

Singapore University of Technology and Design (SUTD)
Steelcase Manufacturing Malaysia

Project Introductions

Reduction of Logistics and Packaging Cost

Team Introduction: Student Team



Yuan Nan
(ESD)



Nguyen Hoang Nam
(ESD)



Tirtho Sarker
(ESD)



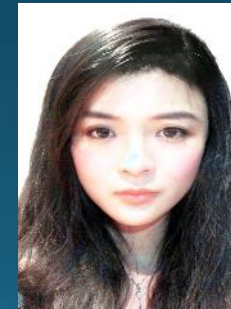
Basil R. Yap
(ESD)



Hui Wen
(EPD)



Xiao Qi
(EPD)



Herlinda
(EPD)

*ESD: Engineering Systems and Design; EPD: Engineering Product Development

Team Introduction: Faculty Advisors

- Prof. Lynette Cheah
(Engineering Systems and Design)
- Prof. Low Hong Yee
(Engineering Product Development)

Capstone Background: Course Description

- Understand the multidisciplinary design process.
- Collaborate in a team across pillars to construct models or prototypes.
- Aspects addressed include:
 - Understanding of design issues
 - Design and technological research
 - Etc.

Capstone Background: Measurable Outcomes

1. Framed design issues and design briefs
2. Applied technical and design principles to tackle problem
3. Researched, analyzed and evaluated design options
4. Worked as part of a cross-disciplinary team
5. Communicated effectively via a variety of media
6. Recognized the impact of design solutions in a global and societal context
7. Demonstrated product realization techniques

Capstone Background:

Possible Metrics for Project Goals

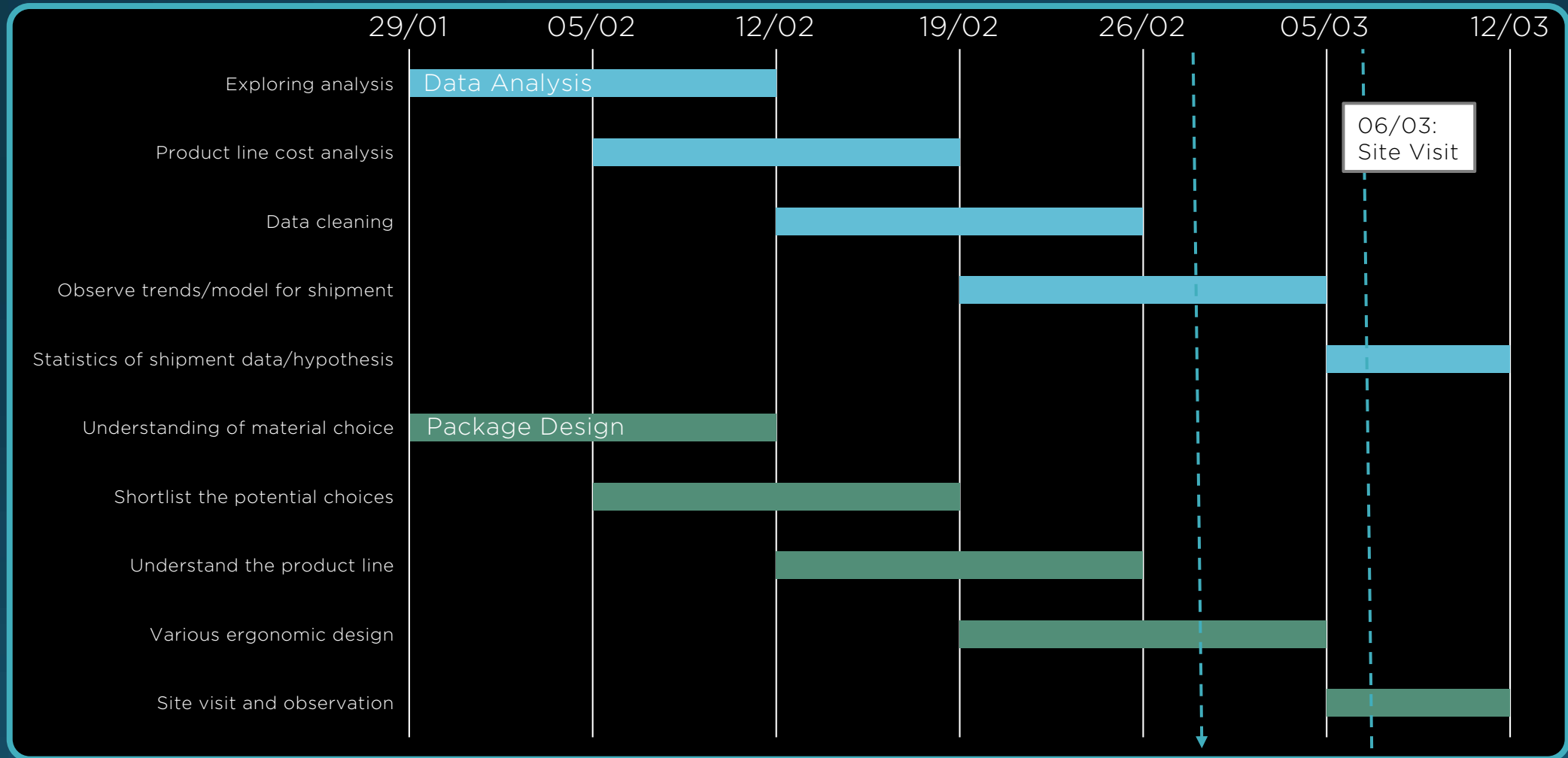
Packaging Design

- Environmental friendly
- Steelcase Test Benchmarked
- Compact profile
- Ergonomic for carry

Data Driven Solution

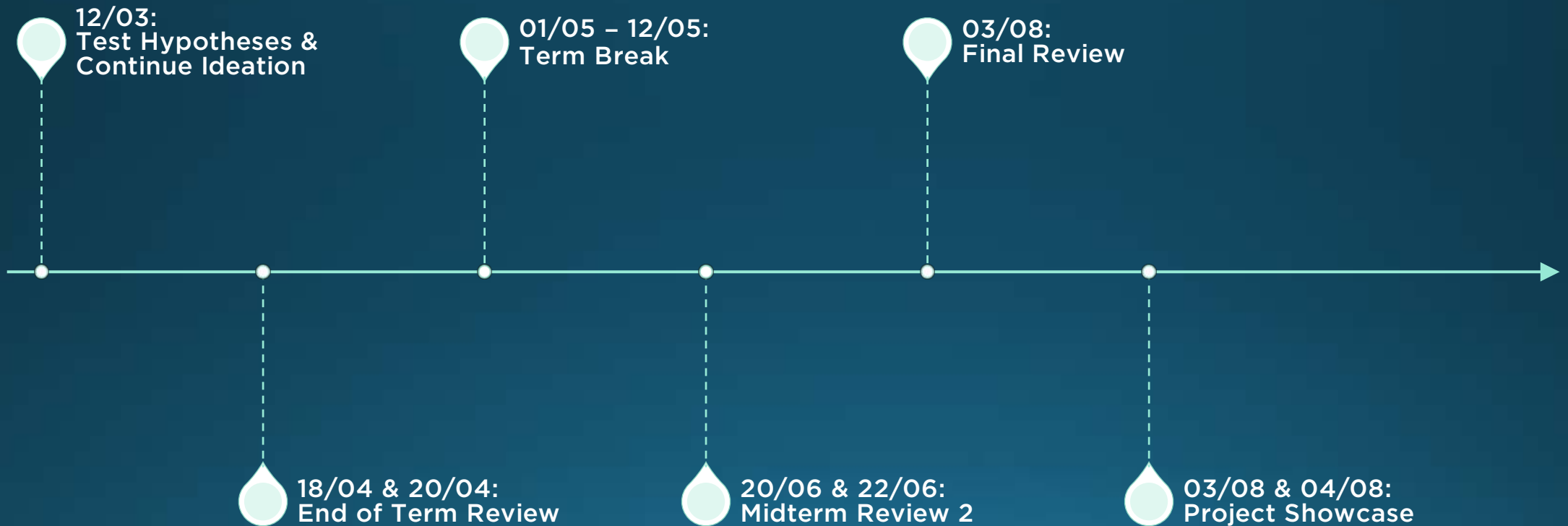
- Improved outbound shipment throughput
- Maximum cargo space utilization
- Effective product prioritization

Timeline (Jan18 – Mar18)



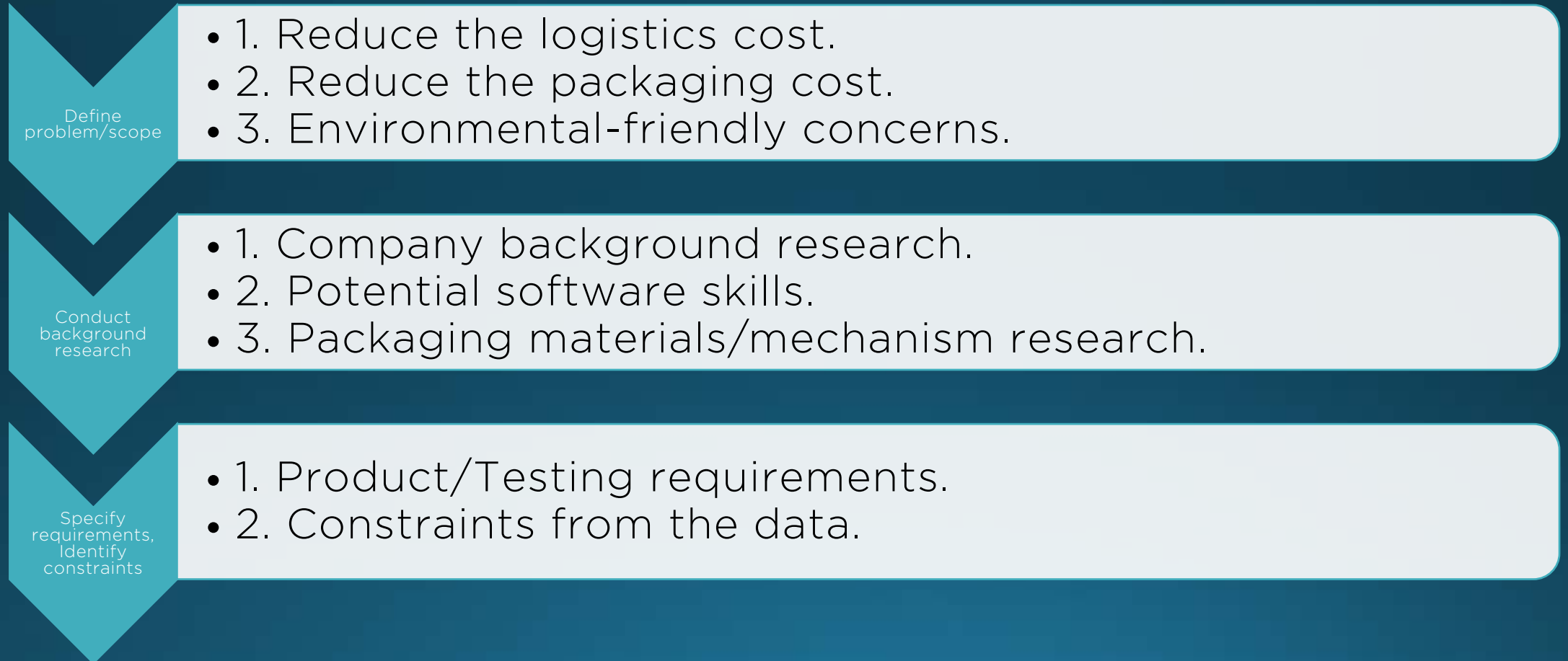
You are invited to our Midterm Review 1 : 28/02 & 02/03

Timeline (Mar18 – Aug18)



You are invited to join us for all review and showcase sessions.
A more detailed timeline will be available at the end of every review milestone.

Design Process (Current Stages)



Design Process (Future Stages)

Brainstorm & Exploratory analysis

4

Develop solutions & Build models

5

Conduct trade-off analysis

6

Prototyping

7

Testing, Feedback & Redesign

Logistical Tools

- **Google Drive:** File sharing within Student Team
- **Trello:** Task assignment within Student Team
- **Basecamp:** File sharing between
Student Team and Steelcase
- **Git/Github:** Version control for code management

Thank you for your time!