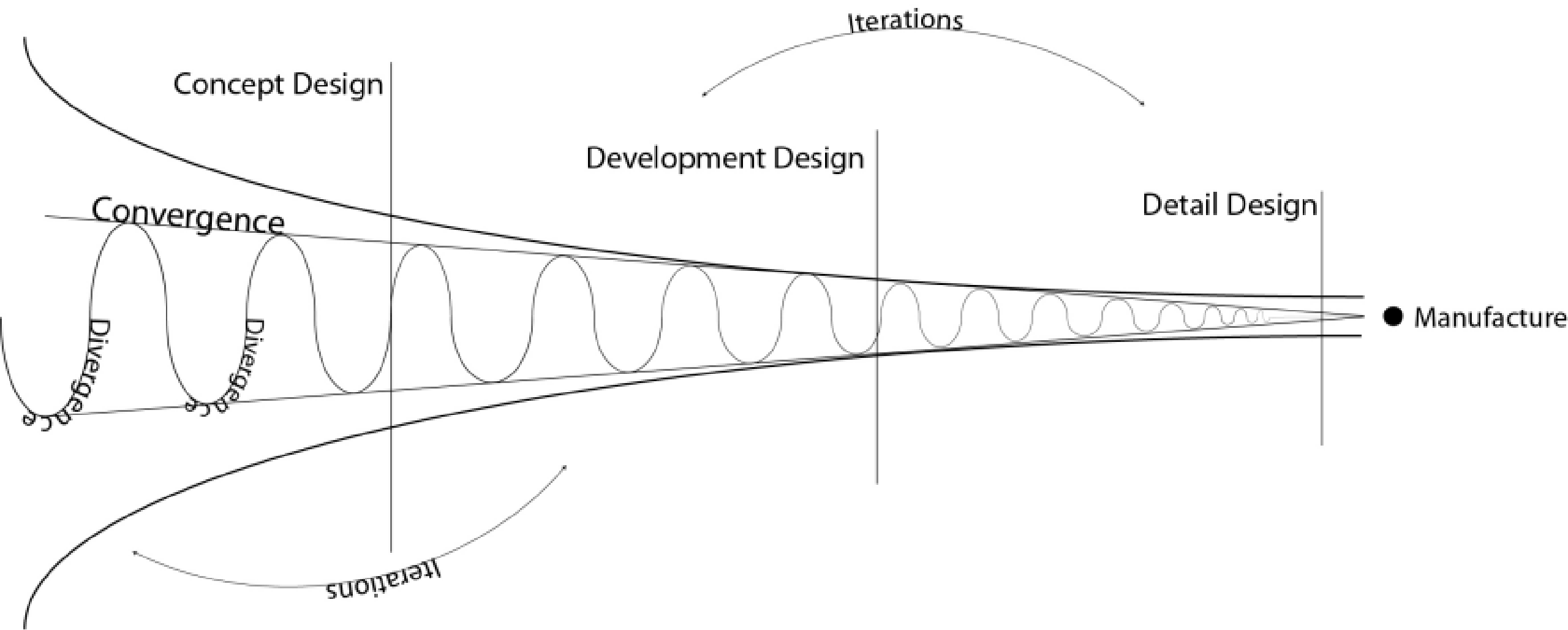




IDEA TO PRODUCT

BRAINSTORMING RESEARCH INSPIRATION SCENARIO

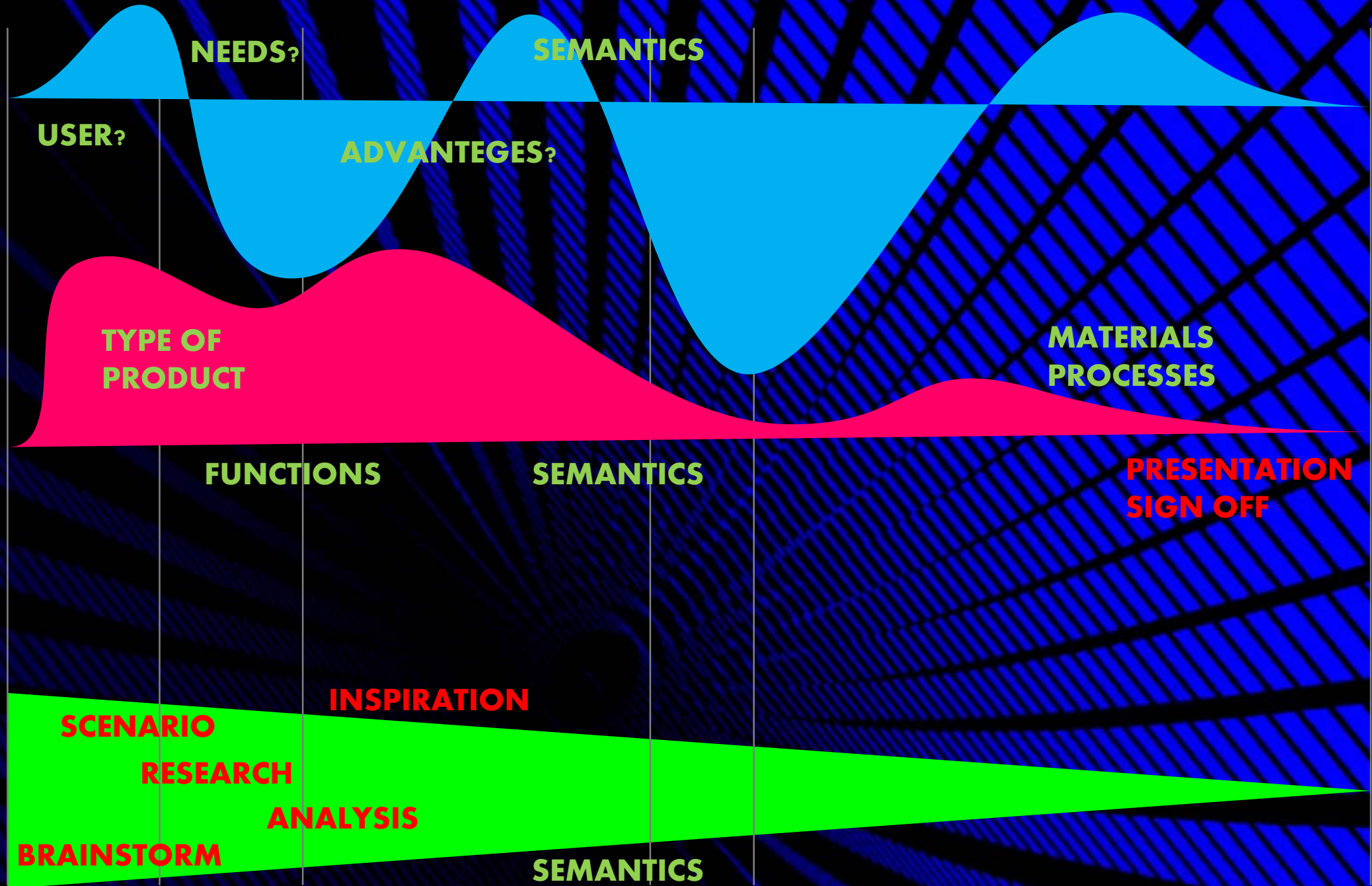




WHY?

WHAT?

HOW?



BRAINSTORMING

Brainstorming is a method for generating ideas to solve a design problem.

A brainstorming session should be used for **generating new ideas and solutions**. It should not be used for analysis or for decision making.

A brainstorming session must be targeted to a **specific topic**. You must define the **problem area or the opportunity** area you want to create ideas for.

You must draw up a specific **problem/opportunity statement** which describes what you are trying to achieve.

This statement **must not even suggest what a typical solution** might be because this will hinder the idea generation. Explore possibilities and opportunities that seemingly are outside specific subject area.

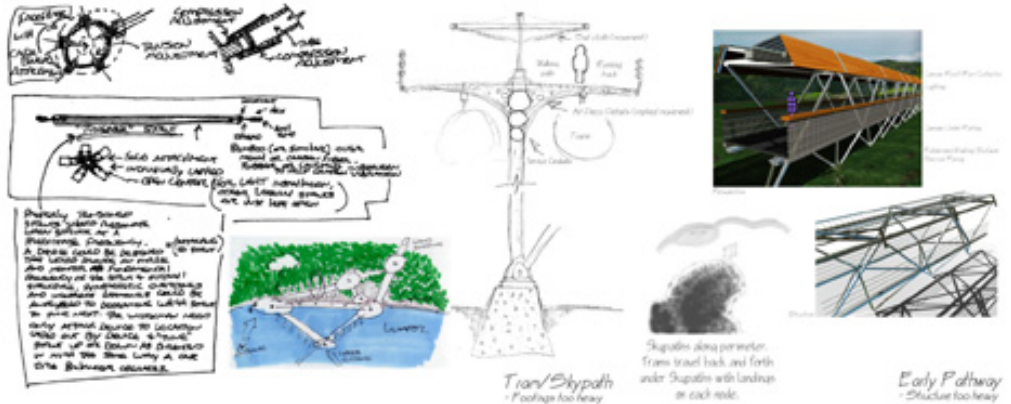
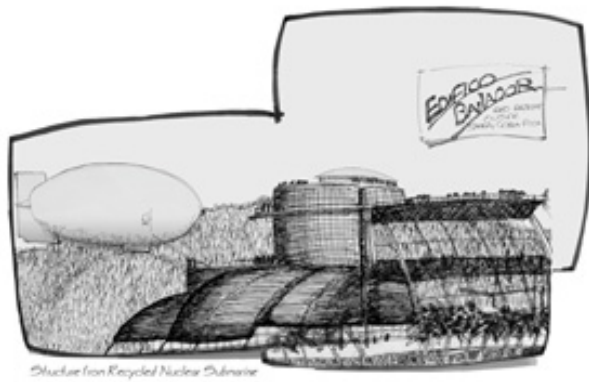
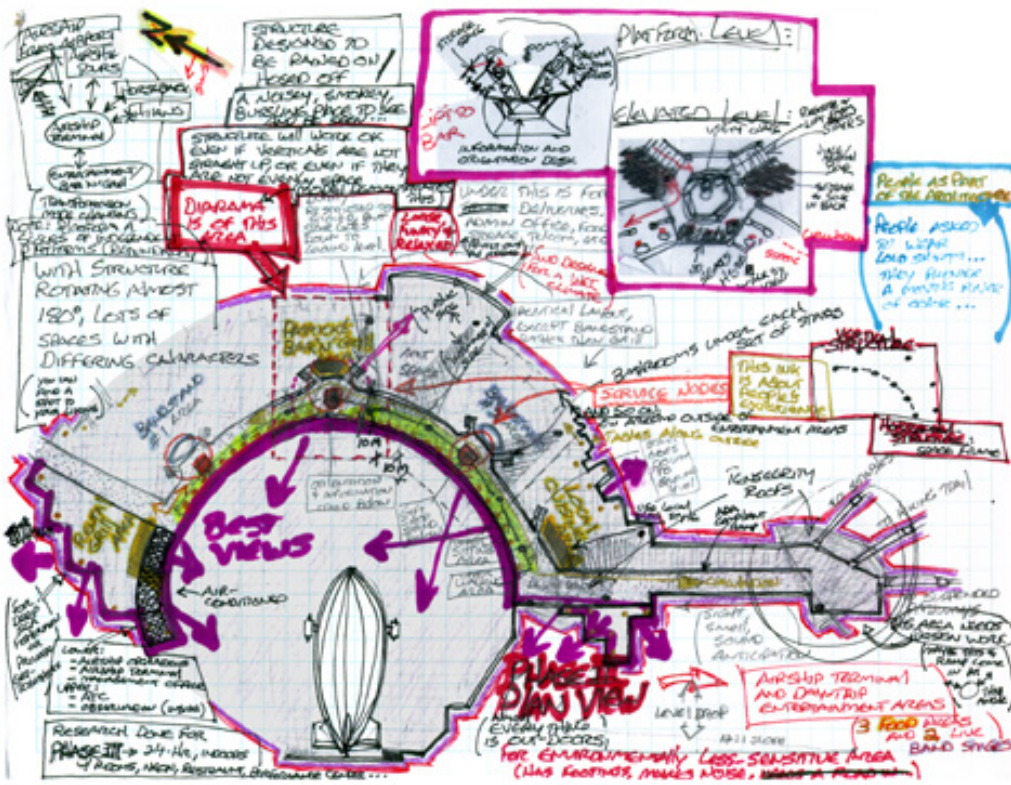
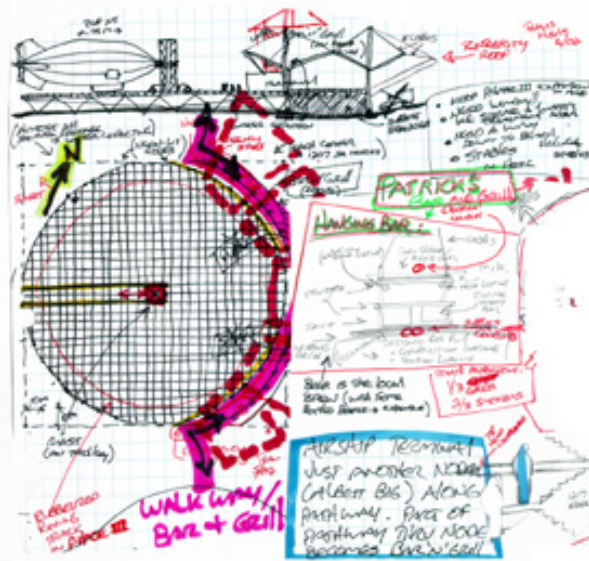
For example: design a door with maximum opening aperture and minimum clearance.



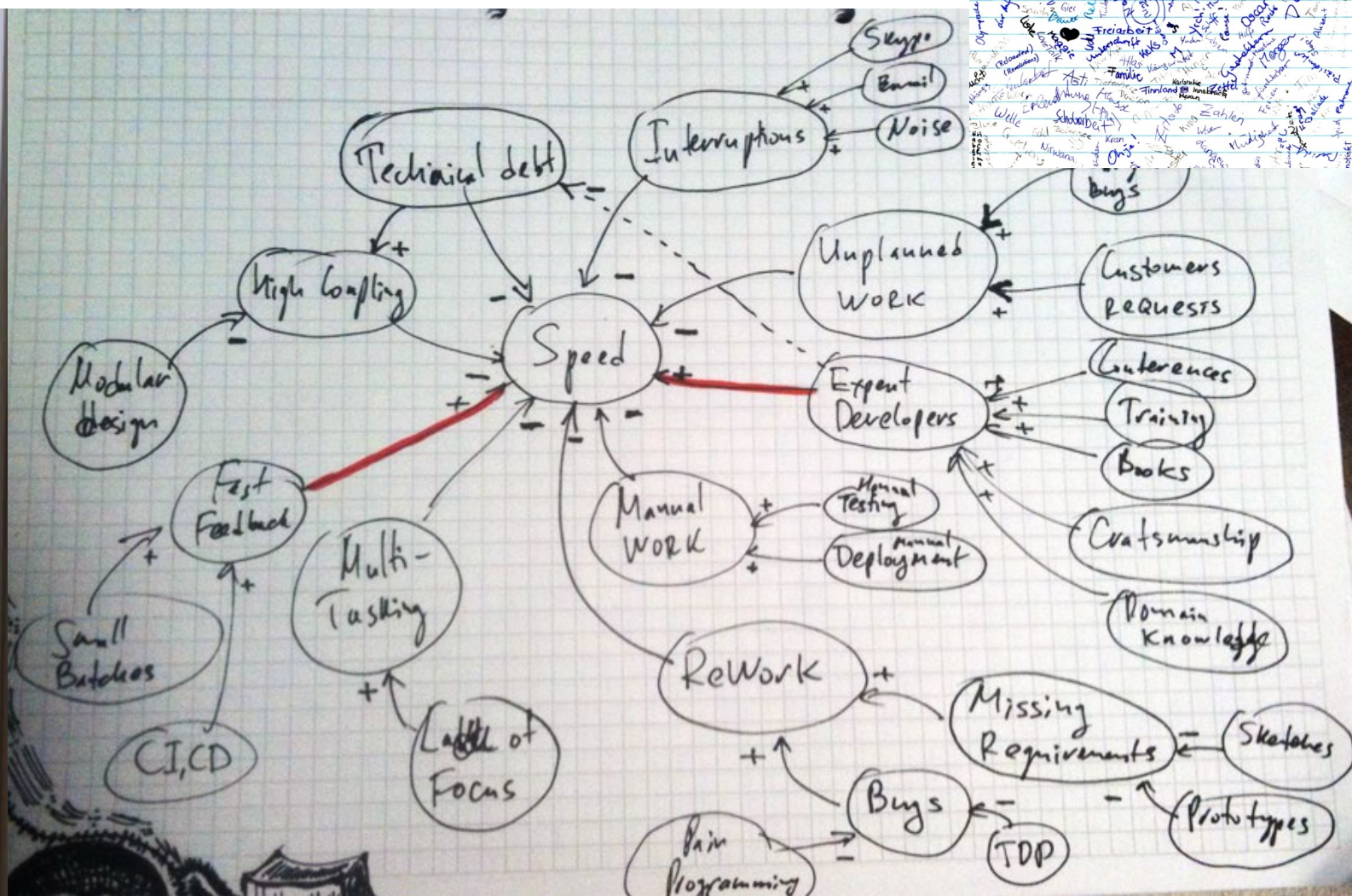
BRAINSTORMING

VISUAL

Here's early thinking ("warts" and all...) on how to lay out the airship terminal and elevated walking paths to include all the necessary functions.



POST IT | BUBBLE | TEXT | IDEAS



RESEARCH

“Systematic investigation towards increasing the sum of knowledge” – Chambers 20th Century Dictionary

“An endeavour to discover new or collate old facts etc. by the scientific study of a subject or by a course of critical investigation” – The concise Oxford Dictionary

Types of research

Scientific – generating new knowledge base by staging experiments and observing results

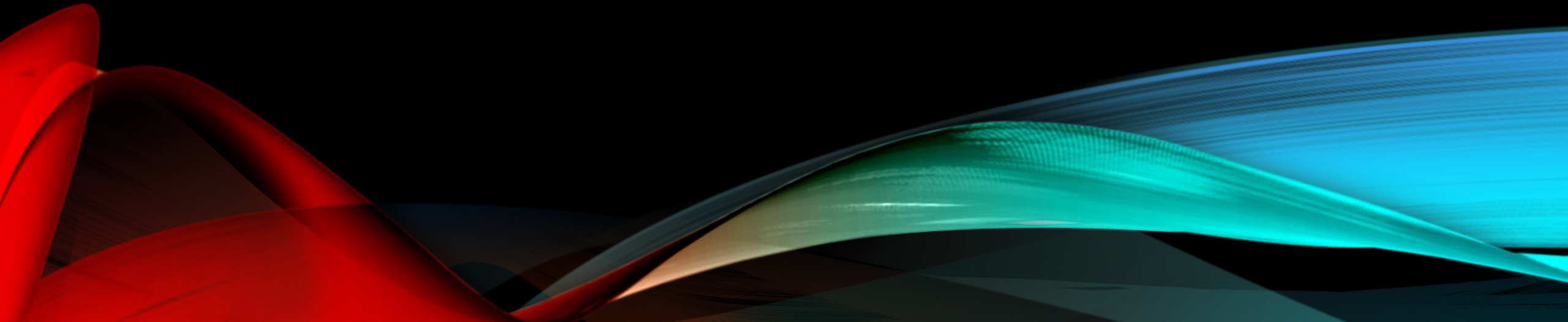
Historical – establish facts by investigating historical documents

Journalistic investigation – collecting data through interviews, observations and other sources of information

R&D – generating new technological methods and task solutions through generating and testing new ideas

The journalist merely has to gather enough information to write the article

The industrial researcher must understand the information in order to apply it to a new situation, that is, the product under development.



RESEARCH

Research methods

Qualitative and Quantitative

Qualitative Research

Qualitative research is about understanding people. It's used to identify and interpret consumer attitudes and behavior by focusing on the "typical" person or "typical" group.

Qualitative research tells you how people think, what people think about, how they evaluate or decide and why. What motivates, drives and pleases them.

Qualitative research allows you to get inside people's experience, perceptions, attitudes and values, to identify and understand what they see -- how they will react when they see it -- and what enables them to react.

Qualitative research techniques provide a completely different form of knowledge: *an understanding of emotional, non-rational processes involved in a topic.*

Quantitative Research

Quantitative research is all about numbers and measurement. It tells you how many people think or act in a particular way and the incidence and importance of the things that influence them. It involves producing the facts and figures that relate to a research problem. It focuses on markets and market segments.

RESEARCH

Sample result of Research

Qualitative part of research analyses typical habits of a pickup driver and occupants in a given country – Thailand.

Quantitative part identifies number of items carried in the cabin.

THAILAND -- P375 Pickup Interior Stowage Items							
Interior Stowage Items	Please mark if carried daily or occasionally		Please indicate total number of items carried.	Please indicate where item is carried			
	Carried Daily	Carried Occasionally		Front Row (RC)	Front Row (SC/CC)	Rear (SC)	2nd Row (CC)
1 Water Bottles	x		2	x	x		x
2 Soft drink bottles							
3 Soft drink tin/can		x	2	x	x		x
4 Coffee cups		x	2	x	x		x
5 Shoes (driver) (sport shoes, rubber slippers)	x		1			x	x
6 Tissue box	x		1	x		x	x
7 Trash/garbage container	x		1			x	x
8 Lap top computer							
9 Cash for payroll (or valuable stuffs)		x	1	x	x		
10 Files							
11 Newspaper/magazine/ brochures, flyers		x	1		x	x	x
12 Books							
13 Religious symbols *	x		1	x	x		
14 Coins/bills	x		1	x	x		
15 Tollway tickets	x		1	x	x		
16 Tools (please specify) **	x		1			x	x
17 Sporting equ. (please specify) ***		x	1			x	x
18 Makeup							
19 Mobile phone	x		1-2	x	x	x	x
20 CD player (CD discs)	x		1	x	x		
21 Other electronics (please specify) ****	x		1-2	x	x		
22 Sunglasses	x		1-2	x	x		
23 Food (please specify) *****		x	1	x	x	x	x
24 Flash light	x		1	x	x		
25 Laundry/drycleaning *****		x	1			x	x
26 Pens/pencils	x		1-2	x	x		
27 Document (gasoline receipt etc)	x		1	x	x		
28 Map (seat pocket)	x		1	x	x		
29 cooler box		x	1			x	x
30 Registration doc, warranty booklet, manual	x		1	x	x		
31 Bags, plastic bags from supermarket*****		x	1-2			x	x
32 Car cleaning tools (cloth, liquid, blooms etc)	x		1			x	x
33							
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* should locate at high position, e.g. ceiling console

** Safety kit e.g. battery charging cable, towing cable, first aids kit, tire pressure gauge, equinox knife

*** golf club, football, tennis racket

**** I-Pod, MP3, PDA, GPS

***** Snack, lunch box (tupperware box)

***** Hanging in the rear

***** fresh food, idea is hanging on the hooks (foldable) or in the net

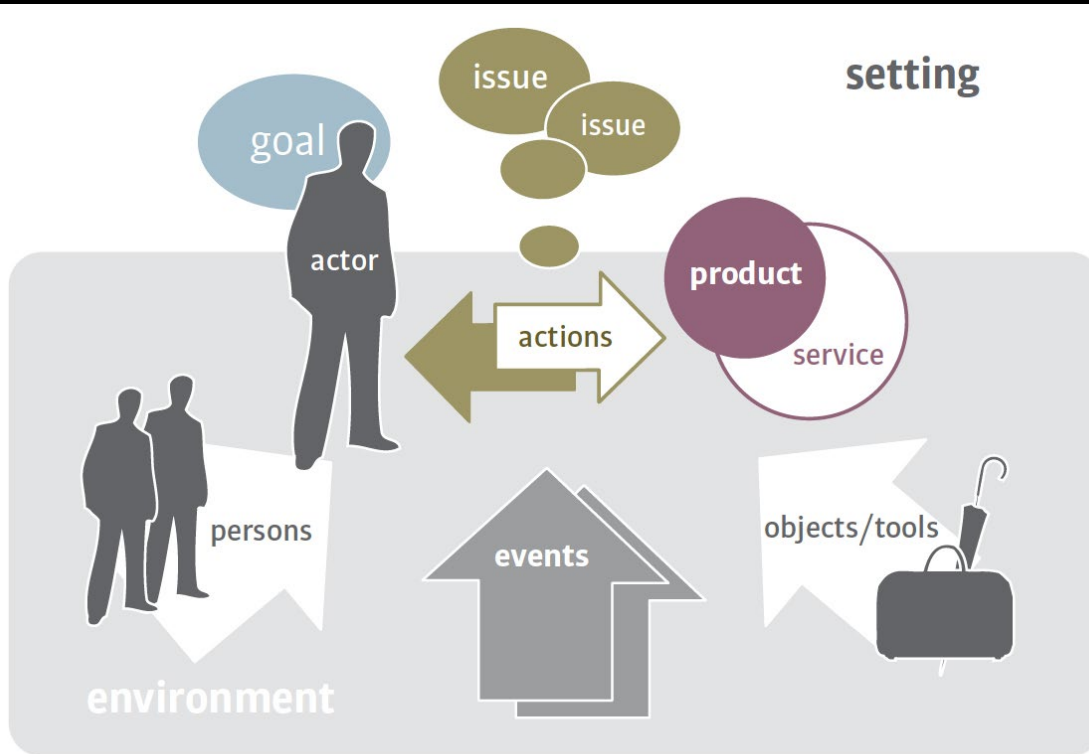
SCENARIO

Scenario describes the stories and context behind why a specific user or user group requires a specific product and the way he/they would or could use it.

Scenario starts with identifying the main **user or user group**.

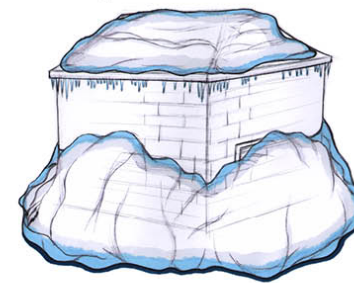
Next, scenario identifies this **user needs and goals**.

Finally, scenario **projects opportunities and possible means** of achieving user's goals.



Storyboard: Scenario

Ryan Daugherty | IDES 3221 | Project 1 | 14/4/2011



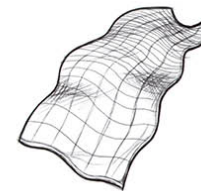
Urban Chinese Family: Snowed In



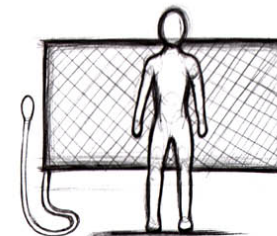
No power, electricity out



Family Members In Home Are Cold



"BlizzyBody" taken out



Blanket around user(s)



Hand Power



Foot Power



Sharing as a Family

INSPIRATION/MOOD BOARD

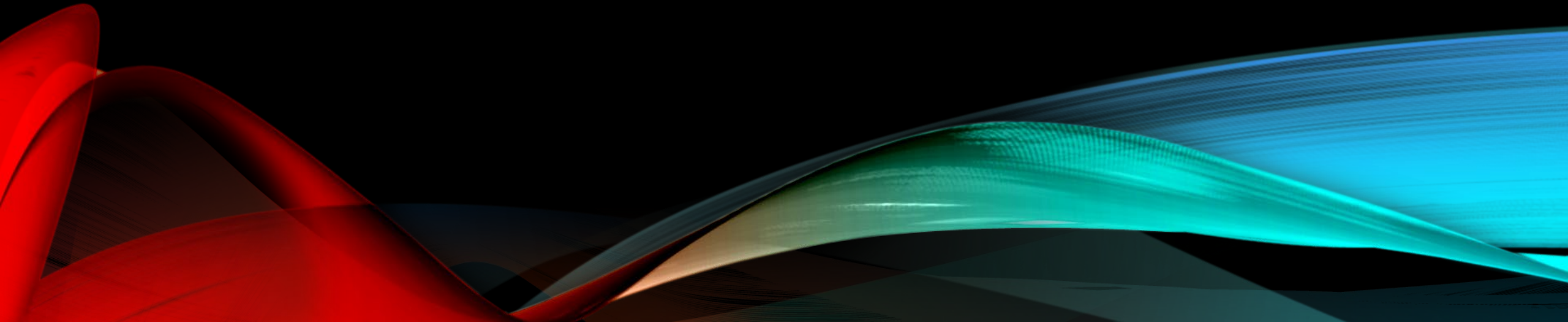
Inspiration/Mood board IS NOT a collection of nice pictures you found on the net.

Inspiration/Mood board has a specific task of identifying and planning a **finished product attributes**.

Inspiration/Mood board is a **visual road map** to achieving specific goals of applying desired design language and colours, finishes and tactile/imaginary sensations.

Inspiration/Mood board could have images, targeting specific areas or only one image, that reflects all desired parametres of a finished product.

There could be 1 global Inspiration/Mood board setting the mood for the whole project, or dedicated Inspiration/Mood board for individual parts of the project, e.g. Exterior, Interior, Wheels etc.



INSPIRATION/MOOD BOARD

EXAMPLE MOOD/INSPIRATION BOARD

Tough

Reliable

Honest

Not afraid of dirty work

Intelligent

Unsophisticated



INSPIRATION/MOOD BOARD



Sample Inspiration/Mood board used in aesthetics development of 2009 Ford Ranger



1% INSPIRATION



99% PERSPIRATION