



Complex multi-disciplinary development

Simplify project management and accelerate time to market

- Innovative cosmetic therapy treatment
- Nine months to design and develop
- Cohesive user experience design
- Electronics, software and interface development
- Industrial design, pack and literature artwork
- Prototypes assembled by Lucid
- International supplier sourcing
- ISO 13485-compliant design information

The Situation

Genie Tech International saw that the Chinese market was the ideal opportunity to design Genie Complete - a portable multi-treatment electrotherapy treatment system. Beauty salons are typically compact environments, with staff delivering many different treatments.

Waveform technology developed from research at the University of Glasgow offered the basis of a range of fast and effective treatments. There was potential to increase salon throughput and profits – but only if the theory could be developed for production.

The Challenge

As a start-up business, with no in-house technical resources, Genie needed considerable support, ranging from industrial design, user interface and electronics development to supplier sourcing, assembly guides and help with standards compliance.

Our Solution

Lucid's team started by observing treatments, environments and competitor products - to spot opportunities to make things better. Creating a series of sketch and model options for the physical and graphical user interface, we were able to get valuable feedback, developing improvements with our client and their consumers.

Thermal and electronics development were significant engineering design challenges requiring extensive analysis and prototyping - involving both test houses and manufacturers. Our detailed mechanical design helped to deliver a compact and portable solution.

The Result

Genie Complete was initially exported from the UK to China. Following a successful product introduction, its Chinese distributor acquired the rights and asked us to change aspects of the design to suit volume manufacture and allow production to be ramped up locally.