



Goals : Discover relevant information and organize it in such a way that it informs the rest of the development process.

Methods :
 Observational Research - Video ethnography,
 Experiential Research - use experience analysis
 Formal Research- Interviews, focus groups
 Perceptual Mapping
 Behavioral Modelling
 Visual opportunity analysis
 Future Scenarios

Deliverables :
 Research Summary
 Perceptual Maps
 Mood Boards
 Market opportunities

Goals : Develop a diverse range of design concepts that achieve project goals.

Methods :
 Brainstorming
 Sketching
 Form and volume study mock-ups
 Graphic layouts
 Design intent CAD
 Ergonomic evaluation
 User interface models

Deliverables :
 Sketches
 Mock ups
 Design Intent CAD
 Ergonomic bucks
 Manufacturing Strategy
 Configuration Studies

Goals : Detail refined design concepts into manufacturable product specifications.

Methods :
 Color / Finish Detailing
 Prototyping
 Component Evaluation
 Component Specs
 Regulatory Accomidation
 Testing
 Risk Analysis

Deliverables :
 CAD Database
 Prototype
 Drawing package
 Bill of materials

Goals : Deliver product database and ensure appropriate manufacturing by suppliers and vendors.

Methods :
 Alpha article review
 Beta article review
 Tooling support
 Tooling*
 Low run manufacturing**

Deliverables :
 Evaluation Documents
 Tooling*
 Product*