

design process (based on an approx. 15 week project)

systematic planning and timetable

side effects
(inter-
disciplinary)

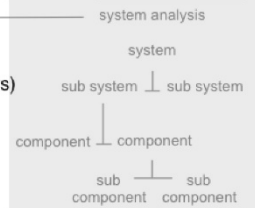
duration approx. 1 week **motivation** / idea / brief / problem
„what shall be achieved ?“

preliminary task
primary goals: what must be achieved
secondary goals: what should be achieved
timetable (flowchart/etc.) / scheduled procedure

duration approx. 2 weeks **analysis** / research / information (selection of activities)
history of the product, problem, etc.

market research (design discussion, prices, etc.) – (mood (image) boards - sector (quadrant) charts)
trend analysis – (mood (image) boards - sector (quadrant) charts – mappings)
focus group analysis and –definition, human factors, (photo- or film documentation, interviews)
positioning / segmentation - (sector (quadrant) charts)
product analysis / funktion analysis / system analysis
fault analysis
ergonomic / usage - analysis (photo- or film documentation, interviews)
user-groups - user context - usage context analysis (photo- or film documentation, interviews)
technical and engineering aspects (with respect to the usage, manufacturing, etc.)
economic aspects
ecologic aspects
socio-cultural aspects
etc.

- product analysis
1)-single components
-component relations
2) a) -the use - for what
b) -usage analysis
-preparation
-use (operation, exchange, montage)
-maintenance, finish
3) -explosives (2d/3d)
-principles (2d/3d)



target prerequisites (goals)
usability
fomal concept (detail-object-context)
technical and engineering aspects
economic aspects
ecological aspects
socio-cultural aspects
etc.

target definition

final task

duration approx. 6 weeks **synthesis** (putting it all back together) / creation phase / concept phase / ideation (selection of activities)

solution-finding via various creative techniques (selection)
brainstorming /-writing / mind mapping
bionic, modul variation/component position, morphological box, metaplan, etc.
ideas - sketching - storyboards -user/usage scenarios
sketch modells (paper, foam, etc.)
designconcepts /-details - (sketching - 2d cad - 3d cad)
finding alternatives - **evaluation/validation** (interviews, rating scales, conjoint measurement, semantic differential, goals, etc.)
finding variants - **evaluation/validation** (interviews, rating scales, conjoint measurement, semantic differential, goals, etc.)
colour, finish, material (cfm) roadmap (pantone, sikkens, ncs, ral, etc.)
further mock ups
optimisation

solution / decision

duration approx. 4 weeks **realisation** / documentation (description of the result)

refinement / development / visualisation / technical drawing / cad simulation and animation
detailed mock up /presentation model
documentation/(written)report
etc.

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duration approx. 2 weeks **presentation** / communication

communication / ppt.pdf.flash / modell - presentation
presentation-media (boards/charts/booklet)
exhibition
etc.