

Homa

USER MANUAL CASE HISTORY

Triggering innovative ideas about consumer touchpoints

H O M A

U S E R M A N U A L



STARTING POINT

HOMA NEEDS

HOMA HAS DIFFERENT CLIENTS
WITH DIFFERENT POSITIONING ON THE MARKET.



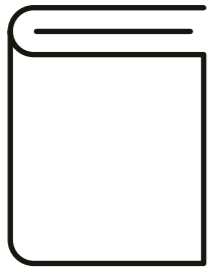
TAILOR MADE APPROACH



EACH CLIENT CAN CHOOSE FROM DIFFERENT DEDICATED
SOLUTIONS WHICH SUITES BEST TO THEIR PERSONALITY.

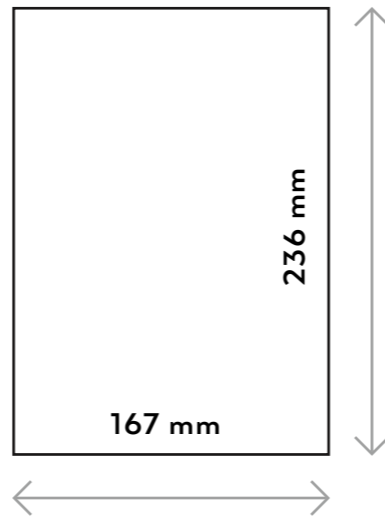
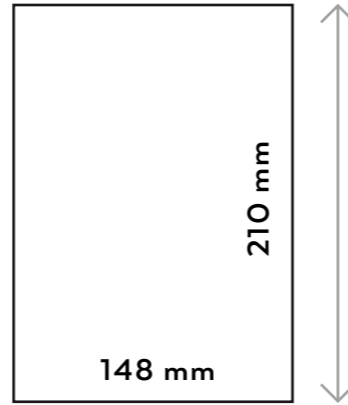
APPROACH

TOOLS



USER MANUAL

TWO DIFFERENT SIZES



A5 OR OPTIMIZED FORMAT FOR
PRINTING BASED ON 70X100
SHEET WITHOUT BLEEDING
(OFFSET PRINTING).

1

PROPOSAL 'A'

2

PROPOSAL 'B'

3

PROPOSAL 'C'



PROPOSAL 'A'



PROPOSAL 'A'

USER MANUAL



The first proposal features a delicate and soft mood keeping a fresh and clear direction.

The illustrations show a classy but cheerful sense with thin lines, marked by well balanced sharp edges and rounder shapes.

Helvetica Neue is the chosen font which represents the contemporary style of this proposal. The thickness is "light", especially for bigger titles which give a friendly but still classy look

PROPOSAL 'A'

USER MANUAL - INNER PAGES



THE MANUAL WILL
HAVE A TOTAL OF 52
PAGES, INCLUDING
THE COVER.

SAFETY WARNINGS
WILL BE IN A
SEPARATE ISSUE.

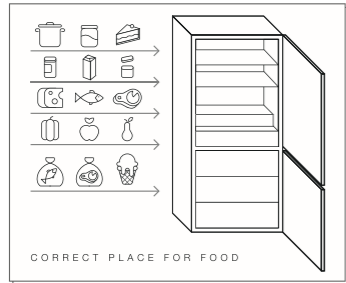
PROPOSAL 'A'

USER MANUAL - INNER PAGES

Daily Use

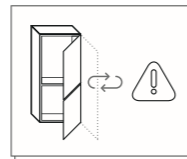
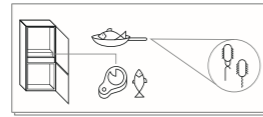
TIPS FOR KEEPING FOOD IN THE UNIT

- Cooked meats/fishes should always be stored on a shelf above raw meats/fishes to avoid bacterial transfer. Keep raw meats/fishes in a container which is large enough to collect juices and cover it properly. Place the container on the lowest shelf at the bottom of the fridge compartment.
- Leave space around your food, to allow air to circulate inside the compartments. Ensure all parts of the unit are kept cool.
- To prevent transfer of flavours and drying out, pack or cover the food separately. Fruit and vegetables do not need to be wrapped.
- Always let pre-cooked food cool down before you put in the unit. This will help to maintain the internal temperature of the unit.
- To prevent cold air escaping from the unit, try to limit the number of times you open the doors. We recommend that you only open the doors when you need to put food in or take food out.



38 English

Daily Use



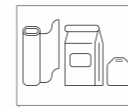
English 39

Daily Use

PREPARATIONS FOR FREEZING

MONTHS	FOOD
1 - 3	
4 - 7	
8 - 12	

- Use quality food and handle it as little as possible. Freeze food in small quantities as it freezes faster, takes less time to defrost and enables you to control the quantity you need better.
- Leave cooked food to cool completely. Chill food before freezing if possible.
- Consider how you will want to cook the food before freezing it.
- Don't freeze food in metal containers if you may want to microwave it straight from the freezer.
- Use special freezer bags, freezer film, polythene bags, plastic containers, and aluminium foil (heavy duty grade only). If in doubt, double wrap your food. Don't use aluminium foil for acidic foods, e.g. citrus fruits. Don't use thin cling film, glass, or used food containers without cleaning.



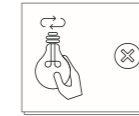
40 English

Daily Use

MAINTENANCE

CHANGING THE INTERNAL LIGHT

The internal light is an LED light. It cannot be changed by the user; please contact your service agent.

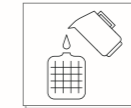


CARE WHEN HANDLING / MOVING YOUR UNIT

Hold the unit around its sides or base when moving it. Under no circumstances should it be lifted by holding the edges of the top surface.

Daily Use

- Exclude as much air from the container as possible. You could buy a special vacuum pump which sucks excessive air out of the packaging.
- Leave a small amount of air space when freezing liquids to allow expansion.



- You can use the space in the freezer most efficiently if you freeze liquids (or solids with liquids, e.g. stew) in square blocks. This is known as "Preforming". Pour the liquid into a polythene bag which is inside a square sided container. Freeze it, and then remove it from the container and seal the bag.



- Label your frozen foods as they will look the same when in frozen state. Use special freezer tapes, labels and pens with different colours. This allows you to easily organise and to effectively use the freezer. Write the contents and date; otherwise the frozen food might exceed the storage time and this could cause food poisoning. Please refer to your food packaging for the recommended storage time.

- You may also add the weight and cooking notes, e.g. "defrost first", "cook from frozen" and keep a separate log of what is in each drawer. This will save opening the door and searching around unnecessarily.

English 41

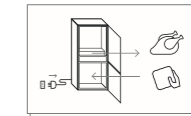
Daily Use

SERVICING

The unit should be serviced by an authorised engineer and only genuine spare parts should be used. Under no circumstances should you attempt to repair the unit yourself. Repairs carried out by inexperienced persons may cause injury or serious malfunction. Contact a qualified technician.



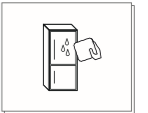
SWITCHING OFF FOR LONG PERIODS OF TIME



When the unit is not in use for a long period of time, disconnect it from the mains supply, empty all food and clean the appliance, leaving the doors ajar to prevent unpleasant smells.

CONDENSATION

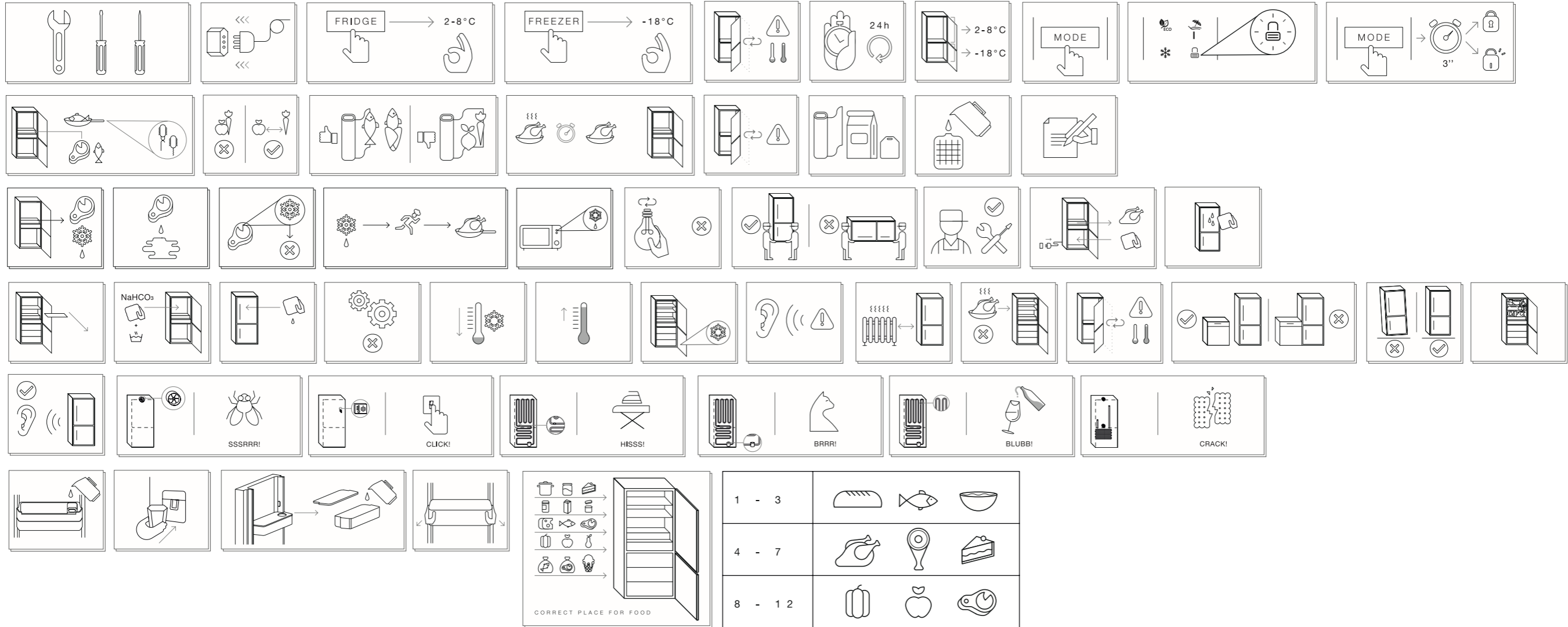
Condensation may appear on the outside of the unit. This may be due to a change in room temperature. Wipe off any moisture residue. If the problem continues, please contact a qualified technician for assistance.



English 45

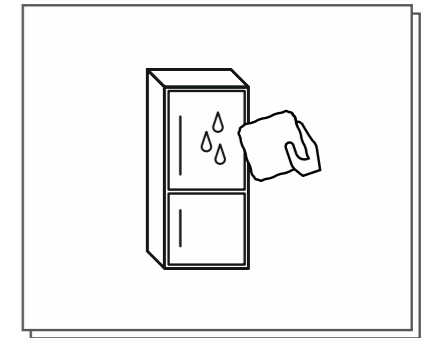
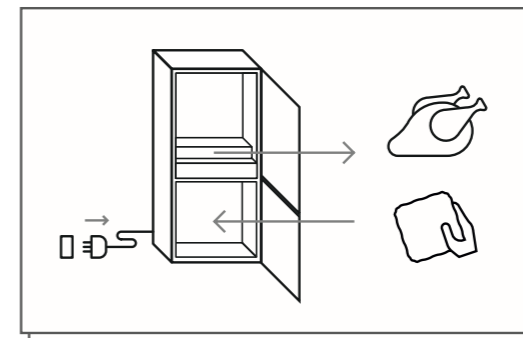
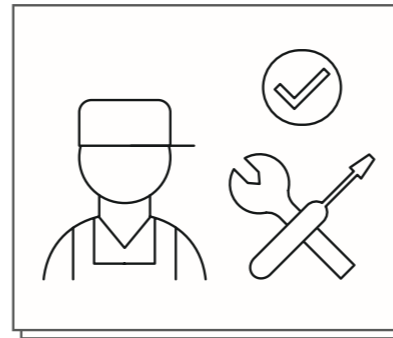
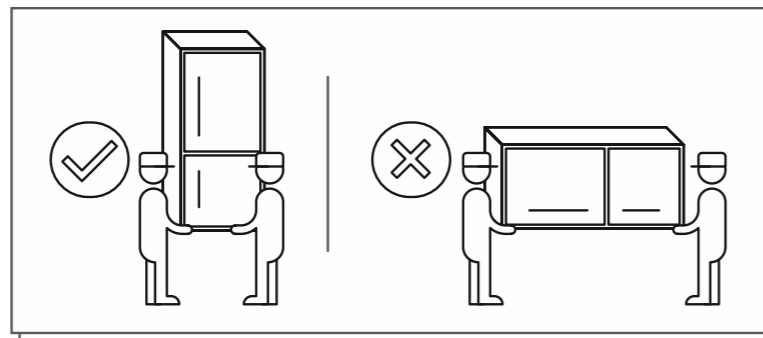
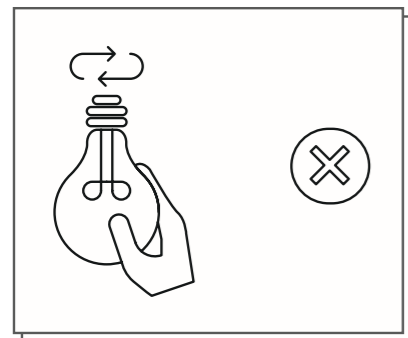
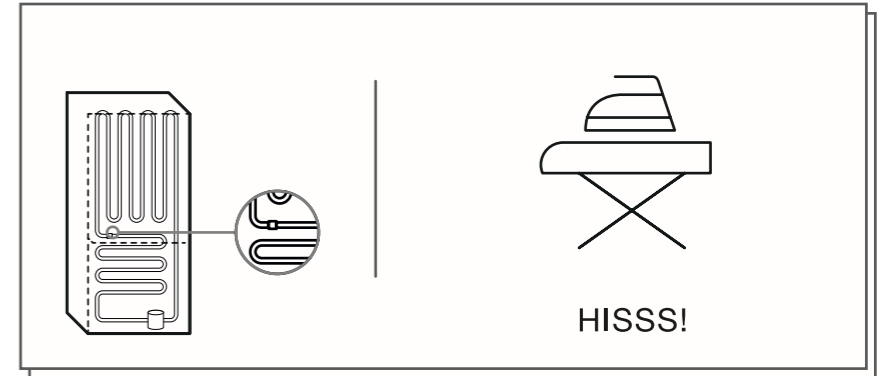
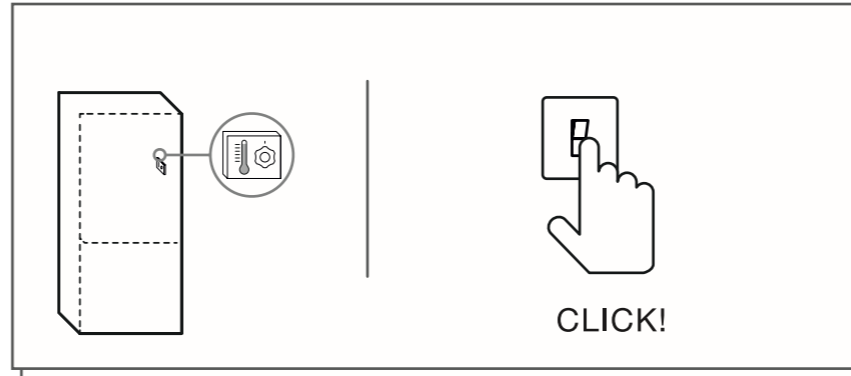
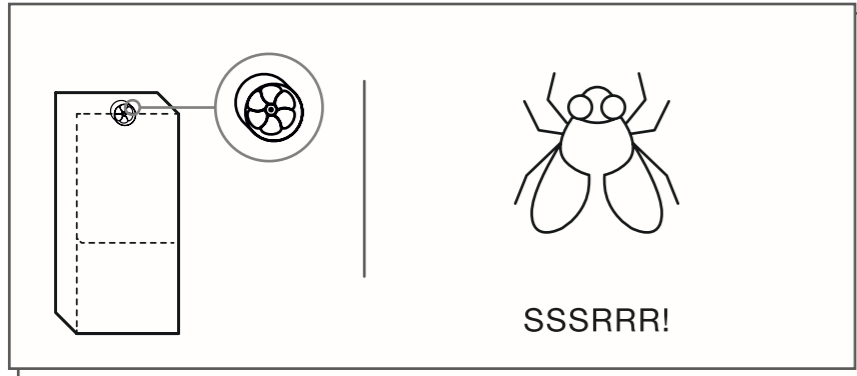
PROPOSAL 'A'

USER MANUAL - ICONS



PROPOSAL 'A'


USER MANUAL - ICONS



PROPOSAL 'A'

COVERS - TITLE STUDY

TITLE STUDY



The covers were created not only following a graphic design, but also following a study on how to communicate the function of the manual by following different approaches. In some cases we have opted for a traditional and pragmatic approach where the first information that arrives is that the material that is in our hands is an instruction manual. Other solutions have involved a more 'copy' approach where are launched messages that encourage the reading of the manual, placing the user in the condition of being intrigued; or reassuring him in the fact he will not find a complicated instrument in front of him but, on the contrary, something that will simplify his life.

PROPOSAL 'A'

USER MANUAL - COVERS

THREE SOLUTIONS DEPENDING ON PRINTING BUDGET

1.

BASIC



- LOW COST SOLUTION
- BLACK & WHITE
- COVER WILL HAVE SAME PAPER AS INNER PAGES

2.

INTERMEDIUM



- MORE COLOURS
- COVER WILL HAVE HEAVIER PAPER

3.

PREMIUM



- ELEGANT LOOK
- LARGE PRINTED SURFACE
- COVER WILL HAVE PREMIUM PAPER
(PLASTIFIED OR SOFT TOUCH)



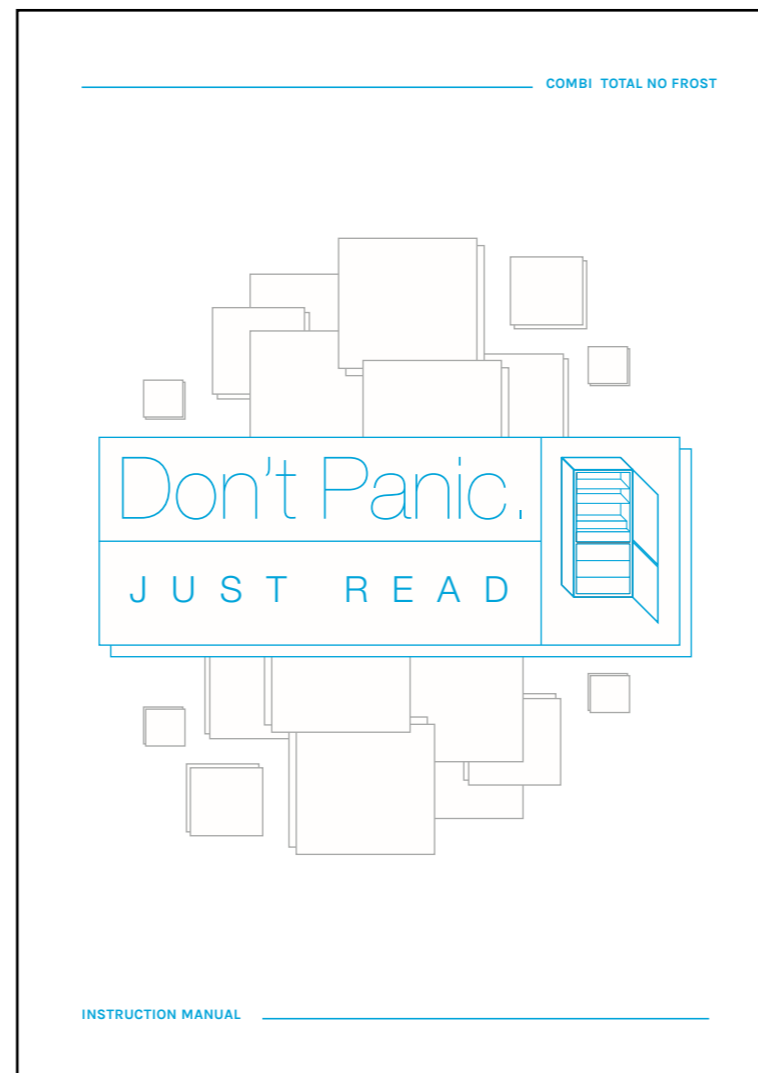
PAPER FINISHING
OPTIONS - EXAMPLES
(MATTE VS GLOSS, SOFT
TOUCH,...)

PROPOSAL 'A'

COVERS - DESIGN



B A S I C



I N T E R M E D I U M



P R E M I U M

PROPOSAL 'A'

COVERS - DESIGN



At the moment, the covers have been designed in a “neutral” way without being associated with a specific brand. Clearly the customer logos will then be inserted, assigning to each the direction most compatible with their personality.

PROPOSAL 'A'

COVERS - HOMA VERSION



THE SHADE OF ORANGE IS
A SIMULATION OF THE CORRECT
COLOUR USED BY HOMA.

TO MAKE THE EXECUTIVE OUTPUTS,
THE PANTONE REFERENCE
WILL BE NECESSARY.

PROPOSAL 'A'

SAFETY WARNINGS - MANUAL



ACCORDING TO THE CHOICE THAT WILL BE MADE FOR THE PATH, THE COVER OF THE 'SAFETY WARNINGS' WILL BE DECLINED FOLLOWING THE SAME LANGUAGE USED FOR THE COVER OF THE USER MANUAL.

Example



PROPOSAL 'B'



PROPOSAL 'B'

USER MANUAL



This proposal differentiates itself by being heavy on typography.

The illustration is designed starting from combined geometric shapes.

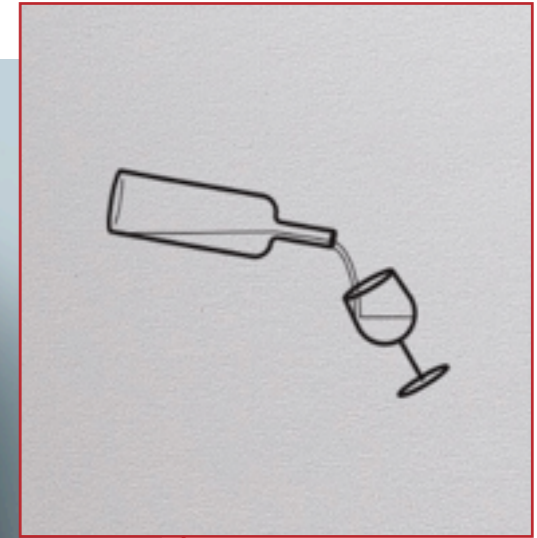
The look is more distinct and clear than the first proposition by heavy outlines.

The type font is Futura bold for titles which is clearly a very distinctive font.

This choice represents highlight and strengthen the uniqueness of this proposal.

PROPOSAL 'B'

USER MANUAL - INNER PAGES



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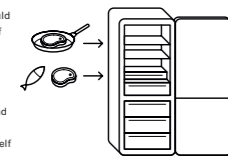
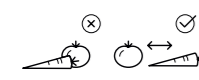
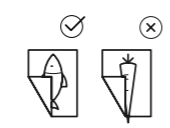
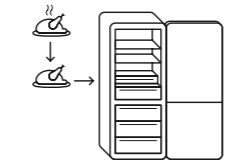
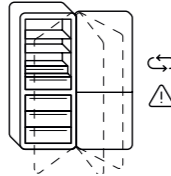
PROPOSAL 'B'

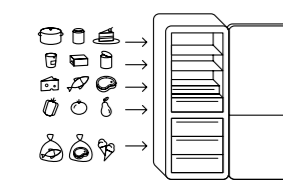
USER MANUAL - INNER PAGES

DAILY USE

TIPS.

Tips for Keeping Food in the Unit

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DAILY USE

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MONTHS	FOOD
1 - 3	
4 - 7	
8 - 12	

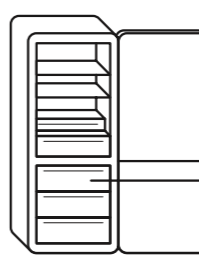

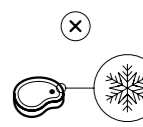

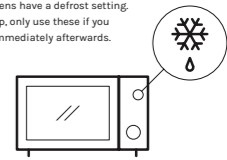
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Write the contents and date; otherwise the frozen food might exceed the storage time and this could cause food poisoning. Please refer to your food packaging for the recommended storage time.

- You may also add the weight and cooking notes, e.g. "defrost first", "cook from frozen" and keep a separate log of what is in each drawer. This will save opening the door and searching around unnecessarily.

DAILY USE

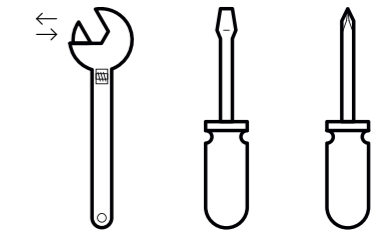
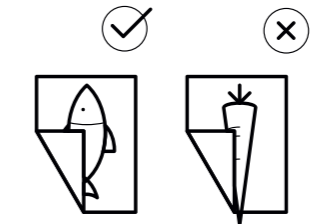
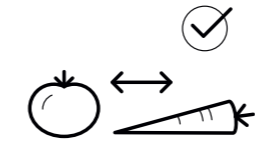
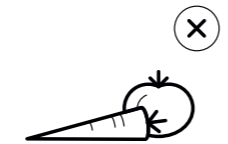
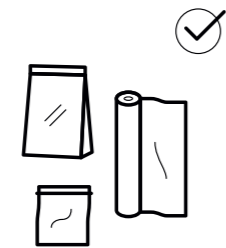
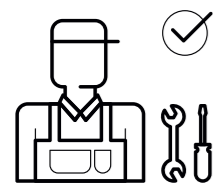
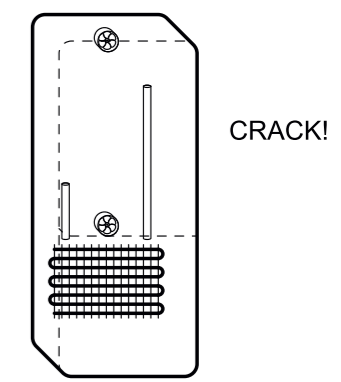
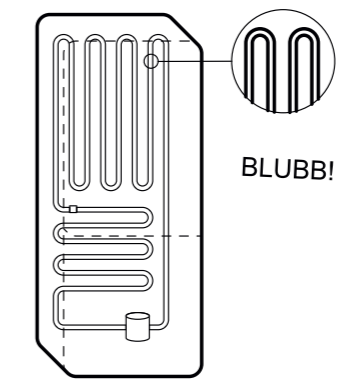
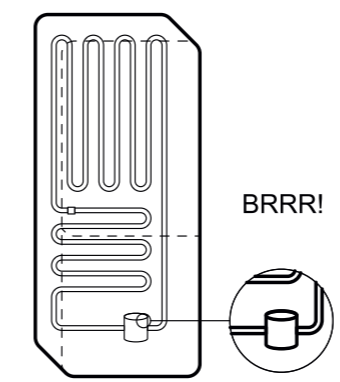
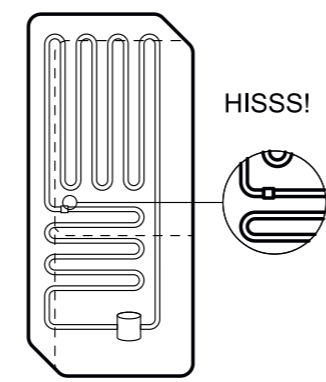
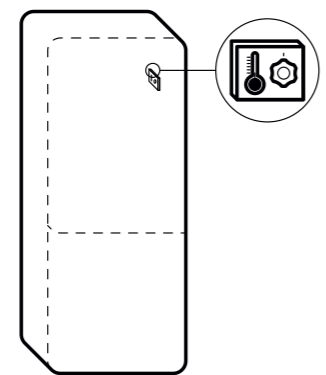
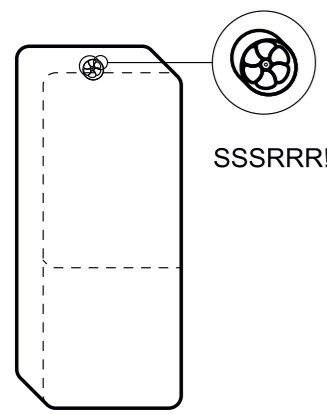
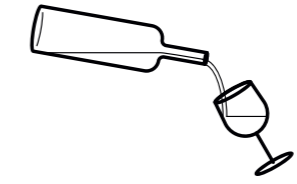
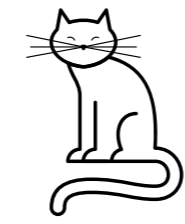
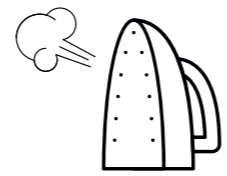
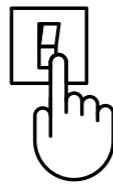
DEFROSTING FROZEN FOODS.

1. Take the frozen food out from the unit and uncover the frozen food. Let it defrost at room temperature. Don't forget that defrosting in a warm area encourages the growth of bacteria and low temperature cooking may not destroy dangerous bacteria.
 
2. Drain off and throw away any liquid lost during defrosting.
 
3. Always make sure there are no ice-crystals in the food before cooking, particularly with meat. These crystals indicate that the food has not fully defrosted.
 
4. Cook food as soon as possible after defrosting.
 
5. Many microwaves and ovens have a defrost setting. To avoid bacterial build up, only use these if you intend to cook the food immediately afterwards.
 

Never re-freeze anything that has been defrosted unless you cook it again, to kill off harmful GB bacteria. Never re-freeze defrosted shellfish. Re-seal packs properly after removing items. This prevents drying or freezer-burn and a build up of frost on any remaining food.

PROPOSAL 'B'

USER MANUAL - ICONS



PROPOSAL 'B'

USER MANUAL - COVERS

THREE SOLUTIONS DEPENDING ON PRINTING BUDGET

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- LOW COST SOLUTION
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2.

INTERMEDIUM



- MORE COLOURS
- COVER WILL HAVE HEAVIER PAPER

3.

PREMIUM



- ELEGANT LOOK
- LARGE PRINTED SURFACE
- COVER WILL HAVE PREMIUM PAPER
(PLASTIFIED OR SOFT TOUCH)



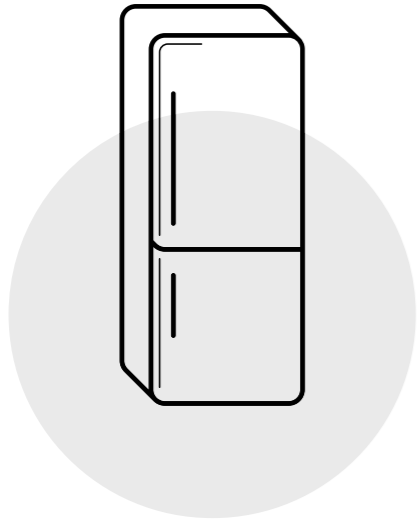
PAPER FINISHING
OPTIONS - EXAMPLES
(MATTE VS GLOSS, SOFT
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PROPOSAL 'B'

COVERS - DESIGN

USER MANUAL

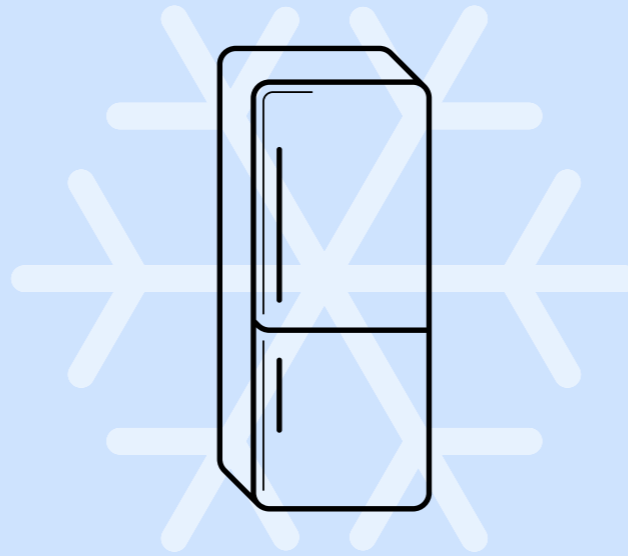
Combi Total - No Frost



BASIC

User Manual

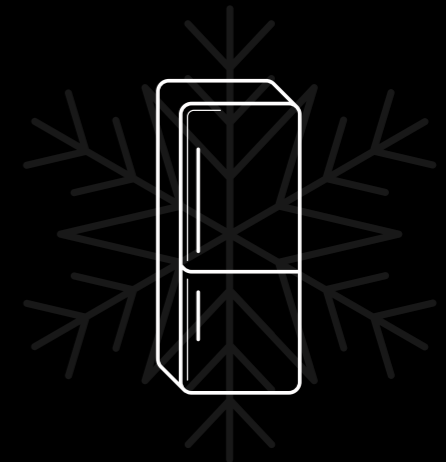
COMBI TOTAL - NO FROST



INTERMEDIUM

USER MANUAL

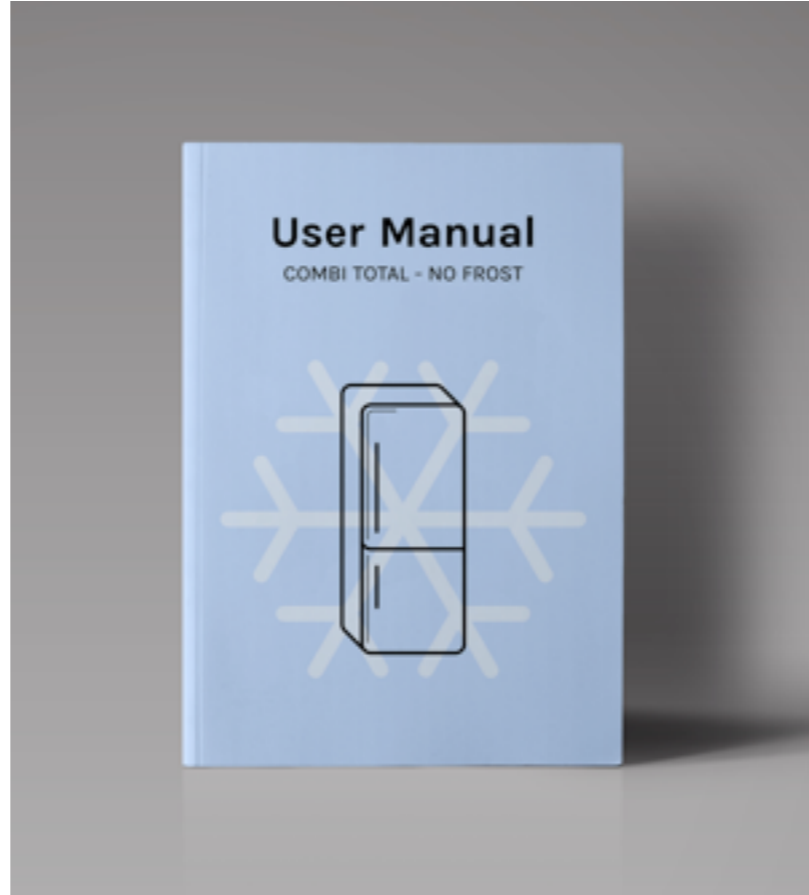
Combi Total - No Frost



PREMIUM

PROPOSAL 'B'

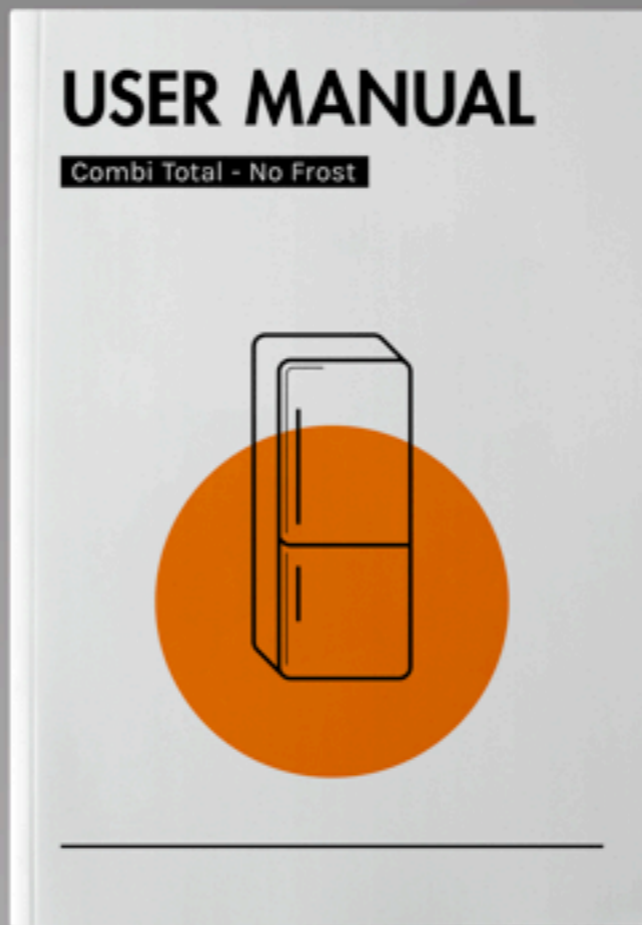
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PROPOSAL 'B'

COVERS - HOMA VERSION



THE SHADE OF ORANGE IS
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TO MAKE THE EXECUTIVE OUTPUTS,
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PROPOSAL 'C'



PROPOSAL 'C'

USER MANUAL



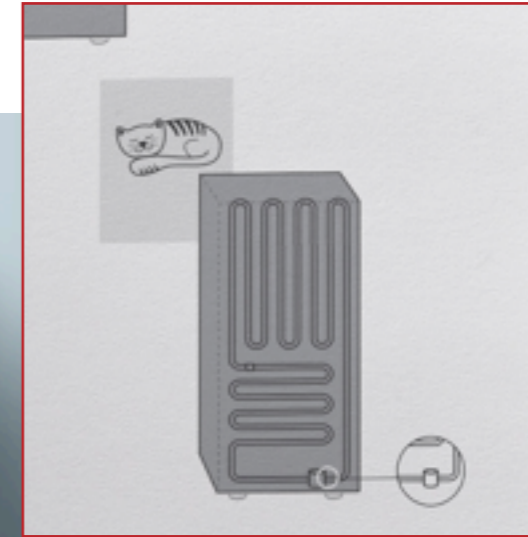
The third proposal is characterized by a more detailed identity, outlines, and flat shapes highlight the graphic elements.

The font style is Gotham, characterized by a pragmatic and reassuring look.

We can place this proposal between the first and the second, since it is heavier than the first but not as much the second as what it concerns the typography and the thickness of the strokes.

PROPOSAL 'C'

USER MANUAL - INNER PAGES



THE MANUAL WILL
HAVE A TOTAL OF 52
PAGES, INCLUDING
THE COVER.

SAFETY WARNINGS
WILL BE IN A
SEPARATE ISSUE.

PROPOSAL 'C'

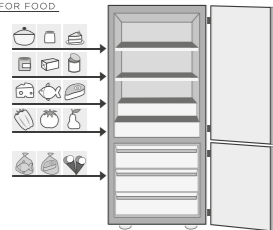
USER MANUAL - INNER PAGES

Daily Use

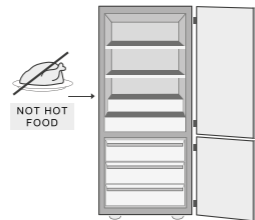
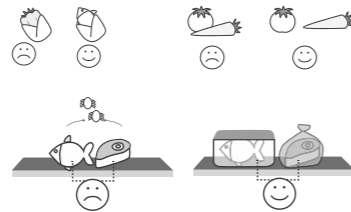
Tips for Keeping Food in the Unit

- Cooked meats/fishes should always be stored on a shelf above raw meats/fishes to avoid bacterial transfer. Keep raw meats/fishes in a container which is large enough to collect juices and cover it properly. Place the container on the lowest shelf at the bottom of the fridge compartment.
- Leave space around your food, to allow air to circulate inside the compartments. Ensure all parts of the unit are kept cool.
- To prevent transfer of flavours and drying out, pack or cover the food separately. Fruit and vegetables do not need to be wrapped.
- Always let pre-cooked food cool down before you put in the unit. This will help to maintain the internal temperature of the unit.
- To prevent cold air escaping from the unit, try to limit the number of times you open the doors. We recommend that you only open the doors when you need to put food in or take food out.

CORRECT PLACE FOR FOOD



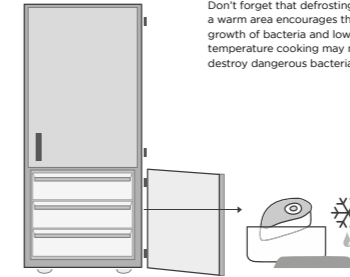
Daily Use



Daily Use

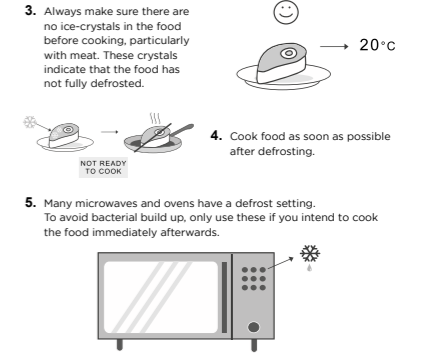
Defrosting Frozen Foods

1. Take the frozen food out from the unit and uncover the frozen food. Let it defrost at room temperature.
Don't forget that defrosting in a warm area encourages the growth of bacteria and low temperature cooking may not destroy dangerous bacteria.
2. Drain off and throw away any liquid lost during defrosting.



Daily Use

3. Always make sure there are no ice-crystals in the food before cooking, particularly with meat. These crystals indicate that the food has not fully defrosted.
4. Cook food as soon as possible after defrosting.
5. Many microwaves and ovens have a defrost setting. To avoid bacterial build up, only use these if you intend to cook the food immediately afterwards.



⚠ Never re-freeze anything that has been defrosted out unless you cook it again, to kill off harmful GB bacteria. Never re-freeze defrosted shellfish. Re-seal packs properly after removing items. This prevents drying or freezer-burn and a build up of frost on any remaining food.

Daily Use

Preparations for Freezing

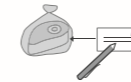
MONTHS	FOOD
1-3	
4-7	
8-12	

- Use quality food and handle it as little as possible. Freeze food in small quantities as it freezes faster, takes less time to defrost and enables you to control the quantity you need better.
- Leave cooked food to cool completely. Chill food before freezing if possible.
- Consider how you will want to cook the food before freezing it.
- Don't freeze food in metal containers if you may want to microwave it straight from the freezer.
- Use special freezer bags, freezer film, polythene bags, plastic containers, and aluminium foil (heavy duty grade only). If in doubt, double wrap your food. Don't use aluminium foil for acidic foods, e.g. citrus fruits. Don't use thin cling film, glass, or used food containers without cleaning.



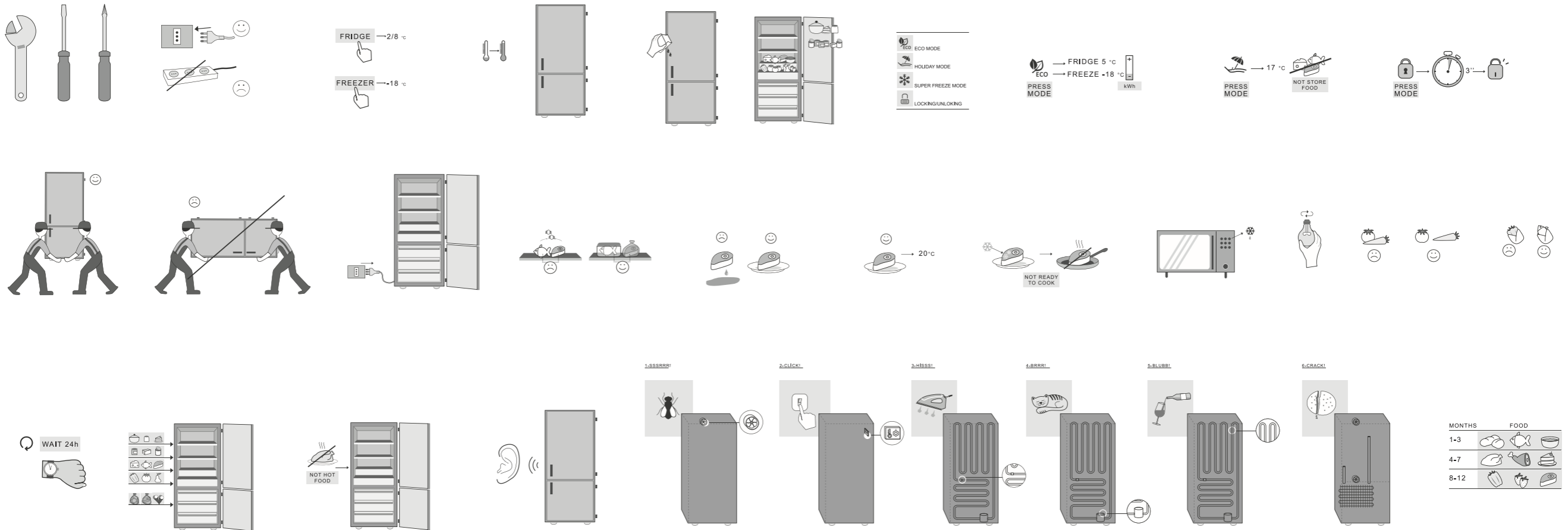
Daily Use

- Exclude as much air from the container as possible. You could buy a special vacuum pump which sucks excessive air out of the packaging.
- Leave a small amount of air space when freezing liquids to allow expansion.
- You can use the space in the freezer most efficiently if you freeze liquids (or solids with liquids, e.g. stew) in square blocks. This is known as "Preforming". Pour the liquid into a polythene bag which is inside a square sided container. Freeze it, and then remove it from the container and seal the bag.
 - Label your frozen foods as they will look the same when in frozen state. Use special freezer tapes, labels and pens with different colours. This allows you to easily organise and to effectively use the freezer. Write the contents and date; otherwise the frozen food might exceed the storage time and this could cause food poisoning. Please refer to your food packaging for the recommended storage time.
- You may also add the weight and cooking notes, e.g. "defrost first", "cook from frozen" and keep a separate log of what is in each drawer. This will save opening the door and searching around unnecessarily.



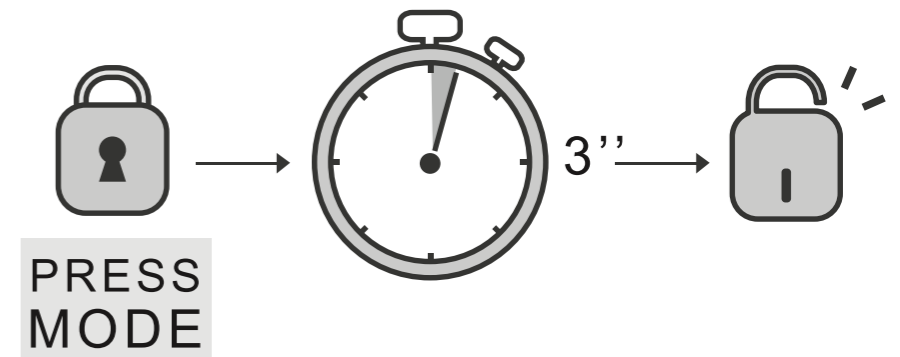
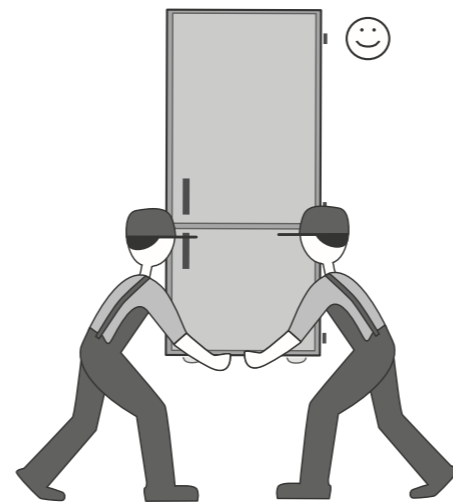
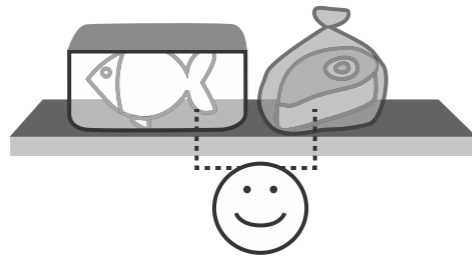
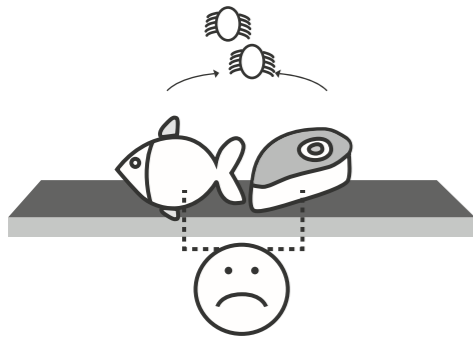
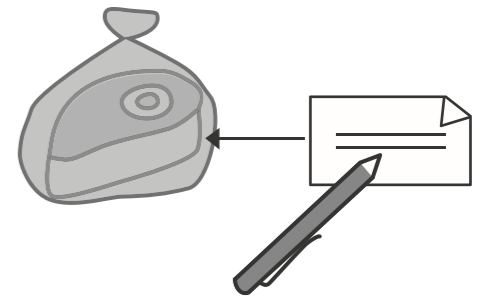
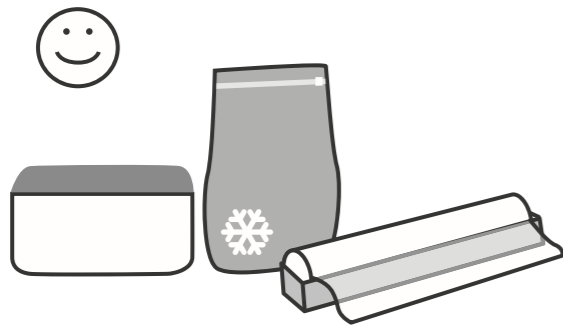
PROPOSAL 'C'

USER MANUAL - ICONS



PROPOSAL 'C'

USER MANUAL - ICONS



PROPOSAL 'C'

USER MANUAL - COVERS

THREE SOLUTIONS DEPENDING ON PRINTING BUDGET

1.

BASIC



- LOW COST SOLUTION
- BLACK & WHITE
- COVER WILL HAVE SAME PAPER AS INNER PAGES

2.

INTERMEDIUM



- MORE COLOURS
- COVER WILL HAVE HEAVIER PAPER

3.

PREMIUM



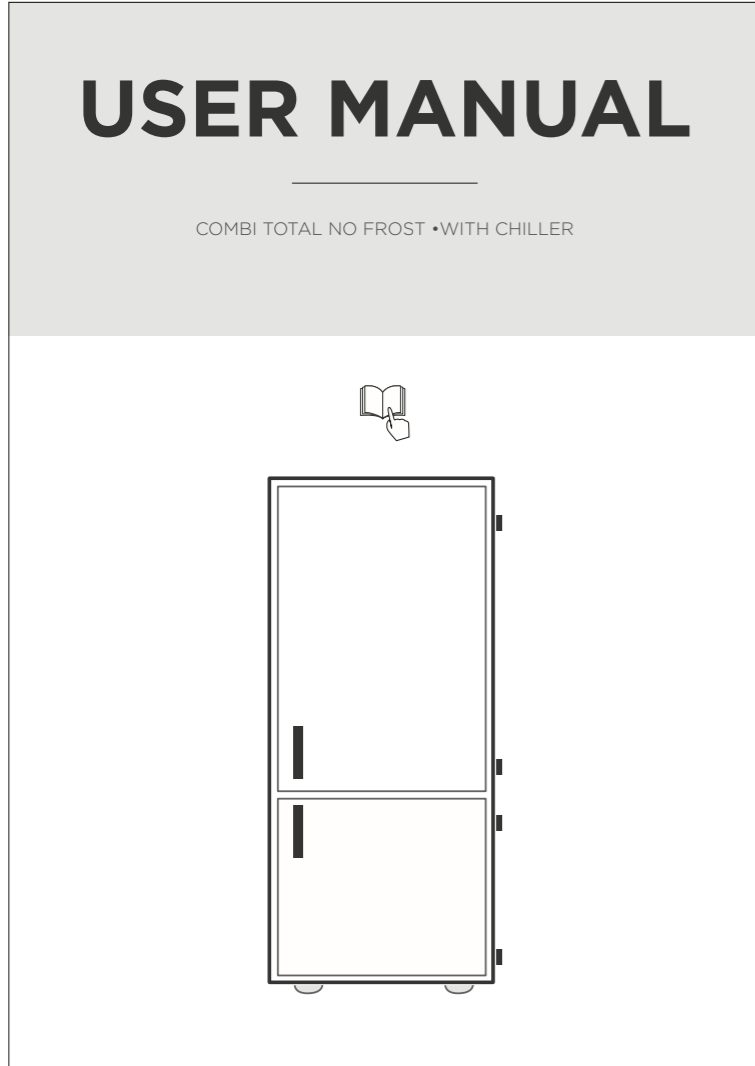
- ELEGANT LOOK
- LARGE PRINTED SURFACE
- COVER WILL HAVE PREMIUM PAPER
(PLASTIFIED OR SOFT TOUCH)



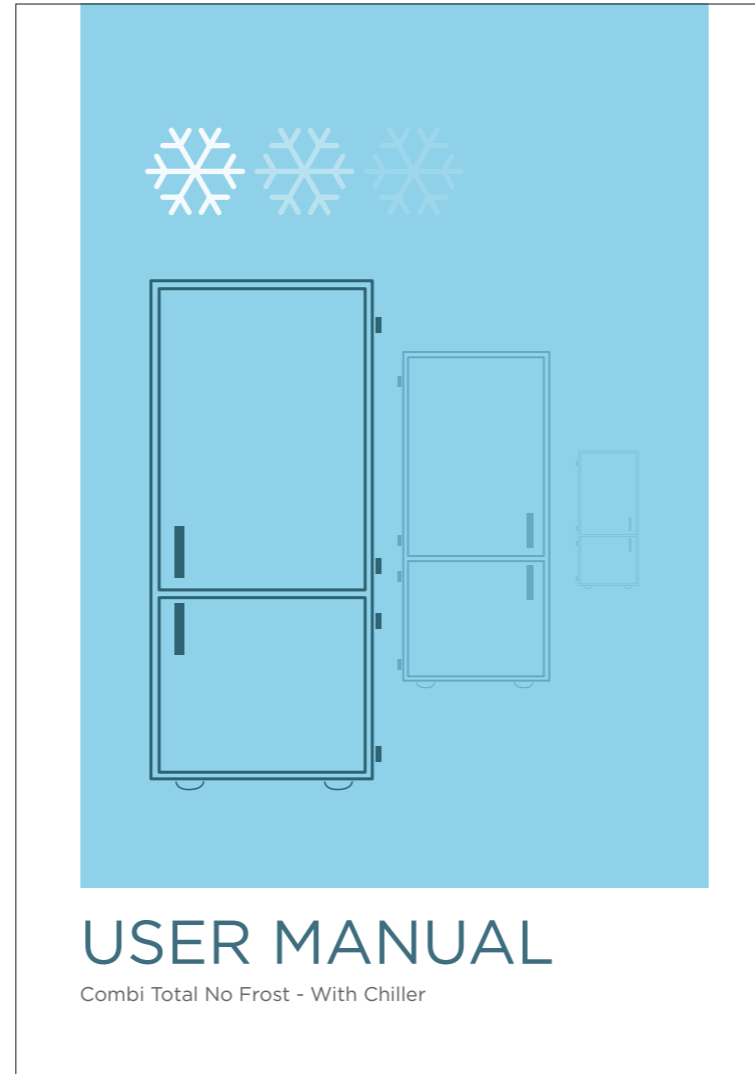
PAPER FINISHING
OPTIONS - EXAMPLES
(MATTE VS GLOSS, SOFT
TOUCH,...)

PROPOSAL 'C'

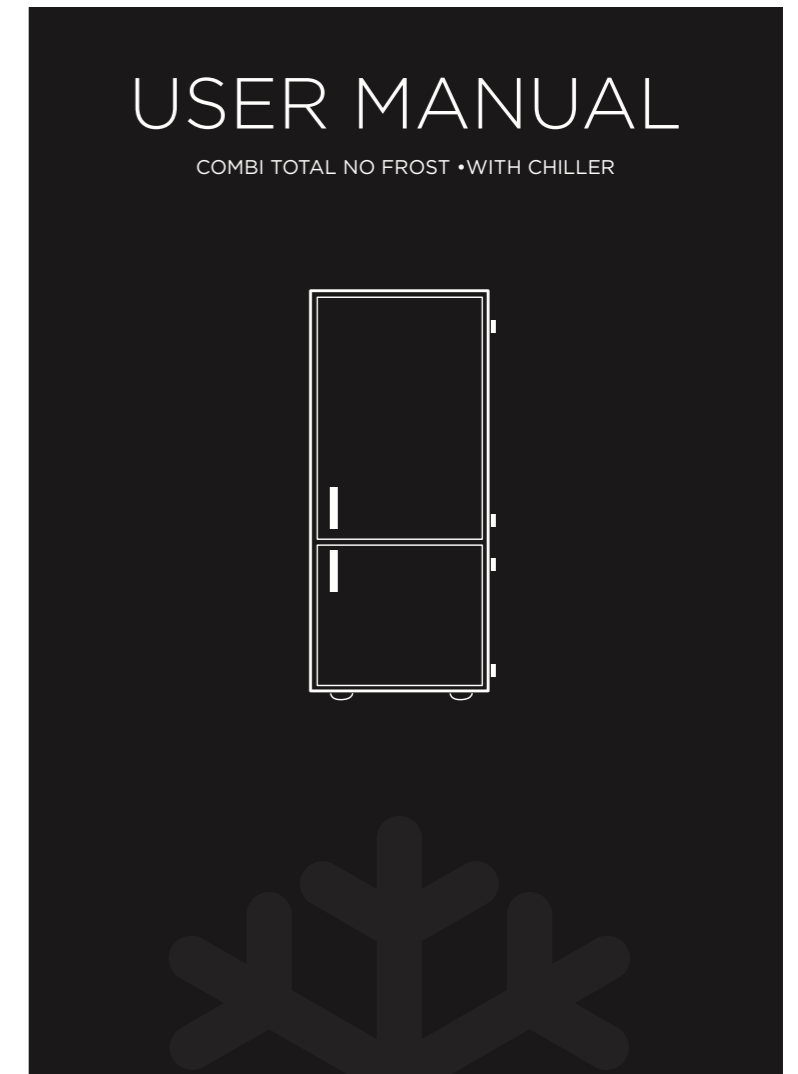
USER MANUAL - COVERS



BASIC



INTERMEDIUM



PREMIUM

PROPOSAL 'C'

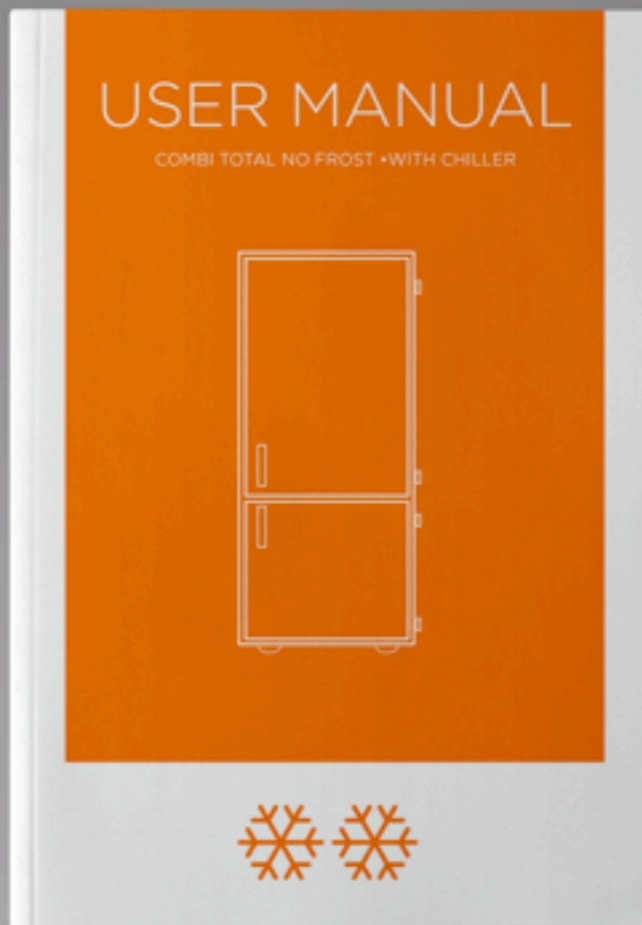
COVERS - DESIGN



At the moment, the covers have been designed in a “neutral” way without being associated with a specific brand. Clearly the customer logos will then be inserted, assigning to each the direction most compatible with their personality.

PROPOSAL 'C'

COVERS - HOMA VERSION



THE SHADE OF ORANGE IS
A SIMULATION OF THE CORRECT
COLOUR USED BY HOMA.

TO MAKE THE EXECUTIVE OUTPUTS,
THE PANTONE REFERENCE
WILL BE NECESSARY.



Homa

THANK YOU
USER MANUAL CASE HISTORY

Triggering innovative ideas about consumer touchpoints