

**AD421 • ME445 • MKTG594 Motorola Project**  
Spring Semester, 2009**Stephen Melamed**, Industrial Design, College of Architecture+Arts  
**Albert Page**, Marketing, College of Business Administration  
**Michael J. Scott**, Engineering, College of Engineering**Assignment****No. 14 : : Concept Cards | Preliminary Conceptual Designs****Project Description**

At this point in the IPD development process you should have screened and filtered all the ideas your team has generated down to what are now considered ten best new product and/or system ideas via the process described in class and the Assignment 13 handout. Up to now your screening and filtering decisions have been based on your own judgment, past research experiences, and on your interpretation of what the consumers in your market space want based upon the results of your first semester research. Now it is once again time to let the consumers voice their opinions about your team's ten best new product ideas. Their opinions and evaluations will help you to do two things. One is to improve your product concepts, and the other is to help you make the decision about which concept you will choose to move forward with into detailed development.

We will get the consumers' input into your evaluations via concept testing, both qualitative and quantitative. In both forms of concept testing the consumers who participate in the concept testing research will be giving you *their reactions to visual representations of your ten best new product ideas*. These representations are referred to as *Concept Cards* so the purpose of this assignment is to have each team develop ten concept cards.

Your faculty suggests that you begin the process of developing the concept cards by generating lists of end-user benefits for each product idea. Think in terms of what are those product features...more importantly, what are the key benefits those features deliver to the end-user? (This will be covered in detail in a lecture in class). Once the initial features have been established, the team should begin to conceptualize what the product might look like and how it might work.

The faculty also suggests that you next create full scale layouts (schematic) of each envisioned product/system (may be done in either 2D or 3D). The engineers will need to estimate the relative sizes/volumes, the potential piece parts, and their relationship to one another. The industrial designers can then use this as a framework or underlay, to begin conceptualizing various design directions. If the concept is software/system driven, then screen layouts will become important.

The goal of this phase is to create a wide variety of unique concepts for different products. Avoid creating a single idea with multiple iterations. In order to accomplish this (if necessary), mix up the features list for each concept, adding or subtracting features to significantly differentiate between concepts. This will help the team determine which benefits/features may be valuable to the potential user group.

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1. Develop a features list for each product category (understand the end-user benefit that the feature delivers).

2. Create full scale layouts/schematic.

3. Generate a minimum of 10 unique product/system design options. Create concept cards to be used for concept testing in focus group research. These concepts should be presented in landscape format and drawn in Black+White, (devoid of all color - 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. Identify each concept with a name, for easy reference. You can also choose to use either a letter or number, but in that case, do not make them sequential.

Note: **No** Motorola, UIC, or team identification (logos) of any kind should appear anywhere on the concept cards.

4. Format for presentation/testing should be 8.5 x 11 (portrait). Keep in mind that for the forthcoming concept testing/focus group research, copies of the concepts will need to be prepared as a handout for each research participant. The Concept Cards will also become part of the documentation package for Motorola management.

**Due Dates**

Tuesday, January 27, 2009 : : Rough concept drafts presented in class.

Tuesday, February 3 : : Final set of concept cards for first focus group.

Tuesday, February 24 : : Final set of revised concept cards submitted in hard copy for spiral binding for Motorola.