


Product Design V

Instructor-led academic course
with corporate client.



Objective

Focused on the development, testing and refinement of a new product, students researched user needs, then developed working prototypes to be field tested, documented, and analyzed, thereby learning the refinement process and documentation and presentation techniques



OTHER PLAYER.

The image shows several wooden sticks of varying lengths and widths, each with a white label attached. The labels contain words such as 'Glove', 'Lizard', 'River', 'Street', 'Tree', 'Pond', 'Rain', 'Dog', 'Rock', and 'Mouse'. The sticks are scattered on a grey carpeted floor. A semi-transparent white box is overlaid on the image, containing the text 'Project' and a paragraph describing a student project. In the bottom right corner, a portion of a printed document with numbered steps is visible.

Project

Student teams were asked to expand the original product offerings of Marbles The Brain Store, and explore potential new paradigms of marketable brain games. Teams were to research people's needs and interests, then develop viable solutions.

3. Player 1 draws a suit random stick and sets it down.
4. Player 1 sets down his first suit, draws another.
5. Player 2 lays down a relating word, which words be placed
6. If relating matches seem for fetched player must
7. When a loop is made player receives all the points



The Setup

Before the course started, I coordinated the experience:

- Found local business client to host project.
- Negotiated financial support of design competition.
- Scheduled and booked numerous client/student meeting events.
- Booked research and manufacturing experts to advise class.
- Built development and mentoring time into class time.
- Coordinated public focus group event for design feedback.
- Contacted media to cover the final contest outcome.

Project Schedule

Week/Date	Agenda
1 September-10 out of class	Intro, form teams, meet Client at Grand Visual research, generate presen
2 September-17 out of class	Visual surveys, blogs, class play observation. Organize Play Parties w/ friends play w/ family+friends, observe & document. Post to team blog by Friday
3 September-24 out of class	Vickie, Debbie, Austin present. Brainstorming referencing observations Generate presentation sketches of 20 concepts per team
4 October-1 out of class	Present concepts, filter concepts to 6 per team, prototype paper/foam Generate 6 paper/foam models
5 October-8 out of class	REVIEW with Austin , filter & revise 2 concepts, Storyboard instructions build solid protos, prep for public playparty
6 October-15 out of class	PUBLIC PLAYPARTY at school , interview & document revise protos, refine instructions
7 October-22 out of class	Present playdate results (from blog), refine and finish protos generate presentation materials and handouts for Playdate
8 October-29 out of class	PLAYDATE w/ MARBLES STAFF - MUST have playable protos compile video/photos post on blog
9 November-5 out of class	Debrief from playdate, revise concepts, begin CAD revise & begin final cad and protos
10 November-12 out of class	REVIEW with Austin , fabrication consultation Order parts, continue proto fabrication
11 November-19 out of class	Design packaging for concepts, revise instruction sheets packaging sketches
12 November-26 out of class	Fabricate packaging, Test final protos and packaging, build final presentation complete packaging and instructions, Generate presentations
13 December-03 out of class	Staff presentation for grade and critique revise presentations
14 December-10 out of class	Final Playdate, Winner Selection, media interviews The class will be notified of any changes.



The Warm Up

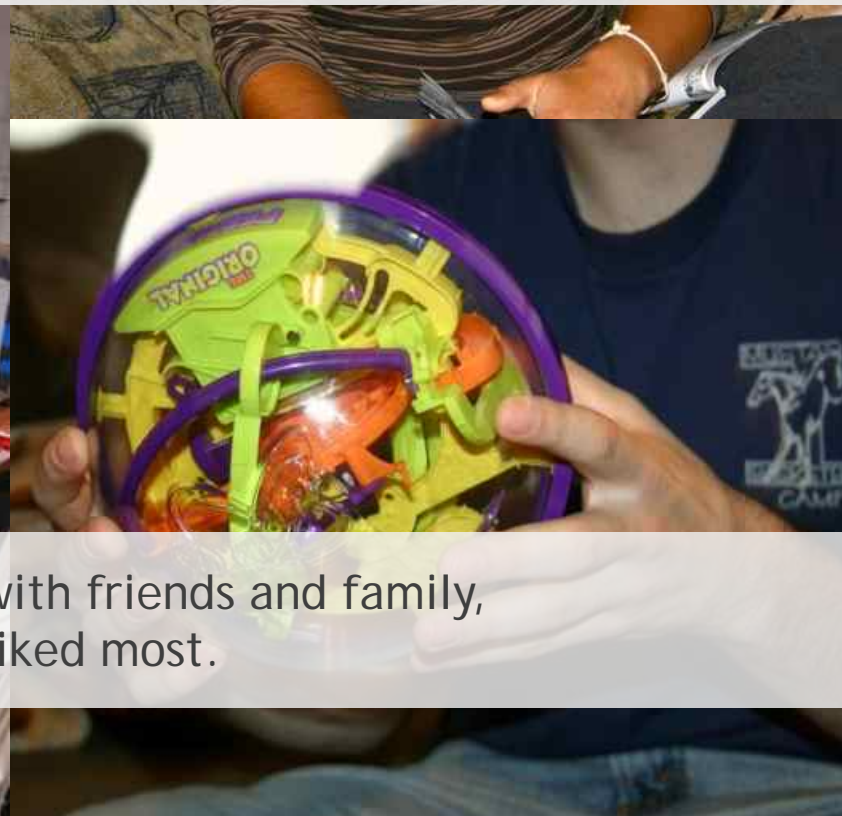


Kickoff was at a Marbles store, for a meeting with the founders of the company to learn what Marbles already knows about their customer base, and the types of products that sell best for them.



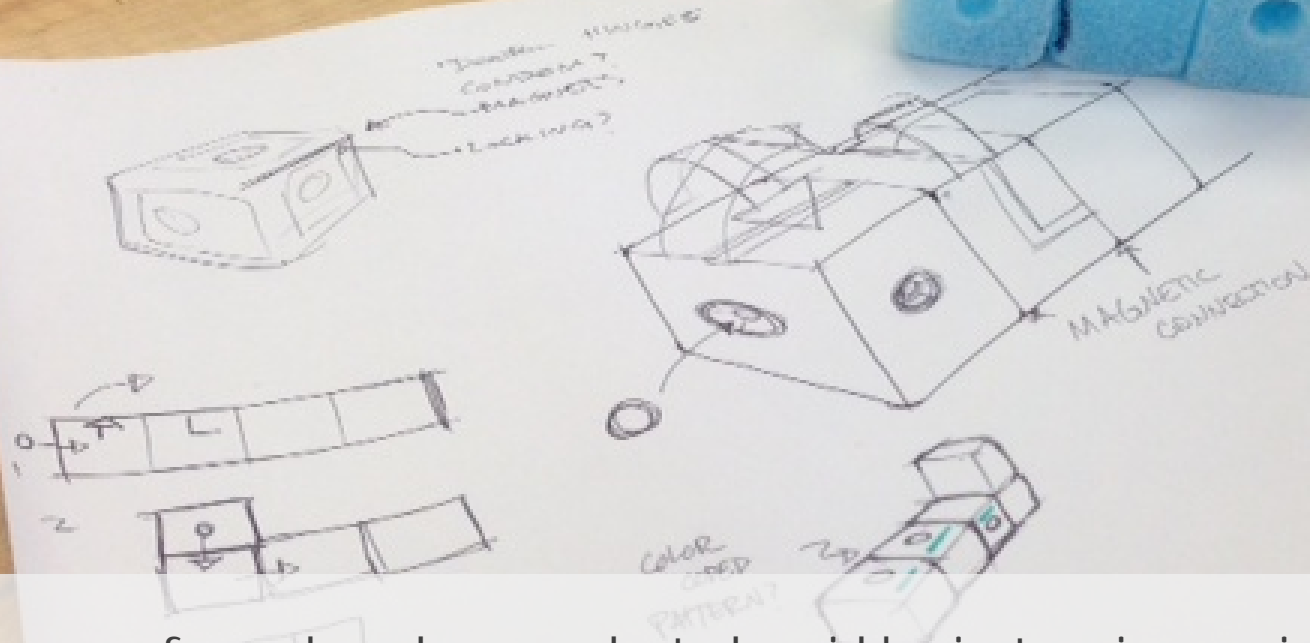


User Research



Students were asked to host play parties with friends and family, and ask survey questions on what people liked most.

Development



Teams were formed, and we conducted rapid brainstorming sessions, responding to the feedback from the play parties. Then I had them make basic prototypes of multiple concepts.



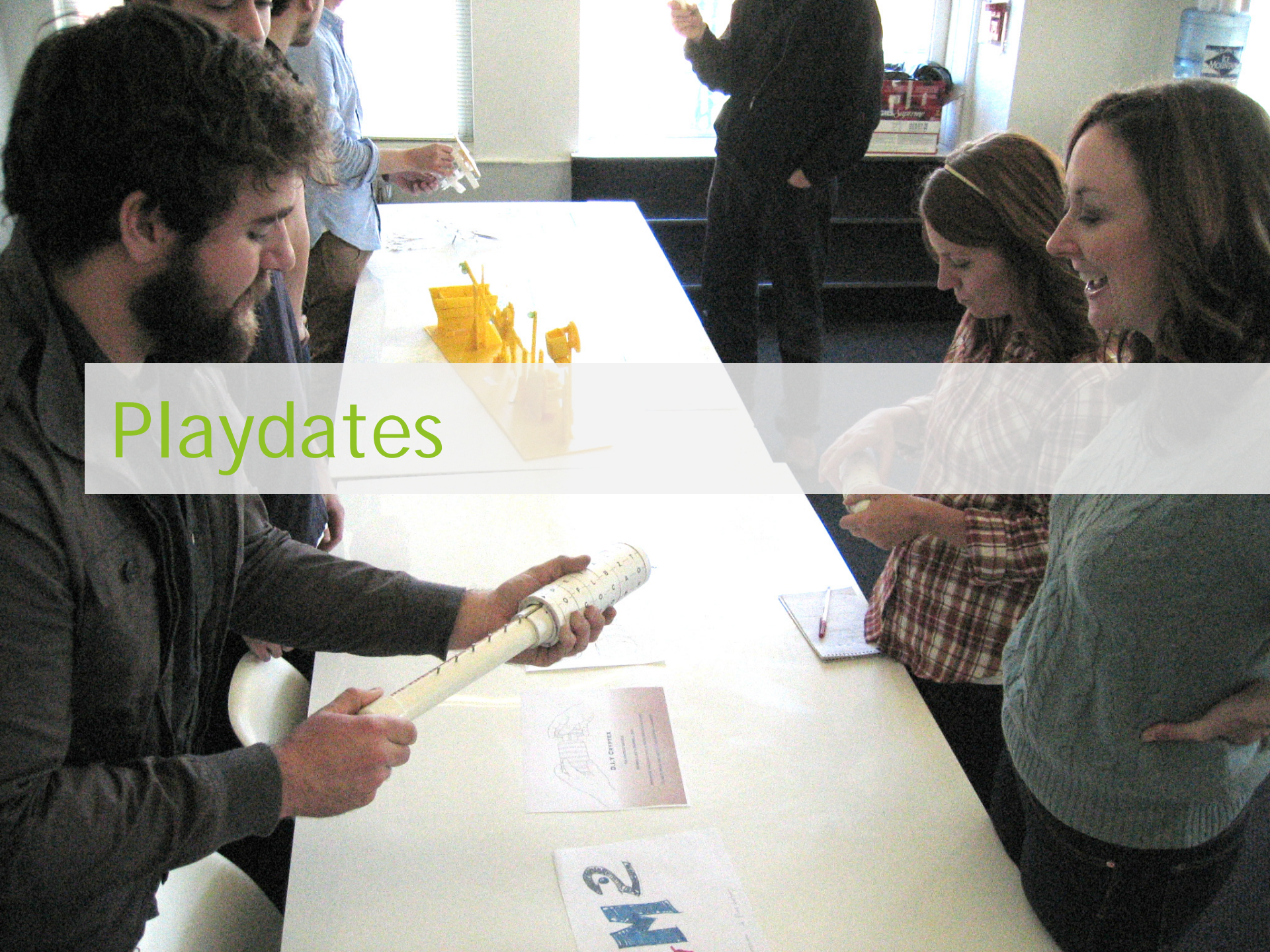
Playdates

Multiple “playdates” were scheduled with client staff, who weighed in on the viability of concepts and offered advice for improvement.

Playdates



Playdates



Final Presentation



Teams were required to develop promo videos of their final products, demonstrating the use, value and marketability of their designs.

The Spoils



The winning team received a cash prize, were featured in several news articles, saw their design put into production, and were hired as interns to develop even more products.

The Result

Marbles actually did the same for several of the teams' projects.



flingons[™]
the flingable flexible
magnetically-
connectible
fidget set





Thank You