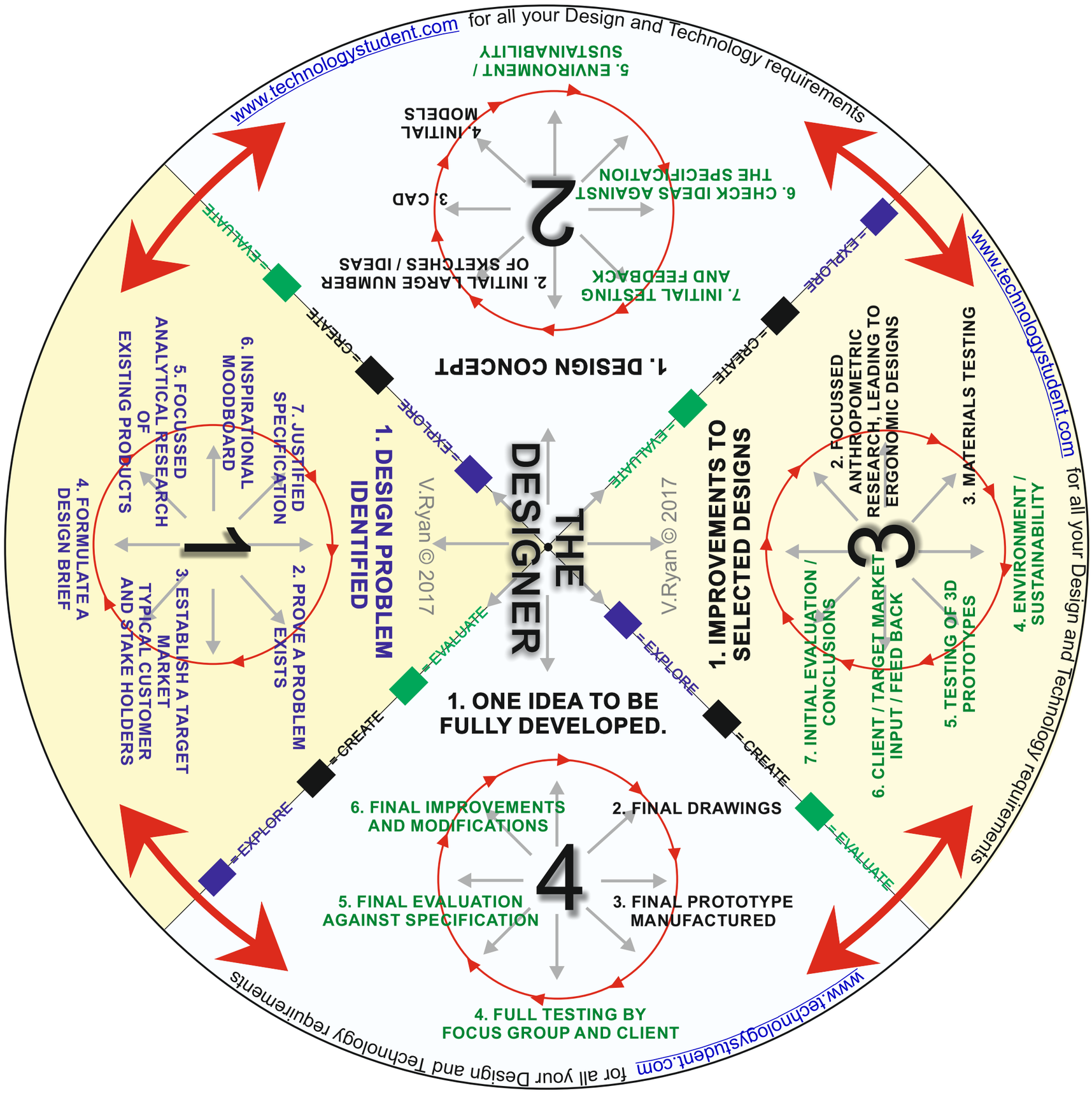
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THE DESIGNER
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1
1. DESIGN PROBLEM IDENTIFIED
2. PROVE A PROBLEM EXISTS
3. ESTABLISH A TARGET MARKET TYPICAL CUSTOMER AND STAKE HOLDERS
4. FORMULATE A DESIGN BRIEF
5. FOCUSSED ANALYTICAL RESEARCH OF EXISTING PRODUCTS
6. INSPIRATIONAL MOODBOARD
7. JUSTIFIED SPECIFICATION
2
1. DESIGN CONCEPT
2. INITIAL LARGE NUMBER OF SKETCHES / IDEAS
3. CAD
4. INITIAL MODELS
5. ENVIRONMENT / SUSTAINABILITY
6. CHECK IDEAS AGAINST THE SPECIFICATION
7. INITIAL TESTING AND FEEDBACK
3
1. IMPROVEMENTS TO SELECTED DESIGNS
2. FOCUSSED ANTHROPOMETRIC RESEARCH, LEADING TO ERGONOMIC DESIGNS
3. MATERIALS TESTING
4. ENVIRONMENT / SUSTAINABILITY
5. TESTING OF 3D PROTOTYPES
6. CLIENT / TARGET MARKET INPUT / FEED BACK
7. INITIAL EVALUATION / CONCLUSIONS
4
1. ONE IDEA TO BE FULLY DEVELOPED.
2. FINAL DRAWINGS
3. FINAL PROTOTYPE MANUFACTURED
4. FULL TESTING BY FOCUS GROUP AND CLIENT
5. FINAL EVALUATION AGAINST SPECIFICATION
6. FINAL IMPROVEMENTS AND MODIFICATIONS
EXPLORE
CREATE
EVALUATE