

6 Project methodology
Introduction Definitions of roles/participants



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What is it?
What it does?
The participants
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What design is?
Design is not only shape!
No!
Only shape = styling

design styling

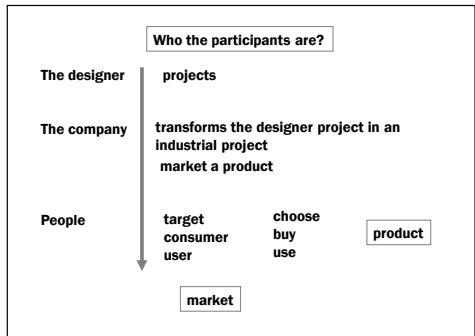
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design = project
What the designer does?
design **objects/products** for people

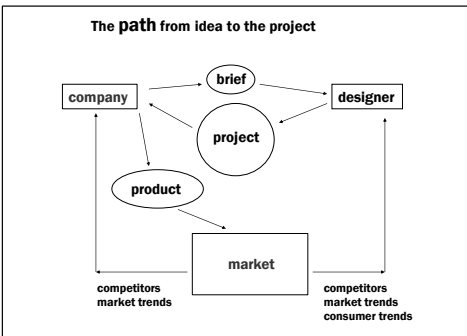
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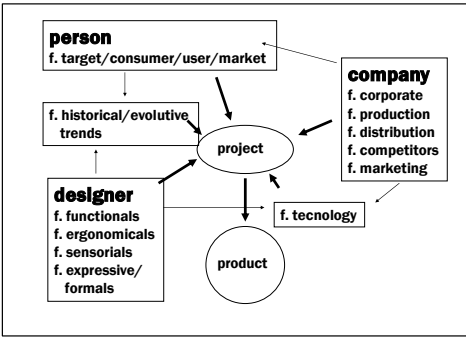
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What the project is?
project is **creative synthesis** of many **factors**. One of this factors is the shape

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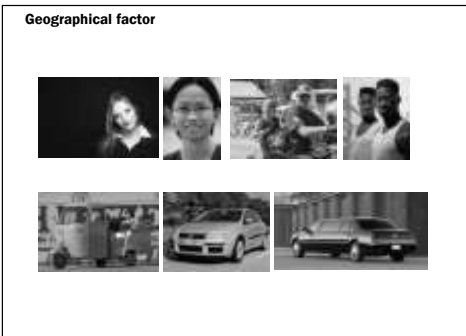
Person has:
identity - character - behaviour - habits

Consumer has:
necessity/desire - choose - buy

User:
uses - controls - switch on - switch of - drives - throws away - breaks - dismantles - repairs - replaces - cleans

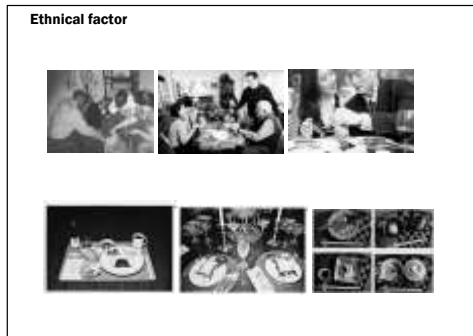
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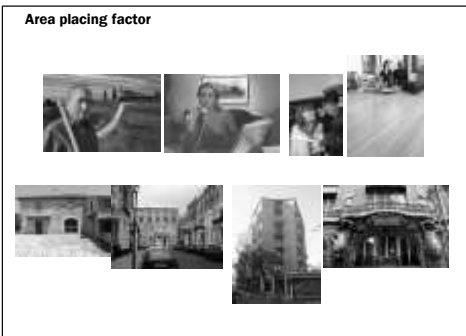
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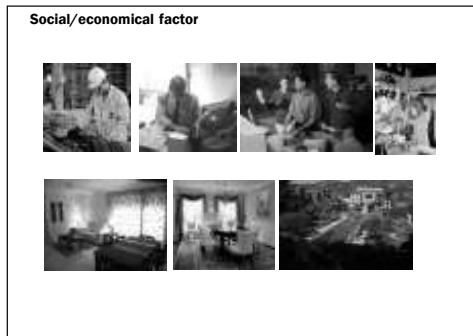
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Age factor

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Family factor

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Historical /evolutive factor
the '50s

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Historical/evolutive factor
the '60s

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Historical /evolutive factor
the '70s

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Historical /evolutive factor
the '80s

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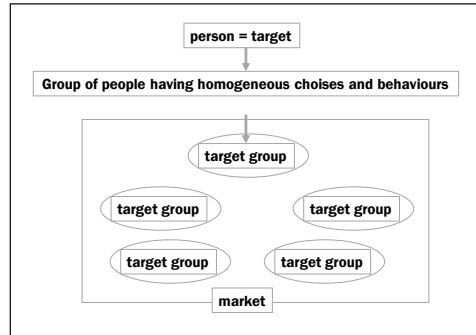
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Historical /evolutive factor
the '90s



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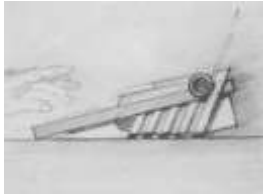
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Human Factor
Ergonomics analyzes and studies the relation between user and object
The goal is to project objects and machines wich give to the user comfort, intuitive way to use, positive sensorial and emotionals perceptions



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Human Factor ergonomics consists of three aspects:
anthropometry
usability
sensorial/emotional aspects (new human factors)



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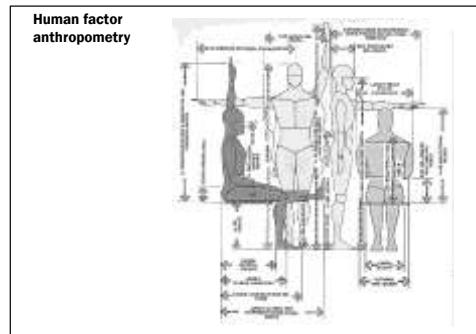
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Human factor anthropometry



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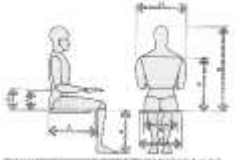
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Human factor anthropometry



	Male	Female	Male	Female
Stature	175	160	175	160
Upper limb length	710	660	710	660
Forearm length	430	400	430	400
Hand length	190	180	190	180
Hand width	85	80	85	80
Wrist circumference	160	150	160	150
Wrist height	100	95	100	95
Elbow height	135	130	135	130
Shoulder height	145	140	145	140
Shoulder width	44	42	44	42
Shoulder depth	15	14	15	14
Upper arm length	48	46	48	46
Lower arm length	23	22	23	22
Hand width	85	80	85	80
Hand length	190	180	190	180
Hand circumference	180	170	180	170
Hand depth	75	70	75	70
Hand thickness	45	42	45	42
Hand breadth	85	80	85	80
Hand height	100	95	100	95
Hand width	85	80	85	80
Hand length	190	180	190	180
Hand circumference	180	170	180	170
Hand depth	75	70	75	70
Hand thickness	45	42	45	42
Hand breadth	85	80	85	80
Hand height	100	95	100	95
Hand width	85	80	85	80
Hand length	190	180	190	180
Hand circumference	180	170	180	170
Hand depth	75	70	75	70
Hand thickness	45	42	45	42
Hand breadth	85	80	85	80
Hand height	100	95	100	95

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Human factor usability



6 Project methodology - 1 year
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Human factor, cognitive ergonomics and behaviour psychology



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Human factor Interaction



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Human factor Sensorial /emotional aspects (new human factors)

touch
 sight
 smell
 taste
 hearing



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Human factor Sensorial /emotional aspects(new human factors)

touch
 sight
 smell
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 hearing



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company factor

company dimension
multinational/handicraft
sales/staff



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company factor

Corporate Identity/position on the market

audi/skoda



rolex/swatch



gucci/h&m



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production factor

type of production

	multinational	medium/small company	handicraft
high production		medium	from 1 to 10 pieces
automatic production		semi handicraft	one by one
product optimization		idem	no
low production cost		medium	high
pluri target		target	person

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expressive/formal factor

companies
braun



BRAUN


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expressive/formal factor

companies
ferrari



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expressive/formal factor

companies
b&o



BRUNN & CLUETTER B&O

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expressive/formal factor

companies
apple

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competitors factor

In order to project a same level product or a better product from this point sof view:
price
performances
technology
image
design
company and designer must know deeply the competitors of the same product

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marketing factor

marketing analyzes market and target to define the products of the future
when marketing defines a product establishes some parameters wich become binding for the project:

target price
time to market
time to stay on the market
target
product image
performances
market positioning
amount of selling

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commercial distribution factor

specialized shop/showroom/GDO

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technological factor

wood
Single material - with other materials

Zig zag chair by Gerrit Rietveld Thonet chair Superleggera by Gio Ponti

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technological factor

bended wood
Single material - with other materials

Series 7 by Arne Jacobsen

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technological factor
Plastic
Single material - with other materials

Gaudi chair by Vico Magistretti

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technological factor
Leather - with other materials

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technological factor
cartboard - single material

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technological factor
metal composite
Single material - with other material

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technological factor
inflatable

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technological factor
composite - polycarbonates