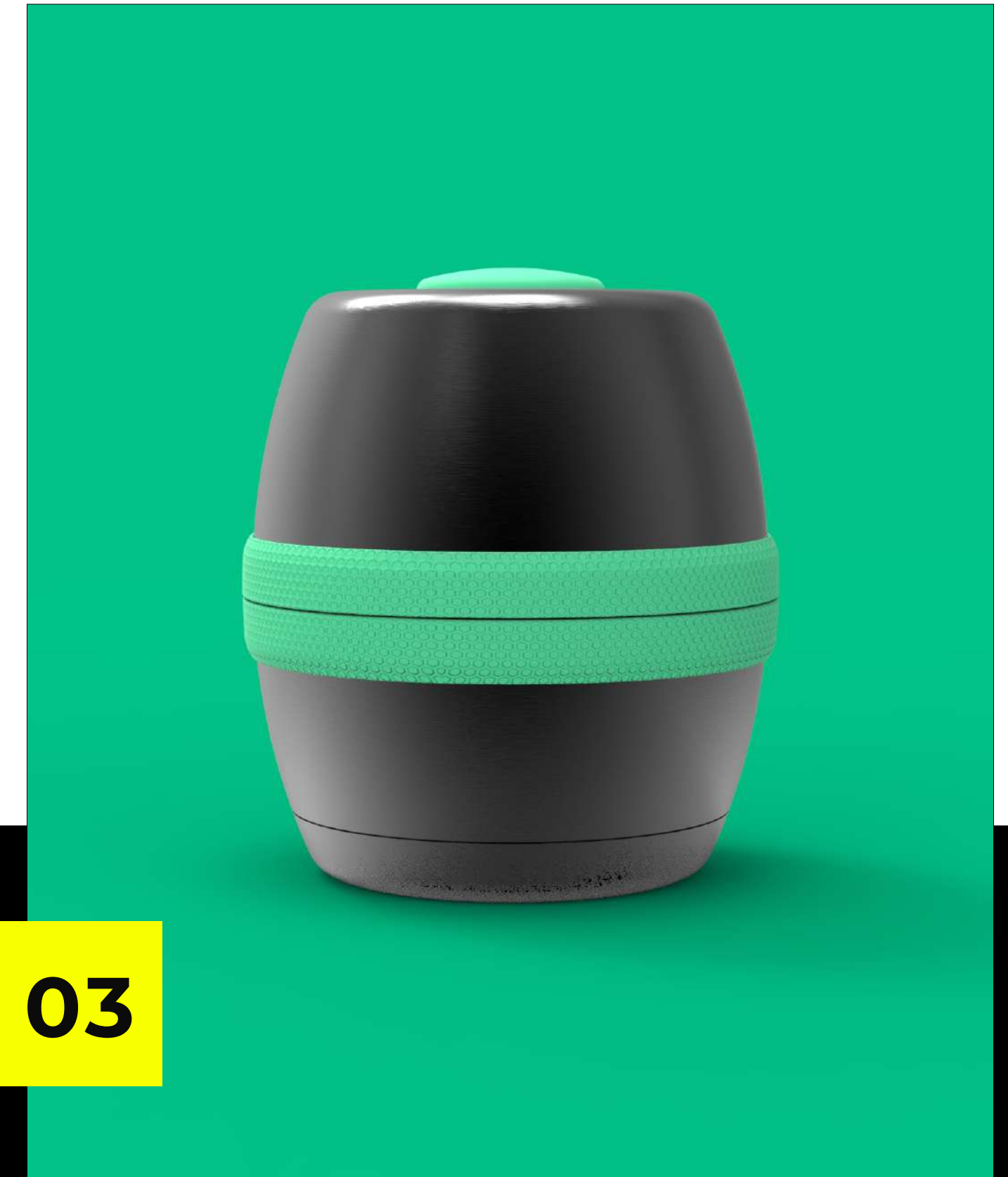
Wearable ECG sensor  
Industrial & Engineering design,  
Prototyping, Manufacturing.



02

## Huron PE Tissuescope

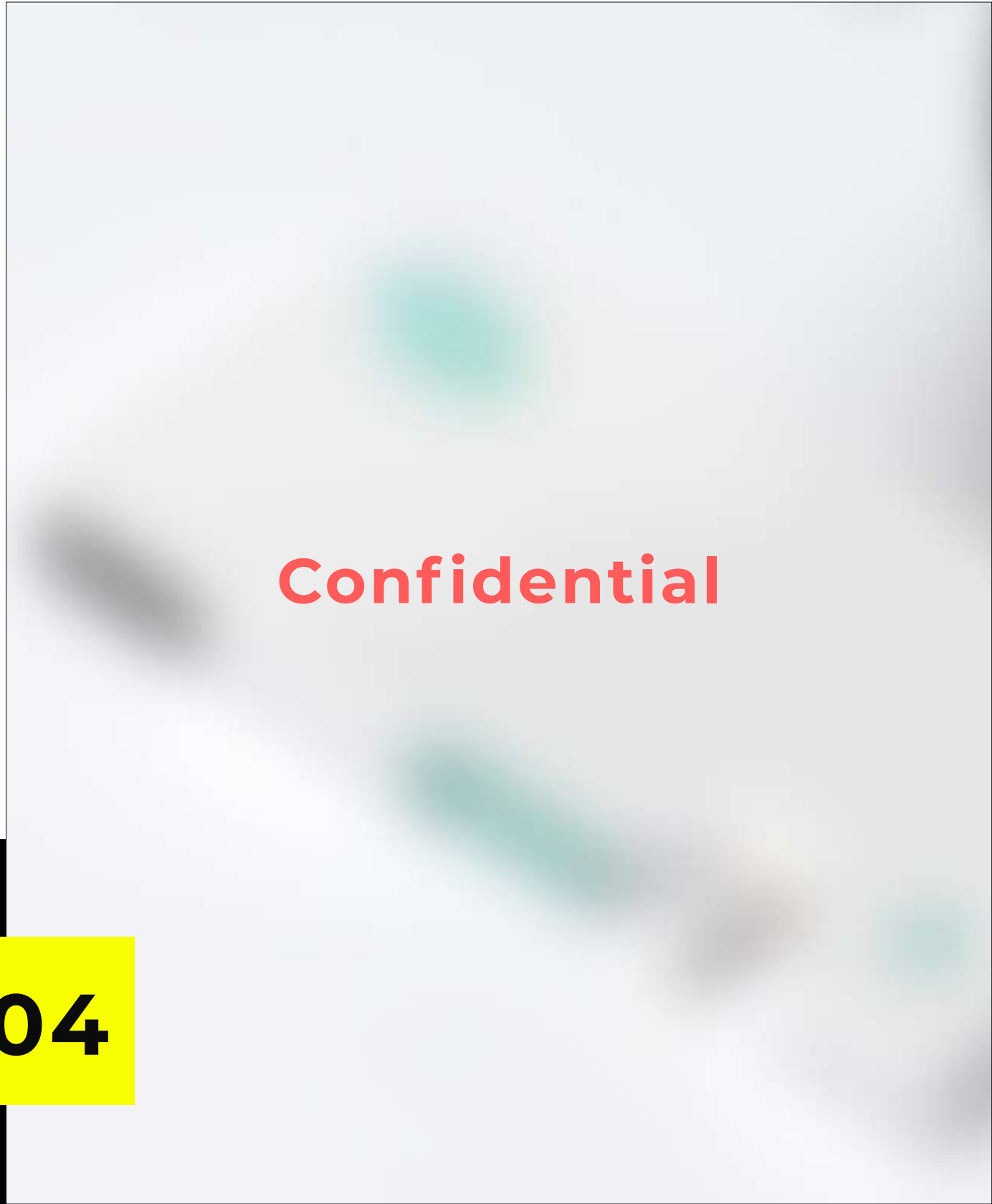
Digital Desktop Scanner  
Industrial & Mechanical design.



03

## Aurora herb grinder

Marijuana Grinding Device  
Industrial & Engineering design,  
Prototyping.



04

**Tonometer**

IOP measuring device  
Industrial & Engineering design,  
Prototyping, Manufacturing.



05

**Smart Peristaltic pump**

Flow control device  
Industrial and Mechanical design,  
Prototyping.



06

**ATP Device**

ATP enzyme measuring device  
Industrial and Mechanical design.





07

**Pickblocket**

Anti-theft accessory  
Industrial & Engineering design,  
Prototyping, Manufacturing.



08

**Cubby Shaker**

A humidity free shaker  
Industrial & Engineering design,  
Manufacturing.



09

**Market Cruiser**

The Perfect Shopping Companion  
Industrial & Engineering design,  
Prototyping.





10

**Portable Projector**

Projector for trainers in Remote areas  
Industrial & Engineering design



11

**Calco**

Smart Calculator Watch  
Industrial & Engineering design,  
Prototyping



12

**Powerstone charger**

Stylish Wireless charger  
Industrial & Engineering design,  
Prototyping,Manufacturing





**Eve**  
*Healthcare Companion*  
A portable smart water bottle that integrates seamlessly into your daily life and improves pill adherence and hydration.







## The Story

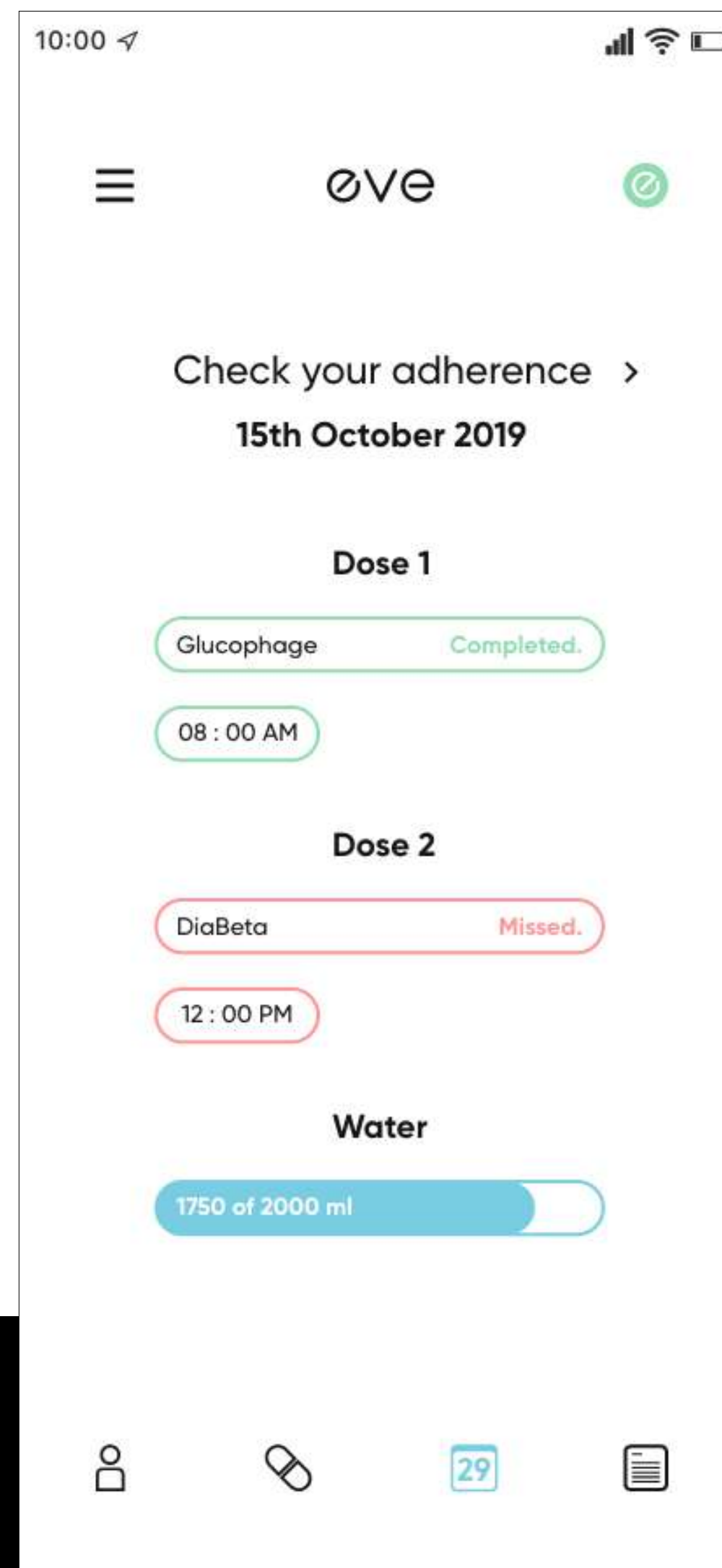
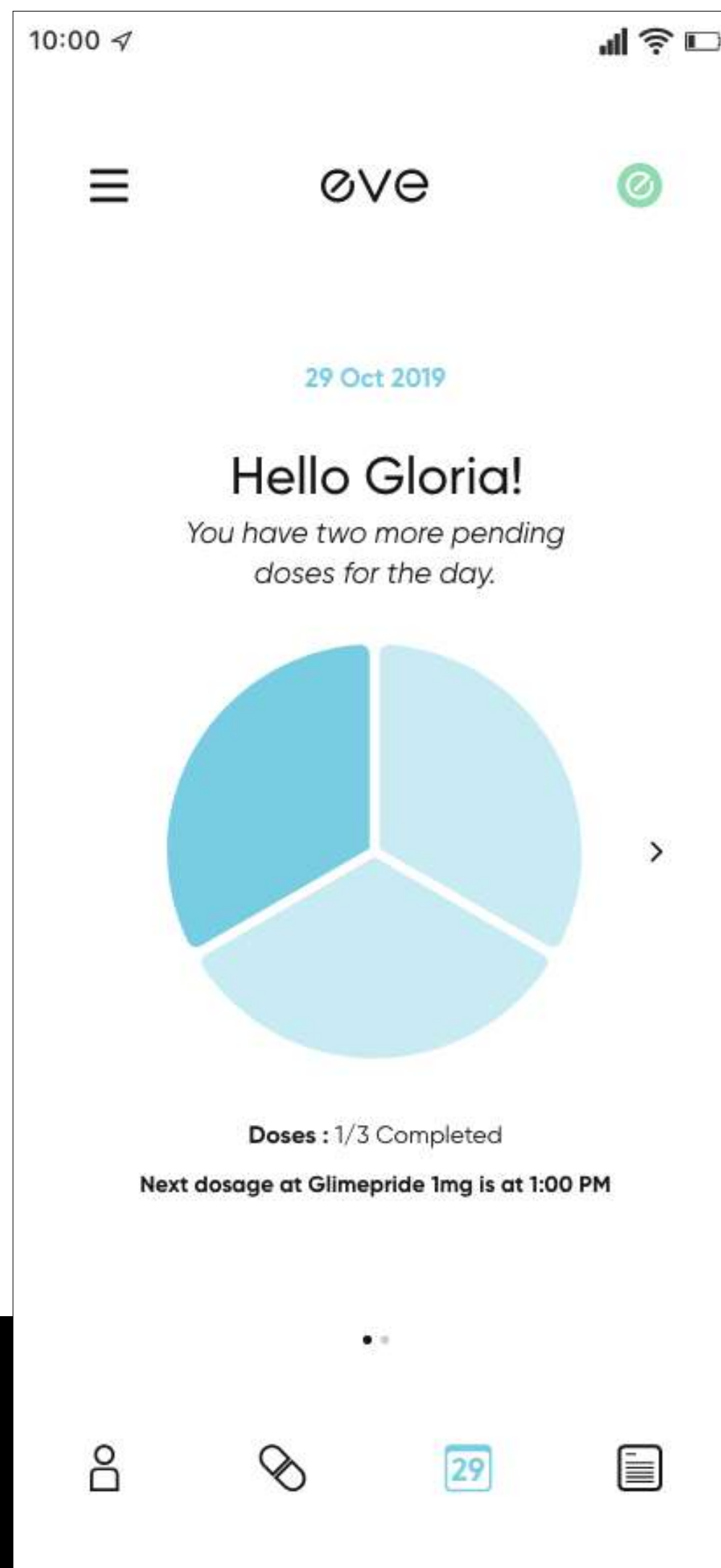
- + With our years of experience in product design, product testing, production, and logistics, ***we started our own product venture with our first product!***

***Eve is a portable smart water bottle that integrates seamlessly into your daily life and improves pill adherence and hydration.***

We worked on research, design, UI/UX, Mechanical and Engineering simultaneously.

## The **Design** Process

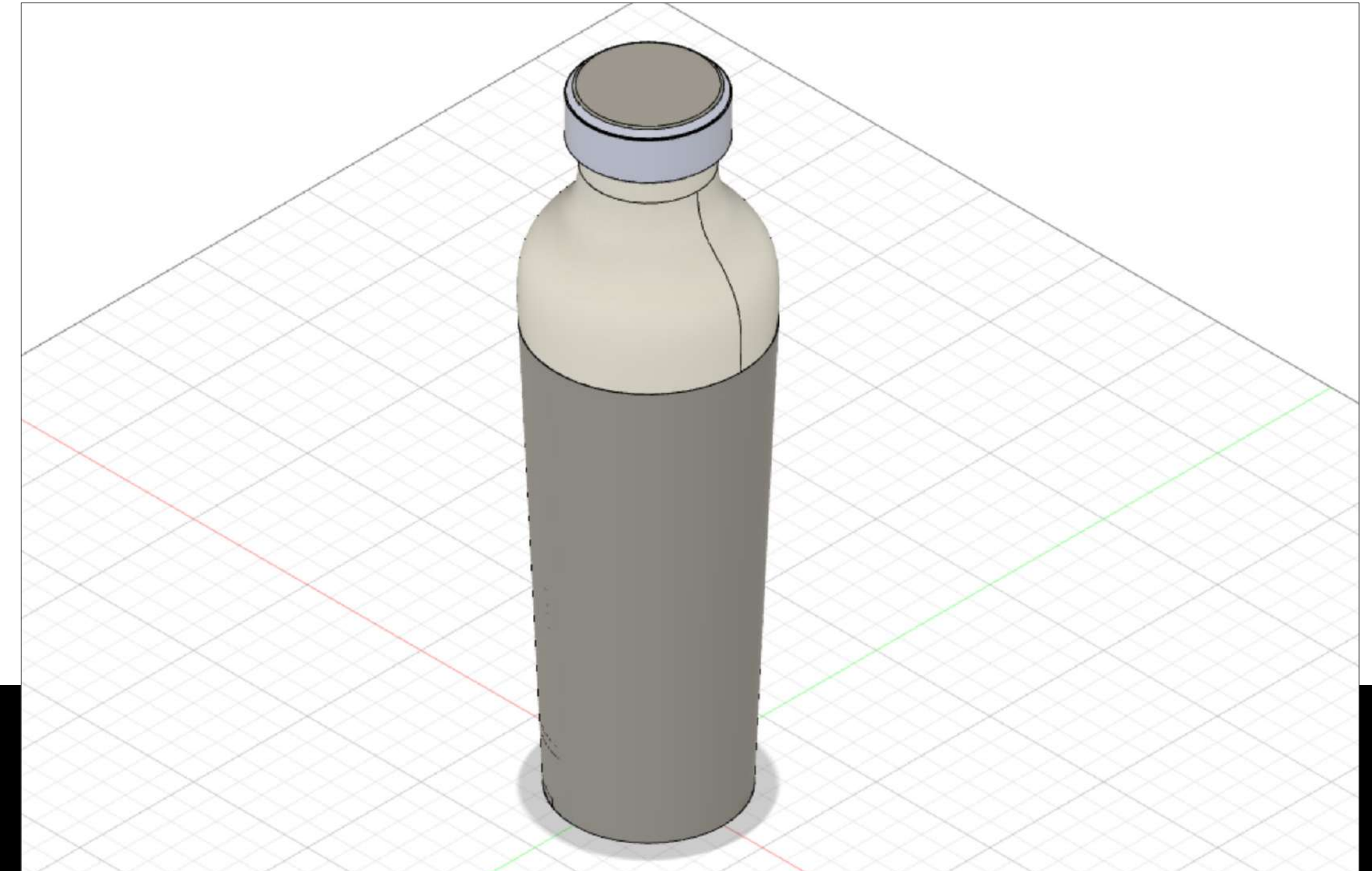
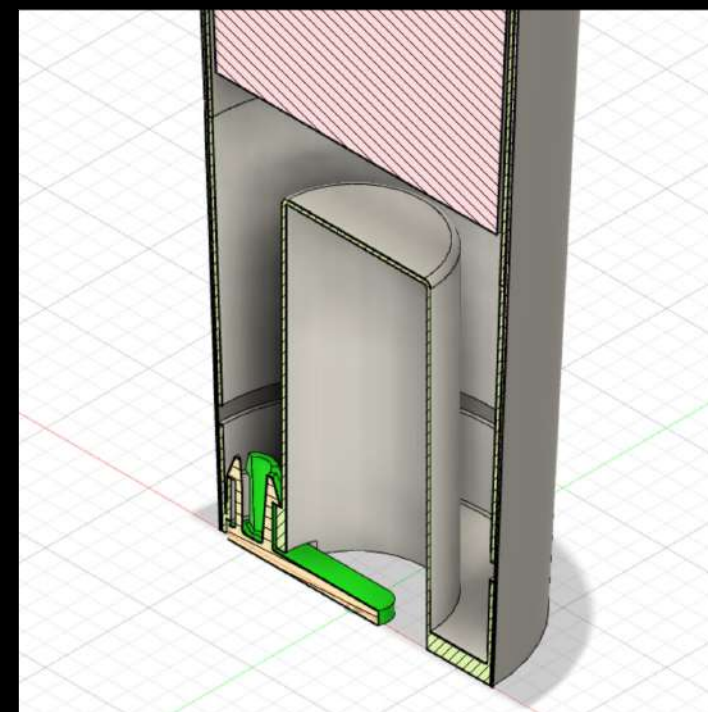
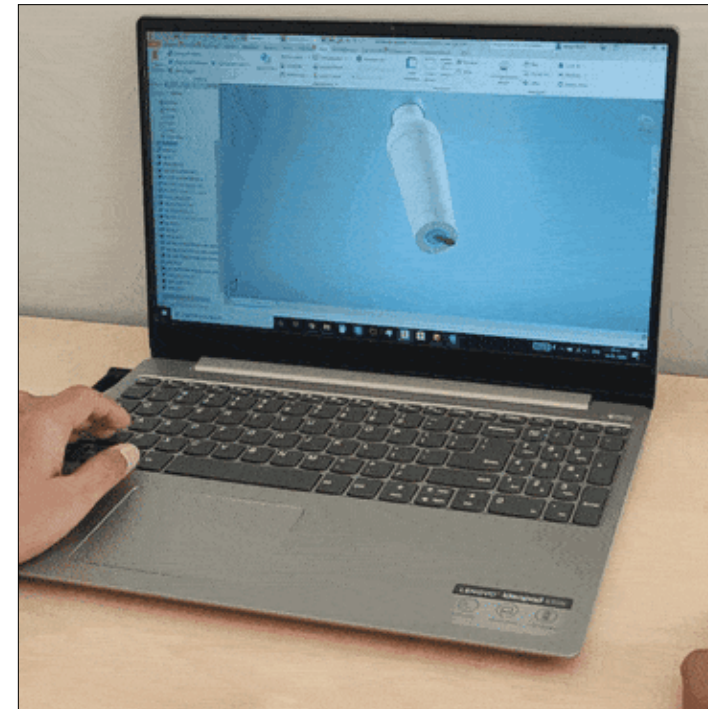
- + We started with design research where we met multiple doctors and patients.
- + Then we worked on the industrial design of Eve where the goal was to integrate the LED and Pill holder into the device.
- + ***We took creative directions from the user research and designed the products based on user needs.***
- + Lastly, we looked at current trends & designed the aesthetics.



- + EVE mobile app has an **Adherence Dashboard** which shows when pills have been taken, missed, or are currently pending. **The dosage timings are set on the pill reminder screen and syncs with the bottle through Wi-Fi or Bluetooth.**
- + Once a pill is taken, **the tracked data will be transferred to the app and updated in the dashboard.** Both users and caretakers can view this information on the dashboard to make sure you and your loved ones are cared for.
- + We designed the app by creating multiple workflows. **The workflows needed to be in sync with the electronics and the design of the product.**
- + We then moved in to creating **graphics and Interactive elements for an appealing UI.**
- + Overall the process was very detail oriented while keeping in mind the user's experience and their adherence to their prescription

## **UI/UX & Application Process**



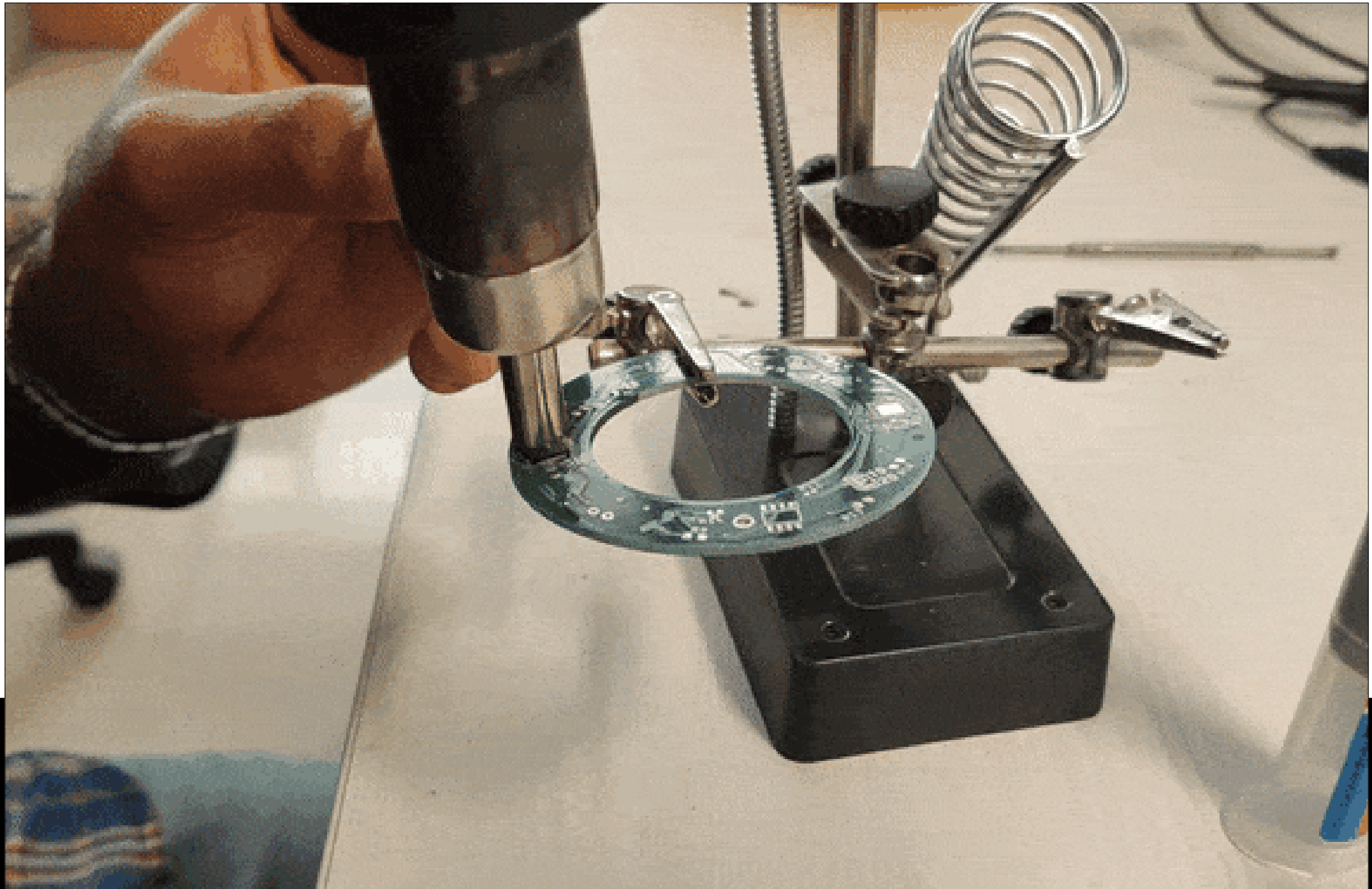
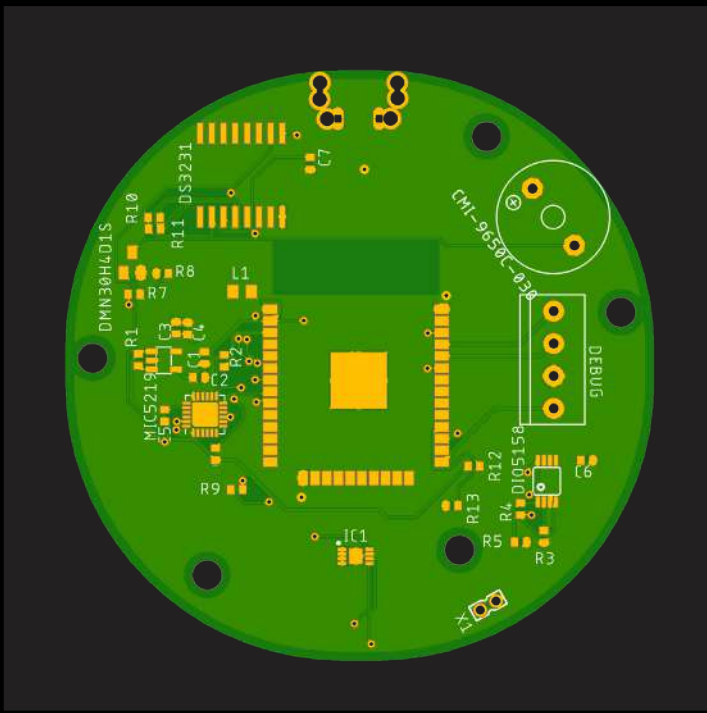
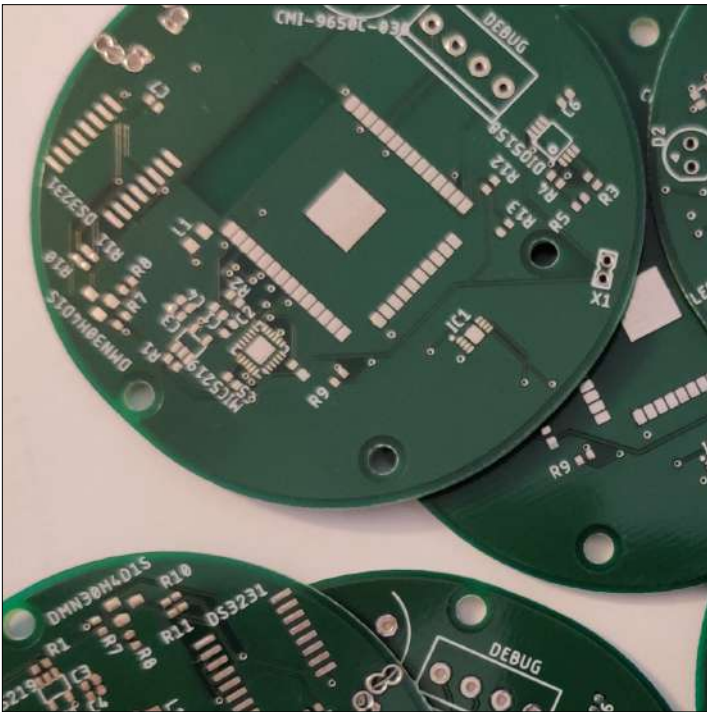
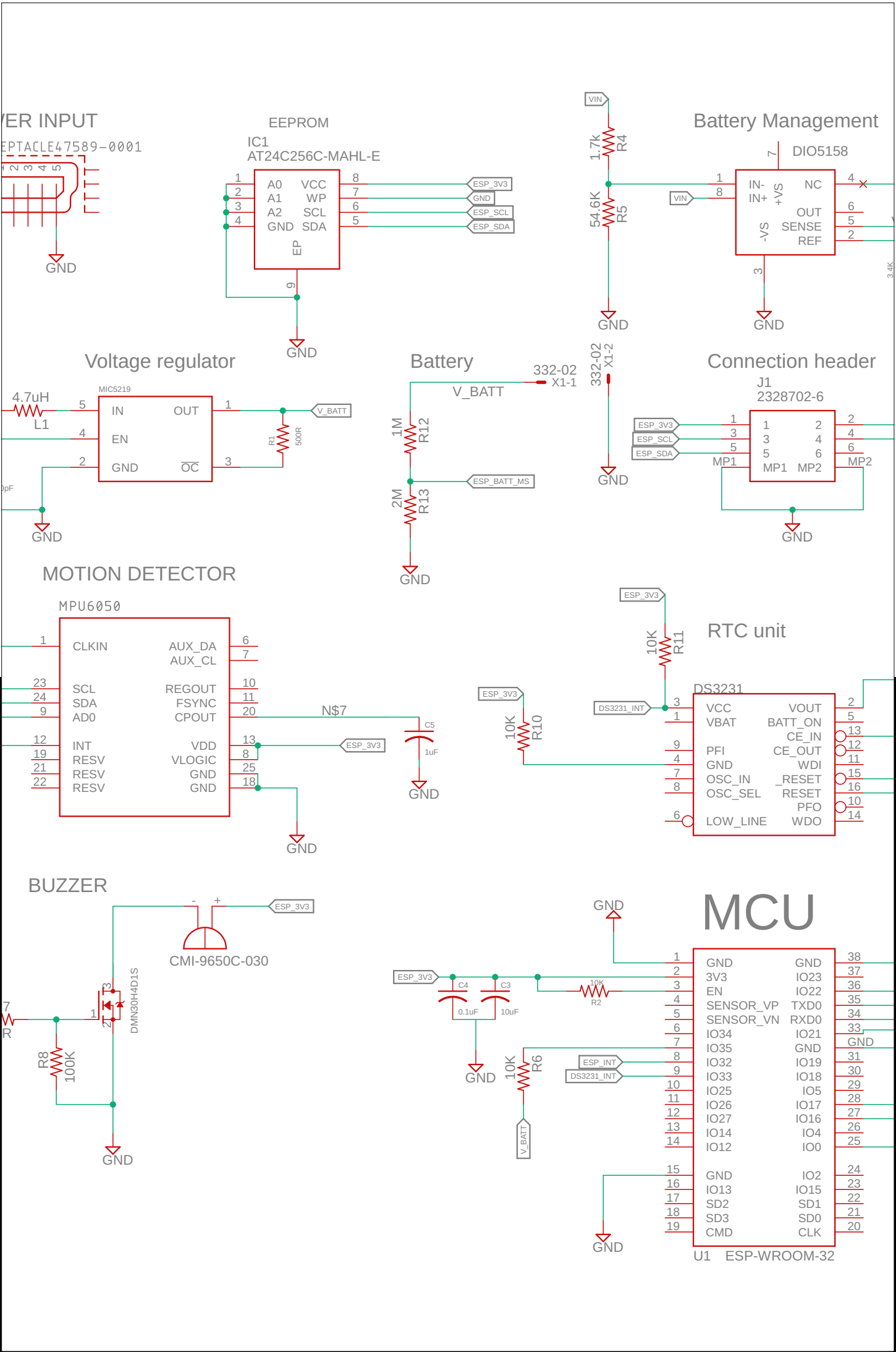


## **Mechanical Process**

*We designed the bottle and Pill holder in Tritan* for manufacturing using Injection molding. The sleeve was made with Denim fabric.

The DFM model of the bottle was created on a 3D software and was 3D printed in parts to fit the electronics and accommodate the fabric.



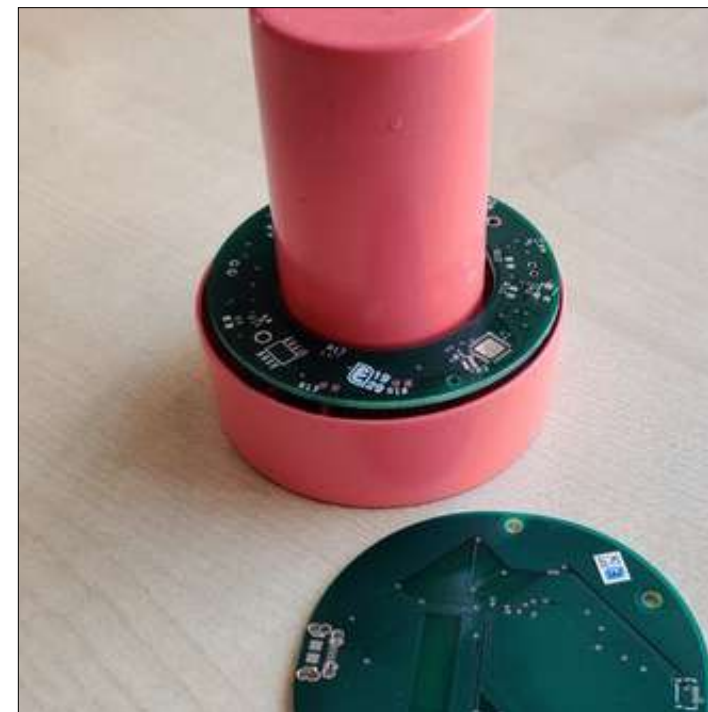


## **Electronics Process**

We worked on the electronics development included developing embedded software for the integration of components - **WiFi, Bluetooth, Sensors, LEDs and a battery unit**. The PCBs were also designed to fit inside the bottle.

The bottle was complete & perfectly functional with all the features in the final prototype.



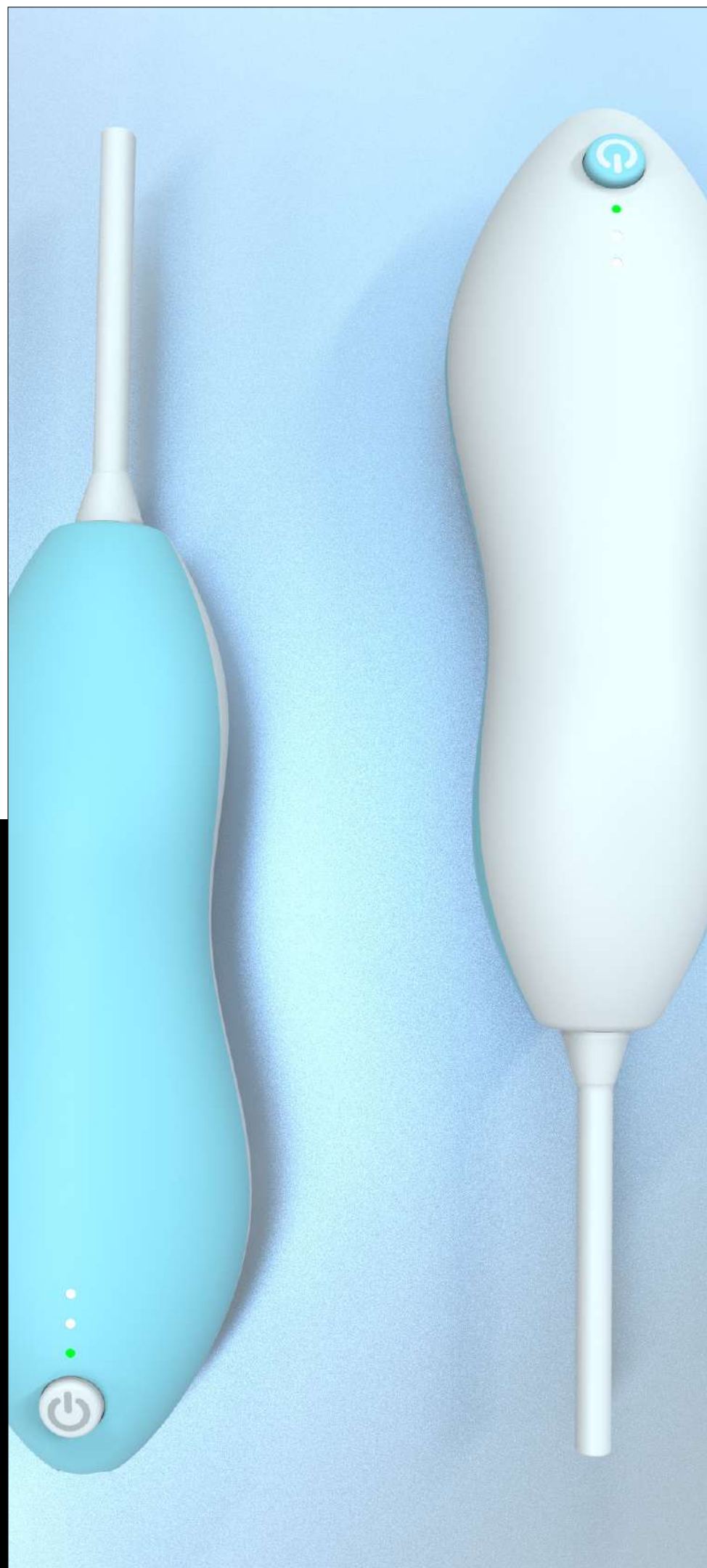
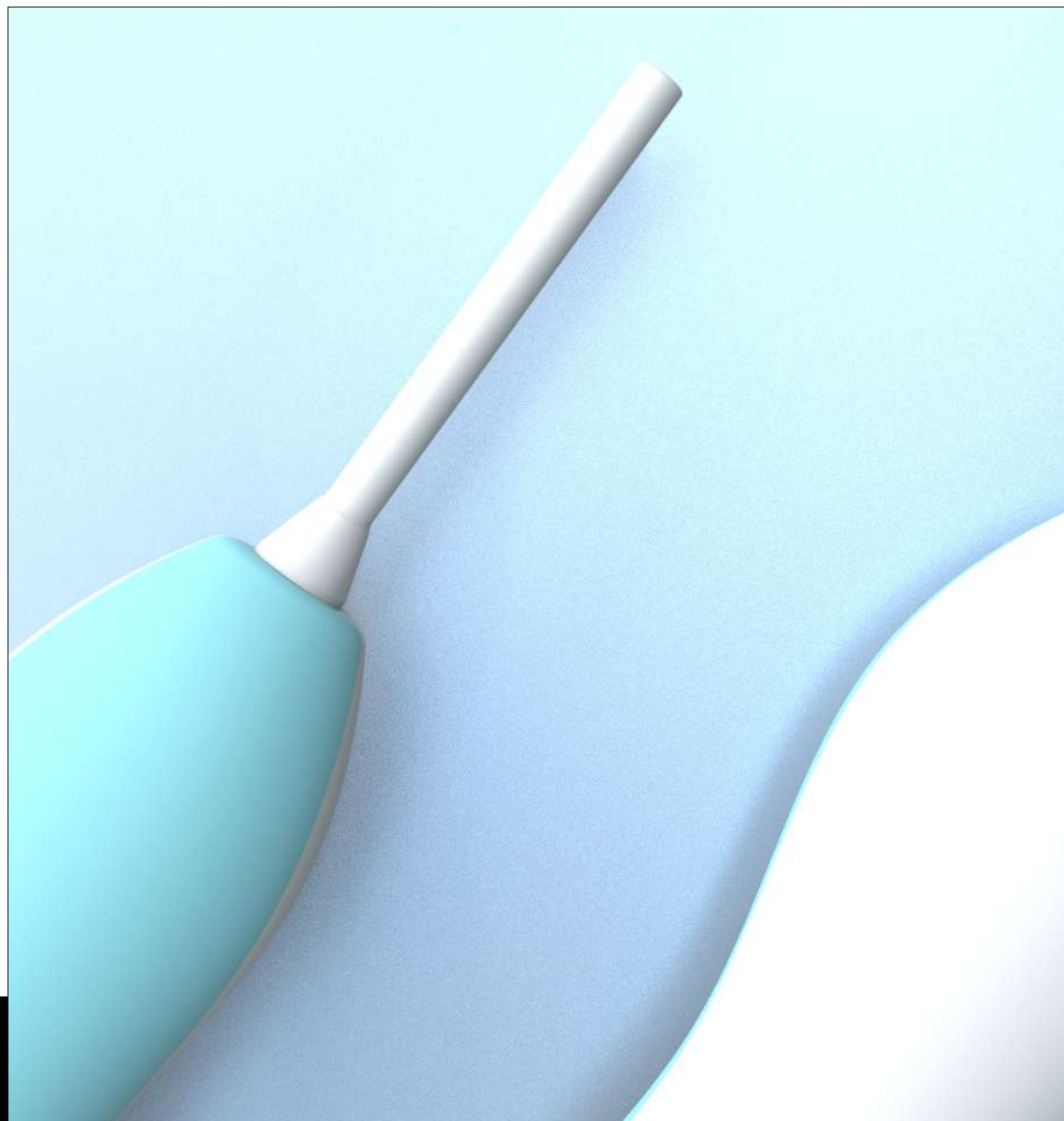
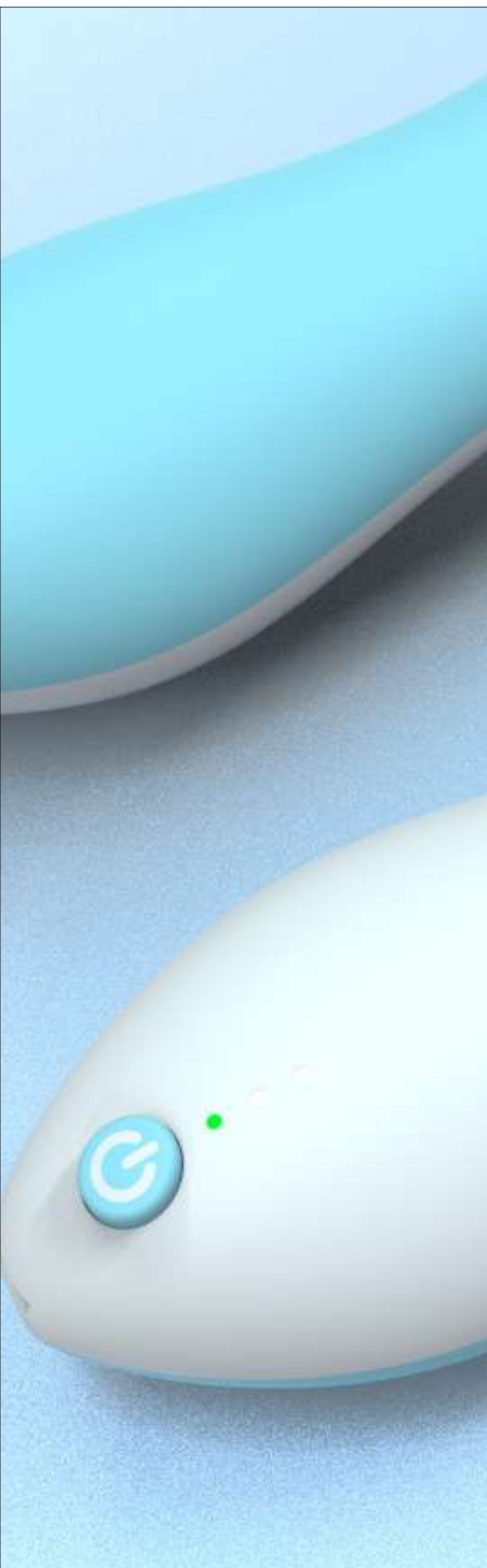


## **Prototyping Process**

The final step was prototyping, where ***the PCB was fabricated and the components were assembled together and fitted inside a 3D printed bottle using FDM and SLA technologies.***

The Android and iOS ***application with the designed screens that can connect to the bottle via Bluetooth*** and also to the AWS server to sync the data from Cloud.



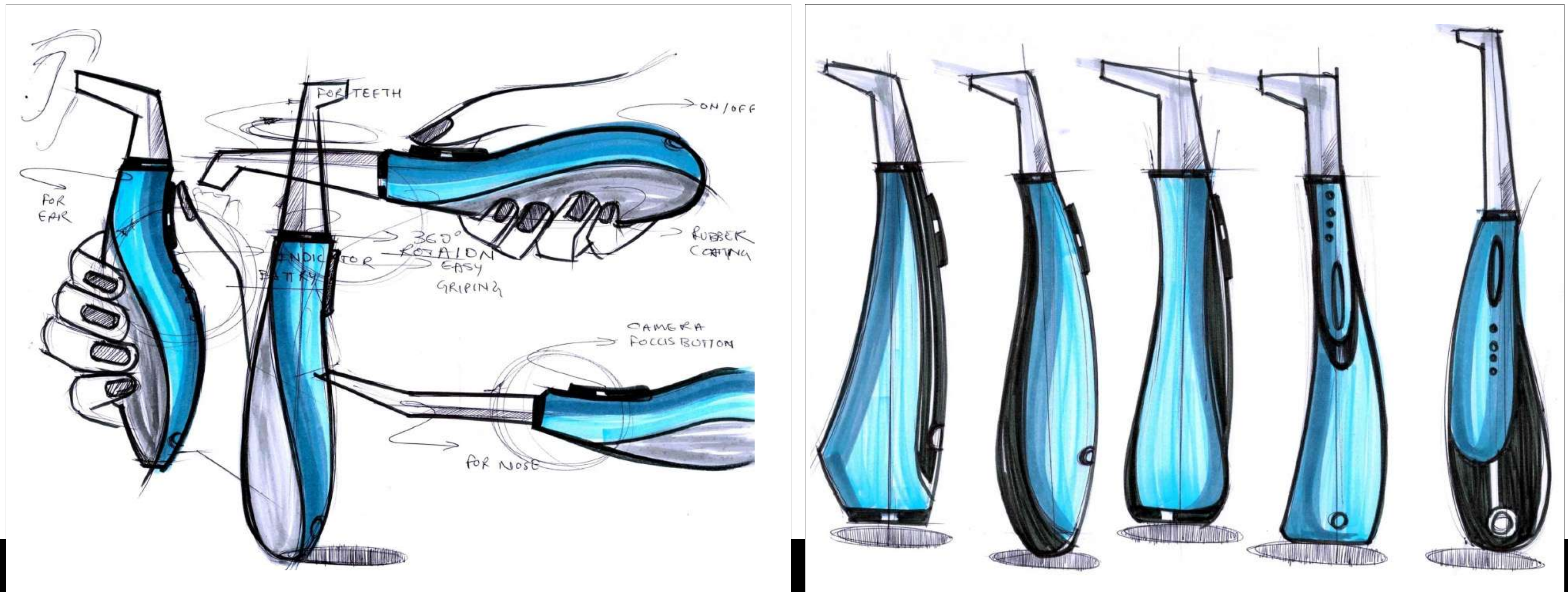


## Multiscope

*A multi-functional  
medical scope*

The Multiscope device is designed to bring self diagnosis of basic issues related to ear, nose and mouth (ENM).

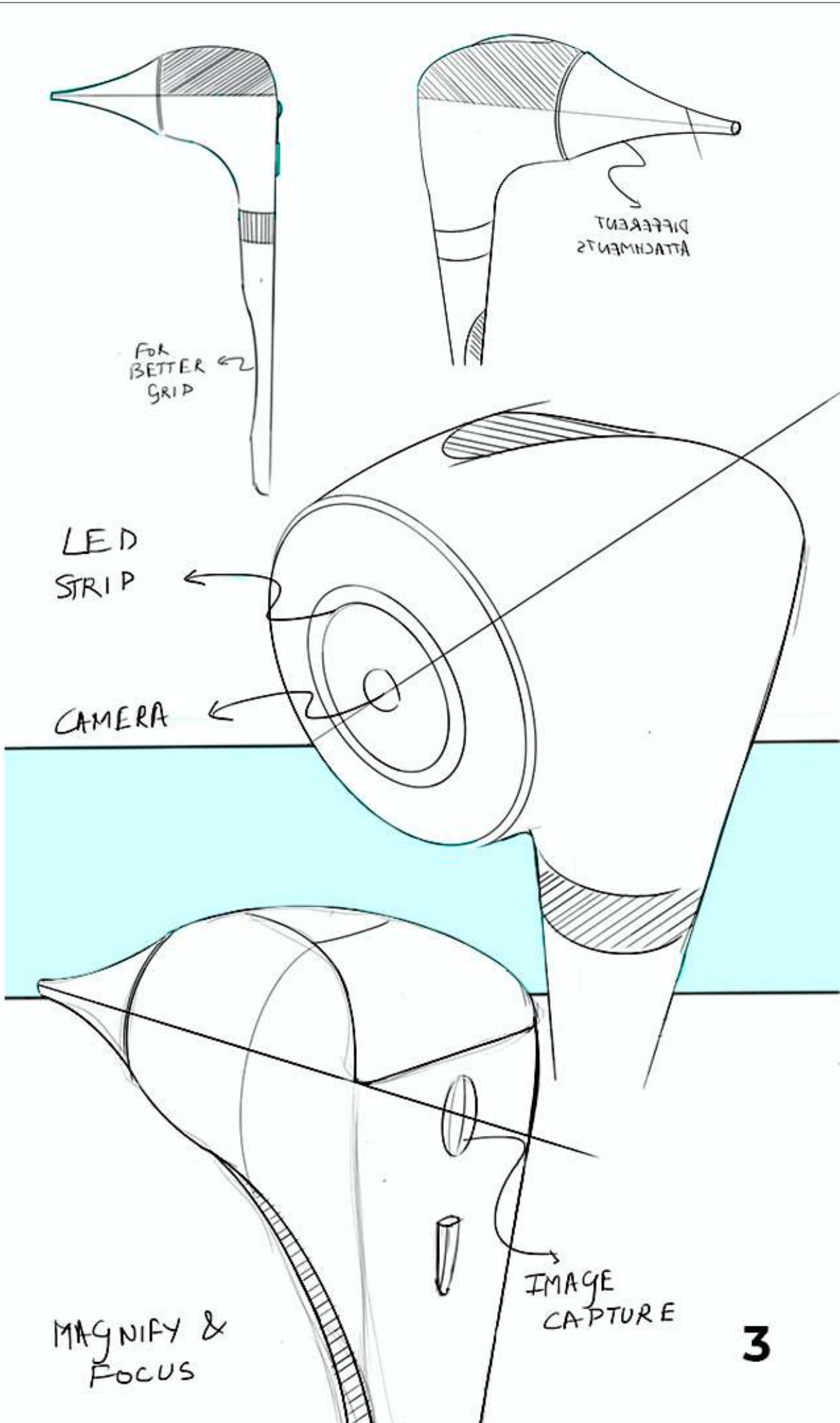
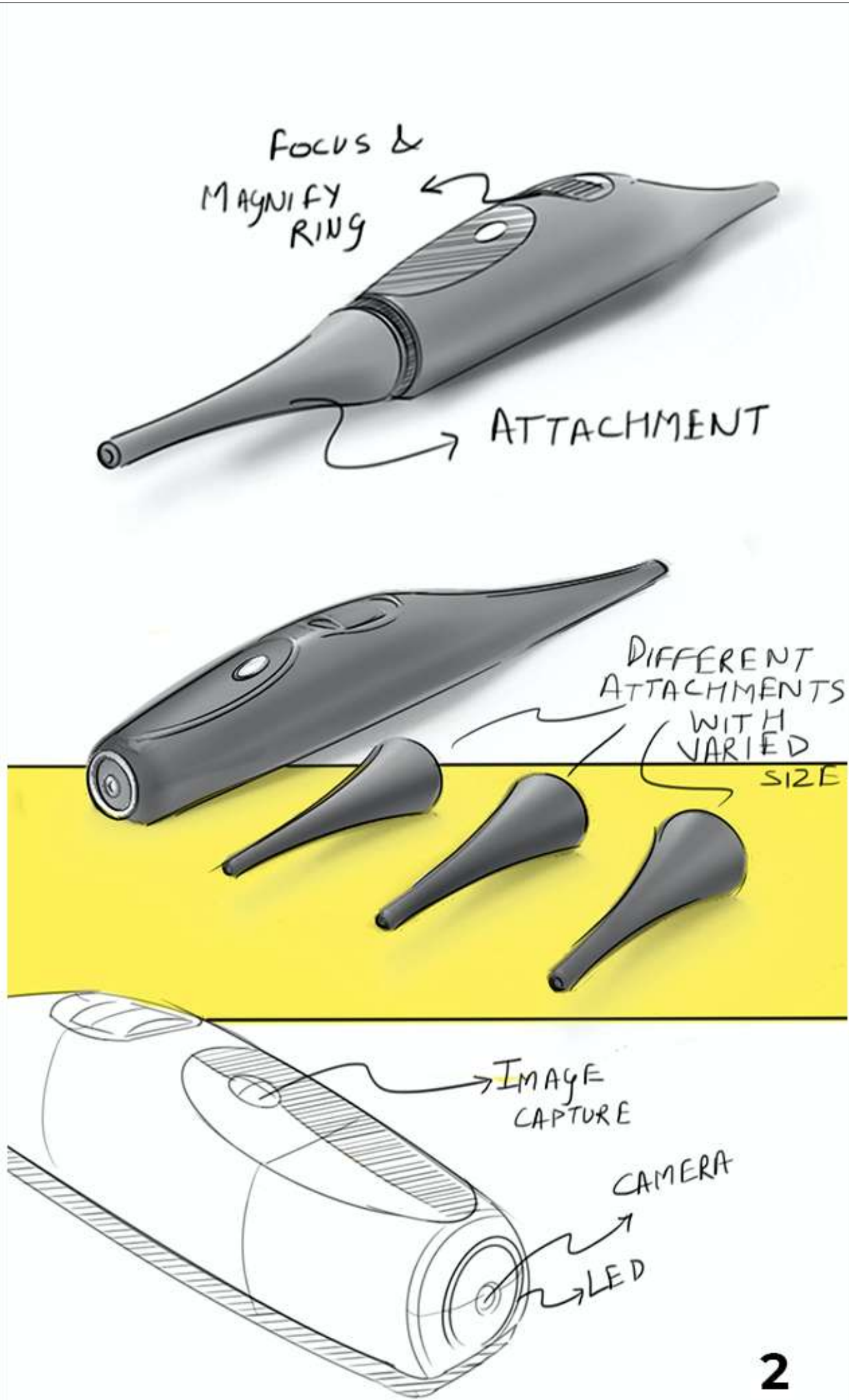
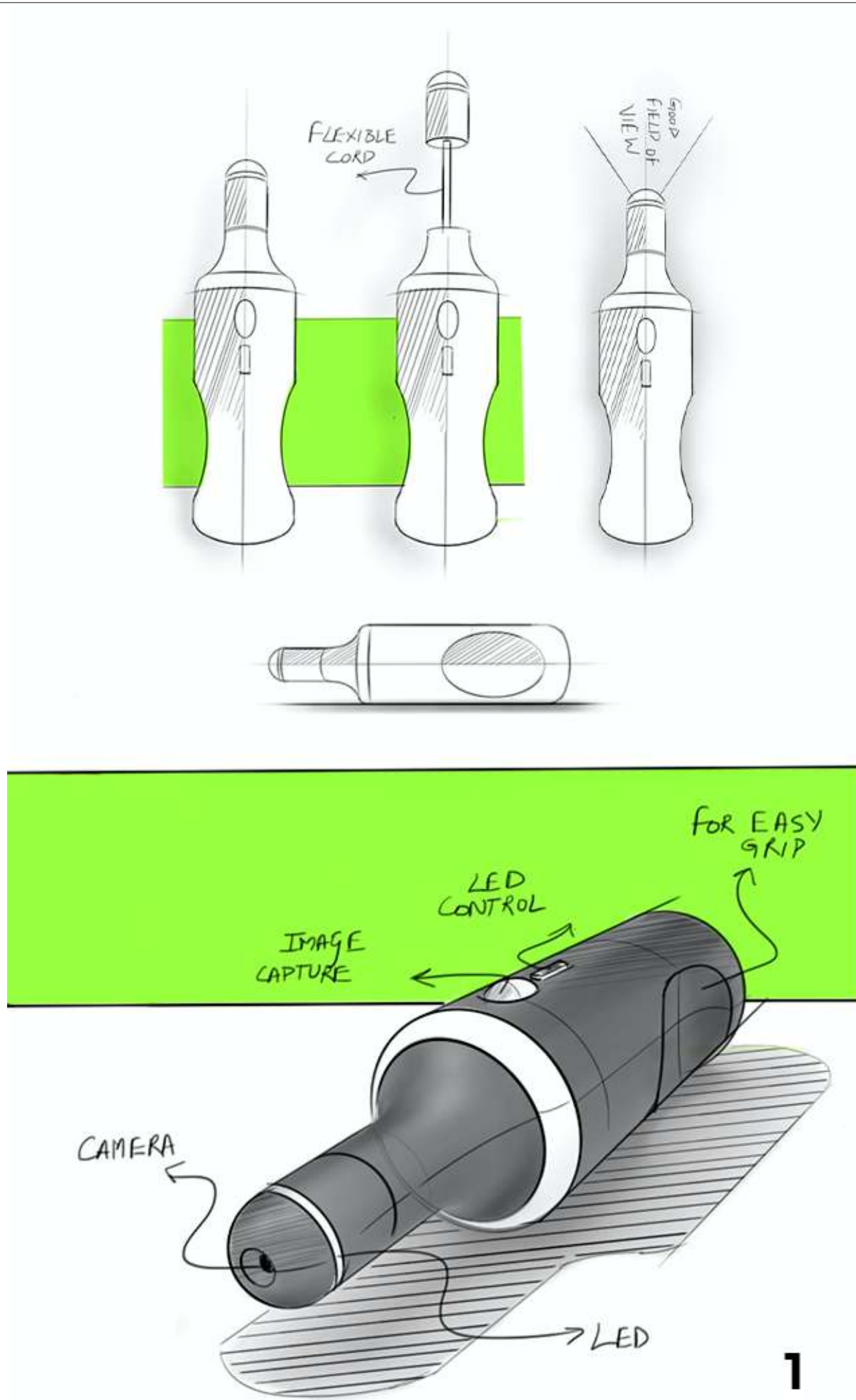




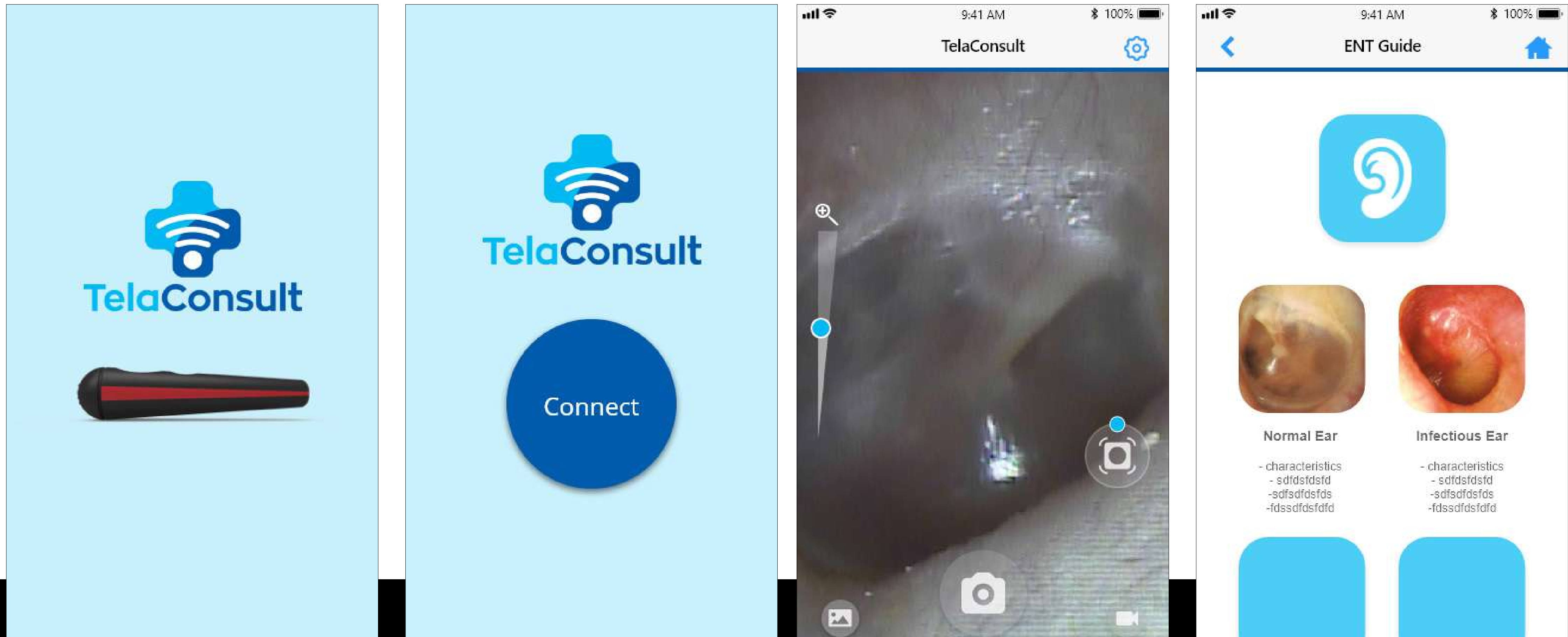
## The Design **Process**

The first step started was the design research where we met multiple doctors and patients to understand the process of operating scopes, the safety standards, & the pain points. The next step was to work on the industrial design of multiscope which started with ideation of the multiscope by creating multiple sketches and then making concept designs based on the sketches. We then did the CMF analysis to make it more like a consumer product.









## **UI/UX & Application Process**

*The app connects the Multiscope using Wi-Fi module and live streams with camera feed with minimal lag so that the user can orient the scope into the Ear/Nose/Throat. The app has features to either record and save the video or Click pictures. These can be sent to a doctor for review. The app also comes with the pictures and details of common infections and how they visibly look so that users can get a first hand information and take necessary action to reach to the doctor.*



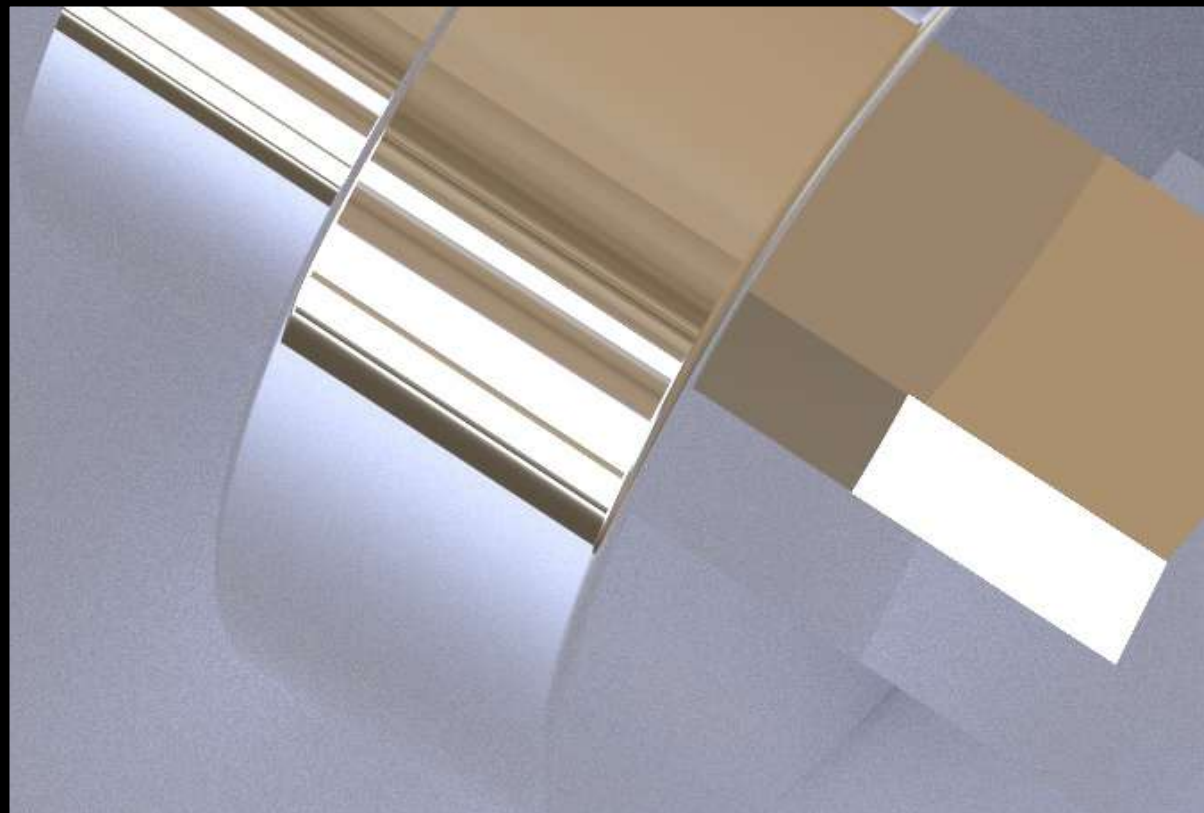
### The next step included engineering design :

- + Taking the final concept design to a manufacturable design (DFM). We designed the enclosure in Plastic (ABS) for manufacturing using Injection moulding.
- + Working on the electronics development included developing embedded software for the integration of components - a small camera module with LEDs around it, an image processor, a microcontroller, a Wi-Fi chip and a battery unit. The PCB was also developed to fit inside the enclosure.
- + Developing the iOS application with the designed screens that can connect to the Wi-Fi of the device and stream Live feed.

The final step was prototyping, where the PCB was fabricated and the components were assembled together and fitted inside a 3D printed enclosure. The functionality was then tested by connecting with the mobile app and fine-tuning the video feed.

## **The Engineering Process**





**Tooth Brush**

*Modern Personal Care*

Re-imagining Oral Care. We took a mundane everyday object - made it eco-friendly & stylish as per the client's request.







## The Story

- + The client wanted to re-imagine the experience of oral care and create a brand that, in the future, could branch out into premium personal care!

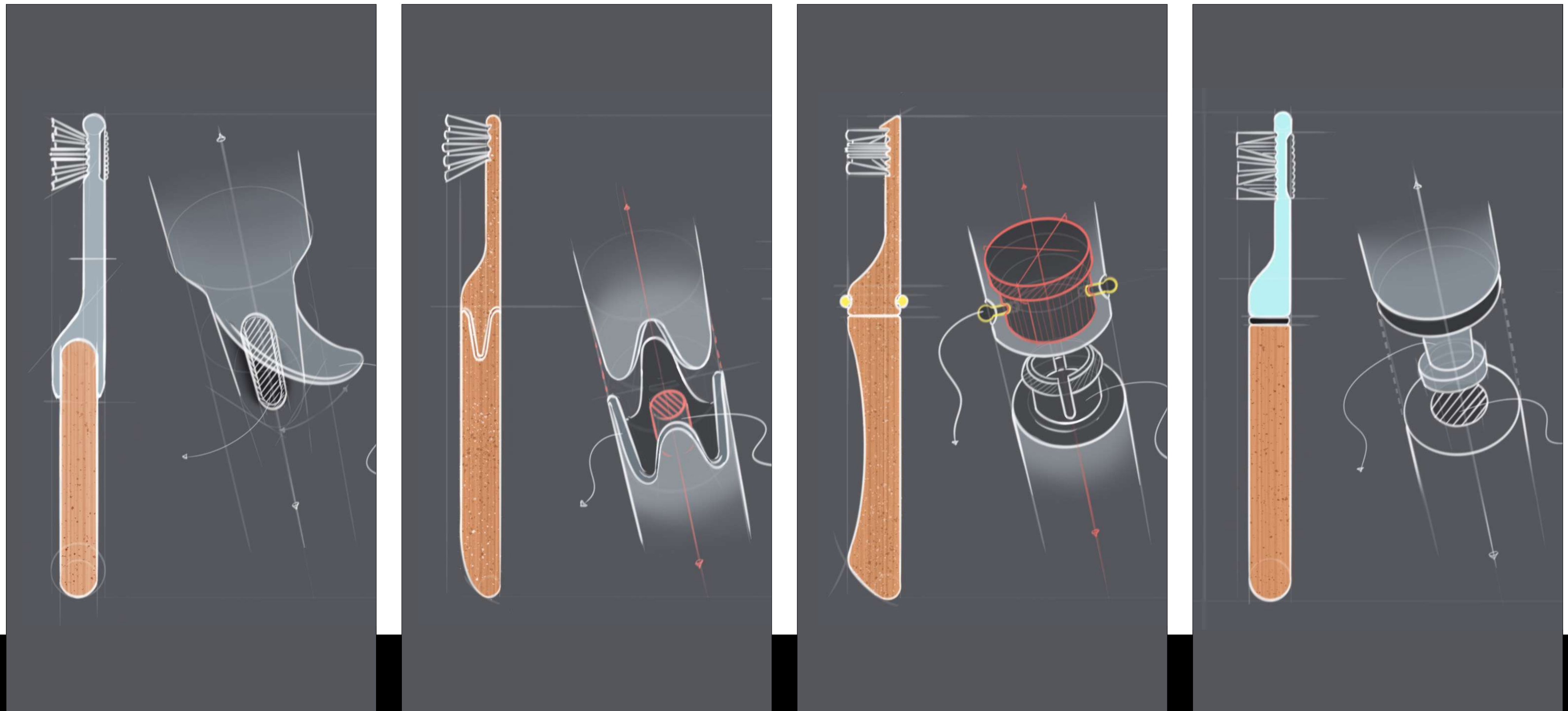
We were ready for the challenge and took on many responsibilities to make his dream come alive. ***Our teams worked cohesively across all disciplines that include - Industrial Design, Branding, Graphic design, Mechanical and Manufacturing.***

Throughout, We were consistant & diligent in our approach.

## The **Process**

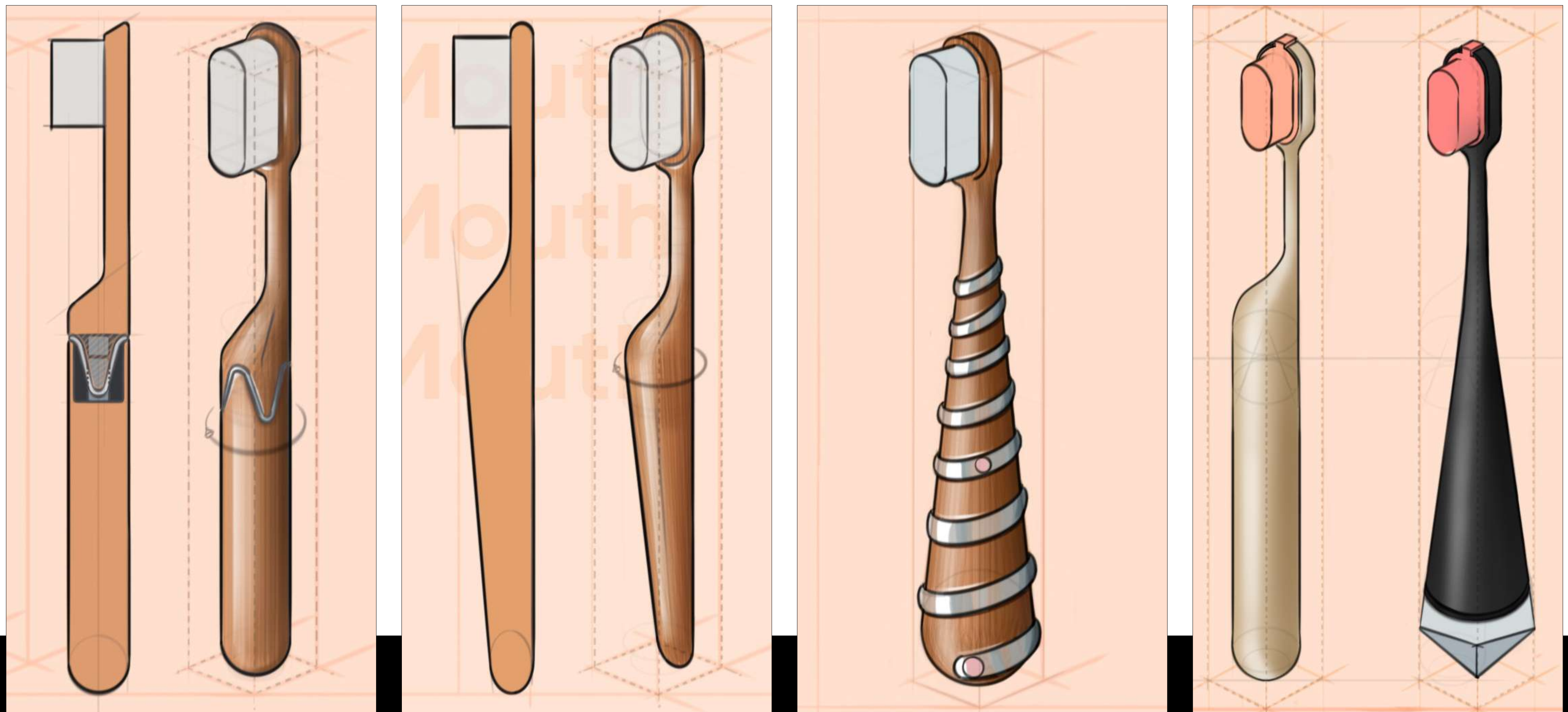
- + ***We researched many eco-conscious materials for the creation of the brush.***
- + We worked on several iterations of the form of the brush all while making sure it fit within the design values of the brand.
- + Apart from this, we also worked ***creating multiple logos and a finished Brand book with guidelines.***





**The Ideation *Process*** *We explored many user-freindly Joinery options to create a removeable brush head for Users.*





**The Ideation *Process*** *We explored many possibilities to finalise the most cost effective, functional and premium option.*

“

“The best thing about Criador Labs is that they are very friendly and helpful. **The results met the requirements of the client and the software is fully functional.** While there were a few small errors, Criador Labs was quick to make changes and corrections when necessary. The team is receptive to feedback, responsive to inquiries, and easy to work with.”

**- CEO, Aventure Sync**

“Criador Labs was able to provide a holistic and cost-effective product design solution for us. The team hosted a wide array of knowledge and resources. Their ability to take on the work was elevated by their integrity, enthusiasm, and trustworthiness in handling intellectual property”

**- Owner, AGL PM**

**Testimonials**



## •• Design

Industrial Design  
Packaging Design  
UI/UX Design  
Branding

## ● Engineering

Mechanical  
Embedded Systems  
Software Development

## ◆ Prototyping

CNC  
3D printing  
Sheet Metal  
PCB fabrication  
Assembly

## + Manufacturing

Manufacturing Consultancy

Our **Capabilities**

*A 'Multi-disciplinary' approach*

Choose **Criador Labs**

**Our ecosystem approach helps maximise the innovation, reduce the development time & number of iterations to bring the product to the market in a effective and timely manner.**

### **+ Contact us**

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