WHAT IS *INDUSTRIAL DESIGN?*

SPARK PRODUCT DEVELOPMENT | 2017

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Most people will recognize Industrial Design as:

Hey... ***Cool!***

But there is more to the story...

Aesthetics
- Refined, Quality Feel
- Project An Image
- Imply Use & Environment

Safety
- Prevent Misuse
- Improve Functionality
- Minimize Mistakes

Branding
- Stand Out
- Build A Name
- Recognizable Product Family

Ergonomics
- Easy & Comfortable To Use
- Universal Design
- Optimal Configuration

Environmental Impact
- Minimize Waste
- Consider Materials
- Extend Lifespan

Usability
- Consider Usage Scenarios
- Question Assumptions
- Clever Problem Solving

Functionality
- Smooth, Seamless Use
- Intuitive
- Integrated

Marketability
- Appealing To Users
- Marketable Features
- Eye-Catching

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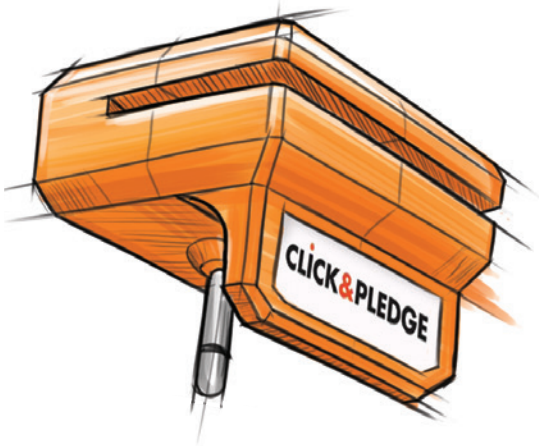
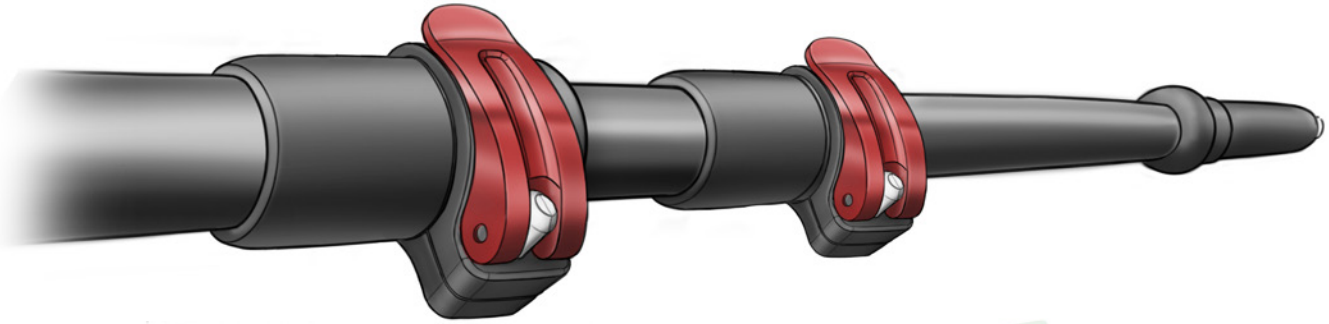
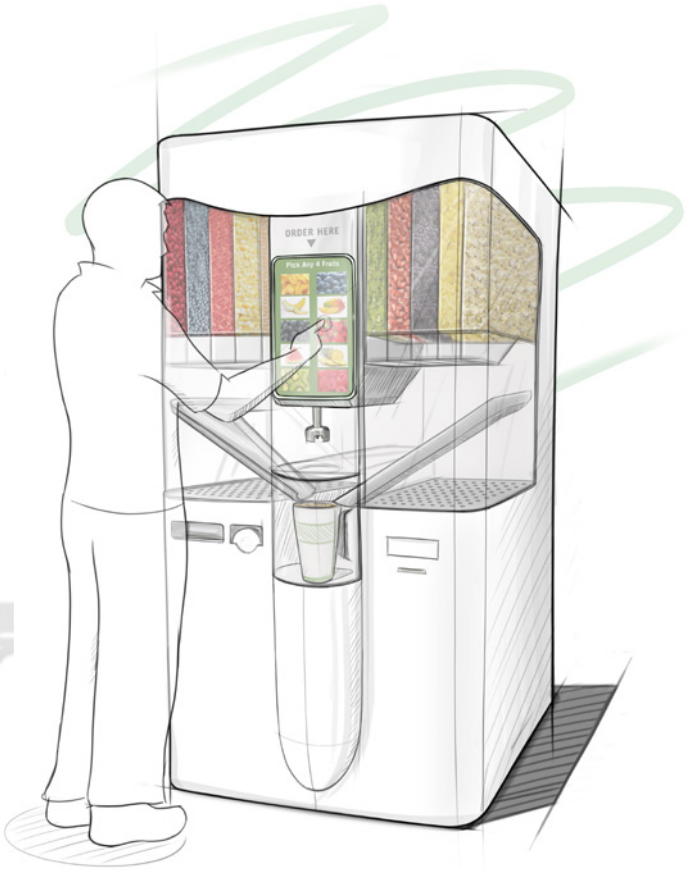
WELL, WHAT DOES THAT LOOK LIKE FOR ***YOU?***

Sketching is the bread and butter of Industrial Design







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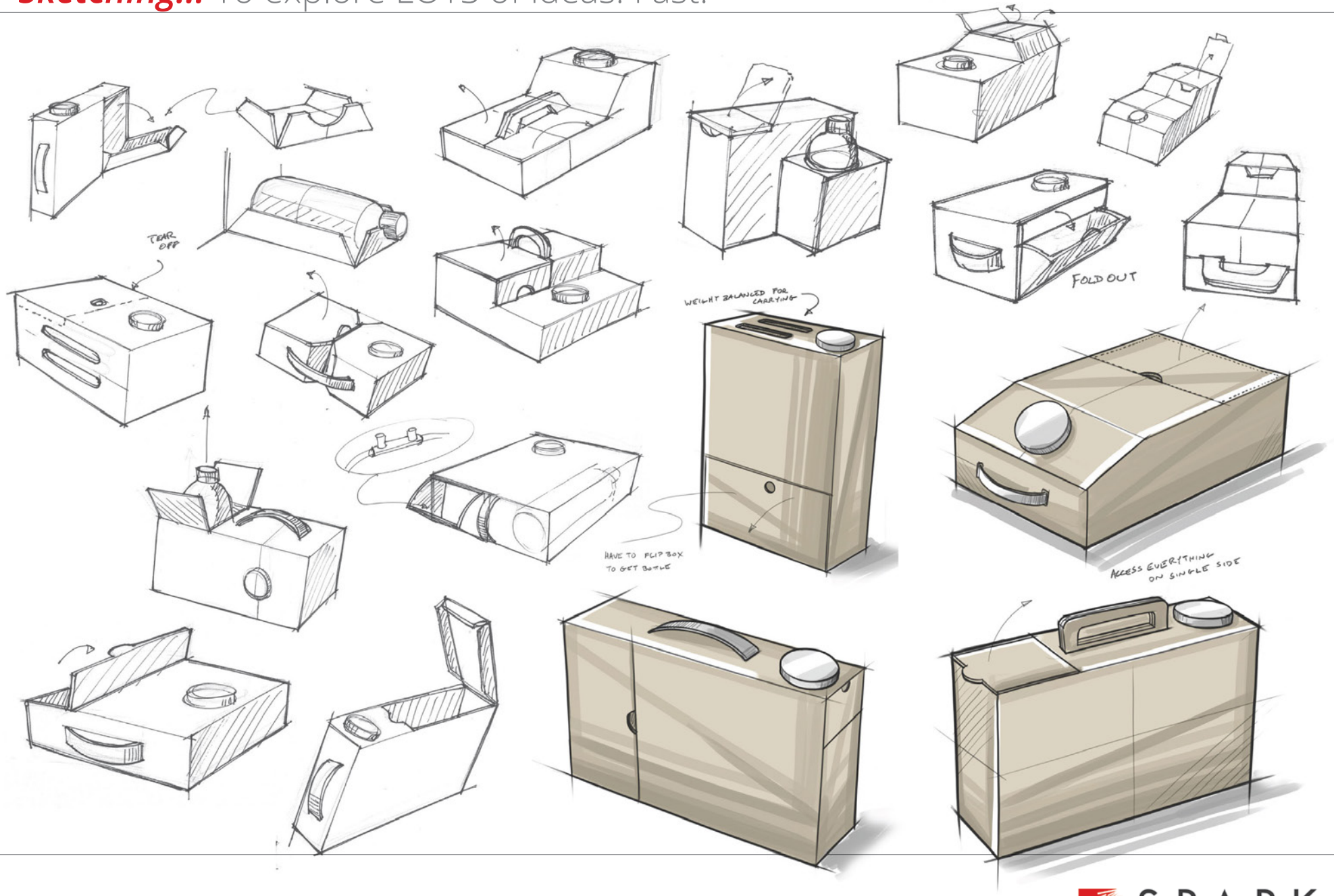
Sketching... To explore LOTS of ideas. Fast!



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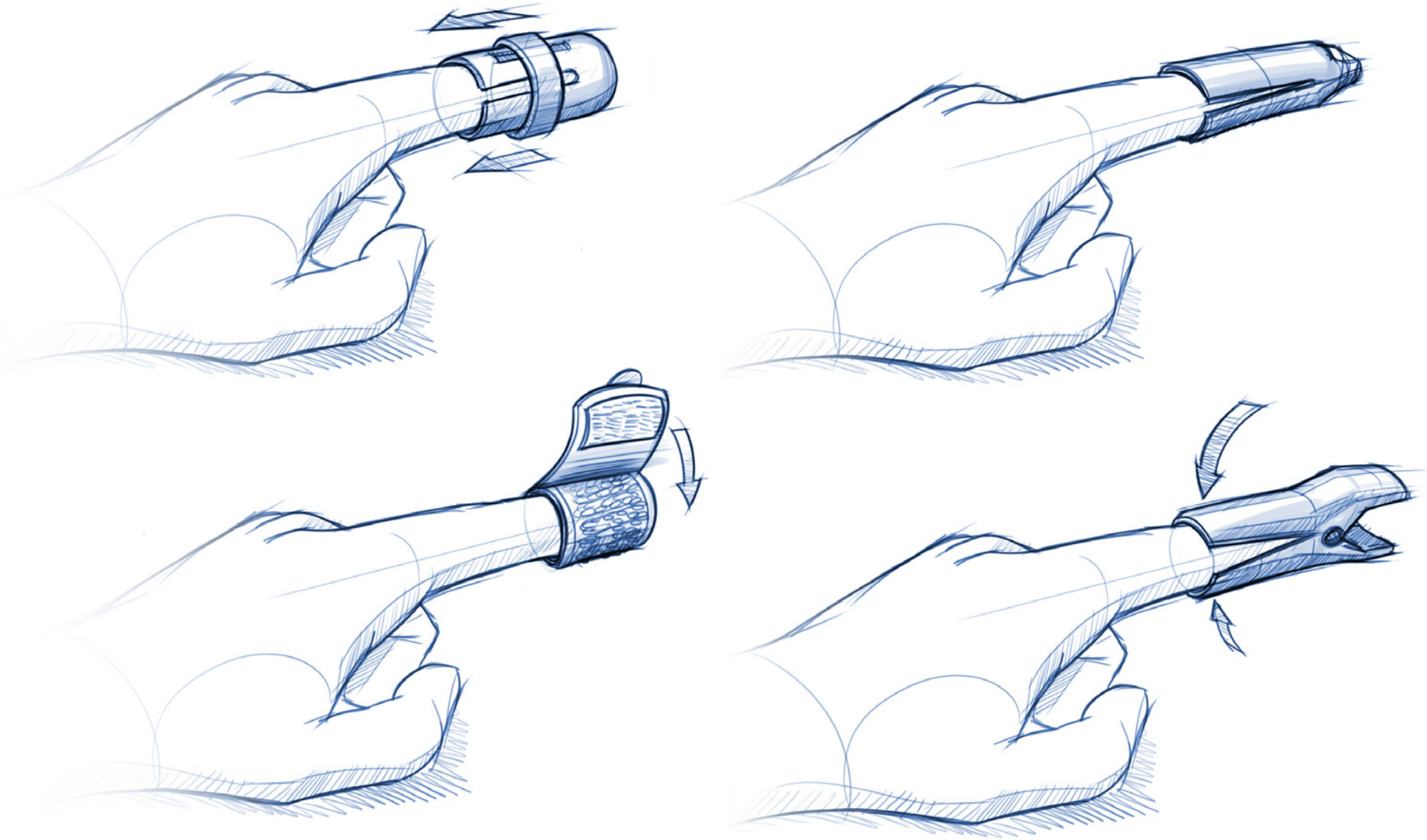
Sketching... To figure out how it works



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Sketching... To develop the right look

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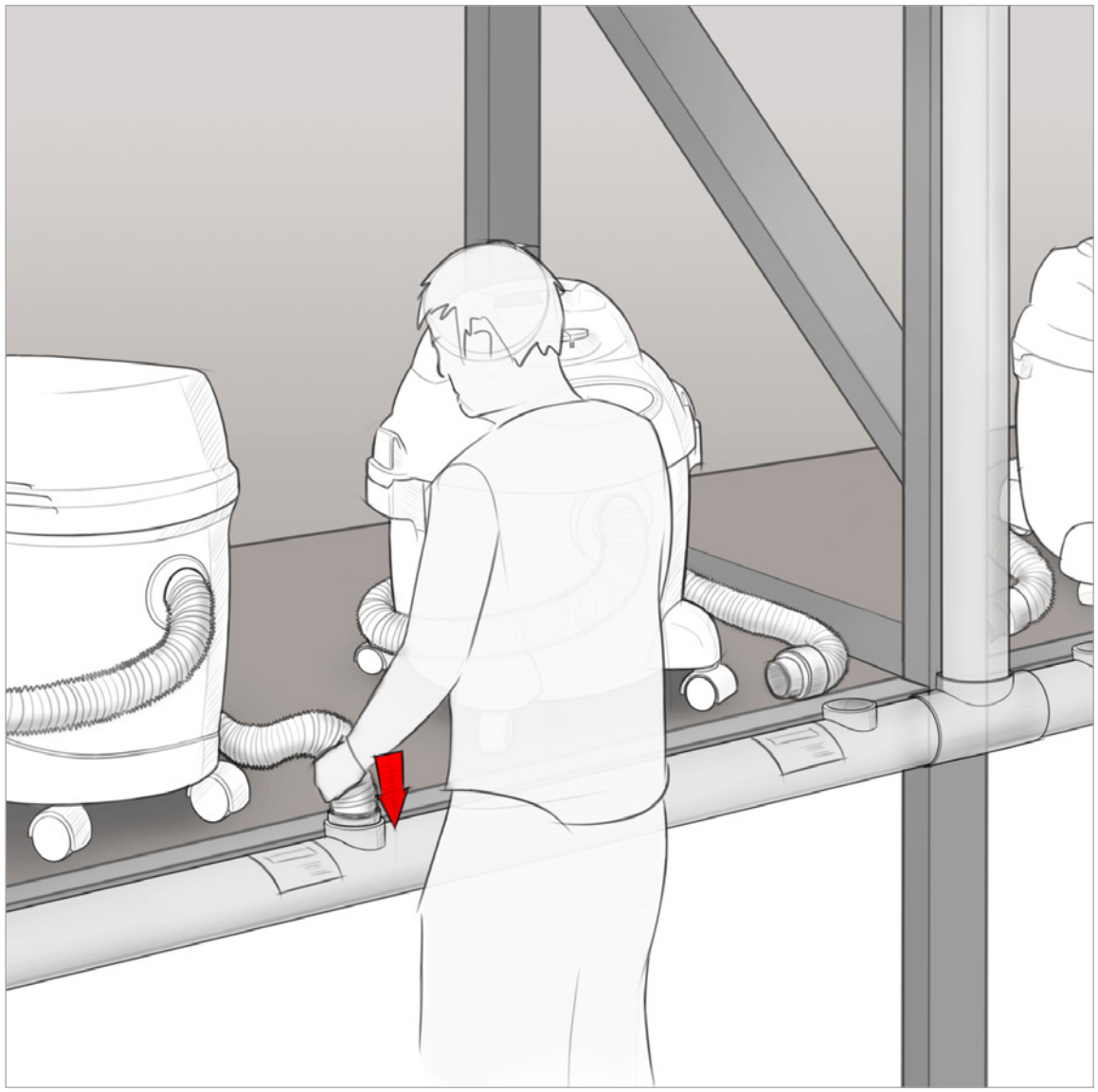
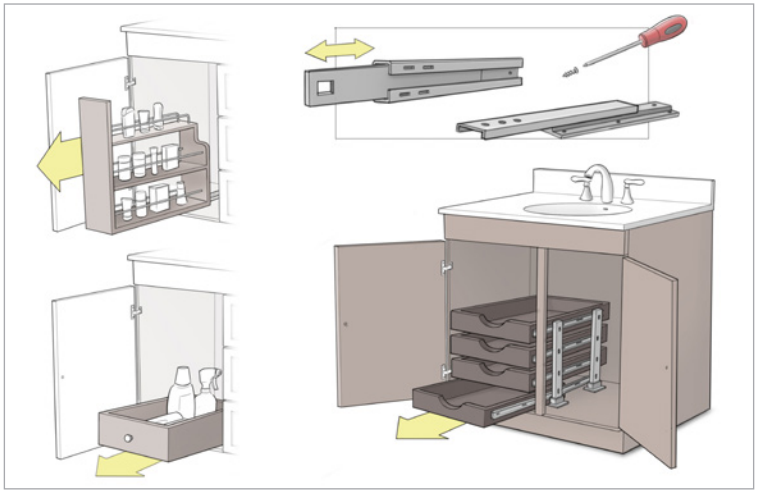
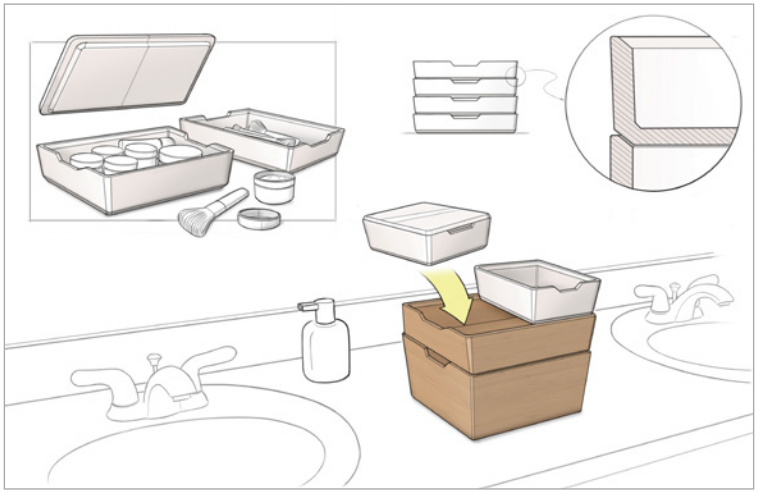
Sketching... To visualize concepts







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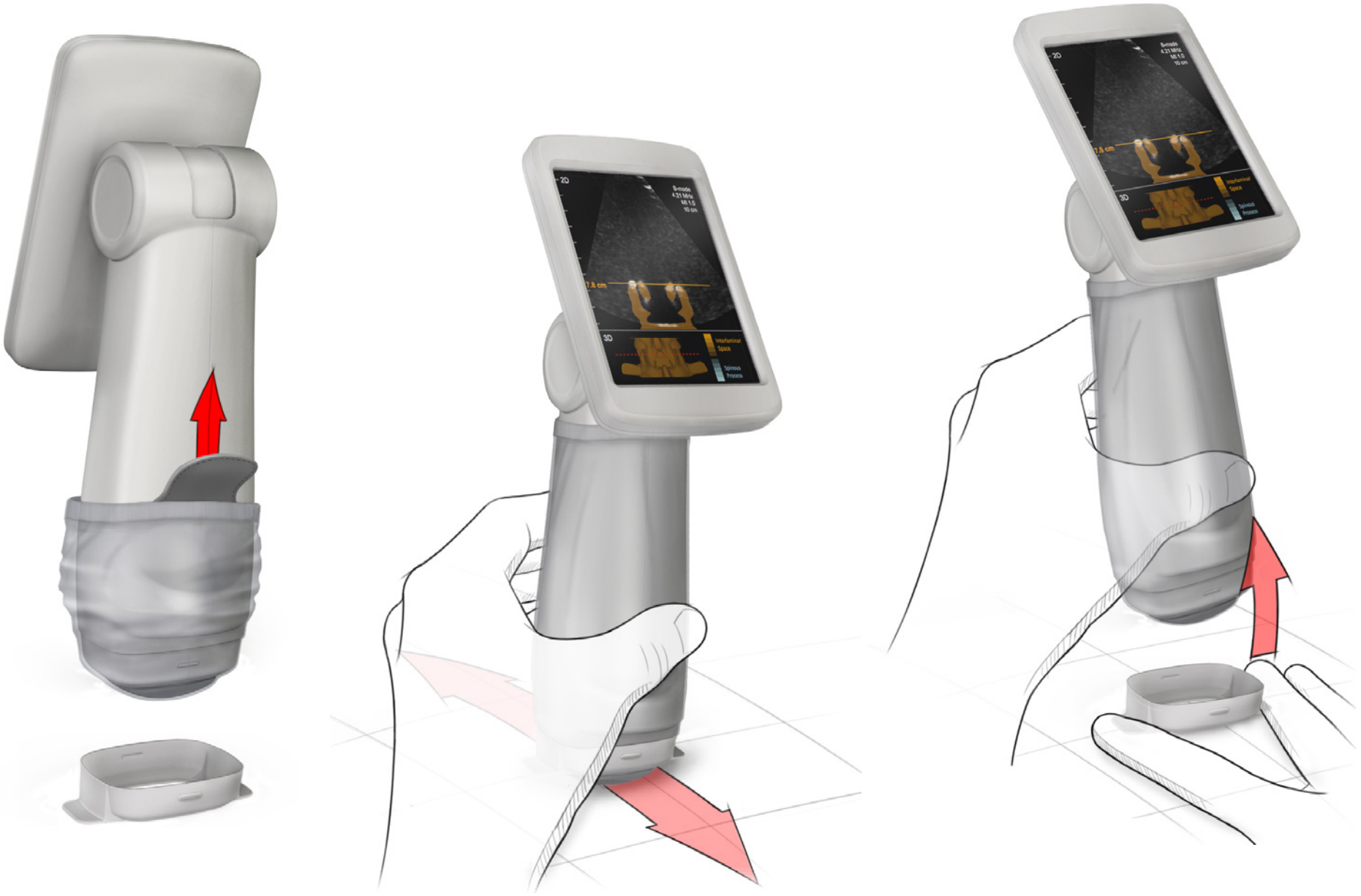
Sketching... To explain usage



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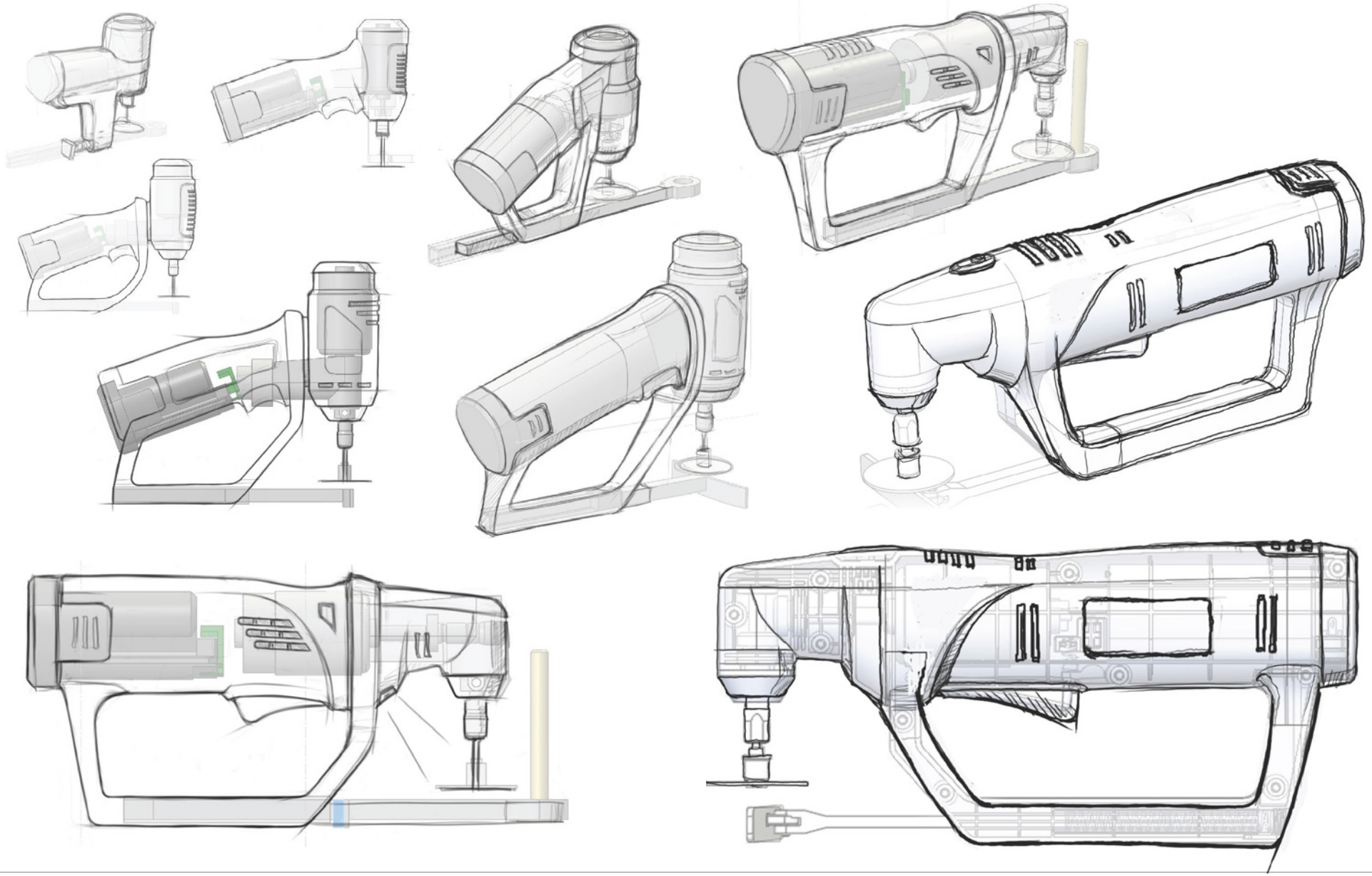
Sketching... To refine ideas before time-consuming CAD development



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Industrial Design is also a ***hands-on*** process...

Regardless of how crude it looks, a physical mock-up is often the quickest way to learn if a sketched concept will work.

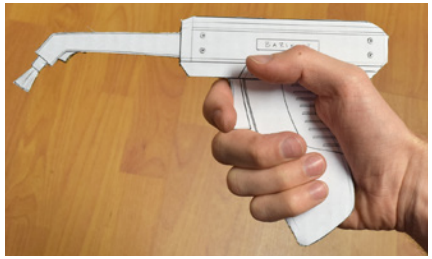
Physically interacting with a product provides immediate feedback on comfort and ease of use, and helps to identify problem areas that could go unnoticed in the 2-D world.

Industrial designers strive to put themselves in the shoes of a product's user to assure the best possible end product... And the best way to do that is by actually ***using*** the product themselves!

Brainstorm... *How will it be used?*

Test... *Will it work?*

Refine... *How does it feel?*



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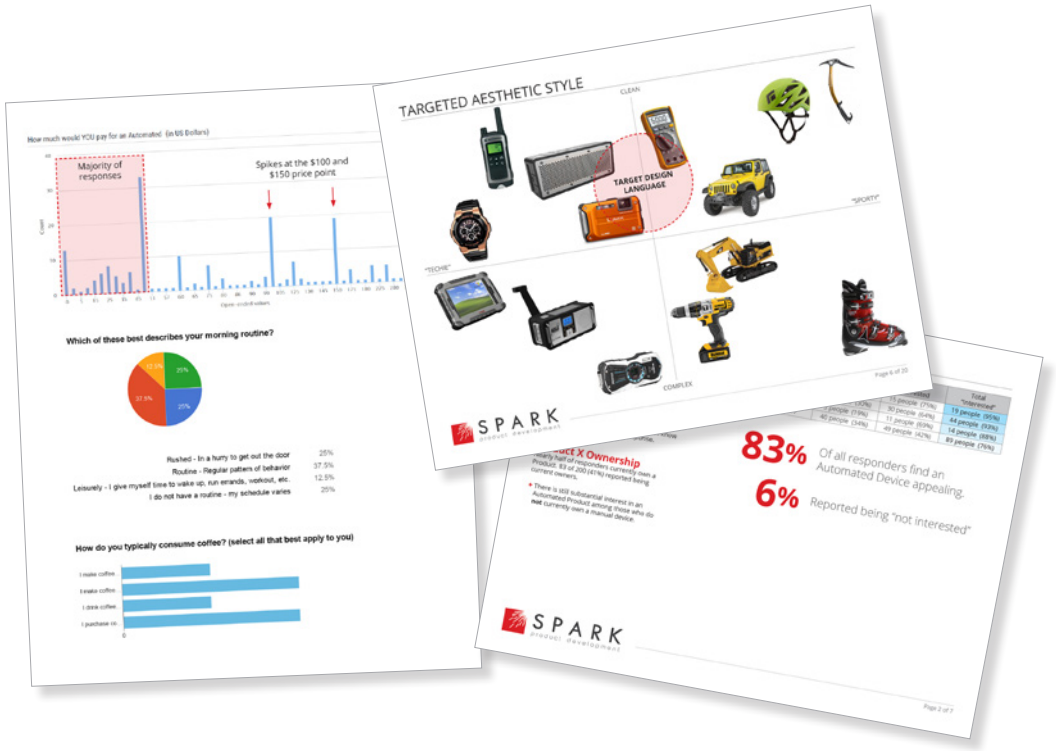
SO... IS IT ***WORTH*** IT?

Industrial Designers use ***research*** to identify opportunities

Research takes time, but ultimately it can save (or make!) you money by ensuring you're on the right path to creating a usable, desirable, and marketable product that speaks to your end user's *actual* wants and needs.

A research phase can:

- ***Study*** consumer habits to identify opportunities for entirely new product categories or features and improvements to existing products.
- ***Identify*** gaps in existing markets relative to consumer needs and behaviors.
- ***Define*** a target market and user group to assure the end product will fit their needs, appeal to their tastes, and resonate with the emotions of the end consumer.
- ***Analyze*** underlying issues to determine if there is a better means for solving a root problem that is not immediately evident.
- ***Gauge*** interest in a concept to confirm a market exists prior to production investment.
- ***Test*** how a product will actually be used to confirm it is intuitive, functional, and comfortable.



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Industrial Designers ***question*** basic assumptions to find better solutions

Why does a pitcher have to be filled from the top?

If it can be filled faster, in a smaller container, and without clearance issues under any sink!

For that matter, why is the top... the top?

If it's stored and used upside down!

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Industrial Designers ***think*** through problems before they become headaches

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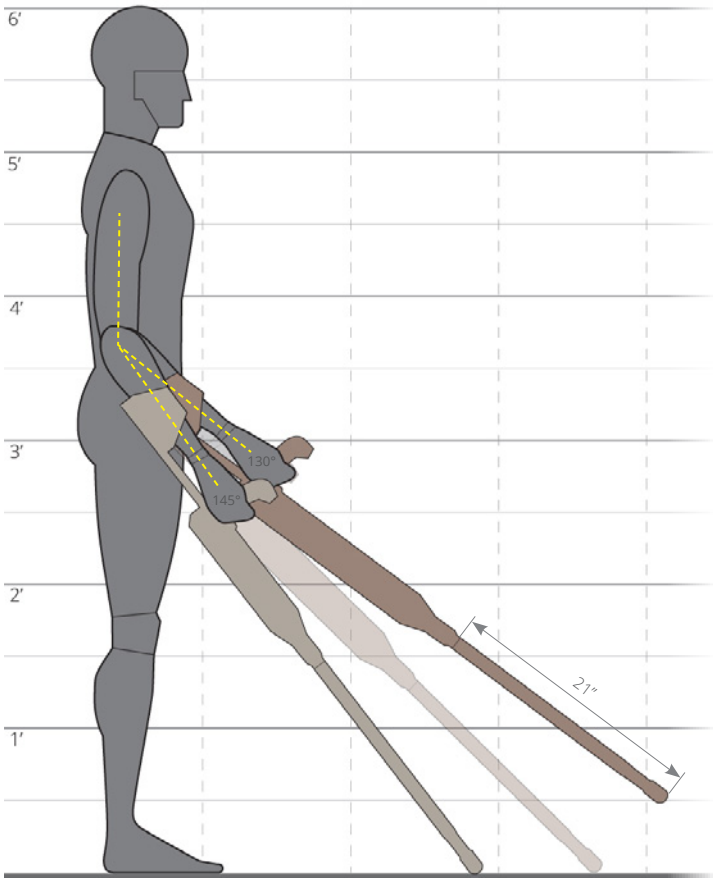
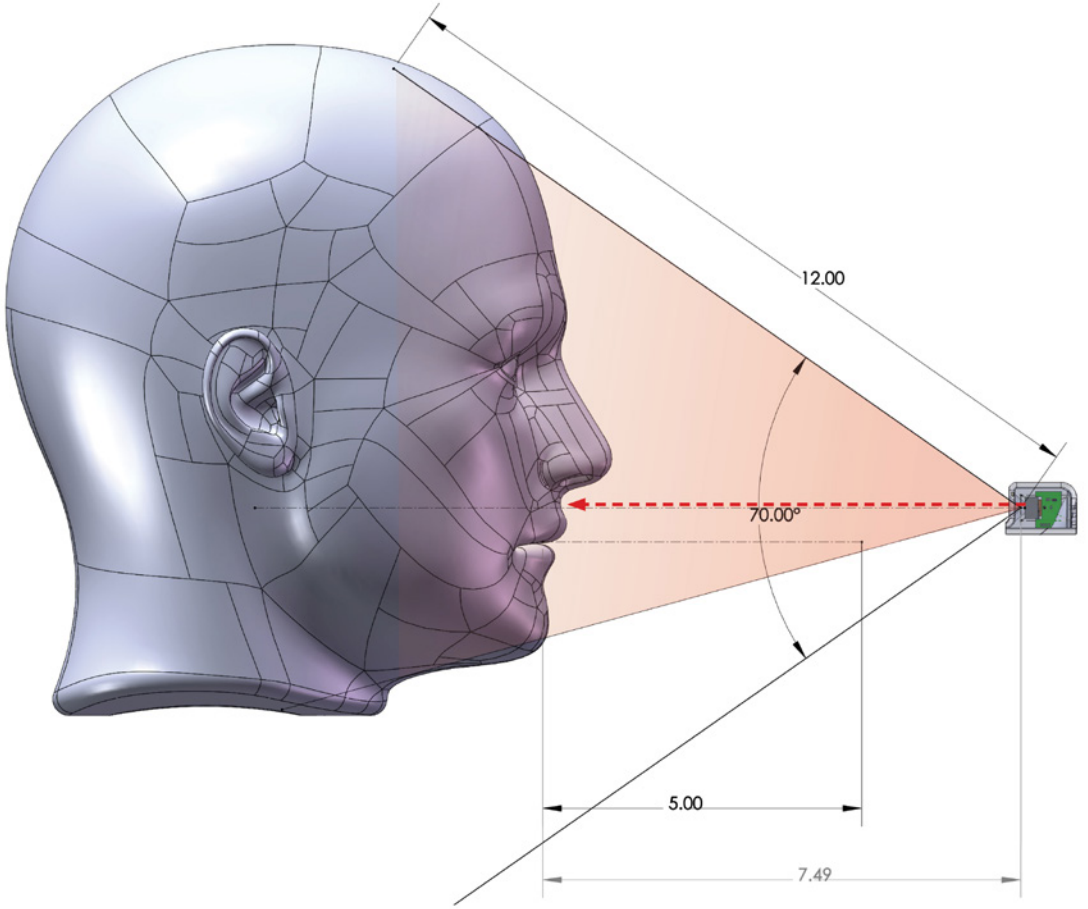
Industrial Designers check the *fit*





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Industrial Designers can help you ***visualize*** a future product

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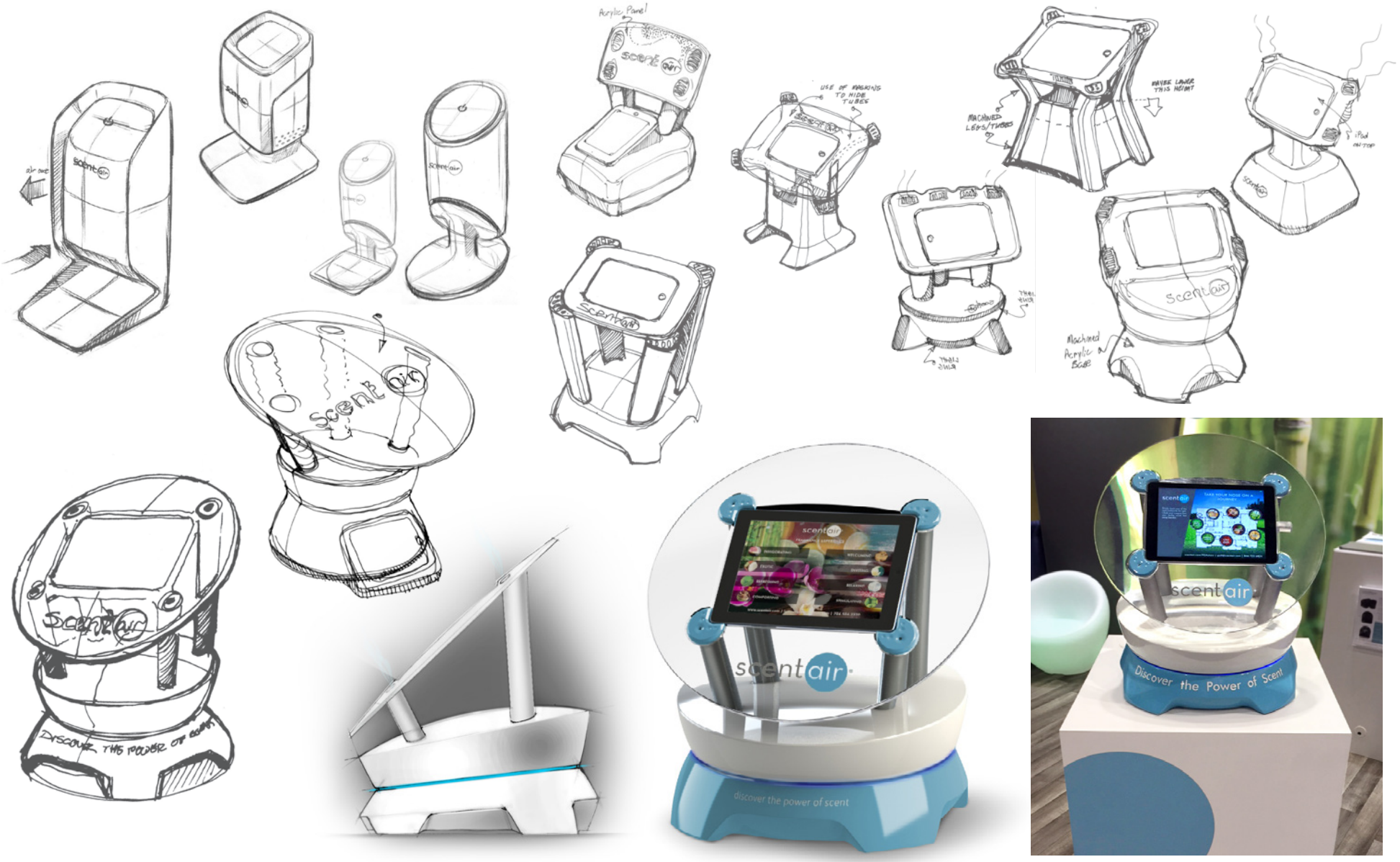
Industrial Designers make sure you get exactly the ***right look***



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Good design makes the ***difference!***

STREAMLINE THE PROCESS

It is all too easy to get tunnel vision in the product development process; rushing ahead and missing design opportunities or stumbling into roadblocks that can lead to expensive backtracking down the road.

Industrial design is the best way to avoid this, by clearly defining the root problem from the onset, exploring a broad range of solutions before committing to more costly mechanical development, and clearly visualizing a final concept so all parties can agree on a direction before pursuing production.

Feel Better

IMPROVE PRODUCT QUALITY

An adequate concept phase will assure you're putting your best foot forward ***before*** investing in production. Manufacturing a poor design can cost as much, or more than, a good design, so it's well worth the time up front to make sure you get it right the first time.

Industrial design will also leave your end product with a refined look and feel that is more intuitive and enjoyable to use. You don't want your customers to say your product "gets the job done," you want them to say they "***love it!***"

Work Better

APPEAL TO MORE CUSTOMERS

Consumers around the world are increasingly ***expecting*** refined and stylish products. The better a product looks, works, and feels, the easier it will be to market and the more it will stand out from the crowd. A well designed product will also speak to it's target market, appealing directly to the needs and tastes of your end consumer.

Take note- All of the products on the far right were quite successful, but ***none*** of them were the first to market!

Look Better

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