

How?

Situation overview:

- Examining the **existing concept** (strengths and weaknesses)
- Determining the **demand**
- Collecting **information**
- Studying the **target** and **competing products**
- Analysis of the initial **specifications**

Brainstorming:

- **Drawing**, without too many constraints
- Create a **bank of ideas**
- **Refining** the most interesting concepts

Selection of 3 concepts:

- Selecting **3 designs** reflecting the **constraints: feasibility, ergonomics, target**, etc.
- Refining the chosen concepts
- Transition from **sketches** to **computer-generated image**
- Resolving problems encountered
- Checking the initial **specifications**

Selection of the final concept:

- Refine after client **feedback**
- Transition from **2D to real 3D** (mockups, models)
- Analyse **industrialisation, ergonomics, aesthetics** (proportions, colours, etc.)

Prototype and follow-through to production:

- Testing the **prototype**: functionality, ergonomics, materials, etc.
- **Approve** the prototype, refine **production plans**
- Produce the production specifications
- Consult the **subcontractors**
- Follow up the **start of production**

[To view the result of this project, click here.](#)

[To view some other examples, click here.](#)



Phildesign studio
industrial production, virtual images