

AD421 • ME445 • MKTG594 Elkay Project
Spring Semester, 2008**Stephen Melamed**, Industrial Design, College of Architecture+Arts
Albert Page, Marketing, College of Business Administration
Michael J. Scott, Engineering, College of Engineering**Assignment****No. 8** Concept Cards - Ideation & Concept Testing**Project Description**

As the second half of the course begins, the initial background research has been conducted and it's now time to begin to explore actual product/system possibilities in detail. Each team has been given one major product category to pursue. Some fruitful areas of investigation incorporating Elkay and faculty feedback should have emerged from the first semester final presentation. Begin to think in terms of what are the product features...and what are the benefits of those features that will be delivered to the end user? (This will be covered in detail in a future lecture). Also consider what kind of *experience* would you like to deliver to the end user? The team should then begin to *conceptualize* what the product and/or system might look like, as well as how it might work.

The faculty suggests that you begin by creating scale layouts (schematic) of the envisioned product/system (may be done in either 2D or 3D). The engineers will need to estimate the relative size/volumes, potential piece parts, and their respective relationship to one another. The industrial designers can then use this as a framework or underlay, in order to begin conceptualizing various design directions.

The goal of this phase is to *create a wide variety of unique concepts* for different products, based upon the research conducted to date and building upon the work done at the culmination of last semester. Avoid creating a single idea with multiple iterations of the same idea. By doing so, these preliminary concepts will play a meaningful role for *both idea development and testing*. The Concept Cards created will be used in the next round of research (Focus Groups). This will help the team determine which attributes may be valuable to the potential user group. Begin to think about the end-user/buyer, and what characteristics of these individuals will you want to recruit for your forthcoming Focus Groups.

Project Requirements

1. Develop a features list for each high value concept within your category.
2. Create (full) scale layouts/schematics.
3. Generate a **minimum of 10**, unique product/system design options for the identified product category. Create Concept Cards (per lecture) to be used for concept testing in Focus Group research. These concepts should be presented in Black+White, (gradients and shadowing is acceptable) as line drawings, perspectives, or digital solid models. However the team chooses to present the concepts, *all concepts* must be presented in the exact same manner.
4. Format for presentation/testing is 8.5x11 (landscape). Keep in mind, for the forthcoming concept testing/Focus Group research, copies of the concepts will need to be prepared as a handout for each research participant (+ Elkay set).

Due Dates

Tuesday, January 29th - Concept Card drafts (Elkay to provide feedback)
Monday, February 4th (Beginning of Week 4) - Final Concept Cards
Electronic delivery, plus print outs for in-class discussion and Focus Group testing.