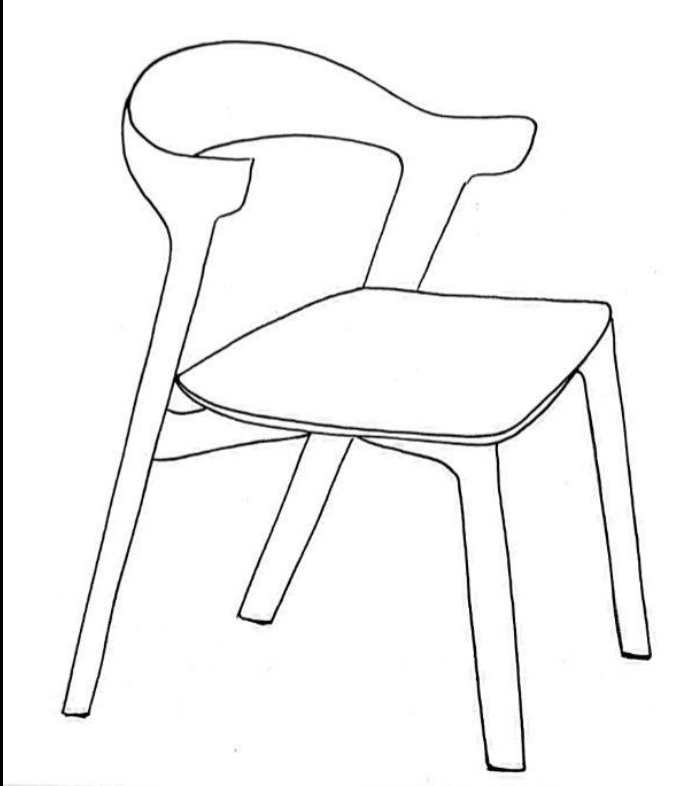


# Product Design

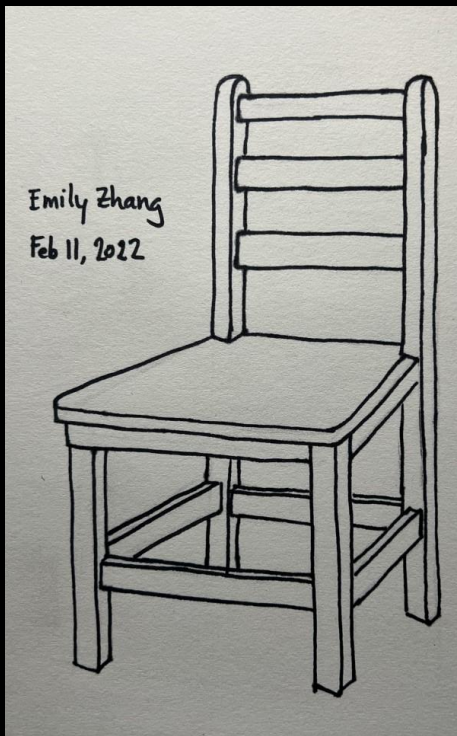
**OIDD 415/515**  
**MEAM 415**  
**IPD 515**

- **Warm Up**
- **Concept Generation**
- **Mini Prototyping Challenge**

*Great Work!*



# *Great Work!*



# ***Mash-Up Brainstorming***

**Bringing odd or unexpected things  
together to spark fresh ideas**

# *Mash-Up Brainstorming*

- Partner activity (with your main semester partner)
- Choose a broad category in which your product falls
  - List out everything you can think of having to do with that category
- Pick a second, opposing category
  - List again
- What products can we ideate that mash up the two categories?

# *Mash-Up Brainstorming*

## Elements of the Hospital Experience:

- Checking vital signs
- Patient transport
- Sitting in the hospital room
- Hospital food

## Elements of Hotels:

- Hotel mini bar
- Pool
- Room Service
- Concierge

# *Mash-Up Brainstorming*

## Elements of the Hospital

### Experience:

- Checking vital signs
- Patient transport
- **Sitting in the hospital room**
- Hospital food

## Elements of Hotels:

- **Hotel mini bar**
- Pool
- Room Service
- Concierge

# *Mash-Up Brainstorming*

Elements of the Hospital Experience:

- Sitting in the hospital room

Elements of Hotels:

- Hotel mini bar

A mini-fridge for hospital rooms to ensure an easy supply of healthy foods for patients and visitors





① Activities of Social gatherings



② Critical components of a Kickoff meeting



Mash em up!

- Experiences of a Kickoff meeting



# *Mash-Up Brainstorming*

- One minute: generate the broad category of your product
- Two minutes: generate ideas for category 1
- Two minutes: generate ideas for category 2
- 15 minutes: concept generation!
- Share your best idea with the class

# *Mash-Up Brainstorming*

- One minute: generate the broad category of your product
  - “The experience of getting a haircut”
  - “The experience of having houseplants”
- Write it on a post-it!



# *Mash-Up Brainstorming*

- Two minutes: list out everything you can think of having to do with your category on post its and stick to the wall
  - Items
  - Activities
  - Emotions



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# *Concept Generation*

- Start brainstorming your actual product with your partner (consumer products!)
  - Look at team customer needs, camera journal, etc.
  - Take notes and make sketches
  - You can use this brainstorming towards your Team 10 Concepts homework assignment for this week
    - Ten nicely illustrated and explained DIFFERENT concepts
    - Amazon test
  - All ideas are worthwhile! Encourage wild ideas!



# *Group Ideation & Feedback*

- 15 minutes for group feedback
  - Start by introducing your product to the other team
- Build on each other's ideas
- Consider:
  - Does it fulfill user needs?
  - Will it work?
  - What would it be made of?
  - What might it look like?



# *Homework this Week*

- Lecture: Industrial Design and Crowdfunding
- Team 10 Concepts assignment
- Visualization II
- Curve Exercise Part 3 Rhino video
- Surfaces from Curves Rhino video
- **For next class:**
  - Bring prototyping materials - cardboard, string, found objects or mechanisms to take apart, scissors, xacto knives
  - Come in with a nice sketch of one idea that you intend to prototype in class

# *Mini Prototyping Challenge*



# *Mini Prototyping Challenge*

- Get into a group of four (anyone is fine!)
- Take a mystery bag but DON'T OPEN IT!
- 5 minutes to brainstorm your challenge
- 10 minutes to build a prototype
  - No tape, scissors, glue or additional tools!



# *Mini Prototyping Challenge*

- 10 minutes to build a prototype
  - NO TAPE, GLUE, SCISSORS OR ADDITIONAL TOOLS!

