

Project:

Quick-Change Multi-Driver

Objective:

To incorporate a quick-change mechanism into MegaPro's existing multi-bit screwdriver.

Design Process:

Form Development

Promotional Product Rendering

Promotional Product Animation

Tools:

3d CAD Software

3d Animation Software

Solution:

The quick-change multi-driver has a robust appeal that borrows aspects of the existing multi-driver family. These similarities reduced the cost of introducing the new product by allowing MegaPro to use common parts throughout the product line. The driver also took advantage of the existing customer recognition garnered from Tim Allen's endorsement of MegaPro's other products.



* Melanie Greenaway of Double Dare Design assisted Karo Design Resources in the development of this project