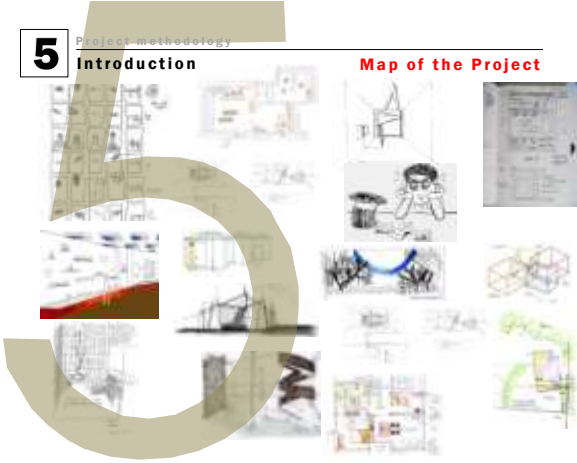


5 Project methodology Introduction

Map of the Project



5 Project methodology Introduction

Map of the Project



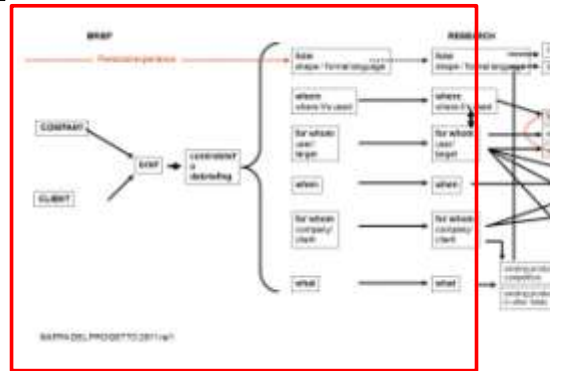
5 Project methodology Introduction

Map of the Project



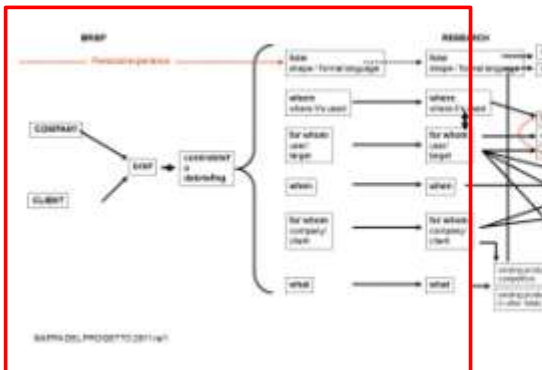
5 Project methodology Introduction

Map of the Project



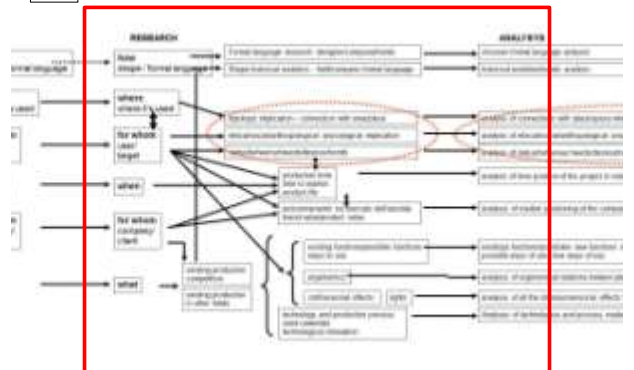
5 Project methodology Introduction

Map of the Project

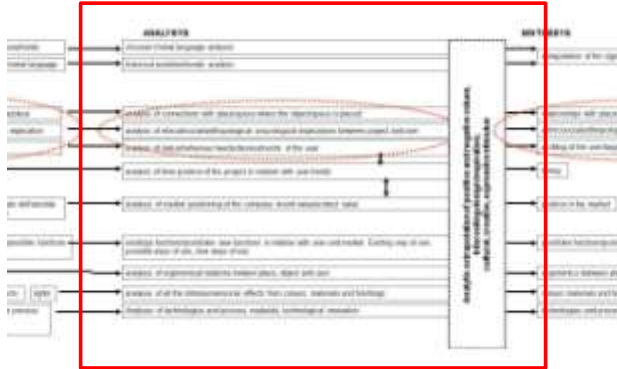


5 Project methodology Introduction

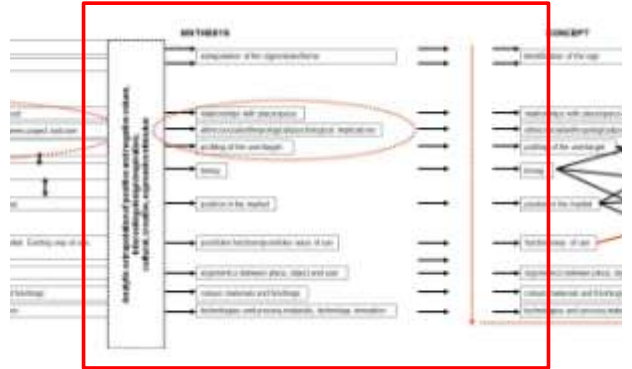
Map of the Project



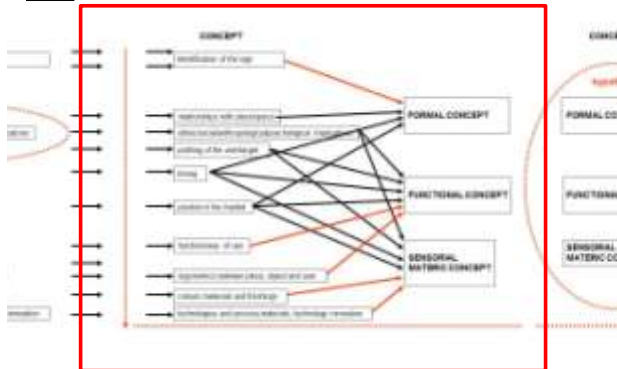
5 Project methodology Introduction **Map of the Project**



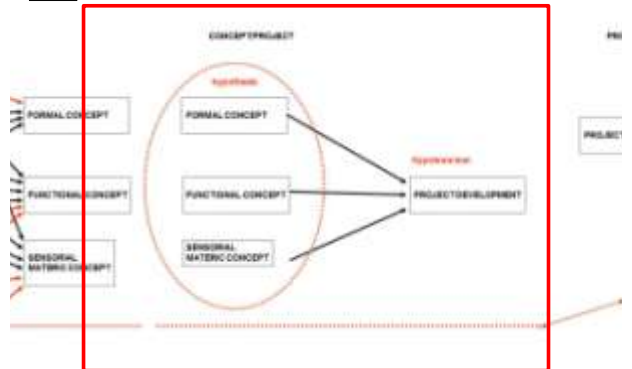
5 Project methodology Introduction **Map of the Project**



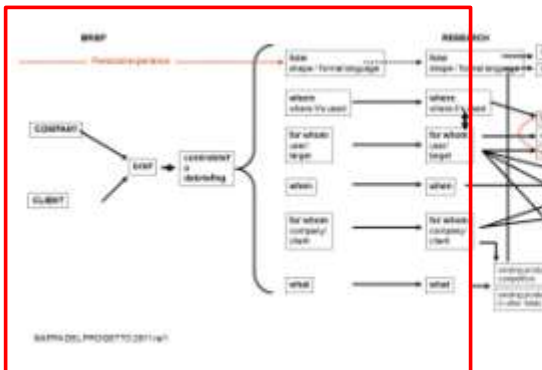
5 Project methodology Introduction **Map of the Project**



5 Project methodology Introduction **Map of the Project**



5 Project methodology Introduction **Map of the Project**



5 Project methodology Introduction **Map of the Project**

What does brief stand for?

- Descriptive document:**
Clear - understandable - summary - complete
- Collecting Information**
Market - Product - Functions - Design
- Objectives and Requirements of the company**
Cost / Price - Timing - Target Market
- Guideline for the project**
Predetermine objectives - disposable bases for the result
- Experience**
Professional - E. of life - study - interview
- 1° objective:** understand client/company/customer



5 Project methodology
Introduction **Map of the Project**

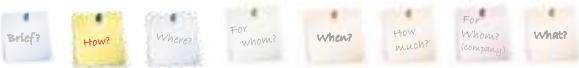


Form and Language
Identify Design & Designer - Style

Works / Products Reference
Analyze "why" of forms and formalisms

Historical evolution
Retrace the history of the product / company

2° objective: research your own expressive language



5 Project methodology
Introduction **Map of the Project**

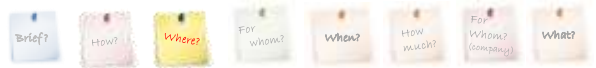


Context
Ethnic - social - anthropological - psychological

Place
Use - Installation

Overall look
Locate habits - social membership - Culture - Experience

3° objective: understand where the object is used



5 Project methodology
Introduction **Map of the Project**



User
Habits of life - behavior - relationships - interaction

Status
Ability - Disability - desires - needs - requirements

Ergonomics
Usability - Interaction psychophysics - Orientation - Semiotics

Sensoriality
Sensitivity - Intuition - Skills and talents

4° objective: analyze behavior of user



5 Project methodology
Introduction **Map of the Project**



Timing
Market - Trends - Fashion - Function

Time to Market
Development time- production - the object's life

Technology
Production - product - accessories

5° objective: determine the temporal position of the product on the market



5 Project methodology
Introduction **Map of the Project**



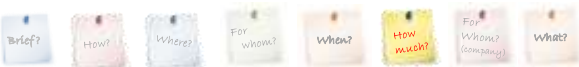
Cost of construction
Mode of production - Materials - Technologies - Design

Market positioning
Company - Target customer - Price - Channel Sales - Logistics

Amount
Exclusivity - Mass - Suppliers

Brand
Corporate values - brand - product values

6° objective: Cost of the project



5 Project methodology
Introduction **Map of the Project**



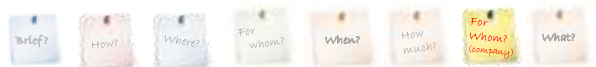
To which company / client you are designing?
Identity - brand - company history

Innovative capacity
Technologies - buying - hinterland suppliers

Language / History
Design - Style - Customers - Product History

Market
Competitors - Benchmarking

7° objective: Analyze company and his own market



5 Project methodology
Introduction **Map of the Project**



- Knowing the product**
Category - Dimensions - Forms - Functions - Clone or existing solutions
- History**
Stylistic development - technological evolution
- Market**
Channel Sales - Products and neighboring competitors
- Use**
Scope of direct and indirect use

8° objective: Knowing the product category

