

ADDA5022

CHANGEMAKERS: CREATIVITY AND VALUE CREATION

Session 4

PRESENTING CONCEPTS
TO THE “CLIENT”

Concept Reviews:

Presenting industrial design concepts to clients is a crucial moment to convey your ideas effectively, gain client buy-in, and demonstrate the value of your design.

Here are some tips to ensure a compelling and successful presentation:

1. Understand the Client's Needs and Goals

Tailor your presentation: Before presenting, ensure you fully understand your client's goals, needs and values.

Highlight benefits: Focus on how the design solves their problems, meets their goals, or adds value, not just the aesthetics or features of the design.

TECHNIQUEST

2. Tell a Story

Narrative structure: Present your concept as a story, starting with the problem or opportunity and leading to your solution. This creates an emotional connection and makes the design more memorable.

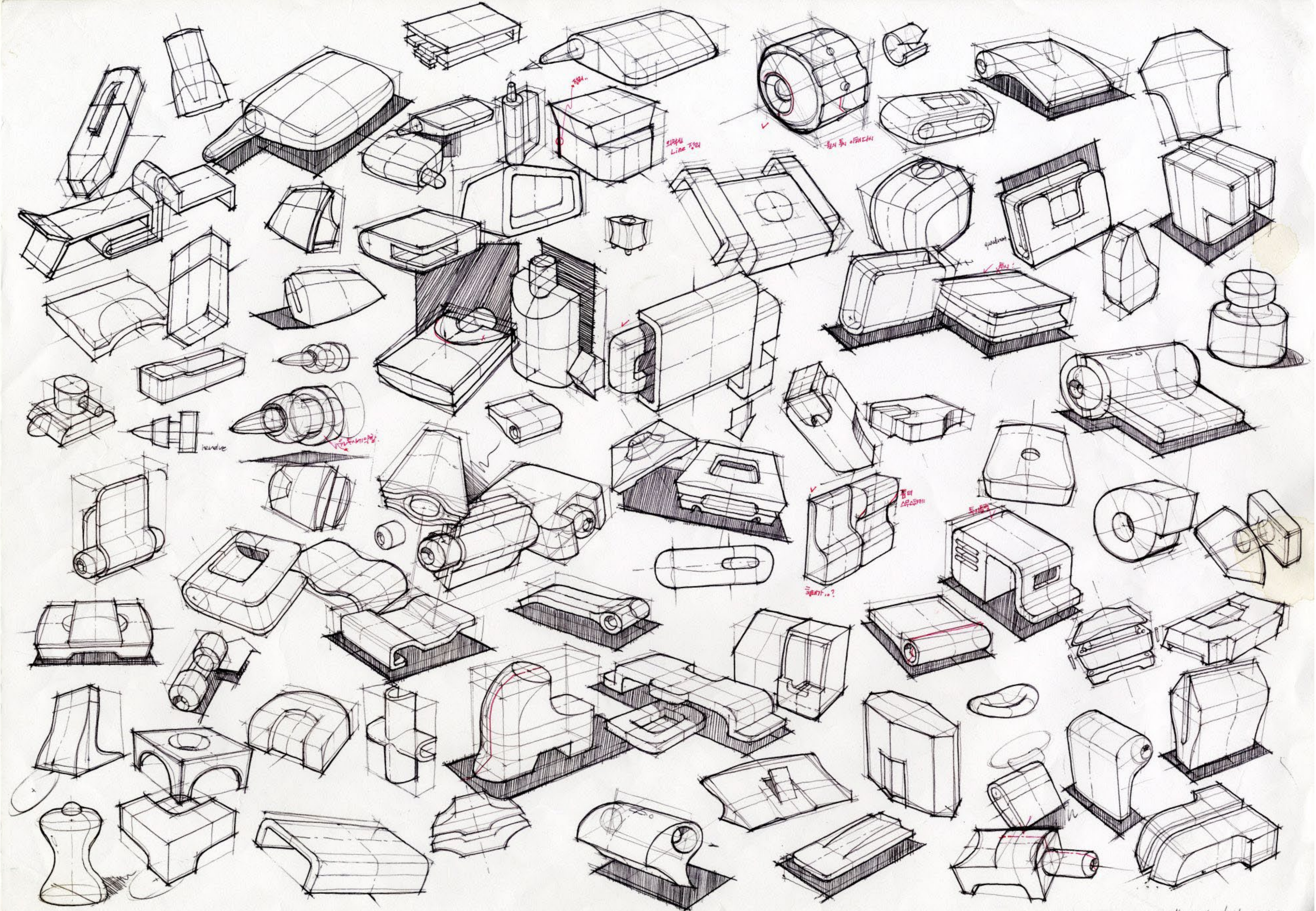
User journey: Show how the product fits into the end-user's life, demonstrating how it addresses pain points and improves their experience.

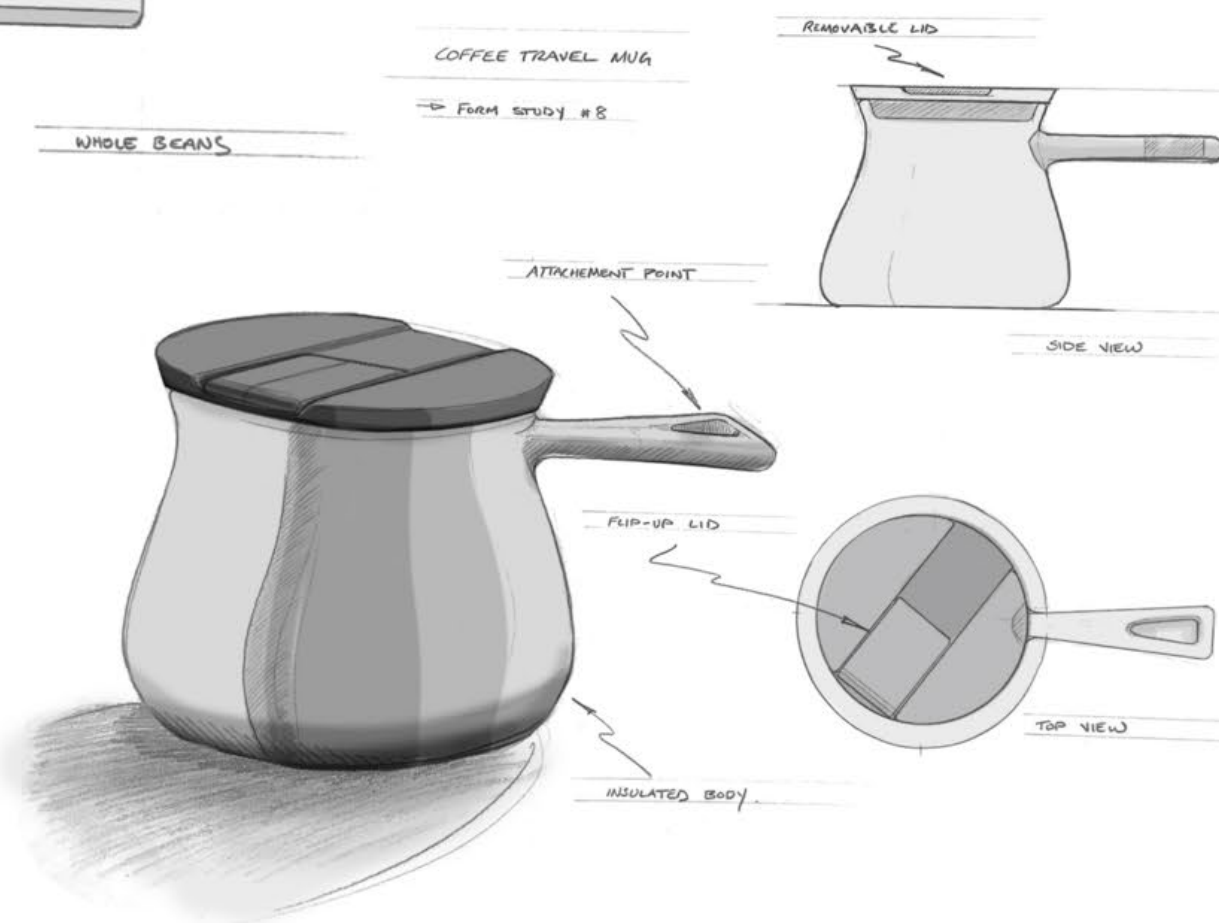
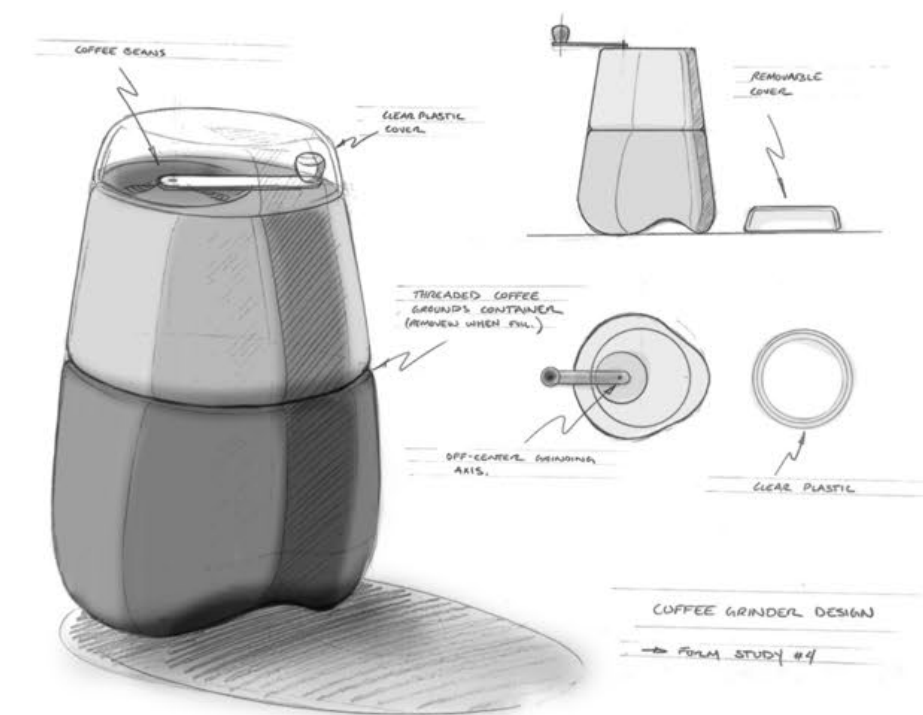
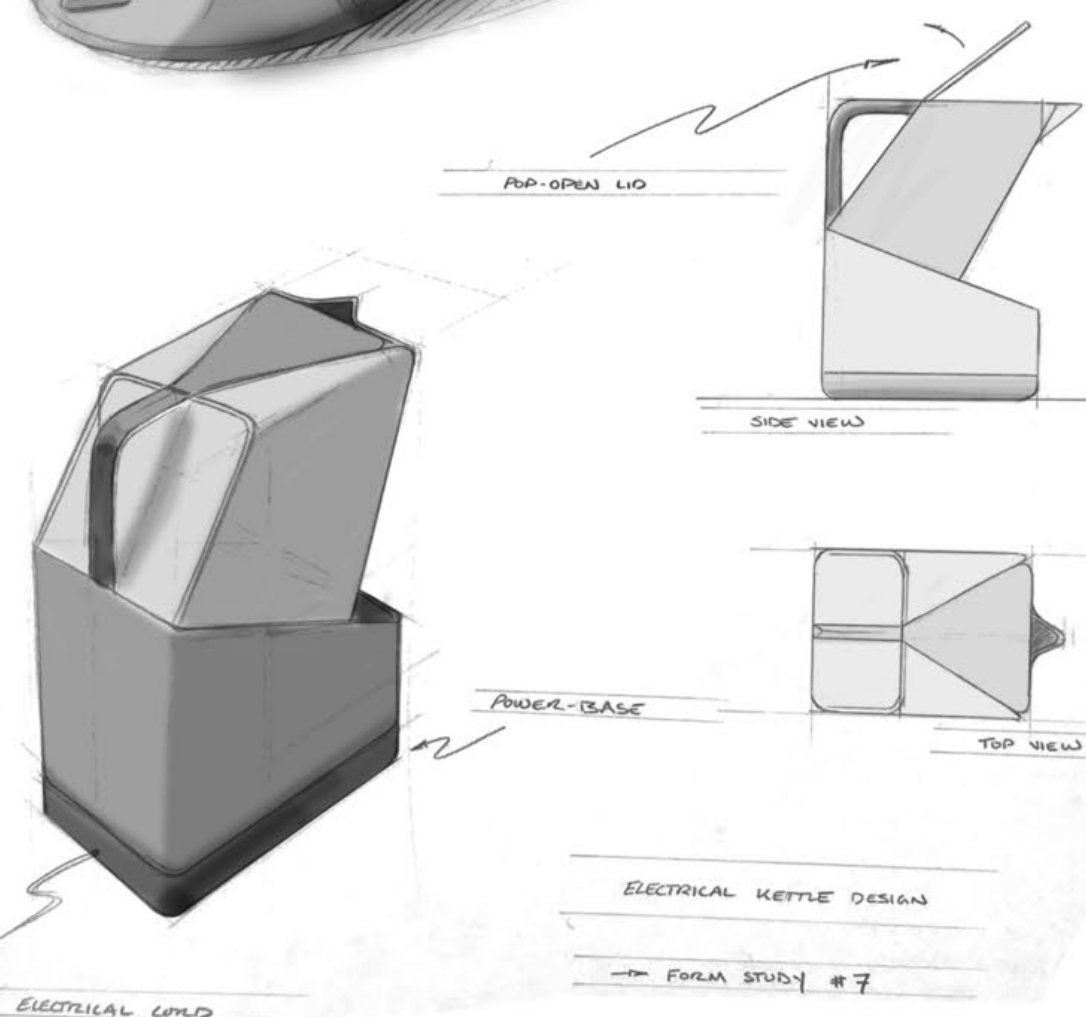
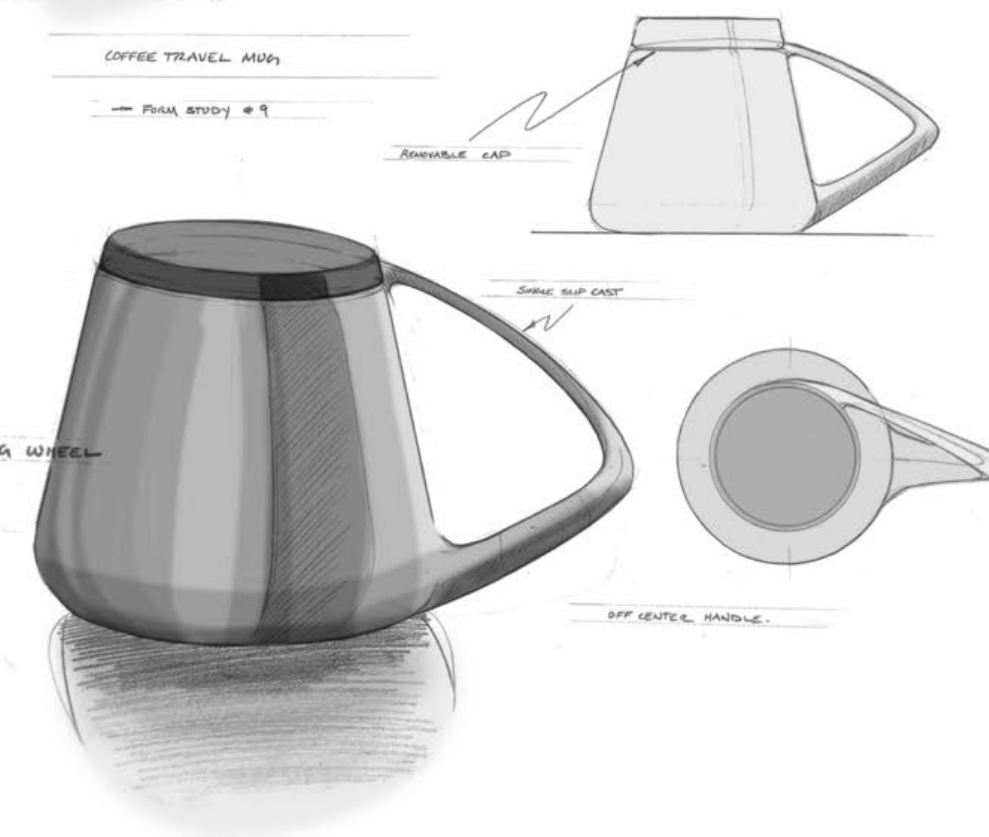
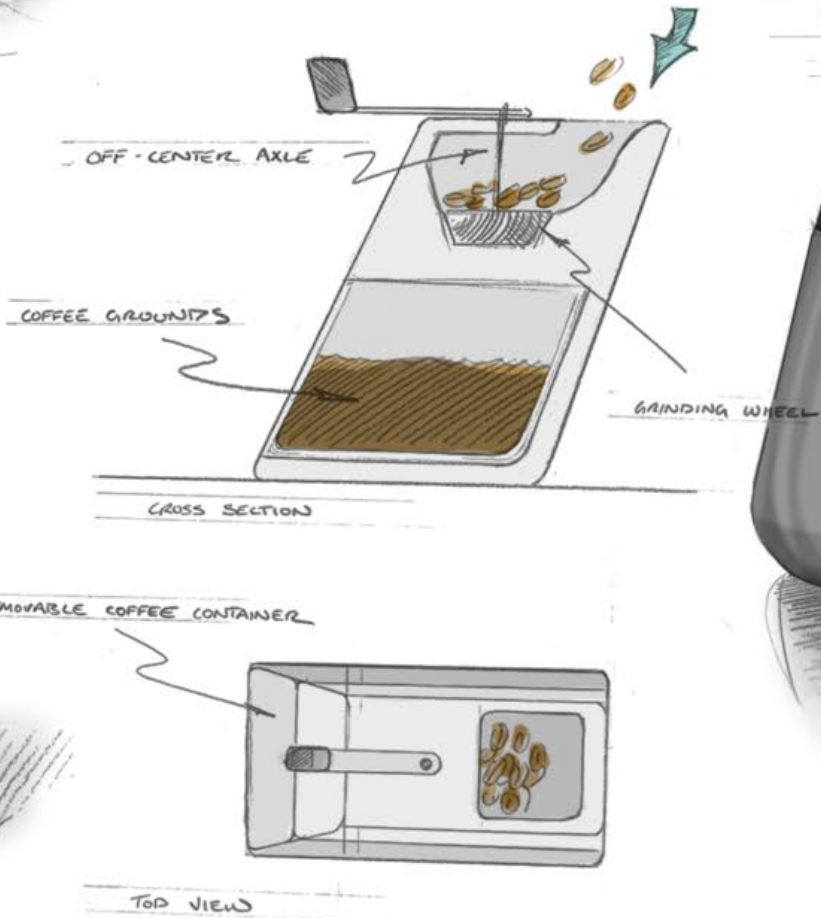
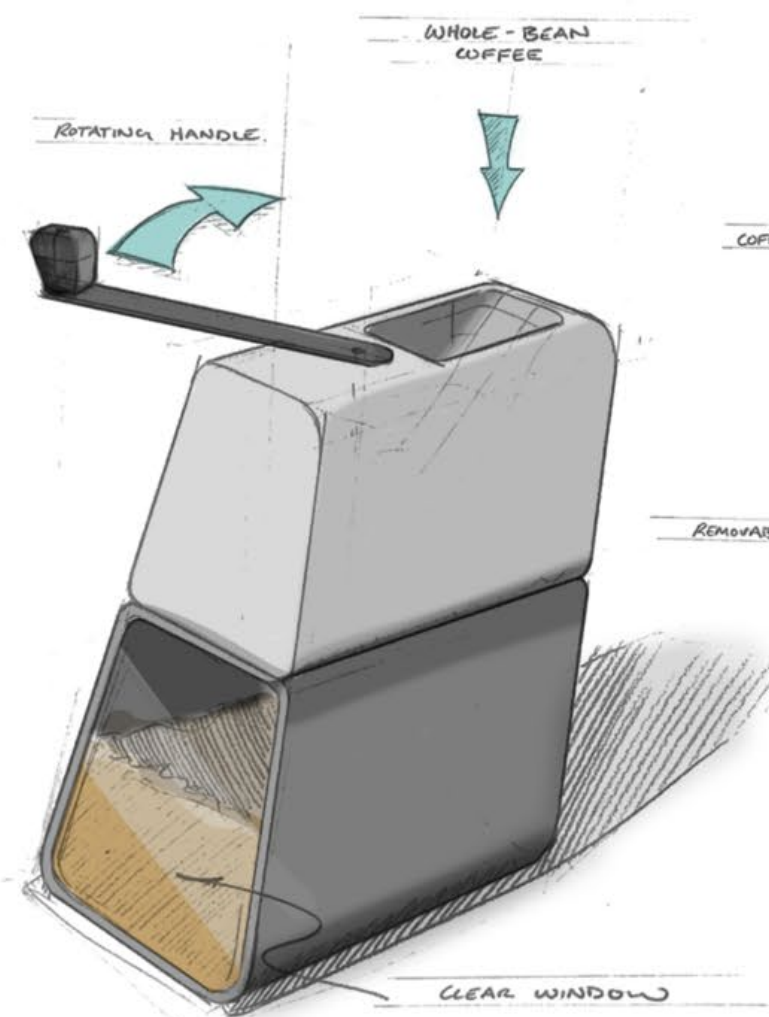
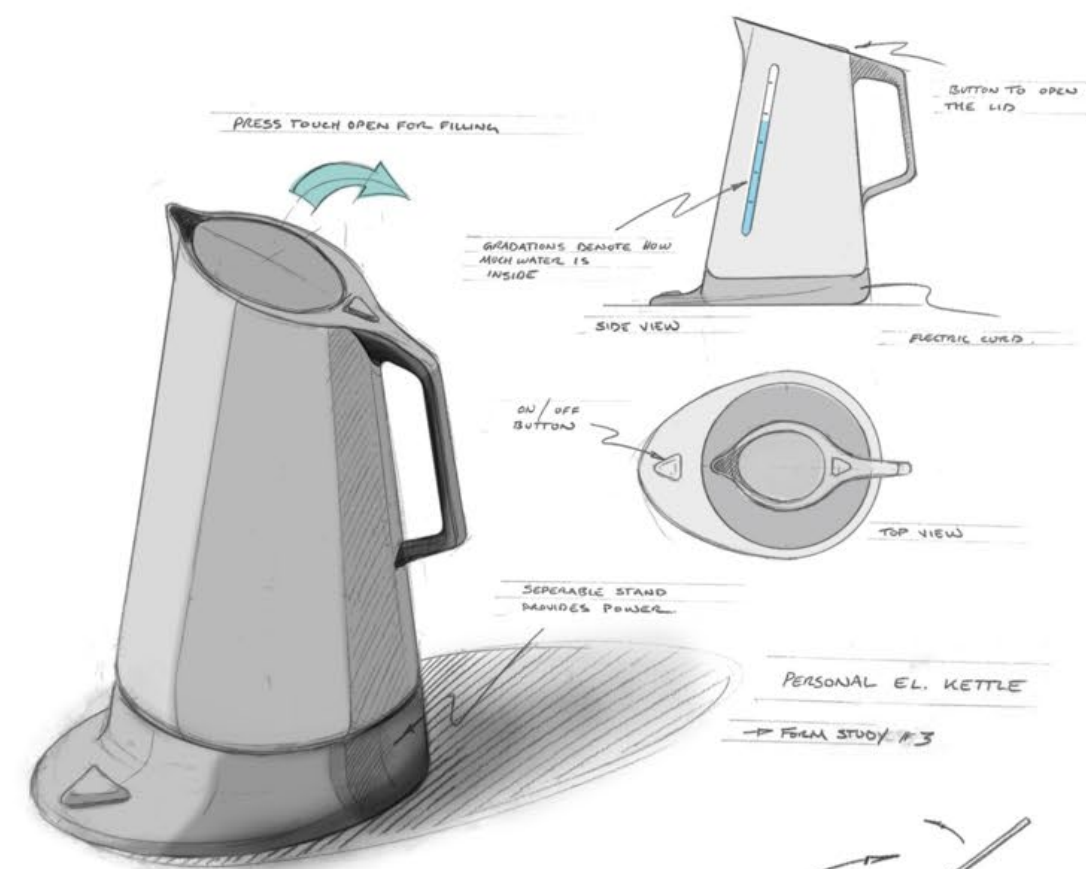
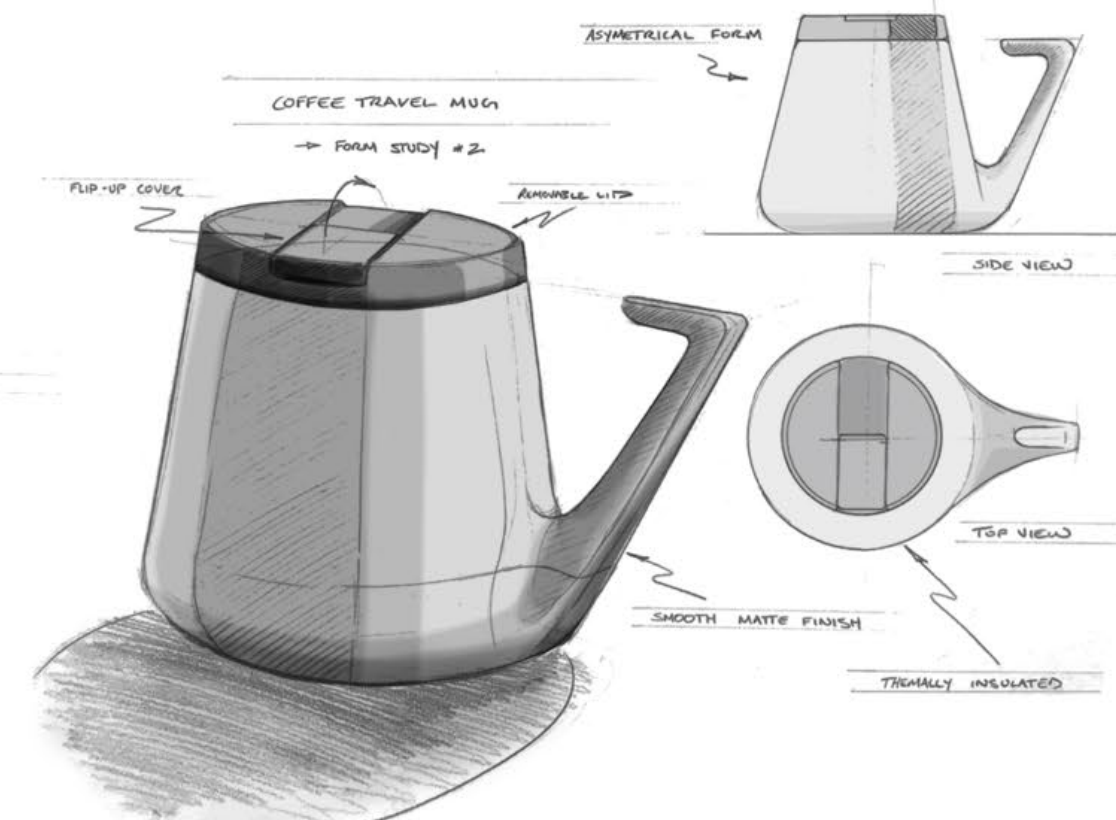
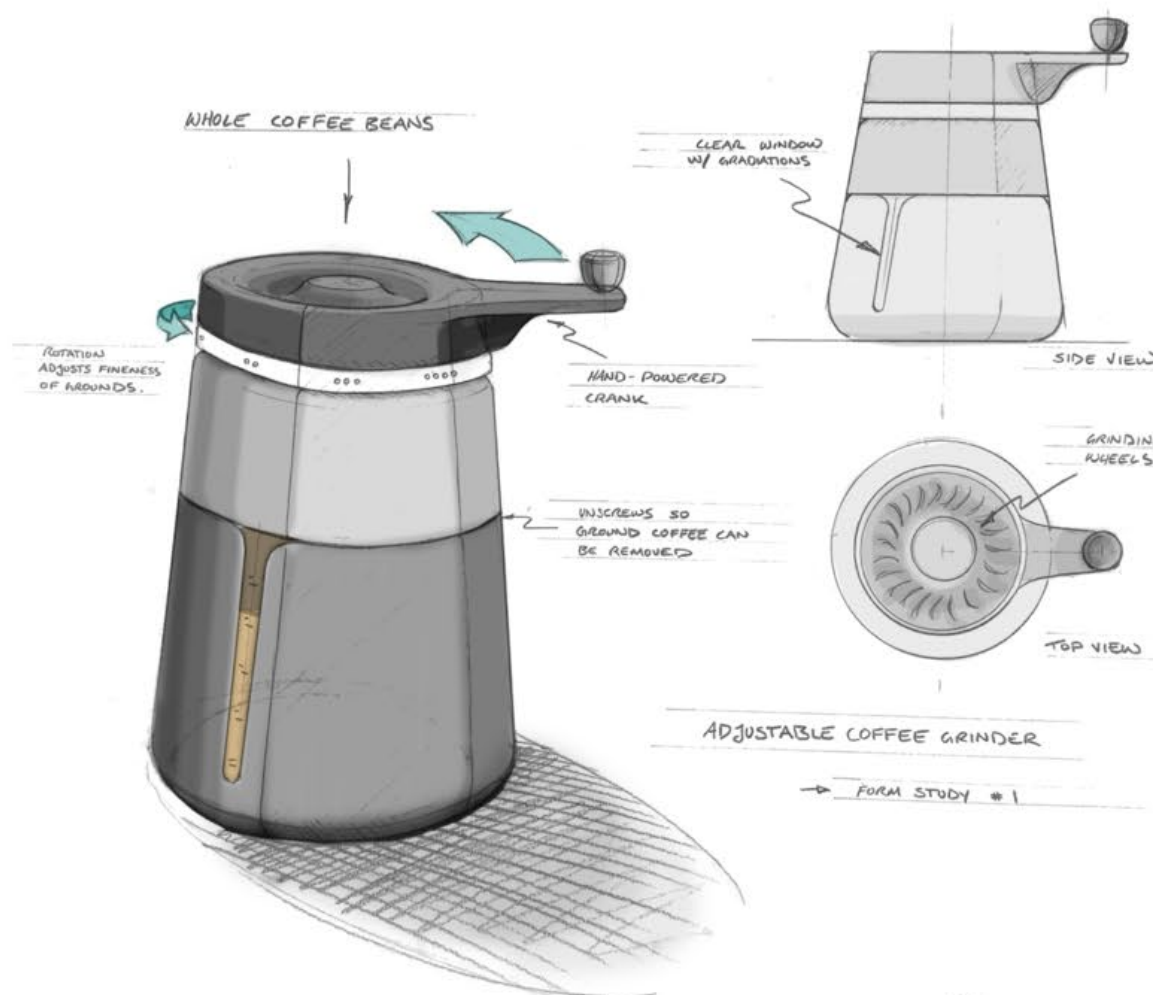
3. Show a Clear Design Process

Walk through the evolution: Demonstrate the steps you took to arrive at the final concept—sketches, research, and iteration. This shows the depth of thought and expertise behind your design.

Explain the rationale: Clearly explain your design choices (e.g., materials, shapes, ergonomics)

Show lots of concepts! This is where you show your initial ideas.



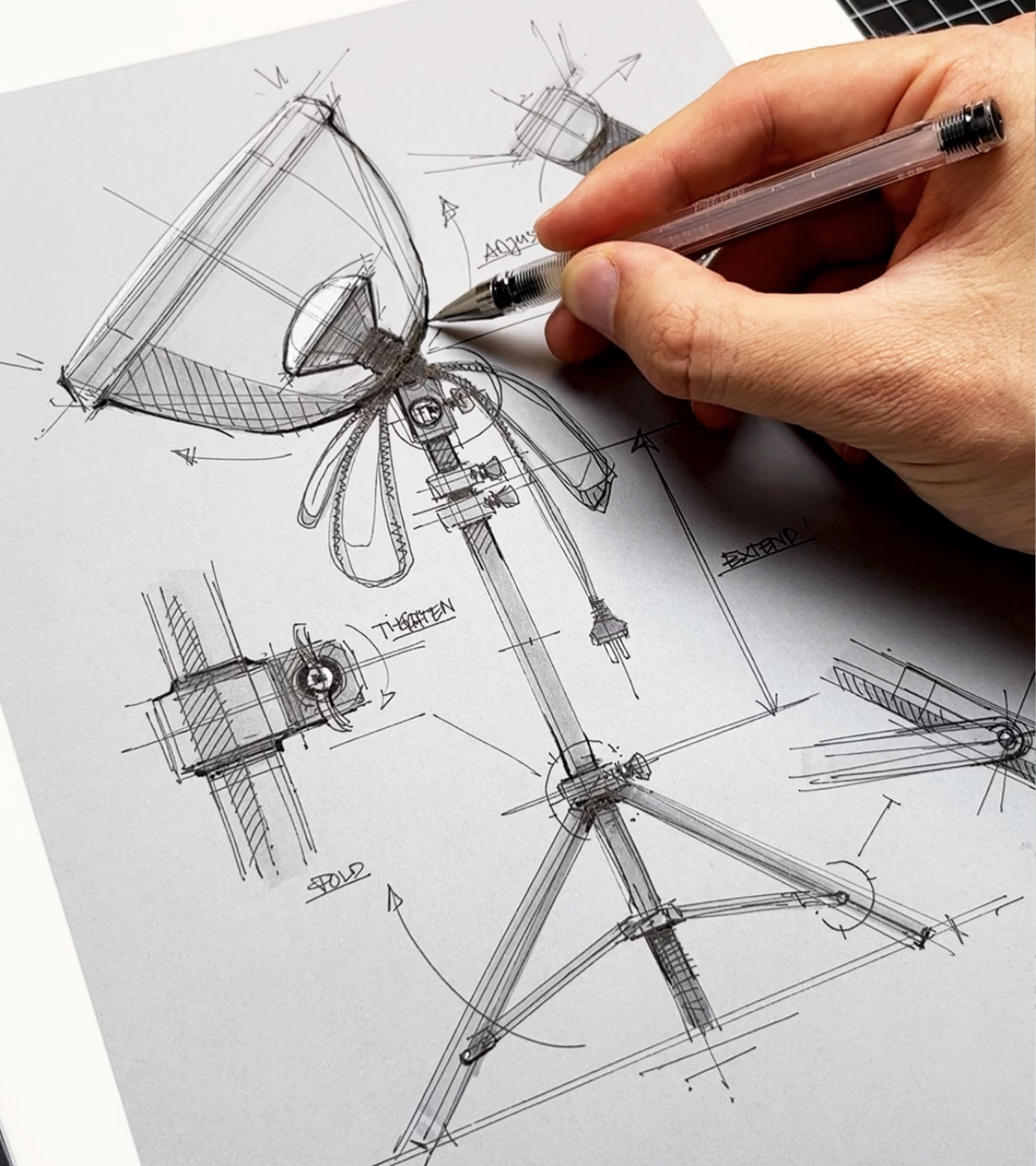


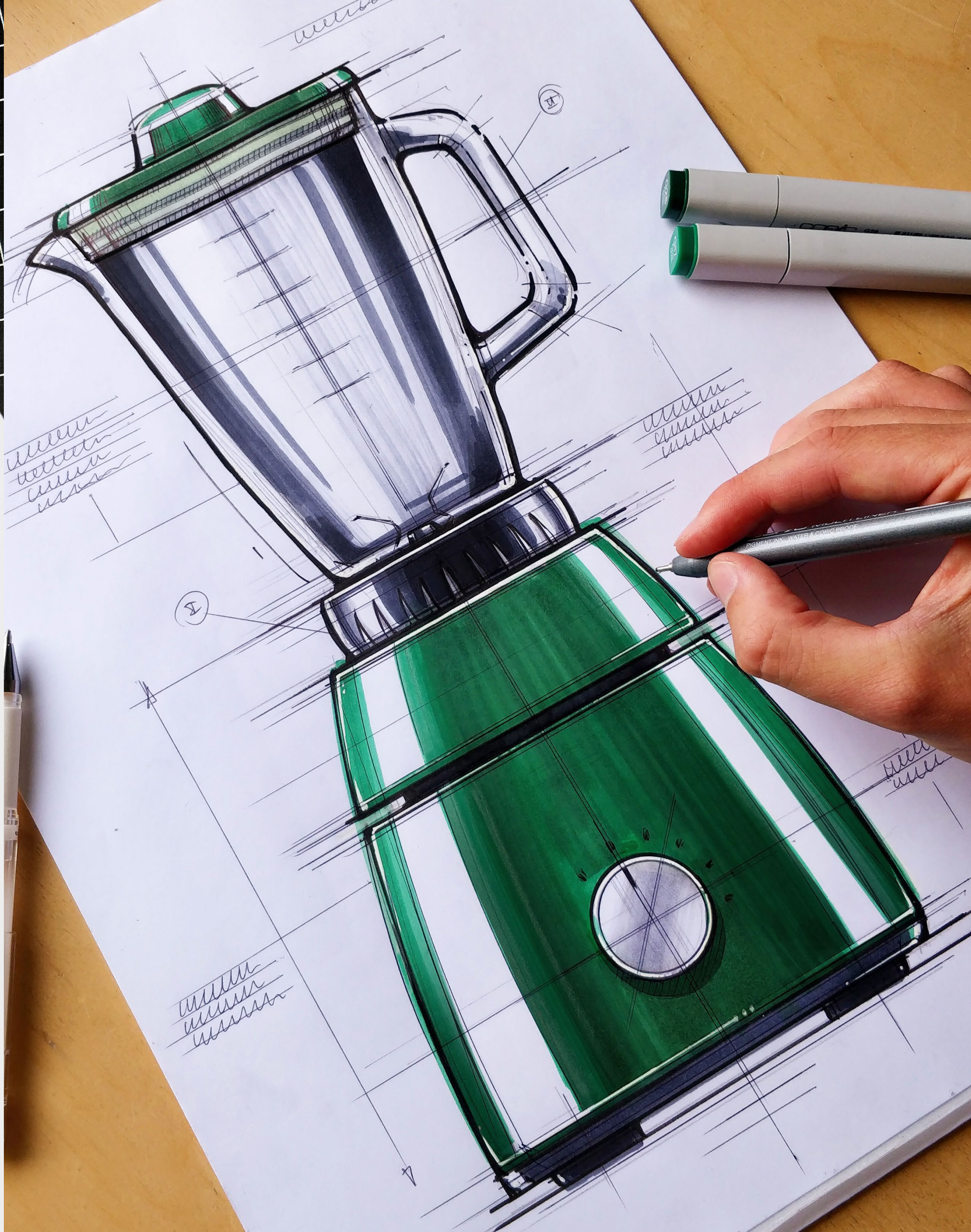
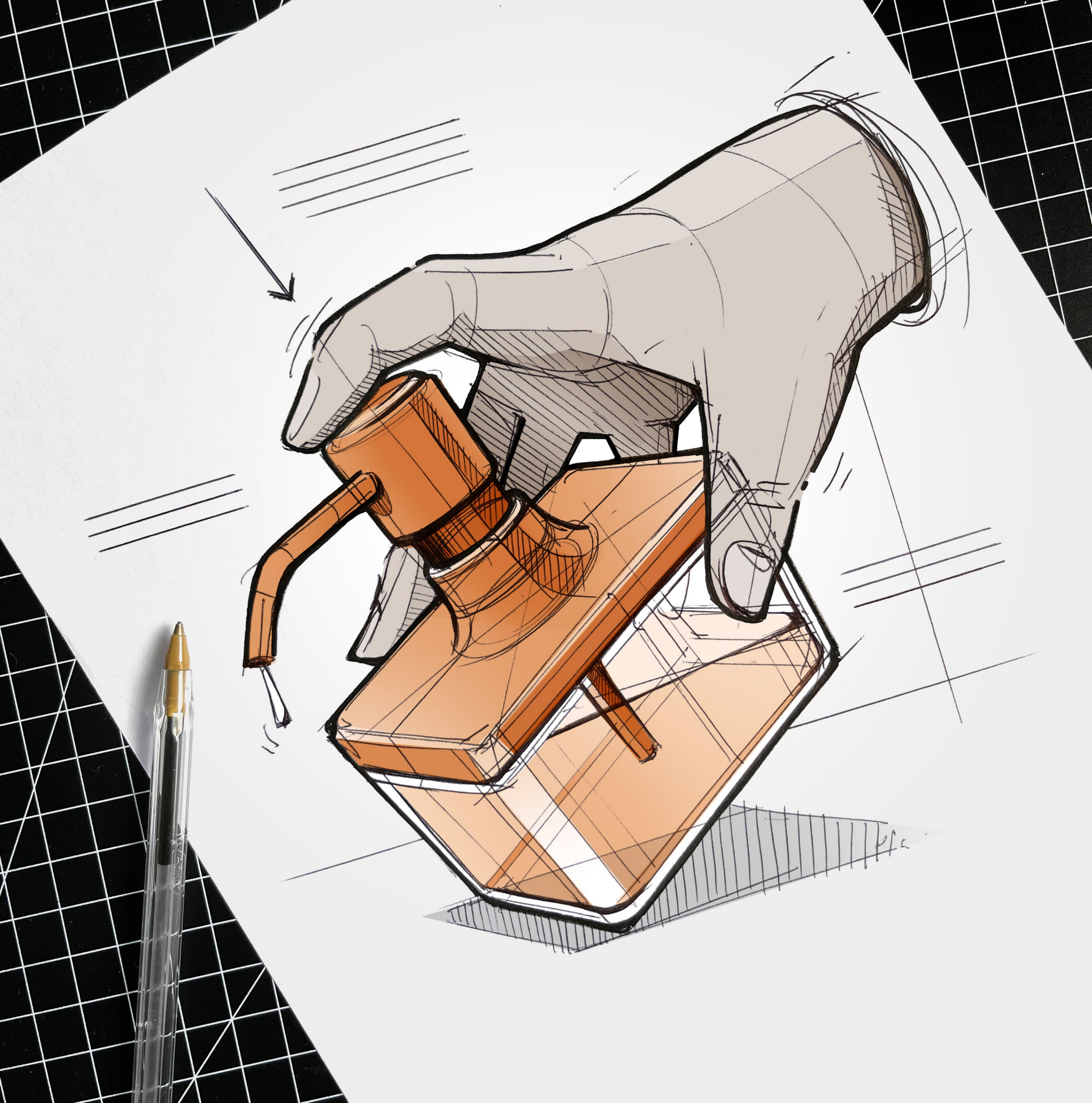
4. High-Quality Visuals

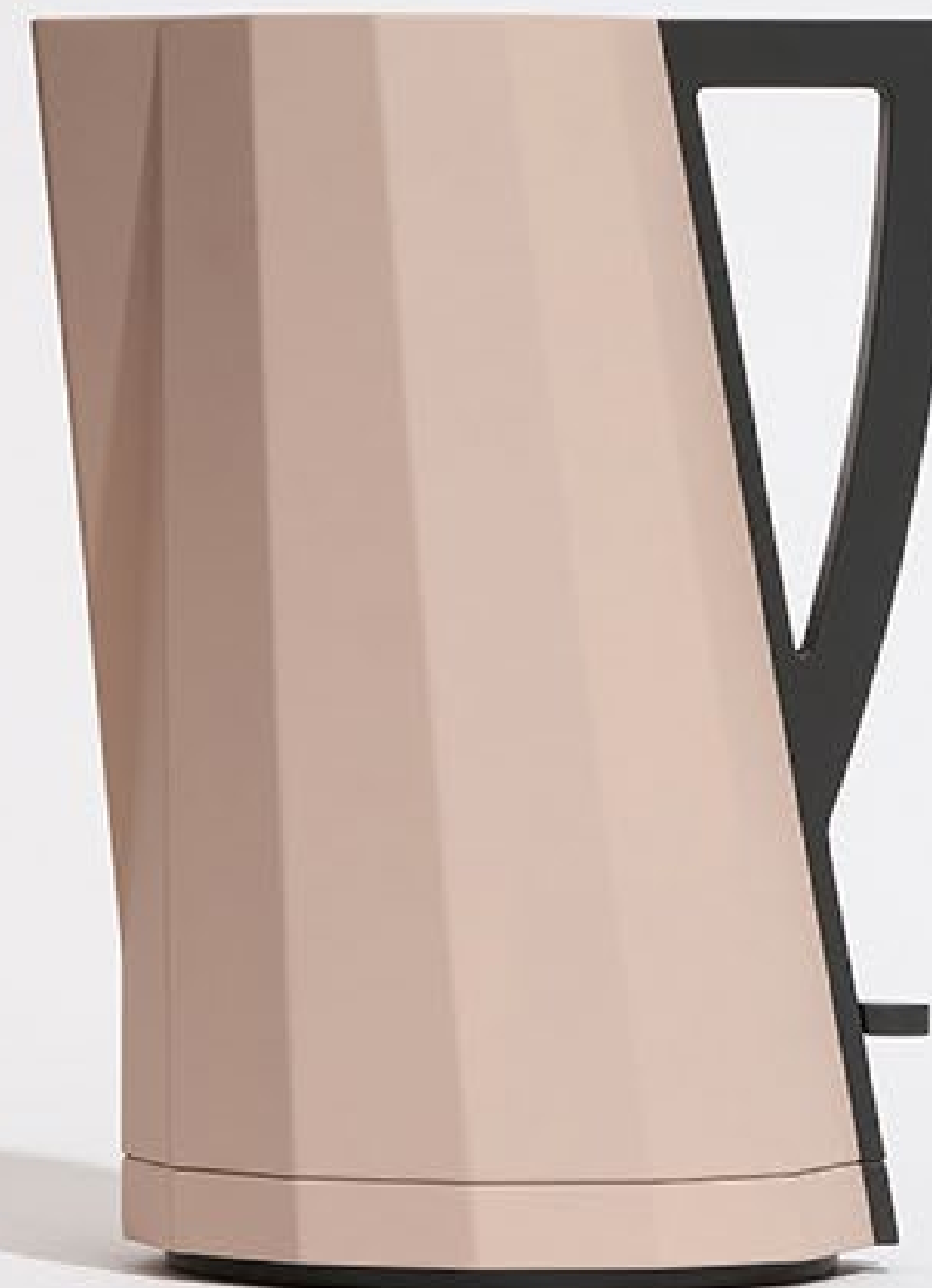
Professional sketches/renderings: Use high quality design sketches, photorealistic 3D renderings, CAD drawings, or prototypes to communicate the design clearly. The more realistic your visuals, the easier it is for clients to visualise the final product.

Multiple views: Show the product from various angles to give a comprehensive understanding of how it will look and function.

Focus, show us your 3 best concepts!







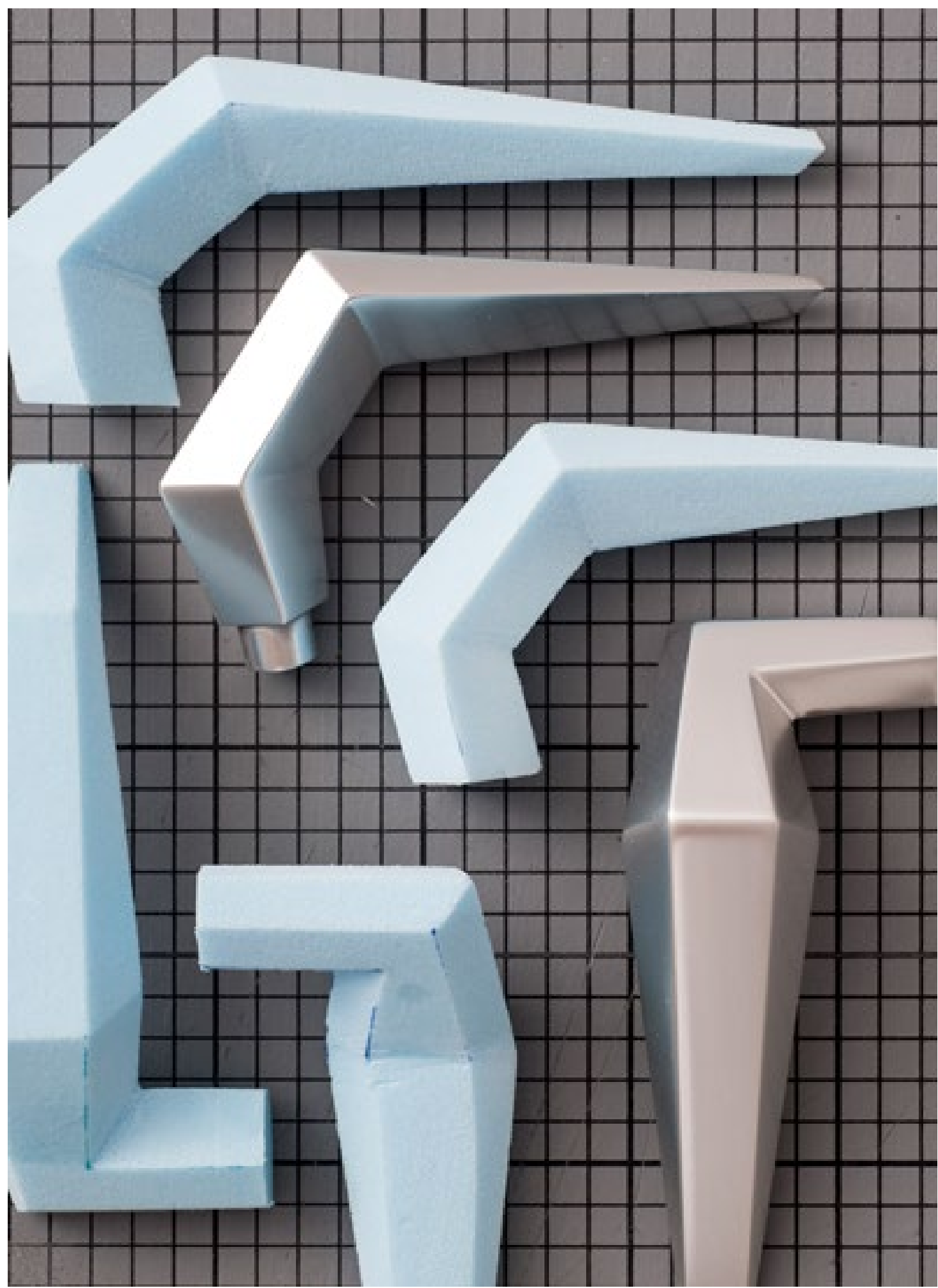
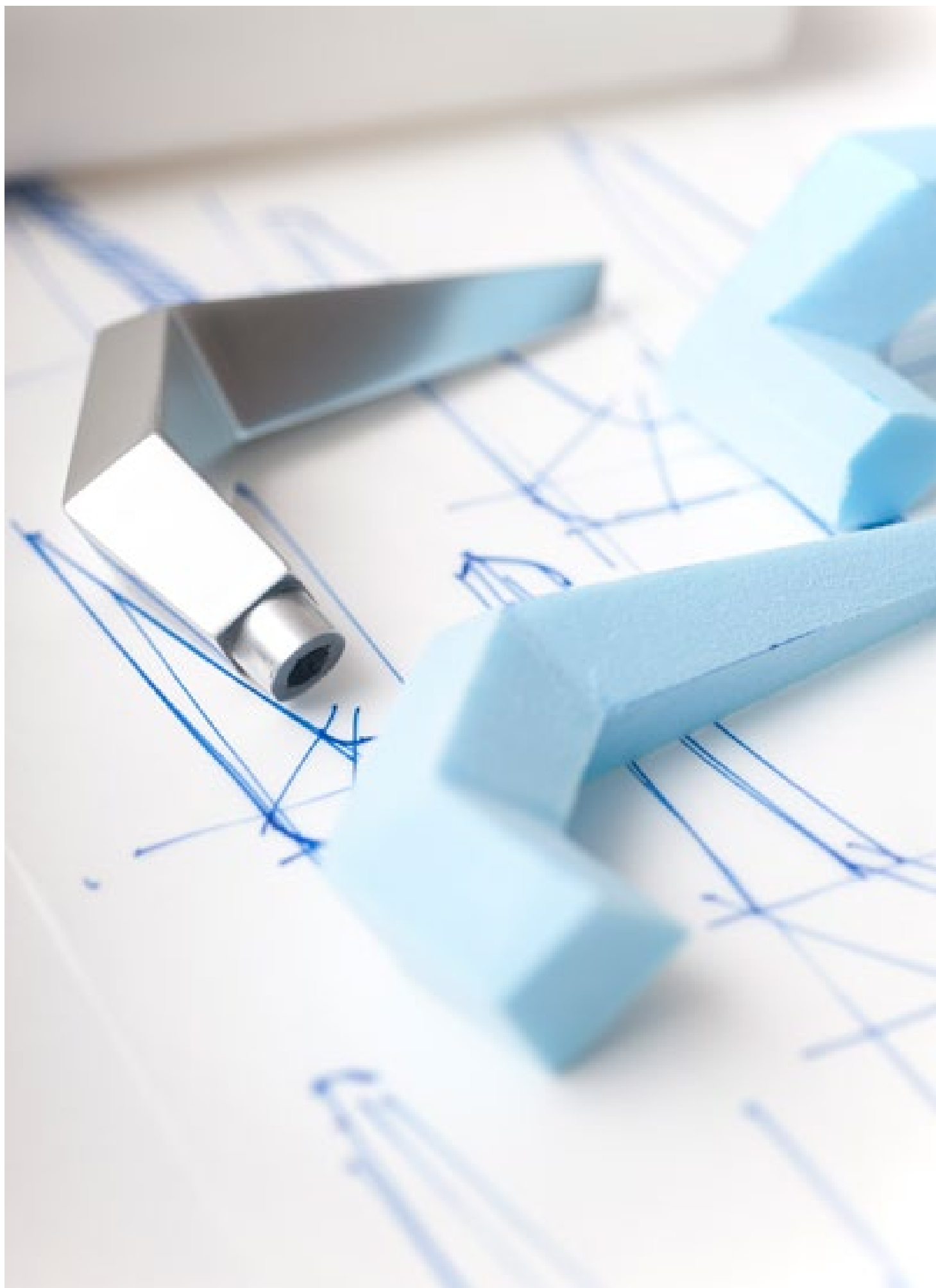
MAKE USE OF AI SKETCH
RENDERING: VIZCOM



5. Present Physical Prototypes or Models

Tactile experience: Whenever possible, bring physical prototypes, mock-ups, or scale models. Clients often respond positively to something they can touch, hold, and interact with.

Interactive demos: If applicable, show how the product functions through real-world use or a demonstration, helping the client see how it solves a problem.





6. Demonstrate Market Alignment

Competitive analysis: Show how your design stands out from or improves upon existing products in the market. Highlight its competitive advantage in terms of aesthetics, functionality, or innovation.

Consumer insights: Share any research or data that backs up your concept, such as user feedback, trends, or surveys. This reinforces that your design has real-world appeal.

MOVING FORWARD: DEVELOPING
THE CLIENTS PREFERRED CONCEPT

7. Be Ready to Iterate

Invite feedback: Encourage the client to provide input, and be open to their suggestions. Presenting concepts is often a collaborative process.

Stay flexible: Show that you're prepared to adjust the design based on their feedback or constraints, such as budget, materials, or manufacturing processes.

8. Show Future Potential

Scalability and evolution: Highlight how the concept could evolve over time or adapt to future market trends, showing the long-term viability of the product.

Product range: If applicable, show how the concept could be extended into a product line or series, expanding its potential for the client.

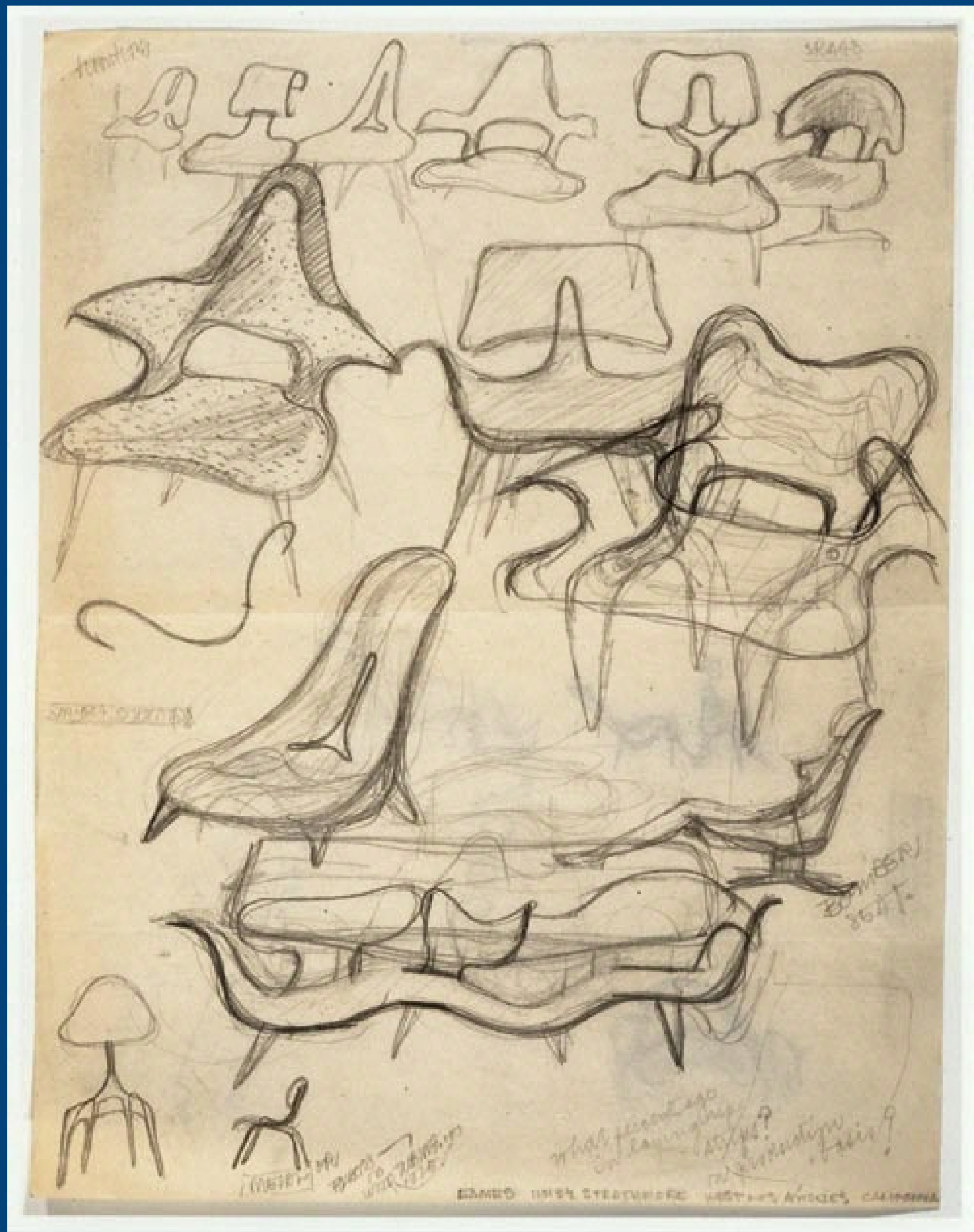
9. End with a Strong Call to Action

Summarise key points: End with a clear recap of the main features and benefits and how your concept aligns with the client's/ goals mentioned in the initial brief.

Next steps: Be clear about the next steps in the process, whether that's moving to prototyping, further refinement, or feedback sessions.

Quality isn't everything

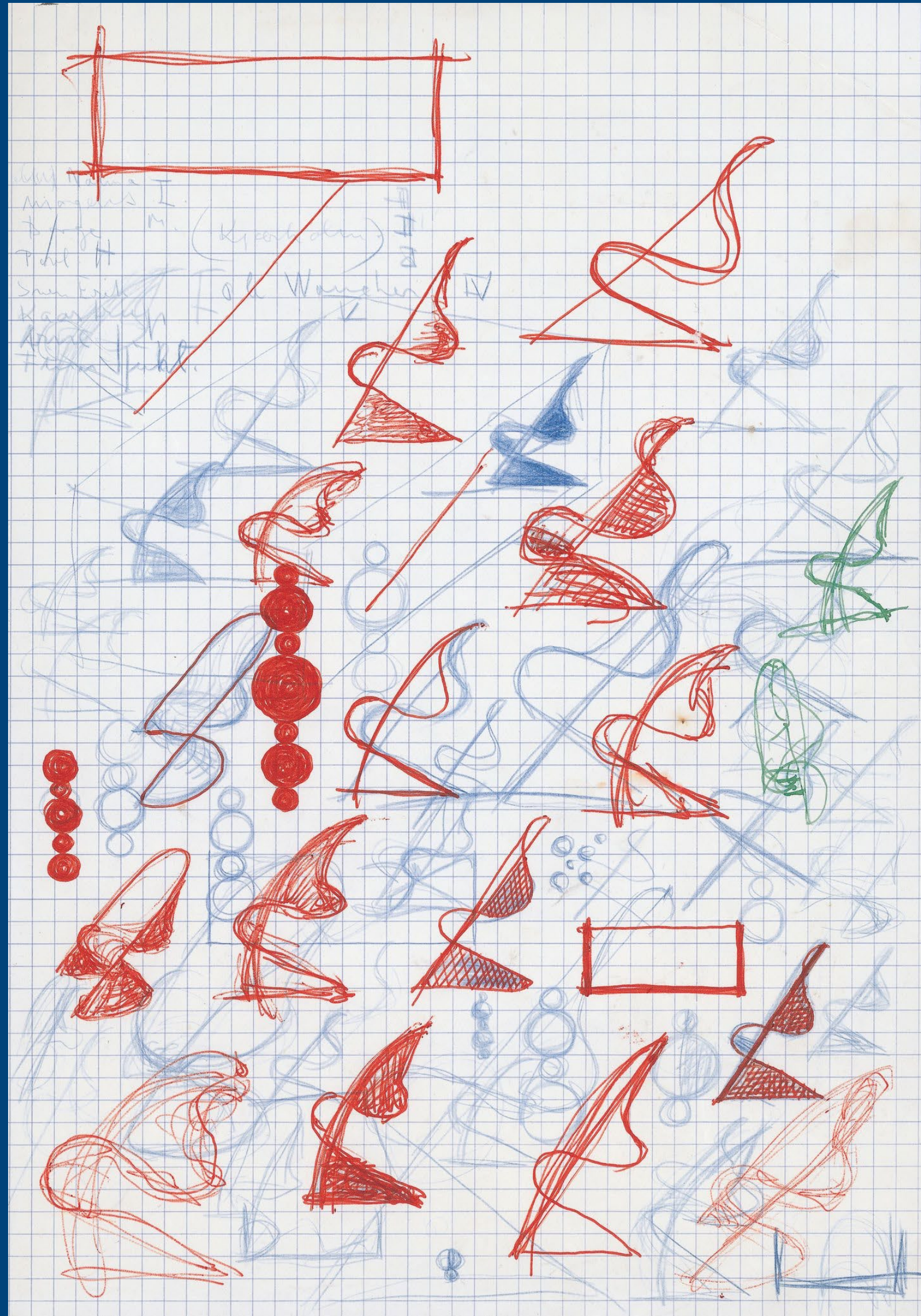
Don't be daunted by creating high quality photorealistic images at this stage of your career. Communicating your idea is more important



Eames lounge chair







Panton Chair

Design Investigation Presentations:

29.10.2024