



D+I & Mudbath are joining forces to connect immersive digital experiences with award-winning product design.

Ⓞ PHYSICAL MEETS DIGITAL

November 2022 – Mudbath and Design + Industry (D+I) have joined forces in a collaborative partnership to connect immersive digital experiences with world-class product design.

The relationship will broaden the product design services offered by both companies, leveraging a powerful combination of D+I's and Mudbath's specialised design capabilities. Both companies have a proven track record for designing and developing long-lasting, commercially successful products and positive user experiences.

The partnership between D+I and Mudbath stemmed from a dynamic technology environment that is demanding an increased need for physical product designs to be powered by embedded electronics to support features enabled via digital connectivity.

Mudbath are regarded as market leaders in developing user centred digital experiences. Attracting some of the best talent throughout Australia, Mudbath is a diverse group of digital designers, strategists and user experience experts capable of servicing any project requirement.

Mudbath Managing Director and CEO, Josh Doolan comments on the relationship, *"We are at a step change in our society whereby we're more technologically adapted. New product designs often need to be harmonised with the digital platforms that we use daily. This partnership with D+I is very exciting. Being able to combine Mudbath's expertise in designing digital experiences with D+I's array of product engineering capabilities will open more opportunities for our clients."*

D+I has a proven history of developing innovative technologies and are Australia's most awarded product design consultancy. Leveraging capabilities in industrial design, mechanical engineering and electronics design, D+I are delivering a complete product development service for a wide range of industries and market sectors.

Head of D+I, David Jones stated, *"Many of D+I's electronic product designs will require sophisticated eCommerce, fleet management and back-office solutions as well as subscription enabled mobile app services. Working in collaboration with Mudbath, will enable us to build a shared IP framework and deliver quality outcomes for customers that choose to work with us both."*

The partnership will see Mudbath and D+I develop a robust, shared technology framework to manage interdependencies.

Connecting D+I's expertise in tactile interfaces, mechanics and embedded electronics with Mudbath's premium software engineering and UI/UX designers will deliver world class smart products with sophisticated backends that are fit for purpose.

ABOUT MUDBATH

Digital Products and Services — Scope & Discovery, Refinement & Definition, Development & Delivery.

Mudbath is a proven leader in delivering digital products with amazing user experience design & superior engineering. Mudbath apply the power of cross functional teams to design, engineer and ship digital products with ambitious organisations. The team at Mudbath thrive at creating the best digital outcomes and love partnering with industry-leading brands across Australia and around the globe. They lead digital transformation projects and portfolios, deliver compelling digital research, recommend value-based product strategies, design and build technologies that drive the highest quality customer experiences and business outcomes.

Capabilities at a Glance — Research + Insights, Product Strategy, Software Development:

Management Dashboards, Application Development (iOS/Android/Web), Portals + Websites, Online Strategy, Online Marketing, UX/UI, Solutions Architecture, eCommerce Platforms, Fleet Management Software, Systems Analysis, Product & Technical Strategy, Performance Testing, Risk Management, Training Documentation, SQL, Microsoft .Net, JS, Typescript, React, Angular, Django, Obj-C, Swift, Kotlin, Gatsby JS, Node JS, NextJS, GraphQL, Vue.JS, Vue Storefront, Drupal, Contentful, Salesforce Commerce Cloud, MuleSoft, Octopus Deploy, AWS, Azure, Cloudflare, Git, Confluent, Netlify, Google Cloud, Wordpress, Shopify, Ontraport + More.

Clients: ARTC, nib, Torqn, Grays Online, Greater Bank, Michael Hill, Prezzy + More

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ABOUT DESIGN + INDUSTRY

Complete Product Development from Concept into Production.

Design + Industry is a product design and development consultancy with studios based in Melbourne, Sydney and Newcastle. D+I offers an integrated product design, engineering, electronics, and production management service (ISO 13485:2016 Certified) — delivering successful commercial outcomes by creating class-leading products and user experiences for local and global markets. The team at D+I is internationally recognised for design and engineering excellence, validated by having won over 230 industry awards. Over three decades, D+I has established itself as a trusted and proven partner to industry innovators looking to translate ideas and discoveries into commercialised real-world solutions.

ISO 13485:2016 Certified for the compliant development of Medical Devices.

Registered Research Service Provider No. 13279

Capabilities at a Glance — Industrial Design, Mechanical Engineering + Electronics Design:

Product Development Strategy + Roadmaps, Research + Insights, Market + User Analysis, Product Definition + Requirements, IP Development, Design Concepts, 3D Surface Modelling / CAD, Visual Block Models, Proof of Concepts, Design Validation, Packaging, User Interface, User Experience Optimisation, Branding, Tactile Interface Design, Bespoke Mechanisms, Design for Manufacture, 2D Control Drawings, Rapid Prototyping, Testing, Production Documentation, Production Tender Management, Off-Tool Samples, Regulatory Compliance, Schematic Capture, PCB Design, Power Management, Embedded Software + Firmware, Connectivity, Sensor Integration + More.

Clients: AdvanCell, Hone, LAVO, Siemens, Honeywell, Foxtel, Telstra + More

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