



**HUMAN
TOUCH**

**ELECTROLUX
DESIGN**



HUMAN TOUCH

OUR DESIGN PHILOSOPHY

"Human Touch is what sets us apart."



At Electrolux, designing outstanding experiences with a human touch lies at the heart of everything we do within Group Design.

It's about designing innovative, intuitive and desirable products that are seamlessly a part of our consumers' daily lives.

This not only requires appealing design, but an intuitiveness that anticipates how long-lasting connections are formed and maintained between our consumers and our products.

This is our design philosophy, and we call it "Human Touch".

Human Touch means designing for all our senses – from the overall quality of materials, and fit, feel and finish to thoughtfulness of use and context through in-depth usability testing. It's the difference between products that are only aesthetically

pleasing and products that provide meaningful holistic experiences.

In a world where everything in the home is becoming connected, the role we play in Design ensures that every experience has that human connection.

Great design creates outstanding consumer experiences and helps shape living for the better.

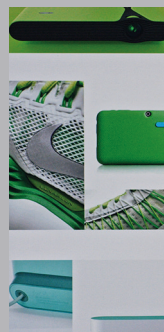
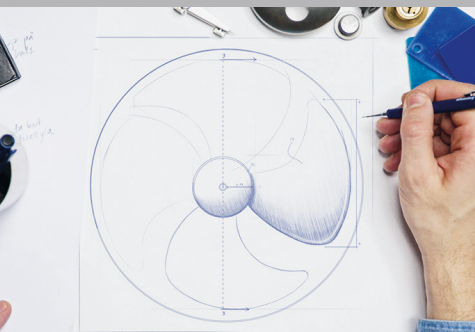
This is what Human Touch is all about.

Lars Erikson

SVP Head of Design

DESIGN IN A CHANGING WORLD

"Design plays a crucial part in how we feel."



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Consumers are changing and looking for purpose and more meaningful interactions. And the domains within which they look for these enriching experiences are also changing.

Now more than ever, our homes play a significantly increasing role in our lives. They center us emotionally, bring our friends and families together, and create spaces of belonging where we can completely unwind and relax.

This means that the role of design within our homes is changing. Design is no longer limited to aesthetics,

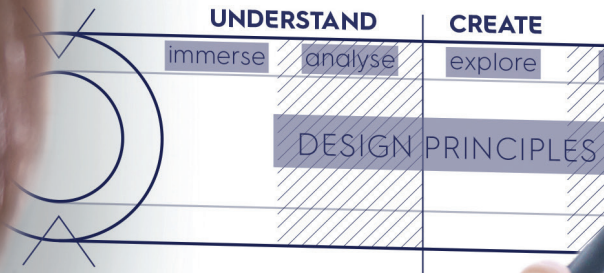
but plays a crucial part in how we feel, think and learn within our abodes.

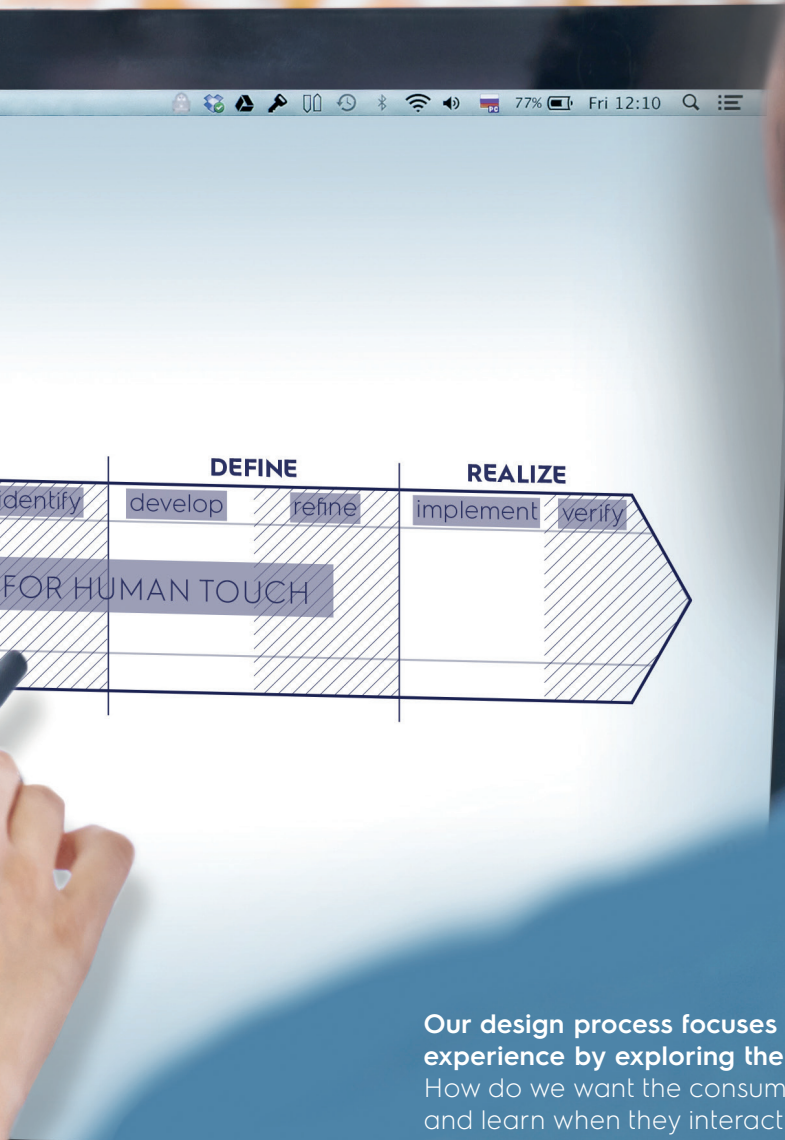
Great design is recognized – and valued for – the human response in the experience it delivers. In our digital world, intuitive design anticipates and guides human behavior. It fosters spaces for daily routines and auto-responds to our ever-evolving needs.

Such design requires a fundamental human approach and this is how our philosophy of “Human Touch” sets us apart.



OUR DESIGN PROCESS





Our design process focuses on the desired experience by exploring the question:
How do we want the consumer to think, feel and learn when they interact with our products, consumables, accessories and services?



OUR DESIGN PRINCIPLES

These are our seven guiding design principles:

BE RELEVANT

1. We create in the context of the home or workplace, and the reality of life in relation to surrounding products.

DESIGN WITH EMPATHY

2. We seek to understand the needs, behaviors and desires of our users by balancing reality with ideals.

DESIGN QUALITY

3. We ensure usefulness – functionality, psychologically and aesthetically – through appeal, FFF (fit, feel and finish) and usability.

REDUCE AND BE CLEAR

4. We search for simplicity and clarity in an idea, design and solution. Simplicity is about subtracting the obvious and adding the meaningful.

CARE FOR THE DETAILS

We focus on basics first and details later. Details do not make a product better if the big idea is not clear, but they can create magic once the basics are met. We understand where details are worth the effort.

5.

DESIGN FOR TOMORROW

We keep an eye on the horizon when designing for today. We design with care through sustainability and responsibility for the future of the planet and its people.

6.

TELL STORIES

Design is the embodiment of human behavior. We bring these stories to life in an engaging way!

7.



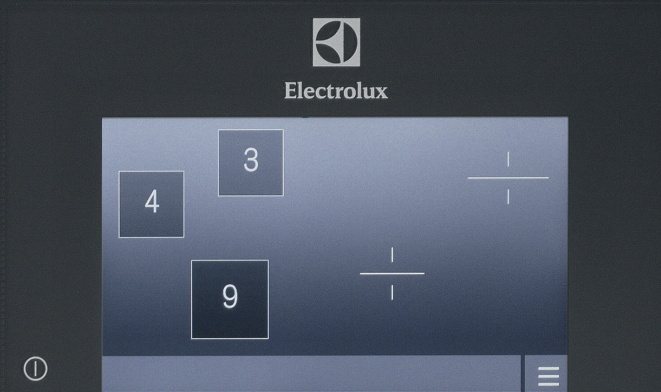


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PRINCIPLE 1

Be Relevant



We strive to understand consumer expectations in order to create relevant experiences that work in harmony with their lifestyles.



PRINCIPLE 2

Design with Empathy



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By understanding human behavior,
we design with care and consideration
so that interactions are intuitive and
pleasant.





PRINCIPLE 3
Design Quality

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Our designs not only stand out, but are robust and reliable, which drives long-term consumer satisfaction and loyalty.



PRINCIPLE 4

Reduce and Be Clear



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We aim for simplicity when creating meaningful designs that elegantly blend into their surroundings.





PRINCIPLE 5

Care for the Details

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We focus on basics first because details should make usability easier and the consumer experience effortless.





PRINCIPLE 6

Design for Tomorrow

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To shape living for the better, we design with sustainability in mind with careful use of the planet's resources.





PRINCIPLE 7
Tell Stories

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The story behind a design is just as important as creating the actual design itself.





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