

THE GOLDCARD PROJECT



**An iconic
history.**

**An inspiring
future.**

Industrial design for Goldcard

为金卡打造的工业设计

Michael Schmidt, C2D: „Our vision for Goldcard was to design products with personality that create high recognition through clear coding in terms of form language, graphics, and the brand color blue as an accent.

A design that works internationally and which transports and communicates the Goldcard/Tancy Brand and its high quality in terms of user-friendly and digital know-how.“

Goldcard/Tancy is one of the leading companies in the world of gas flow measurement products and the industry leader in China. IoT supported, user-friendly devices, which e.g. transmit real-time data for gas metering services and applications, are especially worth mentioning.

The project partnership between Goldcard/Tancy and code2design started with a workshop, which was conducted together with the management and the team members in order to achieve a common understanding of the brand, to specify the project goals and to deepen the necessary approach. The concrete working process started with a CID concept for a guideline product line (UMF) and was then extended from this project to all other product lines of intelligent gas meter family. (Learn more about our C2D holistic innovation and design process on page 31.)

The general project goals are:

- New Corporate-Industrial-Design language (CID) for GOLDCARD/TANCY smart meter and smart flow meter
- Brand positioning through industrial design, taking into account the brand values and philosophy of Goldcard/Tancy
- Capture and analyze target groups and relevant scenarios
- Premium look and feel that fits well into relevant scenarios, taking into account the latest design trends
- User-friendly interface

迈克尔·施密特 (Michael Schmidt), C2D:“ 我们的愿景是为金卡设计出具有个性的产品,通过造型语言,图像和品牌颜色“蓝色”为主要方式来创造品牌高识别度。

一个能全球通行的设计,并能在用户友好和数字技术方面来传递和传达金卡 / 天信品牌及其高品质。”

金卡/天信是气体流量测量领域的领先公司之一,也是中国的行业领导者。特别值得一提的是,支持物联网,对用户友好的设备,例如用于燃气计量服务和应用程序的实时数据传输。

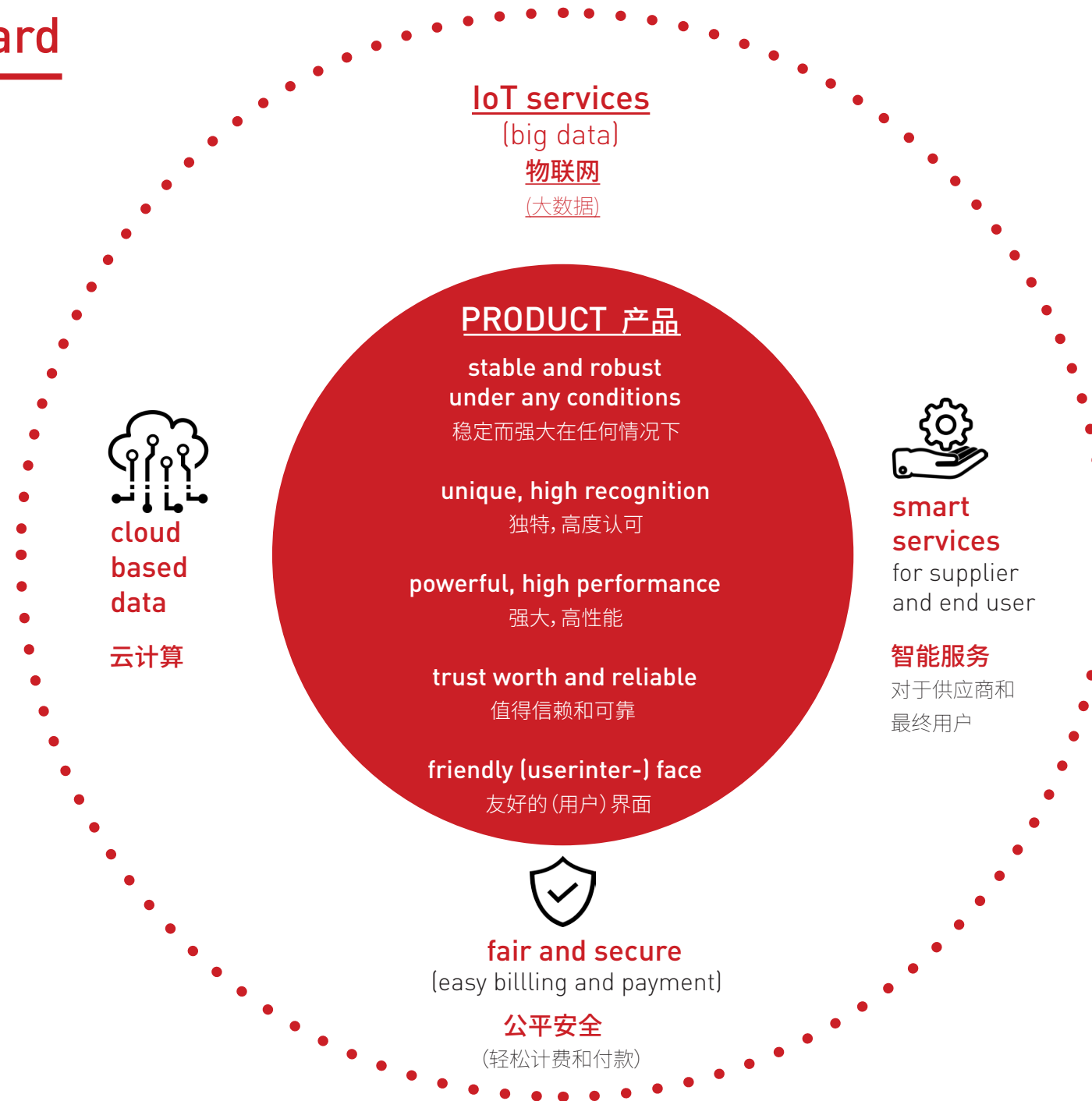
金卡 / 天信和code2design之间的项目合作关系始于与管理层和团队成员一起举办的研讨会,其目的是对品牌达成共识,明确项目目标并深化必要的方法。具体的工作过程是从具有导向意义的产品线(超声波流量计)的工业设计语言概念开始,然后从该项目扩展到智能燃气表的所有其他产品线。(了解更多关于我们的“整体”创新方法和设计过程,请参见第31页)

项目目标是:

- 为金卡/天信智能测量仪和智能流量计提供新的企业工业设计语言(CID)
- 品牌定位,通过工业设计传达金卡/天信的品牌价值和理念
- 捕获并分析目标群体和对应的使用场景
- 考虑最新的设计趋势,设计出能融入使用场景的高级外观和感觉
- 用户友好的使用界面

The outstanding criteria for the design of Goldcard

为金卡打造的杰出标准



The world of Goldcard

金卡世界



Smartgas
智慧燃气

Smart water
智慧水务



Smart Solution
智慧燃气解决方案



Smart Domenstic meter
智能民用表



Smart Flowmeter  TANCY 天信
智能工商业流量计



Software
软件



Cloud service
云服务

The product world of Tancy

天信产品世界



Tancy

Ultrasonic
Flow Meter (UFM)

超声波流量计

High pressure UFM
Low pressure UFM

高压超声波流量计
低压超声波流量计

Mechanical Meter
+ Diagnostics

机械流量计和诊断仪

Rotary Meter (incl. EVC)
Turbine Meter (incl. EVC)

气体腰轮流量计
气体涡轮流量计

Control
Valve

控制阀



Mission statements

宗旨说明

An important part of our design process is the visualization and description of the brand values and core statements on the basis of generally valid mission statements. This contributes to a clear understanding by all parties and team members involved.

我们设计过程的重要组成部分是在基础的普遍意义上的企业宗旨上,对品牌价值和核心理念进行可视化和描述。这有助于所有参与方和团队成员清晰理解。

high recognition
高认可度

iconic design
标志性设计

powerful, high performance
强大的、高性能的

friendly (user-inter-)face
友好的(用户)界面

stable and robust
牢固且粗野

trust worth and reliable
值得信赖且可靠的

A collage of images illustrating brand values: a silver sports car, a smartwatch, a pink and black hair dryer, a black hair dryer, a white robot, a black rugged camera, a black sports watch, and a silver sports car.

High Pressure UFM

高压超声波流量计

The first product line designed by Michael Schmidt and his C2D team was the high pressure smart gas meter (UFM) for Tancy - a powerful, high-quality and robust product family for onshore and offshore use. The total product range goes from DN 80 to DN 600.

Schmidt and his team have succeeded in creating a design that appears more friendly and more inviting than competing products. This conveys confidence, reliability and security.

由迈克尔·施密特 (Michael Schmidt) 和他的C2D团队设计的第一条产品线是为天信设计的高压智能流量计 (UFM)，这是一款功能强大，高品质，坚固耐用，适用于陆上和海上的产品系列。全部产品范围从DN 80到DN 600。

施密特和他的团队成功地创造出一种看起来比竞争产品更加友好，更具吸引力的设计。该设计传达了信心，可靠性和安全性。



DN 100

DN 200

GENETIC DESIGN CODE OF THE BRAND TANCY / GOLDCARD

金卡和天信基因密码

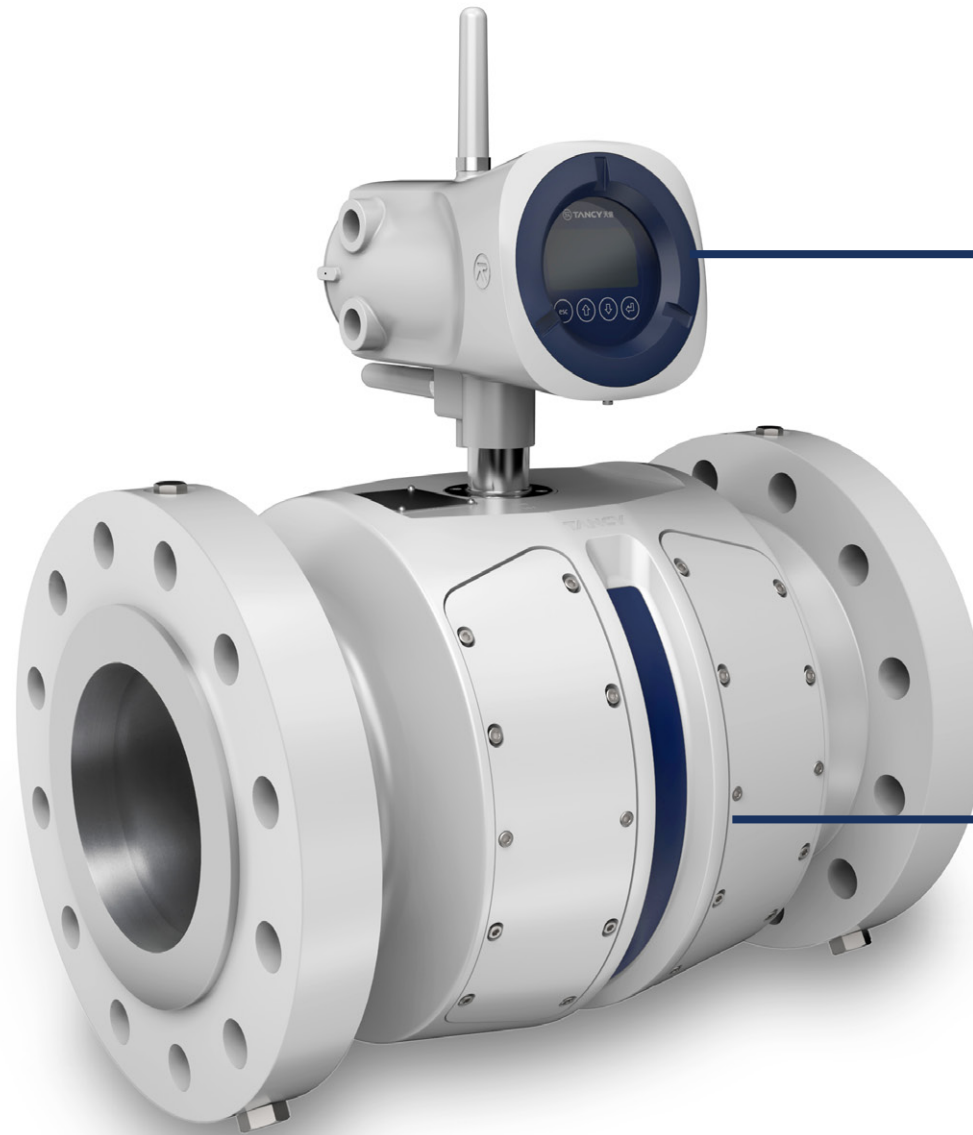
The Tancy's unique pattern of performance and their brand strategy is very important for us.

We have a holistic approach on all our design projects. We try to extract the genetic code of the brand Tancy (such as confidence in the technologies, reliability and best performance).

The genetic design code reflects the brand's qualities and strength.

天信独特的表现模式及其品牌战略对我们非常重要。我们在所有设计项目中都采用“整体”设计方法。我们试图提取“天信”品牌的基因代码(例如对技术的信心,可靠性和最佳性能)。

这个设计基因代码反映了品牌的品质和实力。



Iconic Design

标志性设计

Innovative, iconic design

创新, 标志性设计

We create an iconic design language for this first product family. An unique design with personality that generates high recognition. And a design which is both powerful and robust.

我们为第一个产品创建一种标志性的设计语言。一个独特具有个性的设计,能产生很高的识别度。以及一个既强大又坚固的设计。

Recognizable, unmistakable

清晰可辨

Common use of the Tancy logo and colour code.

提取常用的天信商标和颜色

Friendly Design

友好性设计

User-friendly design

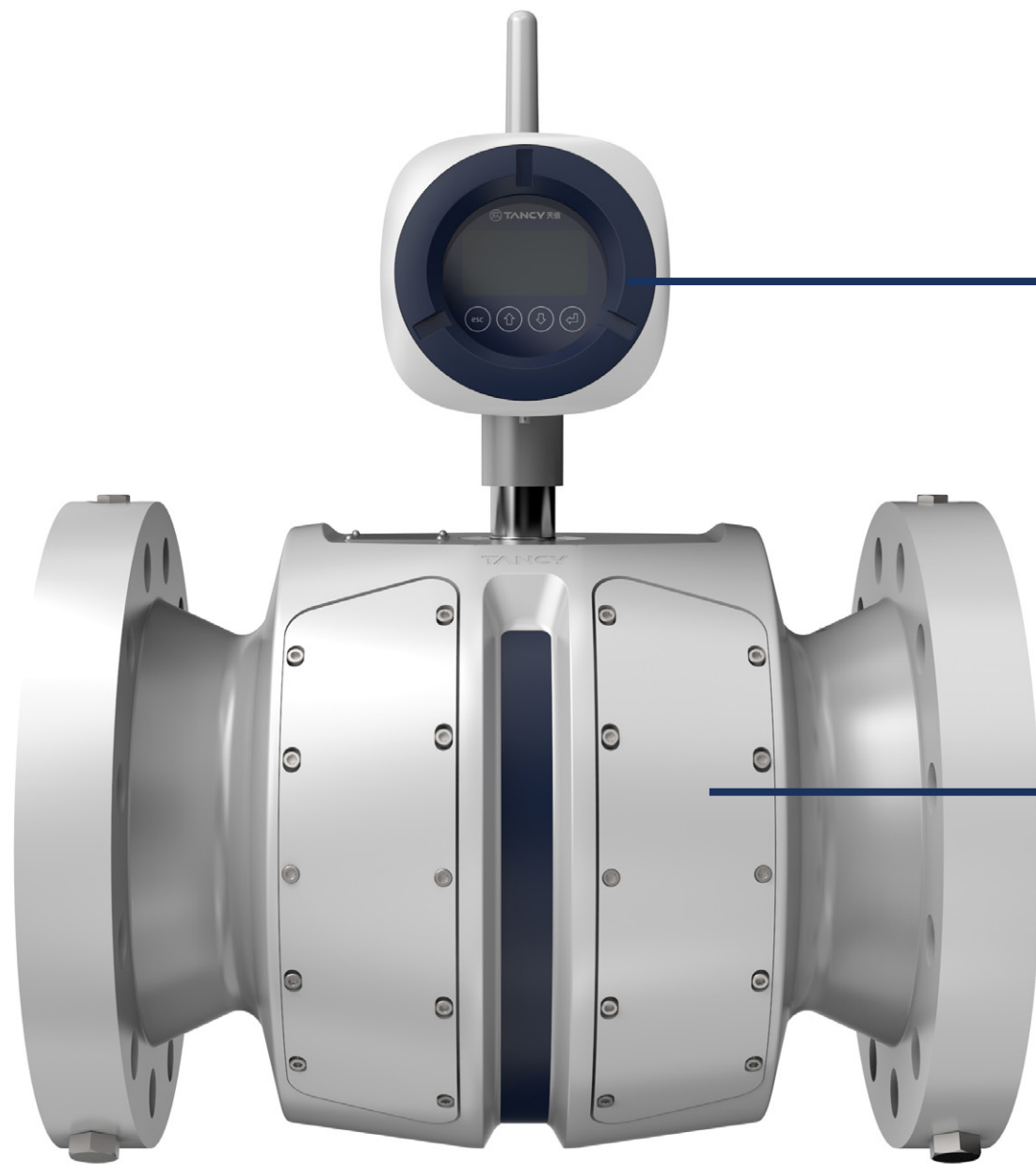
用户友好设计

The transmitter with user-friendly design is to provide a good user experience.

For better UX: not only the display functions but also the design appearance together with the angled front give end-users a clear, intuitive and reliable experience.

转换器以人性化的外形为用户提供良好的使用体验。不仅显示功能,而且外观以及倾斜的前面板都为终端用户提供了清晰,简洁,直观和可靠的体验。





Futuristic Design

未来化设计

Futuristic character

未来感的特性

According to the Tancy's brand values we created a product family (consisting of a common transmitter head on different sizes of meter bodies) with a futuristic and friendly character.

根据天信的品牌价值,我们创造了一种具有未来感和友好性的产品(表头与仪表体的连接)。

Strong and powerful body

强壮和有力量感的身体

We communicate the perception of brand values: superior quality and robust appearance through the design. It combines straight lines with defined sharp edges and overstretched surfaces. It shows a strong powerful character and also brings robustness/stability, confidence and reliability to the product.

我们传达对品牌价值的认知:

通过设计传达卓越的品质和坚固的外观的感觉。

它结合了直线,明确的形状边缘和伸展的表面。它显示出强大而具有力量感的特性,还为产品带来了坚固性/稳定性,自信和可靠。

Dynamic Design

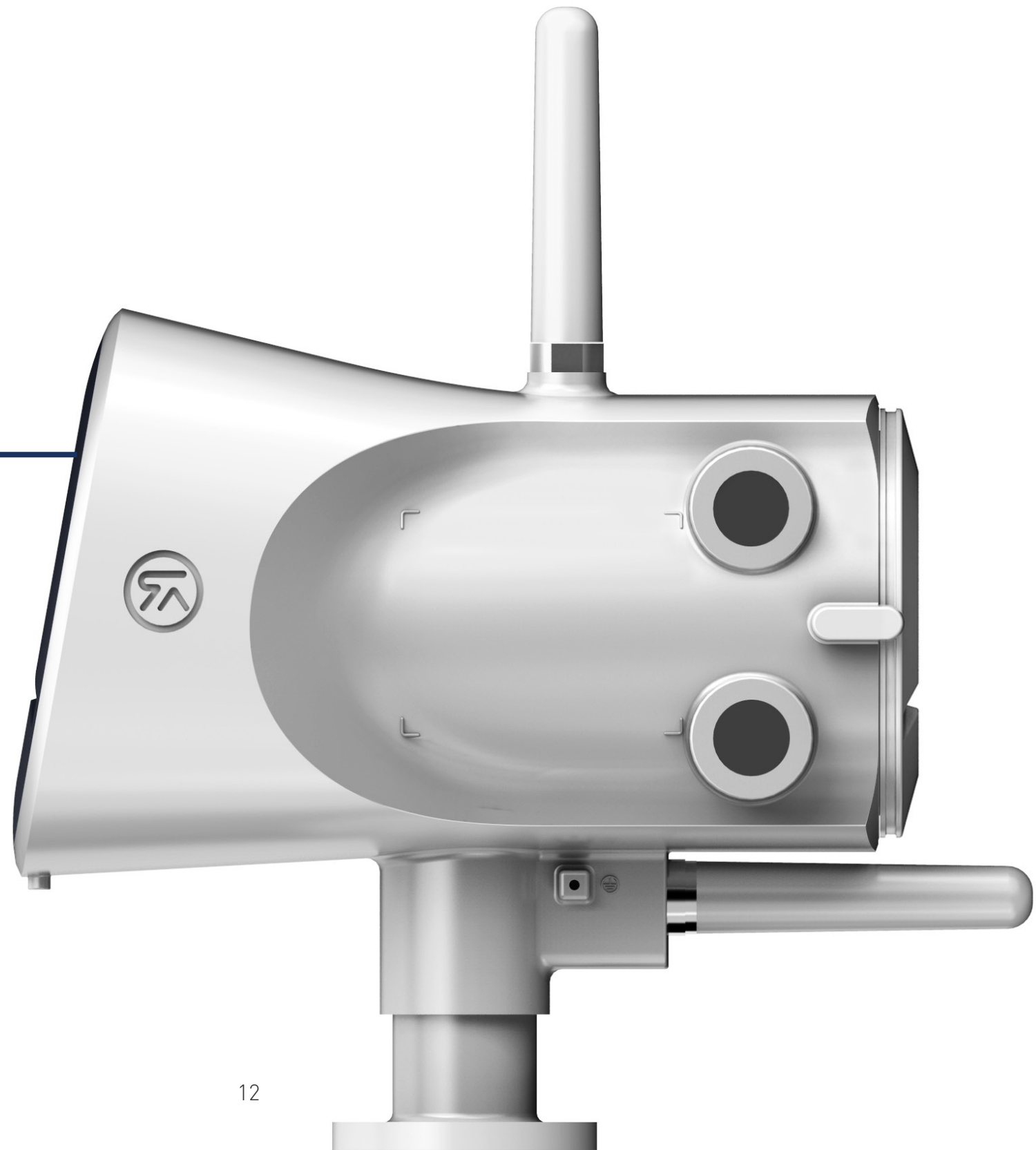
动感化设计

Dynamic, emotional character

充满活力的情感化设计

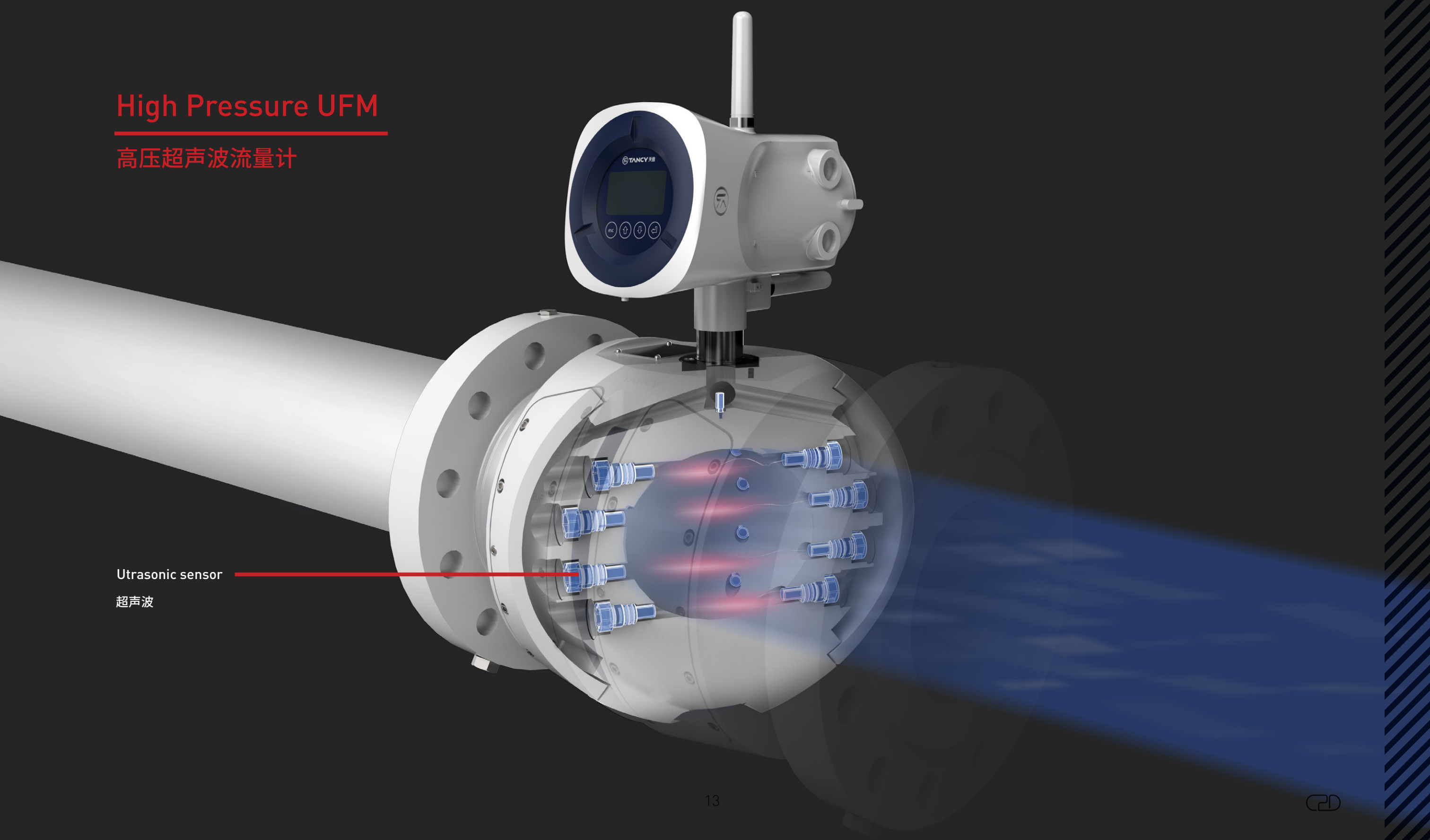
In order to give the transmitter with the friendly face more dynamic, we featured large curved surfaces and waistlines with pronounced precise edges. These lines and shapes create a dynamic character so that the body looks more muscular.

为了使带有友好面孔的表头更具动感,我们采用大曲面和腰线及明显精确的边缘。线条充满活力,看起来更加有肌肉感。



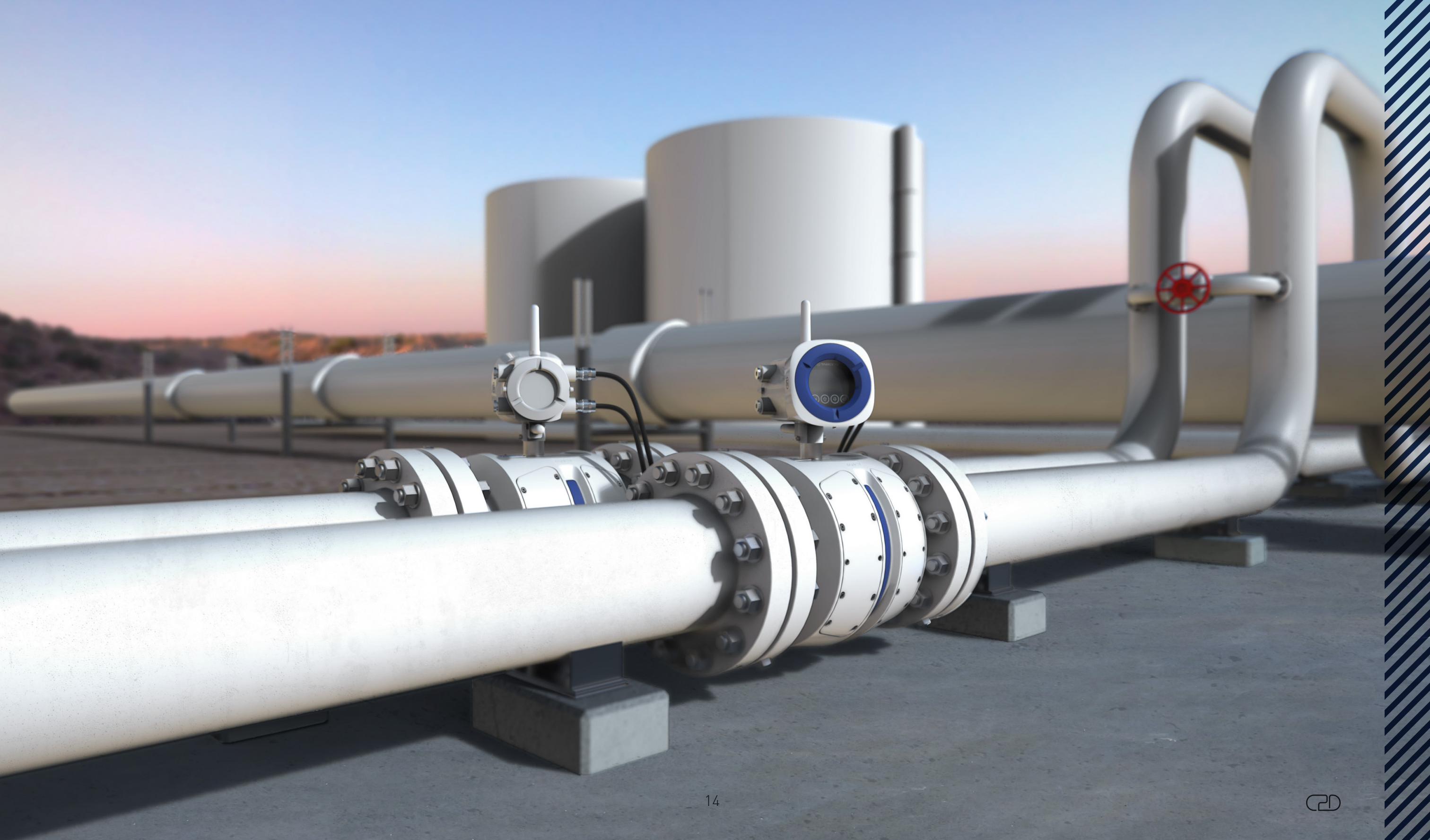
High Pressure UFM

高压超声波流量计



Ultrasonic sensor

超声波



Low Pressure UFM

低压超声波流量计

In the next step, the successfully developed and implemented Corporate Industrial Design (CID) from the High-Pressure UMF project was applied to another product line of Goldcard/Tancy.

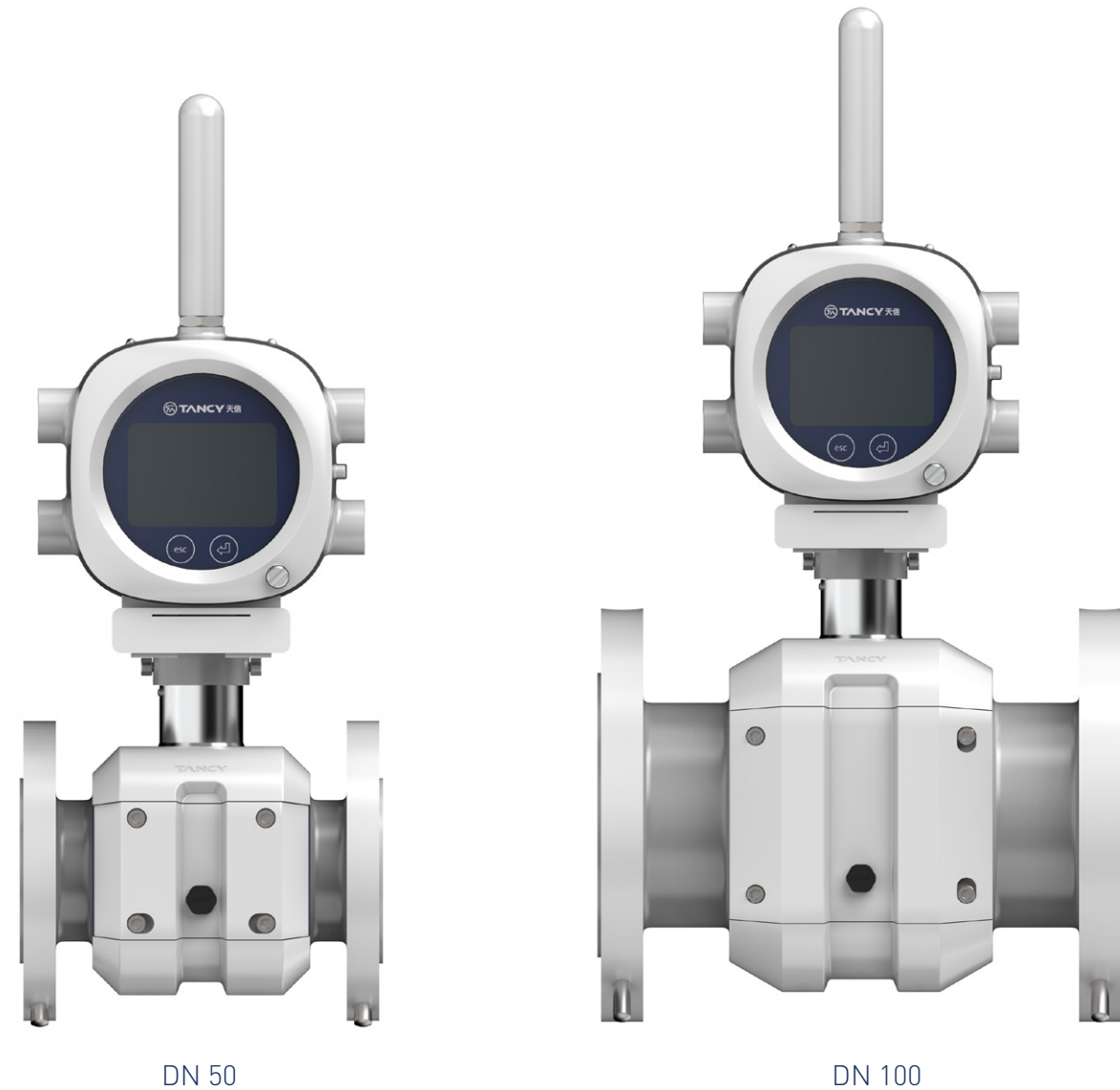
The target groups and application scenarios of the Low-Pressure Line differ from the High-Pressure Line in the following points:

- for medium-sized companies, such as industrial plants, factories, and public utilities
- sizes from **DN 50** to **DN 200**
- more favorable market price
- distribution market Asia

下一步,将在高压超声波流量计项目成功开发并实施的企业工业设计元素(CID)应用于金卡/天信的另一个产品线。

低压流量计的目标群体和应用场景与高压流量计有以下几点不同:

- 适用于中型公司,例如工厂,工厂和公用事业
- 尺寸从DN 50到DN 200
- 市场价格更优惠
- 亚洲分销市场

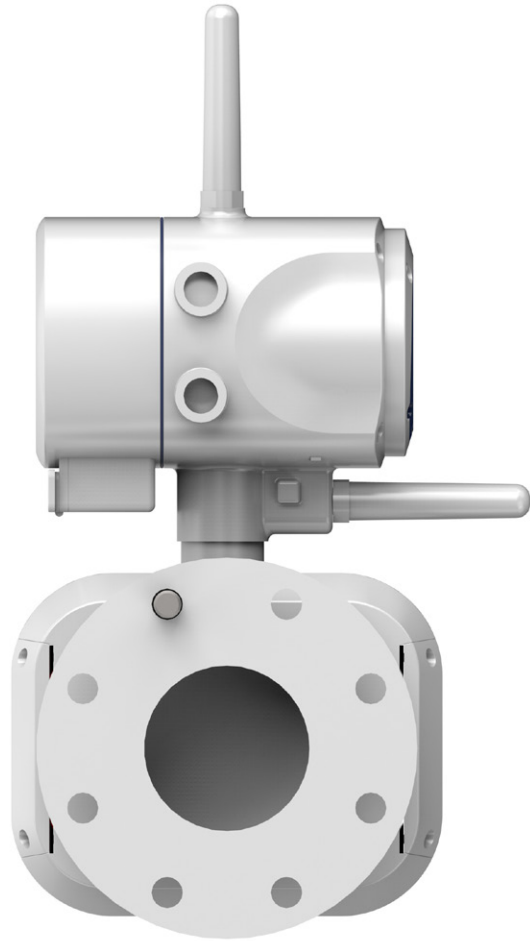


DN 50

DN 100

Corporate Industrial Design

企业工业设计



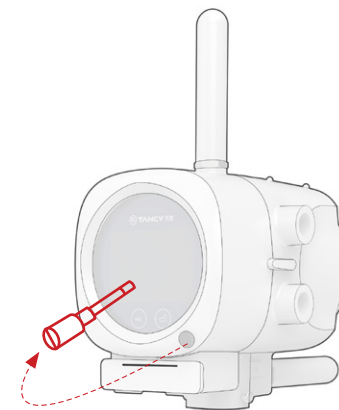
The brand messages are implemented with other formal elements and codes. Nevertheless, the low-pressure design is unique. It has an outstanding, characteristic design language across the entire product range. The material of the meter body and the transmitter head is aluminum and the design simplifies the production and is therefore cheaper. The color-coding remains the same.

品牌信息是通过其他造型元素和系统来实现的。尽管如此, 低压设计还是独一无二的。它在整个产品系列中具有突出的、有特色的设计语言。流量计表体和表头的材料是铝, 设计简化了生产过程, 因此成本更低。颜色系统保持不变。

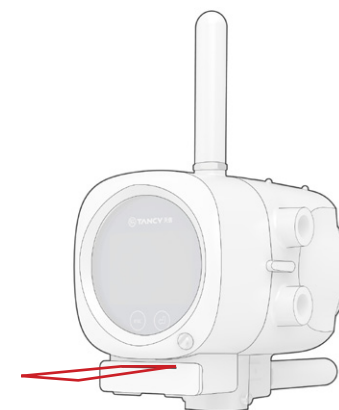


User experience

用户体验



operate with pen
通过笔来操作



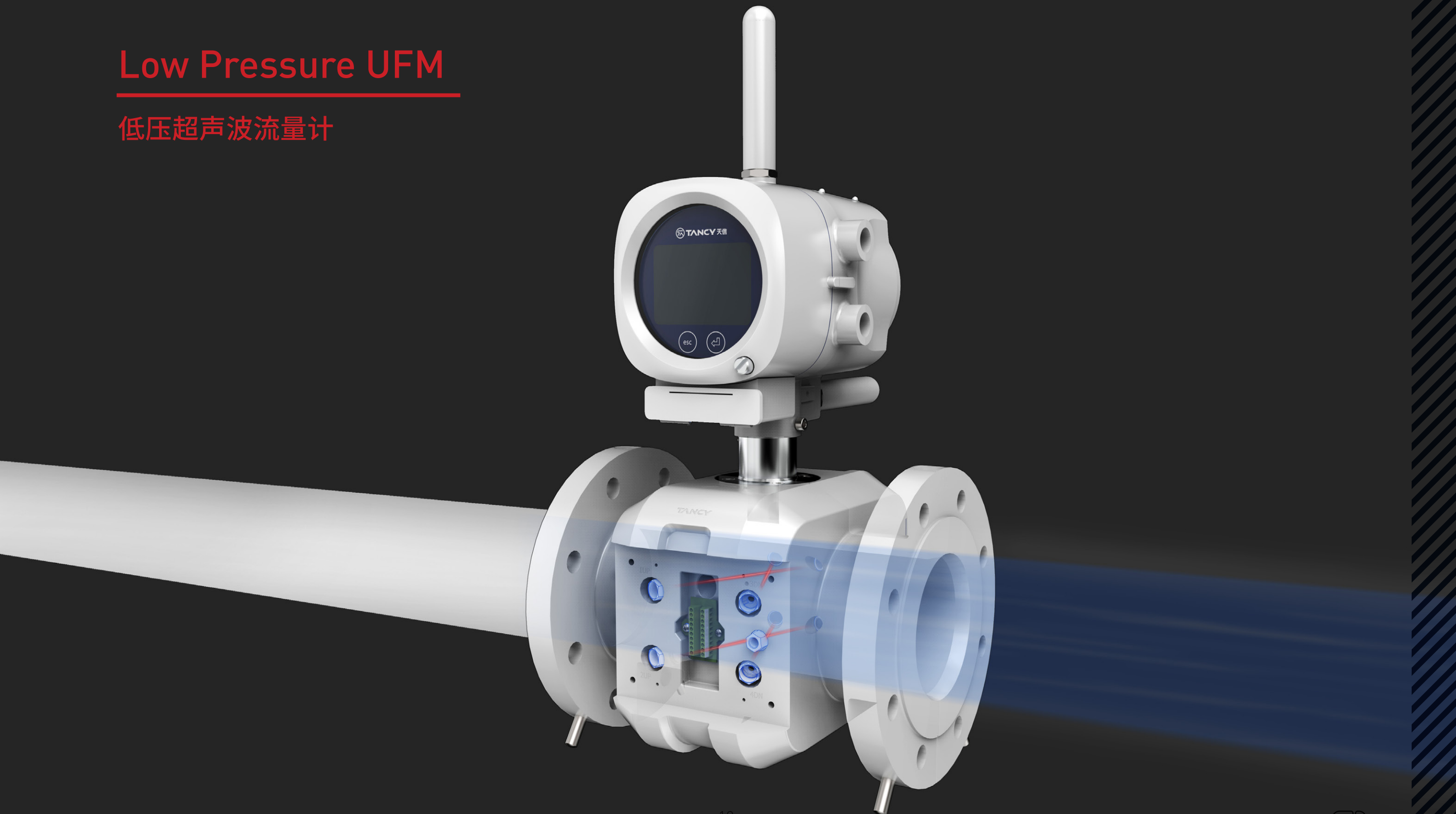
open the waterproof cover with card
直接通过卡来打开防水盖子



IoT
物联网

Low Pressure UFM

低压超声波流量计



Rotary Gas Meter

气体腰轮流量计



DN 50



DN 80



DN 100

Turbine Gas Meter

气体腰轮流量计



DN 50



DN 80



DN 250



Differentiation to Ultrasonic

区别于超声波

Strict separation of product lines

严格区分的产品线

Clearly defined positioning of the product lines with sensor measurement technology and the product lines that measure mechanically.

For the success of the Tancy brand in the field of gas flow meters, it is essential to separate the product lines with different measurement technology in terms of design.

On one hand the premium products with innovative sensor measurement technology (UMF) and on the other hand the product lines with conventional, mechanical meters. Only in this way can the brand achieve the necessary credibility in both product areas.

明确了采用超声波测量技术的产品线和机械测量产品线的市场定位。

天信品牌要想在气体流量计领域获得成功,就必须在设计上将具有不同测量技术的产品线分开。

一方面是采用创新传感器测量技术(UMF)的高端产品,另一方面是采用传统机械式仪表的产品线。只有这样,品牌才能在两个领域都获得必要的信誉。

EVC & Diagnose device

修正仪和诊断仪

In terms of product design, this means that despite the defined, common brand messages, there is a clear difference in the design language and even a different color coding.

The electronic gas volume corrector (EVC) takes the incoming pulse signal from the mechanical turbine and rotary meter. It also records the local pressure and temperature to calculate the standard (Corrected volume) of gas that has passed through the gas flow meter. So, the entire IT intelligence (including payment device NFC) of the product is within the EVC and the Diagnostic Device. That's why the color is white.

在产品方面, 尽管确定了两个不同技术的产品线共同的品牌信息, 但设计语言仍存在明显差异, 甚至颜色代码也有所不同。

体积修正仪(EVC)将涡轮机和旋转仪表的传入脉冲信号。并记录当地的压力和温度, 计算出通过气体流量计的气体标准体积(Corrected volume)。所以, 整个产品的IT智能(包括支付设备NFC)都在EVC和诊断设备内。这也是为什么颜色是白色的原因。



Diagnostic device
诊断仪
EVC
体积修正仪



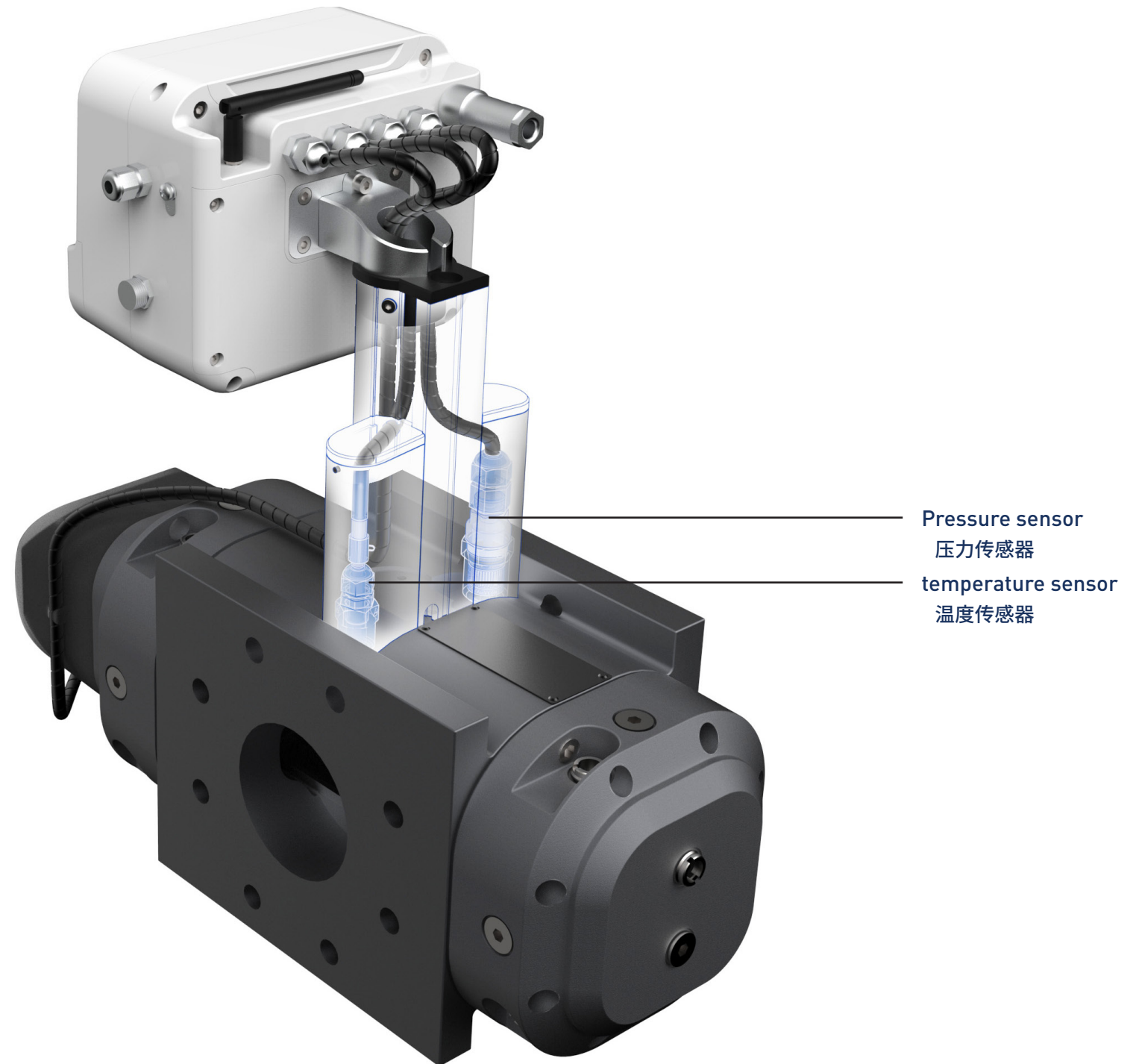
Cabel management

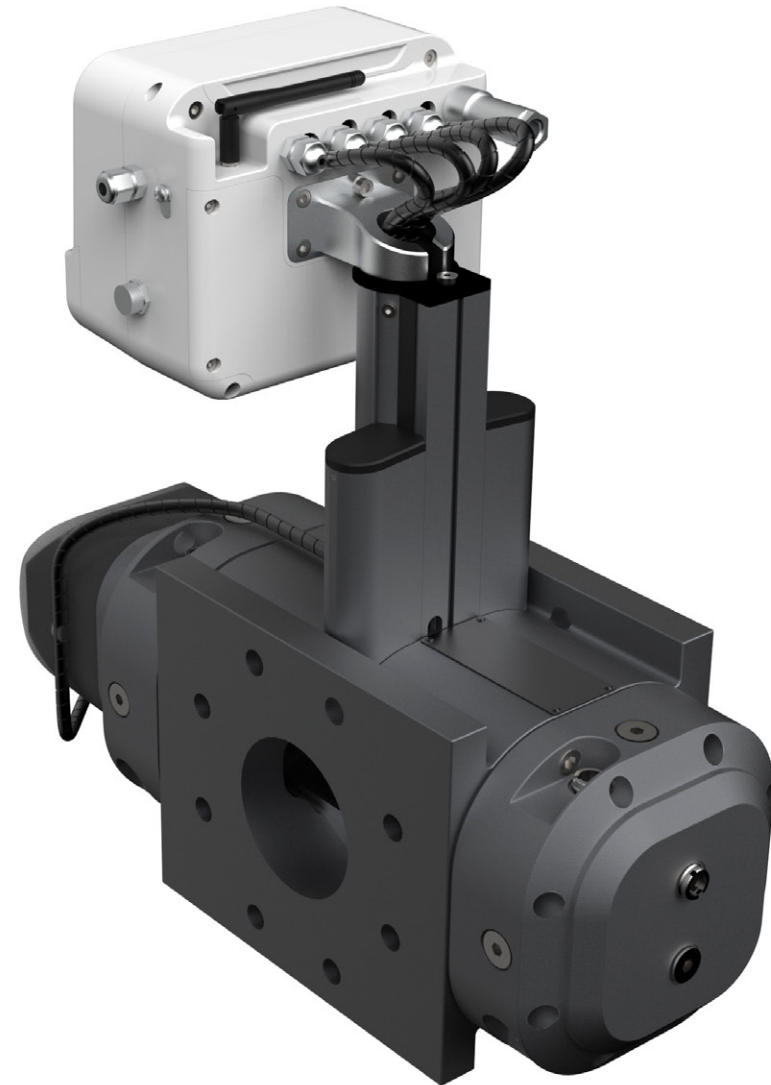
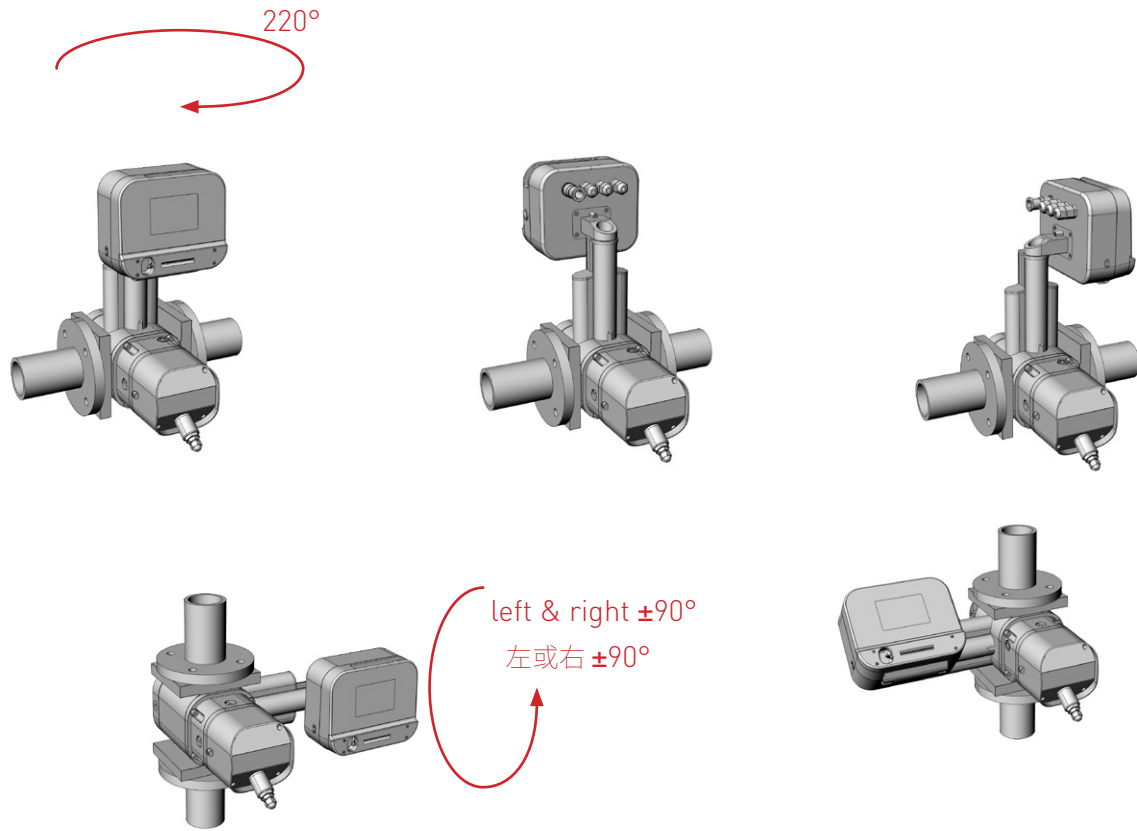
电线管理

Cabel management

The overall design is less progressive (then the design of the smart meters), but very robust and compact. Great attention was paid to an “integrated” cable management, as all connecting cables run externally.

整体设计创新性相对低些(相比智能流量计的设计),但设计的产品依然非常坚固、紧凑。我们非常重视“一体化”的电线管理,因为之前所有的连接电线都裸露在外部。





Multiple installation options

多样化安装操作

Rotary Gas Meter

气体涡轮流量计



Bracket of turbine meter

气体涡轮流量计支架



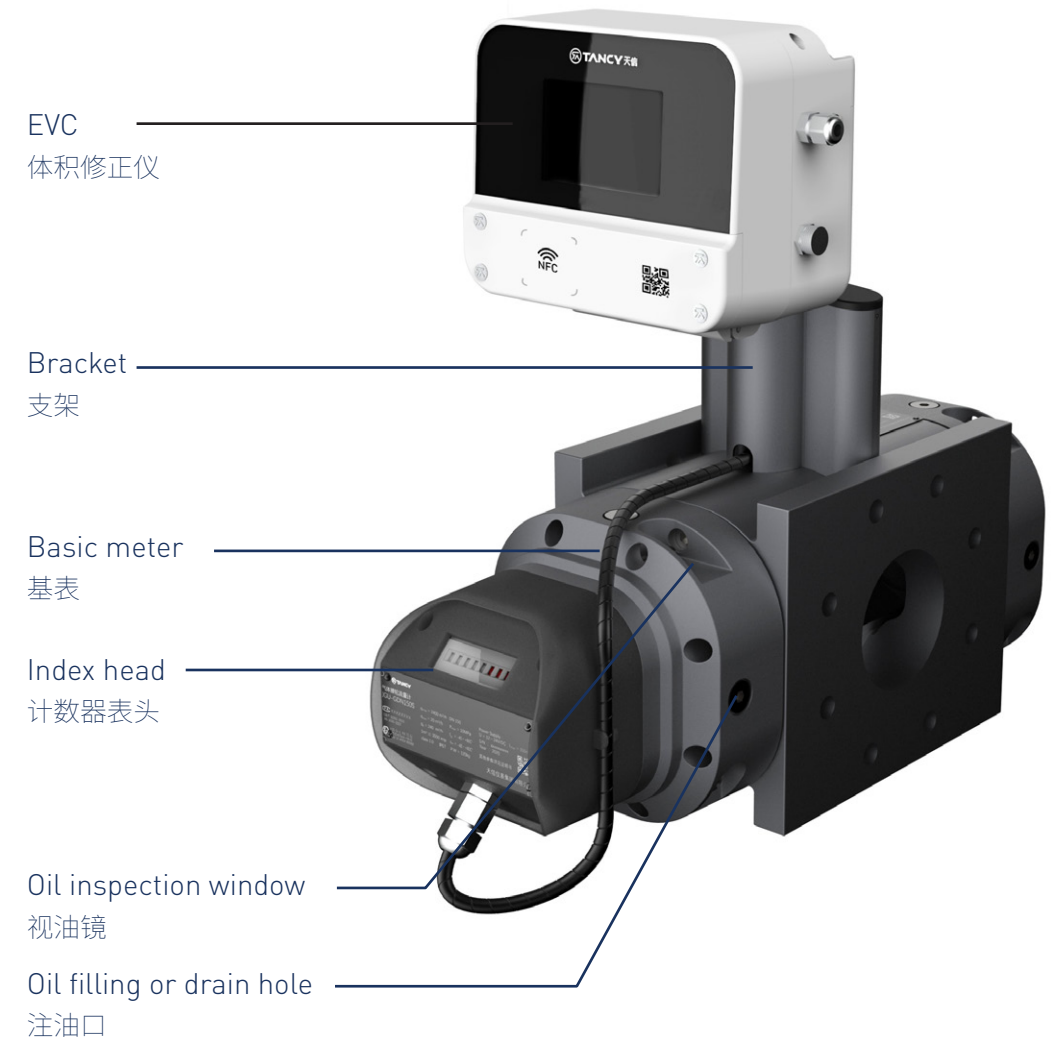
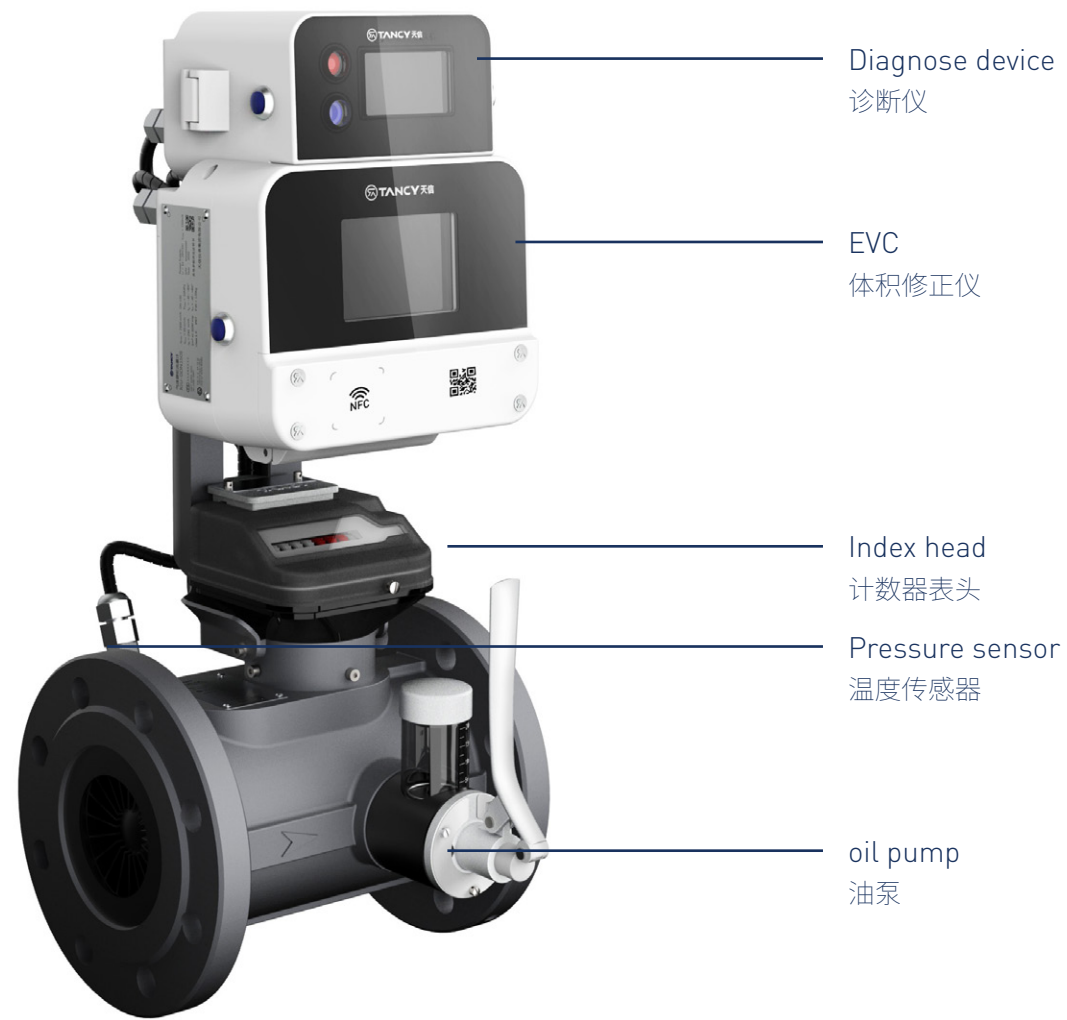
with index
附计数器



without index
无计数器

components of turbine + rotary meter

气体涡轮流量计支架



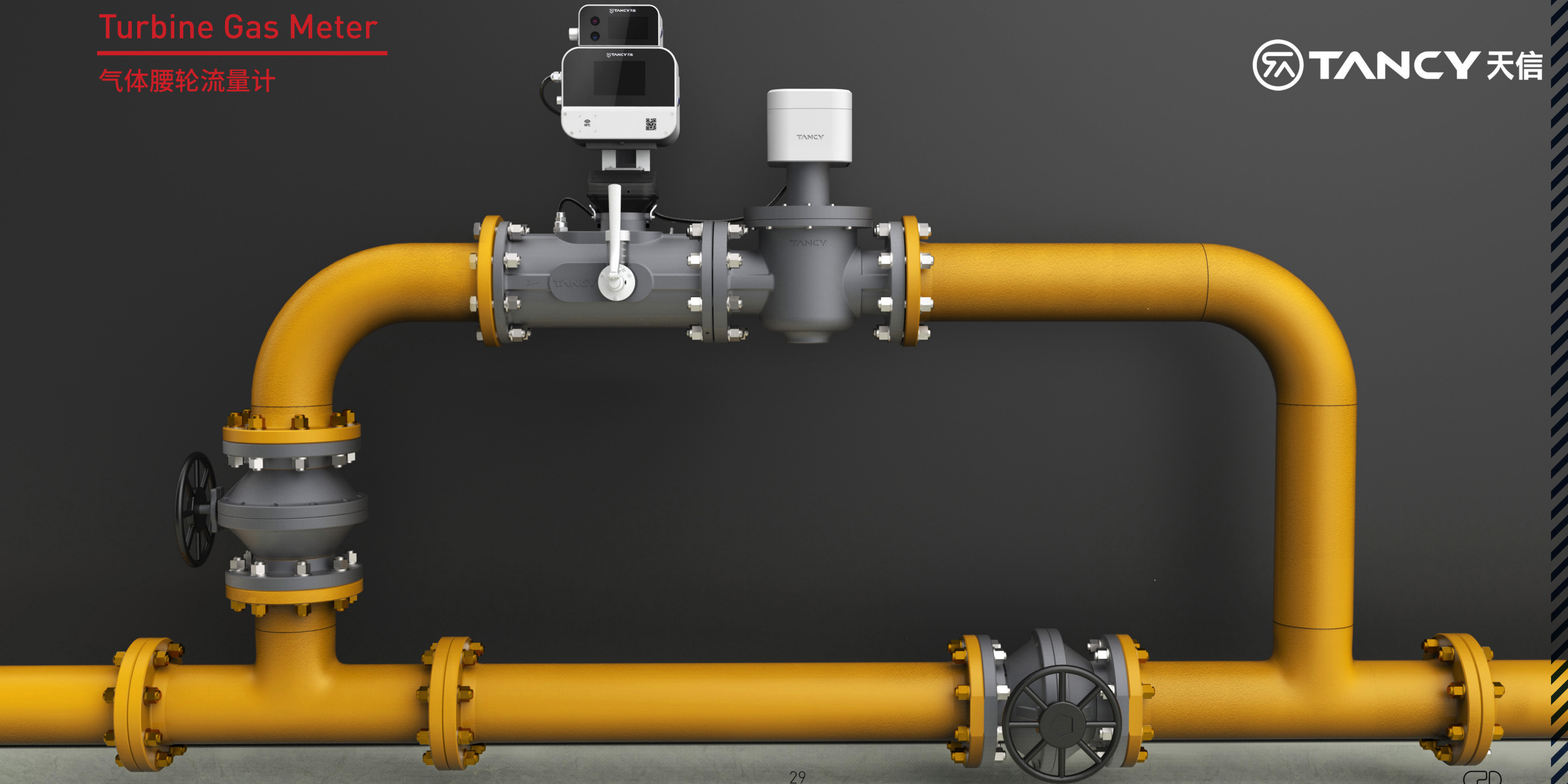
Valve

控制阀



Turbine Gas Meter

气体腰轮流量计





code2design

The design studio code2design with his founder Michael Schmidt are a byword for innovative design and product concepts. Michael Schmidt's projects are based on the core belief that design is a strategically important element in the successful market positioning of a brand.

C2D is an multidisciplinary team of professional designers and experts from various fields. The core studio team consists of 4 senior and junior designers – project teams are also supported by external consultants and freelancers. This proven organizational structure and work methodology enables us to manage projects in an efficient and flexible manner, whilst facilitating extensive knowledge transfer.

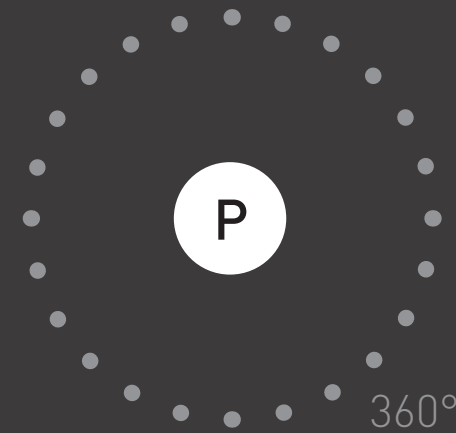
In addition to more than 50 international design awards, C2D was honoured in 2011 with the Aqua Cultura Prize for his achievements in the world of bathroom culture.

设计工作室code2design和他的创始人Michael Schmidt是创新设计和产品概念的代名词。迈克尔-施密特的项目基于这样一个核心信念：设计是品牌成功市场定位的重要战略要素。

C2D是一支由各领域专业设计师和专家组成的多学科团队。核心工作室团队由4名高级和初级设计师组成--项目团队也有外部顾问和自由职业者的支持。这种行之有效的组织结构和工作方法使我们能够以高效灵活的方式管理项目，同时促进广泛的知识转移。

除了获得50多个国际设计奖项外，C2D还在2011年获得了Aqua Cultura奖，以表彰他在卫浴文化领域的成就。

„Our holistic design approach is the only way to unlock future value and emotional impact that makes a successful product.“ Michael Schmidt



Holistic Design

A. Holistic design approach

At code2design, we have spent many years developing and refining our design and innovation development process with the aim of creating a special quality.

We firmly believe that a holistic approach with a 360-degree view on design projects is the only way to unlock the future value and emotional impact that makes a successful product.

B. Our method: 4D = code2success

The specific 4D methodology designed and used by code2design is one of the key ingredients in our code to success.

1D_code2desire: every successful product is based on the analysis of trends, needs, and the market.

2D_code2devise: the strategic thought process: Innovation and ideation plus innovation assessment.

3D_code2develop: the constructive dialogue: C.I.A.D.-supported interdisciplinary development process with our customer.

4D_code2design: the emotional dimension: Our designs tell a story – first content than form, requiring both a wealth of ideas and quality of implementation.

C. Innovation Development

Our team approaches the innovation and design process from a holistic perspective: company brands and products are evaluated in terms of relevant markets, target groups, design, technology, materials and current trends.

In this way innovation strategies are created that provide our clients with new impulses for development, enabling them to tap into new and promising market potential. Workshops held together with management, staff and external experts combine expertise, increase the acceptance of new goals and the changes required to achieve them.

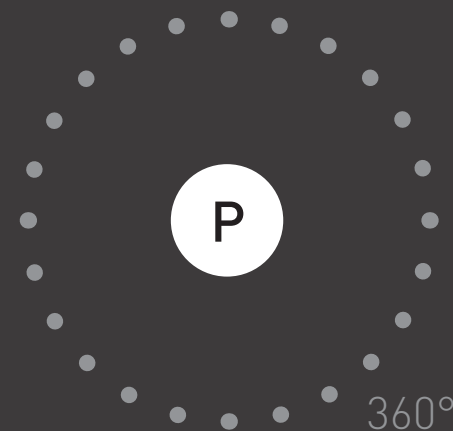
D. form follows content

Perfect functionality and intuitive use are the natural starting point for our designs, with a multitude of other perspectives also flowing into the process. In this way we create design solutions that attract the product users for far longer and designs that awaken emotions.

Products that are expressive, yet maintain their depth and their multifaceted fascination. Products that build brand strategy with an aesthetic appearance encompassing a wealth of significance: **form follows content.**

“怎么打造一个成功的产品？”

我们的“整体”设计方法是释放未来价值和情感影响的
唯一途径。” Michael Schmidt



Holistic Design

A. “整体”设计方法

code2design 花了很多年的时间来开发和完善设计和创新开发流程, 以期待创造出特别的质量。我们坚信, 在打造成功产品的过程中对设计项目具有360度视角的“整体”方法是释放未来价值和情感影响的唯一方法。

B. 我们的方法: 4D = code2 success

code2design设计和使用的特定4D方法论是我们成功代码的关键要素之一。

1D_code2desire: 每个成功的产品都基于对趋势, 需求和市场的分析。

2D_code2devise: 战略思想过程: 创新与构想以及创新评估。

3D_code2develop: 建设性对话: 与客户共同形成C.I.A.D.的跨学科开发过程。

4D_code2design: 情感方面: 我们的设计讲述一个故事-首先是内容, 而不是形式, 既需要丰富的想法, 又需要实现的品量。

C. 创新发展

我们的团队从整体角度研究创新和设计过程: 根据相关市场, 目标群体, 设计, 技术, 材料和当前趋势对公司品牌和产品进行评估。

通过这种方式, 可以创建创新战略, 为我们的客户提供新的发展动力, 使他们能够挖掘新的和有希望的市场潜力。与管理层, 员工和外部专家一起举办的研讨会结合了专业知识, 提高了对新目标的接受程度以及实现这些目标所需的更改。

D. 形式跟随内容

完美的功能和直观的使用方法是设计不可否认的起点, 并且在流程中也有许多其他观点。通过这种方式, 我们创建了可以长期吸引产品用户的设计解决方案, 并唤醒了人们的情感。

富有表现力的产品, 但依然保持其深度和多方面的魅力。以美观的外观构建品牌战略的产品具有丰富的意义: 形式紧随内容。



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