



makes quality a visible attribute

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GP is made up of an international team of highly motivated industrial and interaction designers who work together in vienna and are eager to embrace the challenge of creating outstanding products for our clients.

we design original and interactive products and consumer goods. our client base consists of manufacturers of these products, software companies and suppliers of digital services.

we are design and marketing driven. for us, design is an effective strategic tool, not only for the development of brands but also of companies as a whole. our clients profit from this design approach by boosting added value to their products and increasing sales. we understand economic coherences, production engineering constraints and market needs and professionally adapt to these conditions.

as industrial designers we create distinctive products that fulfill our clients functional, formal, and ergonomical requirements and combine them with the emotional demands of the product user. by applying interaction design, we compose the experience of handling and using these products. the combination of these two capabilities brings your product to new heights. **design by GP is a catalyst to success!**

GP-4-point-programme to boost added value and sales

1. focused on the target group.

we have developed specific methods for applying design to selected target groups. christoph pauschitz, head designer and managing partner leads the design process. his results are directly orientated towards fulfilling our clients' markets demands.

2. innovation through ideas.

we serve a wide range of companies in various business segments and highly competitive markets. Our repertoire includes diy products and sophisticated high-end hifi equipment and ranges from minute medical products (cochlea-implants) to heavy indus-

try products (chairlifts). we combine forces with software developers and digital systems suppliers.

3. our quality means client loyalty

we care about long term relationships with our clients. we take a deep interest in our clients businesses and look for integration into their development processes. our foremost aim is to satisfy our clients. our path to strengthening client loyalty is simply the quality of our work.

4. maximum effort, maximum enthusiasm.

successful designers convince by the quality of ideas and their above average commitment to them. GP-designers are design enthusiasts; they deliver only the best, they exploit every task to the utmost.

enthusiasm, experience and skill inevitably leads to winning products.

images are available on our website: www.gp.co.at.

GP design services for all

our clients in industrial und interaction design are industry- and consumer-oriented manufacturers in the sectors:

- consumer electronics
- office
- household- and kitchen appliances
- bathroom equipment
- garden and outdoor
- toys

our clients in interaction design are additionally

- software developers
- and digital services.

we work with austria, german and swiss clients and also provide our services to companies in the central and east european regions.

our clients have the financial ability to commission design projects. they are usually medium-sized or large-scale enterprises as well as small firms aiming for high added value products.

but, of course we offer our services to companies of all other industries. GP design services are available to all.

GP range of services

industrial design & interaction design

design consulting

our experts go to our clients on-site premises and make their knowledge available to them on half-day or full-day schedules.

design concepts

upon demand we can generate alternative design proposals for any given task, each optimized for the required target groups.

design detailing

we finalize design concepts based upon technical specifications for engineering and production in cooperation with product

development departments. we assist up to the production start.

product updates

we adapt a given product to changing market demands.

user interaction research

we detect critical factors of user interaction with products and analyze their expectations, needs and tasks.

user interface styleguide

we conceive a body of rules for the promotion of consistent interaction and appear-

ance of varying applications and products or a series, thereby incorporating brand values through interface design.

usability tests

we test and evaluate the usability of software in near real life situations and detect potentials for further development.

interaction design development

we design and optimize the experience of handling products and services.

get close to design: GPdesignpackages

GPplus

we analyze current trends in particular market segments and make proposals for new products for extending product lines or brands. by request we also handle the product development process.

GPrefresh

we present fresh design concepts of a given product and make sure that the products achieve a unique position compared to their competitors. our clients get a new product without the need to invest in a complete technical product development.

GP123

the easy way to experience interaction design. interaction design is the design of workflows, of the user experience when interacting with products and software. we investigate **1** function in **2** weeks for **3**-thousand euros. experience without risk what interaction design by GP has to offer!

GPexplore

we develop visions about product innovations which will exist in 5–10 years and how they will define and complement product portfolios.

GPtargetcheck

we evaluate how well the aims of a product portfolio are reached and check if the 3 steps have been fulfilled: basic demands, proof of service and potential for excitement.





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