

Development

Casio aims to develop products that meet the latent needs of customers. To do this the company is constantly improving its ability to generate new ideas.

Employee Voice

Envisioning the heartwarming world of craft
Fumina Murata (right), and Yuka Otsubo, Design Center

For the development of pomrie, we had many discussions and moved forward together by coordinating our approaches and strategies. The aim was to design a product that would evoke the warm feeling of crafting. In addition to promoting the enjoyment of making stamps, we also tried to convey the fun of using them.



Product Planning

Thinking like a customer

Throwing off existing preconceptions, Casio generates new ideas by taking the perspective of those that will use its products.

One example is the pomrie stamp maker, used to make original stamps. It is a new product based on an idea from female product designers. They carried out many surveys and studies on the surging Japanese hobby craft market to develop the product. As a communication tool that expresses feelings instead of words, the pomrie stamp maker has gained broad



pomrie

popularity with many women who enjoy crafts.

Another product created out of the desire to take on new challenges with new ideas is the Logosease two-way radio, which enables underwater conversations. The product development began with the simple question, "Why shouldn't we be able to talk underwater?" Using ultrasonic and bone conduction technologies, the Logosease serves as an underwater wireless communication device for recreational diving.



Logosease



Design

Not just color, but also a variety of materials and textures

Casio uses a product design technique called "CMF" for color, material, and finish. In order to create a rich product variety, it is vital not only to offer different colors, but also different material textures and surface finishes. This approach gives each single product model broad expressivity.

For example, the shock-resistant G-SHOCK line of watches offers models that evoke the look and texture of metal used for many years in harsh environments. The exterior parts have a special finish. After gold-colored ion-plating, black ion-plating is applied on top, and then some of the black layer is removed. This gives

a unique aged look and a vintage appeal to the watch. In addition, metal is used for the side buttons to symbolize toughness. Gold color is applied to these buttons, the crown, the solid lines that delineate the inset dials, the hands, and the three-dimensional numerals. All this maximizes the feel of quality.

For watches, this technique is used not just for the hands and dial, but also for the watchband, giving products strong individuality. The diversity of the lineup allows people to express themselves more freely with their choice of watch. This is the kind of value that Casio aims to provide.



Development Policy



Casio's development policy is all about creating something from nothing, or going from "0" to "1." By starting with a blank slate and no preconceived notions, Casio creates new value that is useful to people.