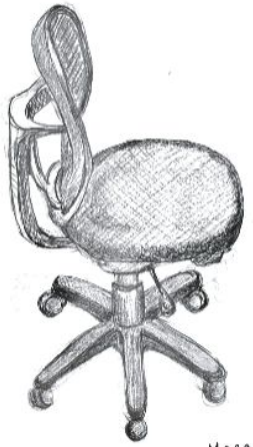
product DESIGN

OIDD 415 / 515
MEAM 415
IPD 515

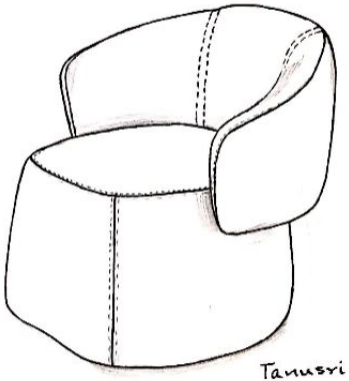
Prof. Taylor Caputo

Exceptional
Work

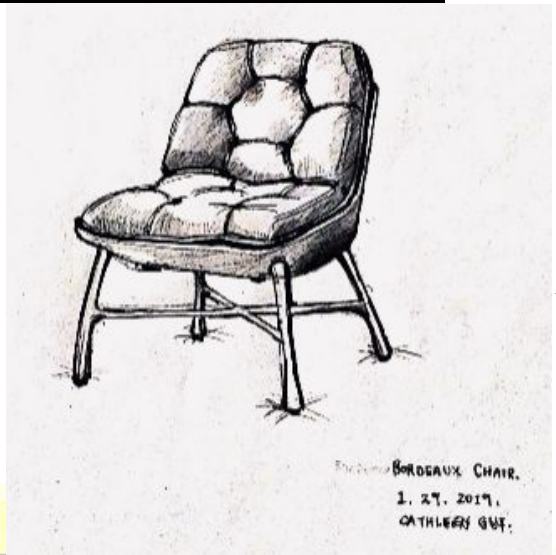


Maggie Zhang
24 January 2019

A. Luciano Paladino
28 January '19

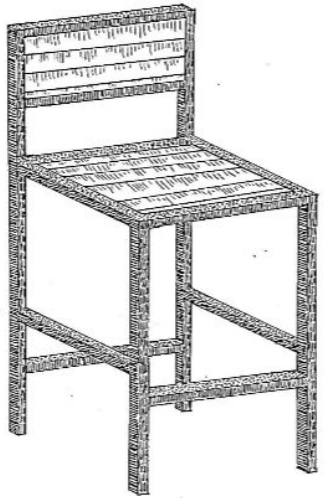


Tanusri Balla
January 28, 2019



BORDEAUX CHAIR.
1. 29. 2019.
CATHLEEN GUT.

DESK CHAIR



Claire Huang
01.31.19

ReCap

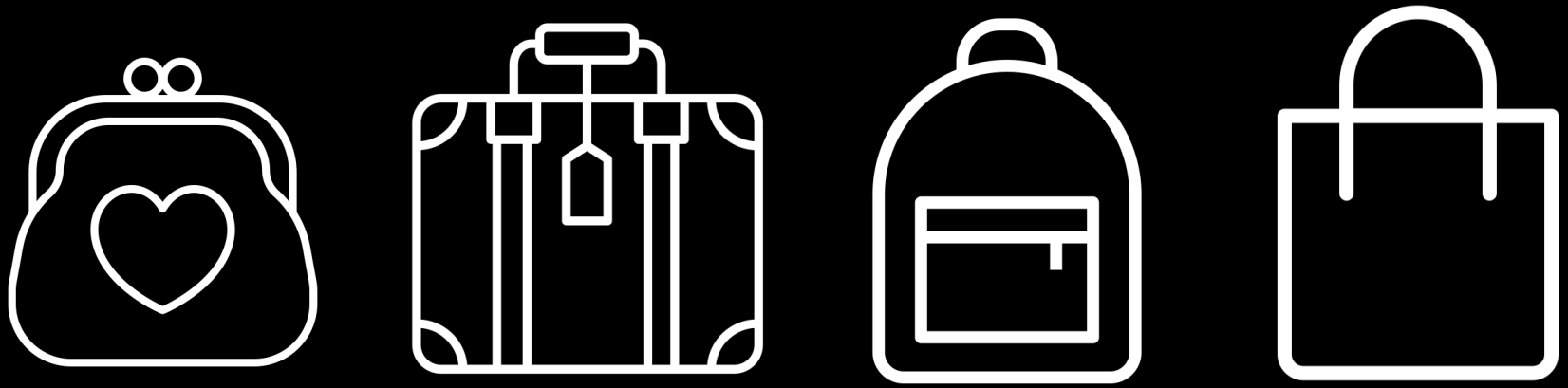
- Human Centered Design
- Extreme Users
- Interview Techniques
- PennBag Challenge
- Email productdesignwharton@gmail.com for questions
- Submit Lecture Attendance correctly!

Class Agenda

- Team Formation
- Sharing Insights with team (15 minutes)
- Concept Generation (10 minutes)
- Concept Selection (10 minutes)
- Prototyping Time

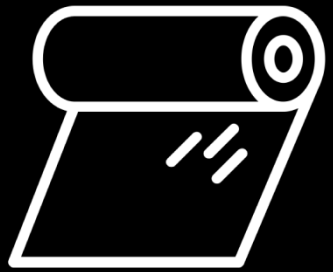
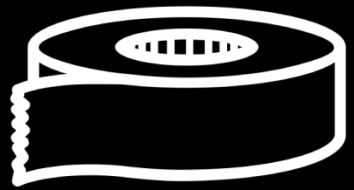
PennBag Challenge

Your challenge is design a better bag for Penn students.



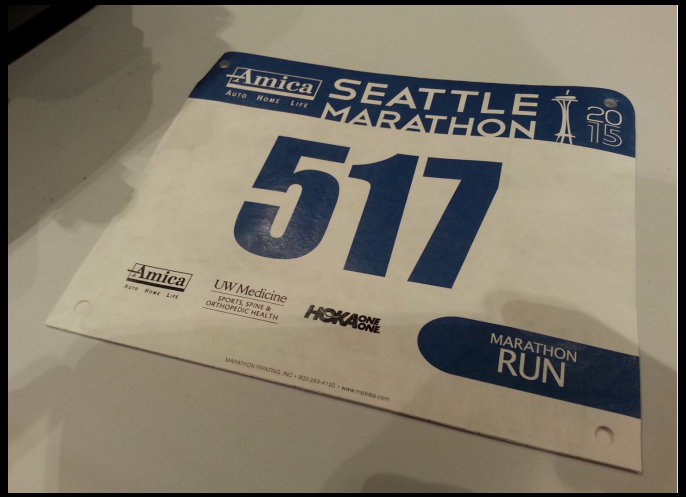
PennBag Challenge

You can only use the Tyvek, duct tape, velcro, and staples provided.

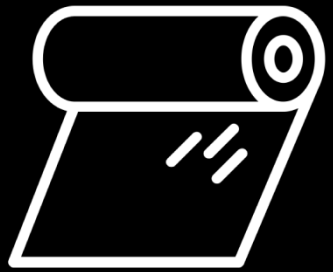
Tyvek


DUPONT
Tyvek
HomeWrap

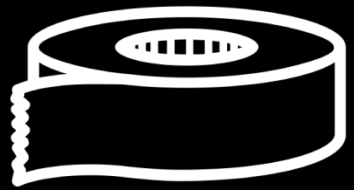

Amica
AUTO HOME LIFE
SEATTLE
MARATHON
2015
517
Amica
UW Medicine
SPORTS, SPINE & ORTHOPEDIC HEALTH
HOKA ONE ONE
MARATHON
RUN


PRIORITY
MAIL
TRACKED
INSURED
P
PRIORITY MAIL 2-DAY
MAILING ENVELOPE
USPS TRACKING NUMBER

fabric



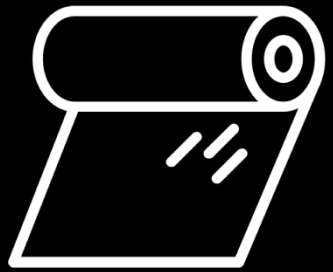
seams

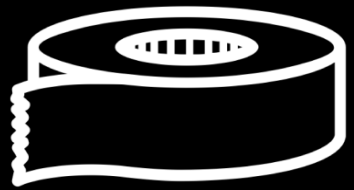


seams

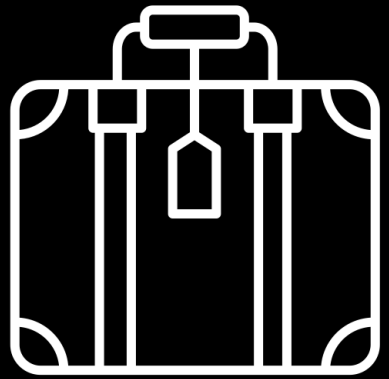
zippers
buttons
closures

fabric + cover surface =





“leather”



Looking Ahead (Homework)

- PennBag Tests **[Team Assignment] your team must finish two prototypes to complete this assignment. You'll have time to start building at the end of class today.**
- **Customer Needs [Main Project]:** Conduct 4 ethnographic interviews and compile list of needs
- **Visualization II** [Individual]

Looking Ahead (Next Week)

- Time to Build your Final PennBag Prototype (**so come prepared with your final design**), bringing a pattern is highly recommended (40 minutes)
- 2 Minute PennBag Pitch
- We will weigh all the bags to determine manufacturing costs (so there's a tradeoff between functionality and cost) and to calculate profits after the pitch

Share Insights With Team

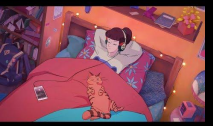
Submit a team name and members' names on Menti.

Discuss your camera journals and major needs you identified.

15:00

Concept Generation

Individually sketch 5 bag concepts/designs.



Consider Designing for an extreme user or domain, or incorporating features from this research:

- cooking & packing lunch
- speakers & headphones
- waterbottles
- going to the gym
- keys & wallet organization
- waking up, morning routines
- biking

Group Concept Generation

Share your designs and build on other's ideas.

*Choose **two** designs to prototype. Designs can be either full bag designs, and/or crucial features or attributes to test.*

Prototyping Time

Until end of class.

- Prototypes are a physical, close approximation of your ideas/concepts. They can be a single attribute (ex. modularity), a small scale model, or a full scale model lacking full details or functionality.
- Manufacturing costs will be estimated with the final prototype calculated by weight.
- Again, your team must make two prototypes for user testing.
    - **Come to Rose or Elena's Office Hours if you need more materials.**