

Product Design

What is product design?

**It is the imagining, conceptualising,
testing, iterating and refining of
a product, service or experience
understanding and meeting the end
user's specific needs**

Context definition

**To design a physical product, it is
necessary to start by understanding and/
or defining the context of the project**

Context as in

- identity and values**
- end users / target audience**
- physical environment**
- competitors**

But also

- budget**
- material ressources**
- time available**

How to understand the context?

- (field) research**
- observation**
- documentation**

Context information assembled through

- lists**
- photos**
- reference documentation**
- collages of reference images**
- moodboards**

Getting started on the physical form of the project

- clearly defining the project pitch, through key sentences and words**
- mapping the user scenario, through sketches**
- listing the physical (or virtual) objects and components that are necessary to carry out the user scenario**

Getting started on the design as in the physical form of the project

- defining possible materials**
- sketching, prototyping and testing iterations
of shapes corresponding to the material and
production process**

If you are stuck or don't know where to start:

- Find reference images from other contexts and express the shape, the aesthetic, the materials, the finish you would like to develop**
- Organise and assemble these in several moodboards and identify what you find interesting in these references**

Start Sketching

**This can be on paper, in 3D, making collages
with reference images, making paper
prototypes or other prototypes**

**Do not stay in your head, make things visible for
others around you**

Think of the scale, think of the material

Designing is an iteration process

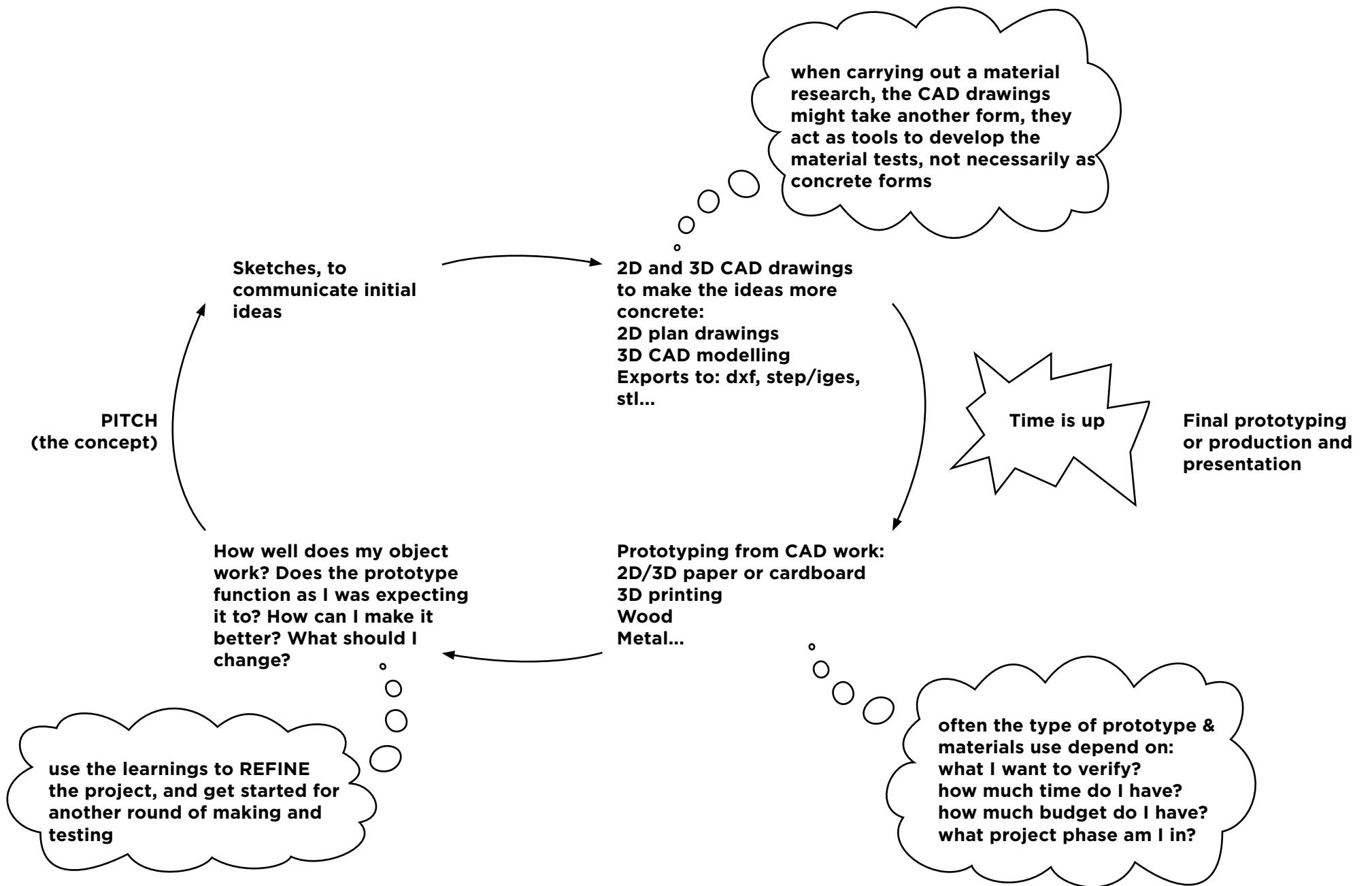
One project can take many different forms

The forms depend on your understanding of the context, and your positioning of the project

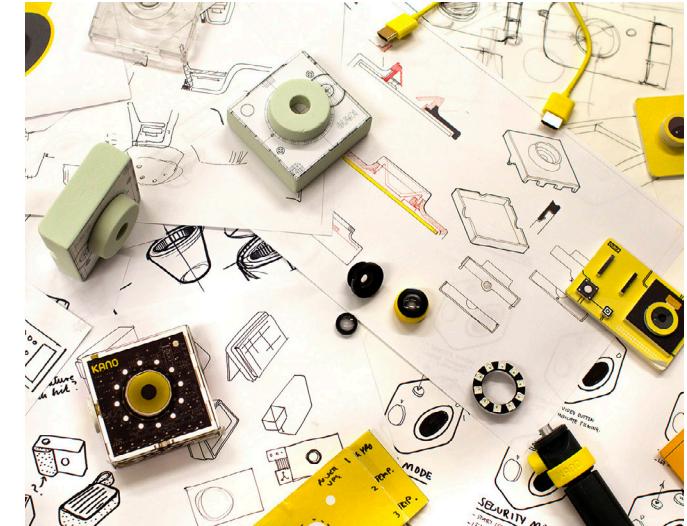
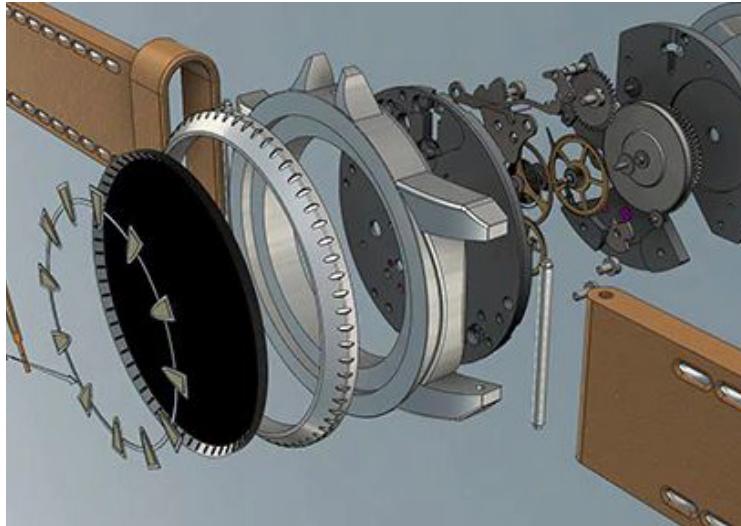
A form is always brought to evolve and be refined

A radical change in form and approach does not mean loosing the research behind the project

Project development process



From sketched idea to product



Studio Laure Krayenbühl

Soft Robots

HEAD-Genève - MMD 1 - 2024

Types of prototypes

Expressing the concept/idea

Checking proportions

Verifying the functionality

Fine-tuning the final product

...



Shape, and finish iterations



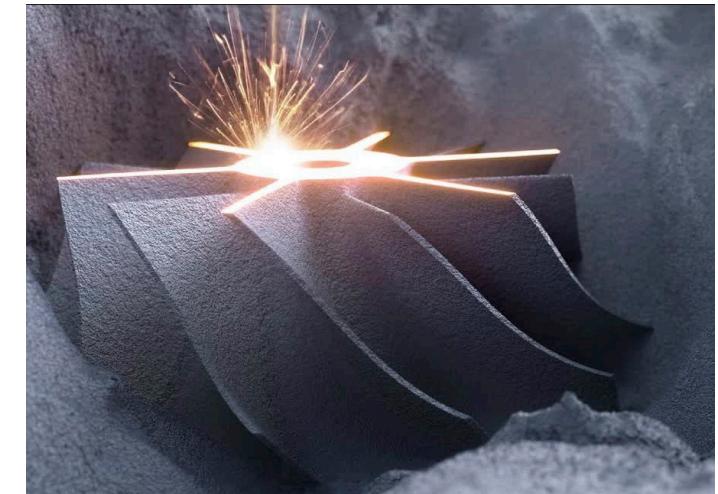
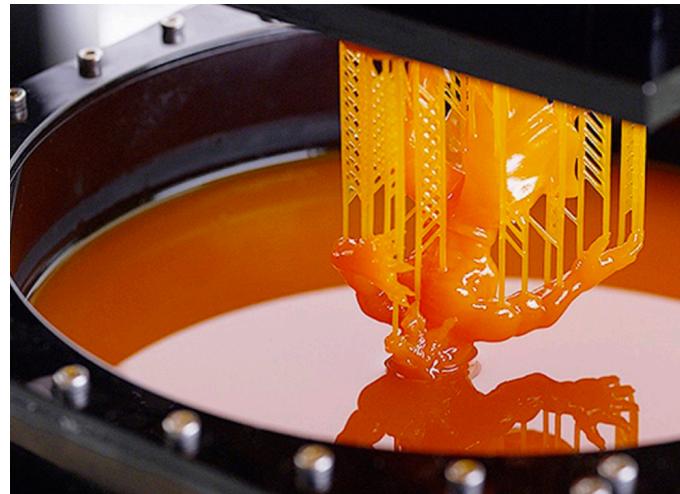
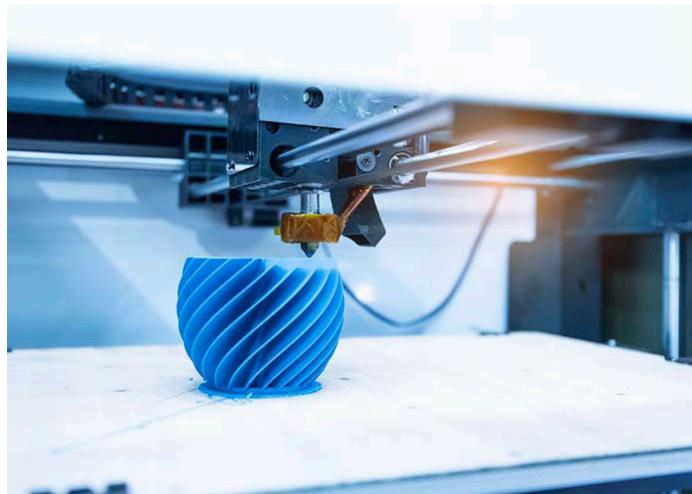
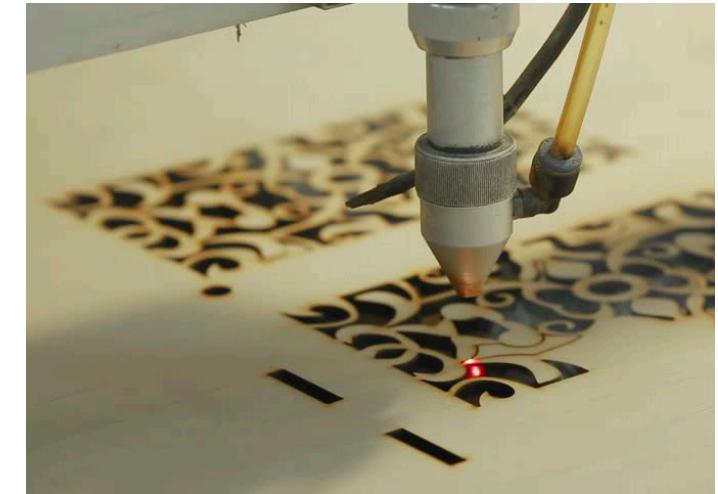
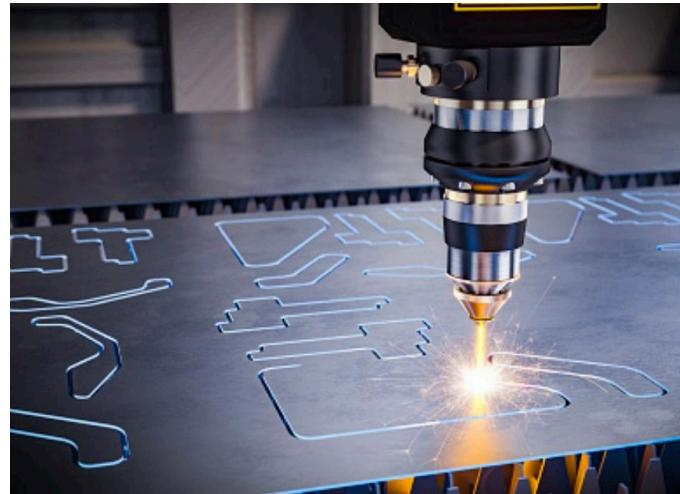
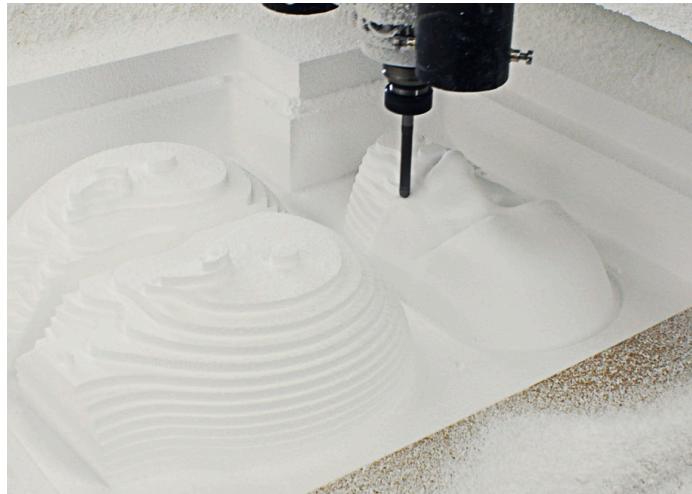
Prototyping techniques

By hand



Prototyping techniques

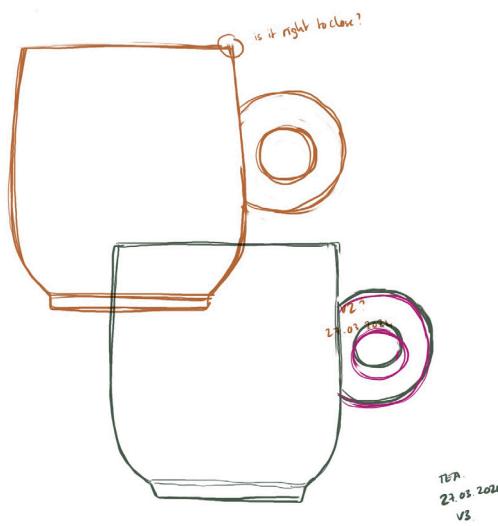
CAD - Computer Aided Design



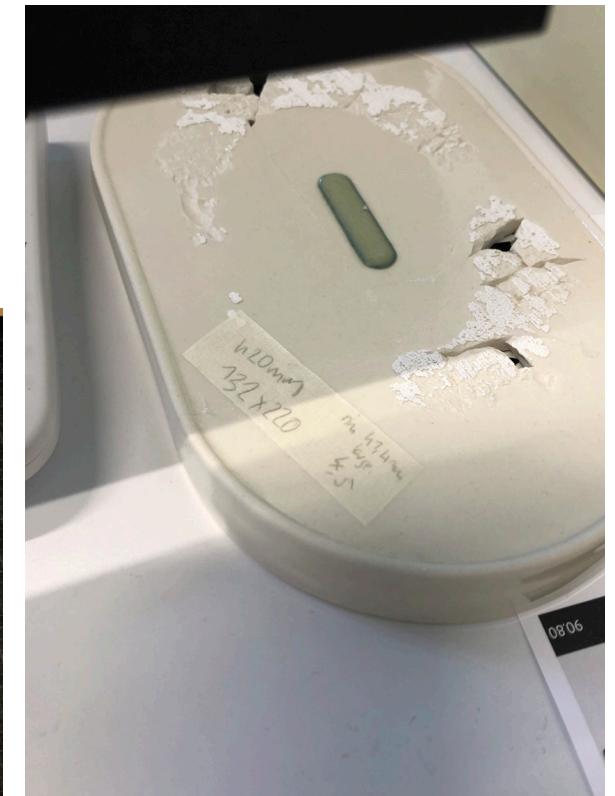
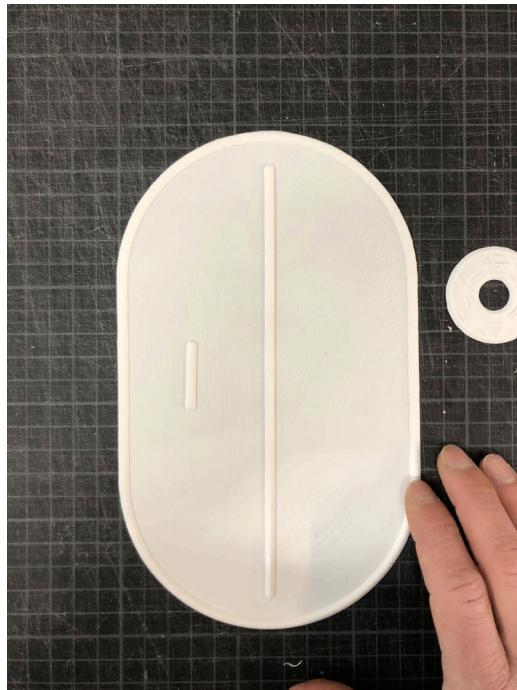
(Food) Vessel Iterations, references



General typology iterations

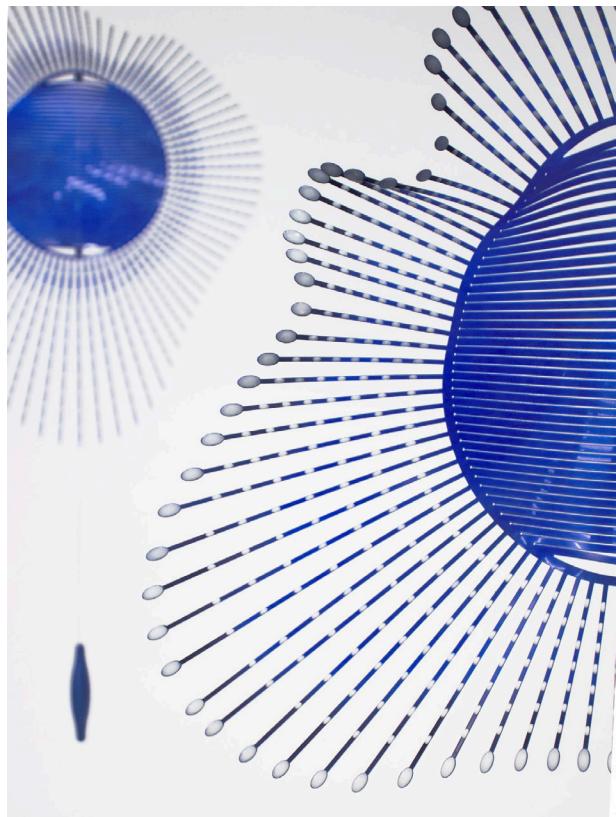


Detail iterations

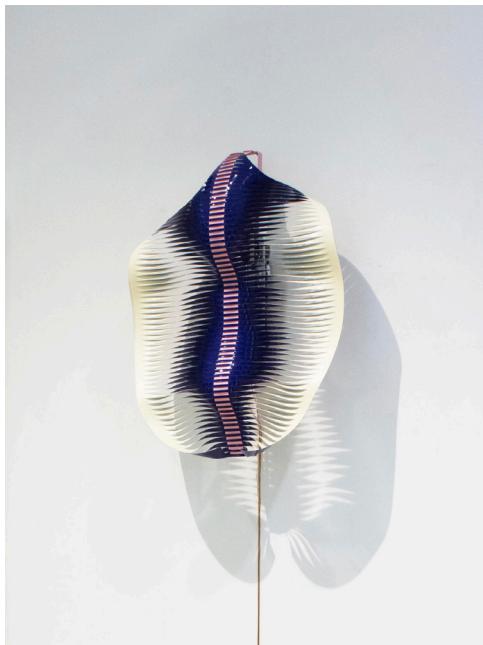


Paper Project References

Filigree structures



Claire + Lea



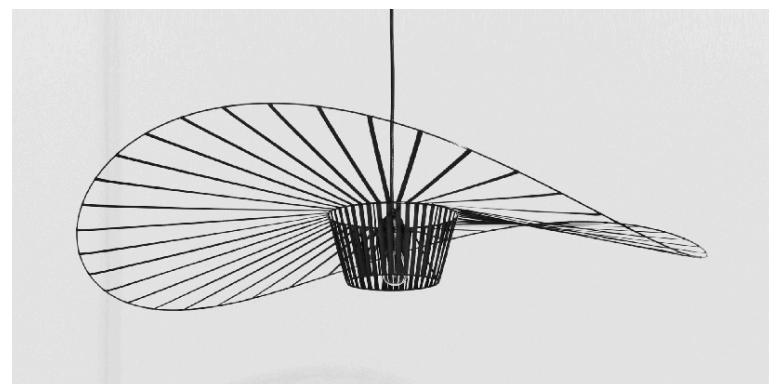
Julie Richoz



Soft Robots



Workshop ECALxMarie Douel



Constance Guisset

Weaving



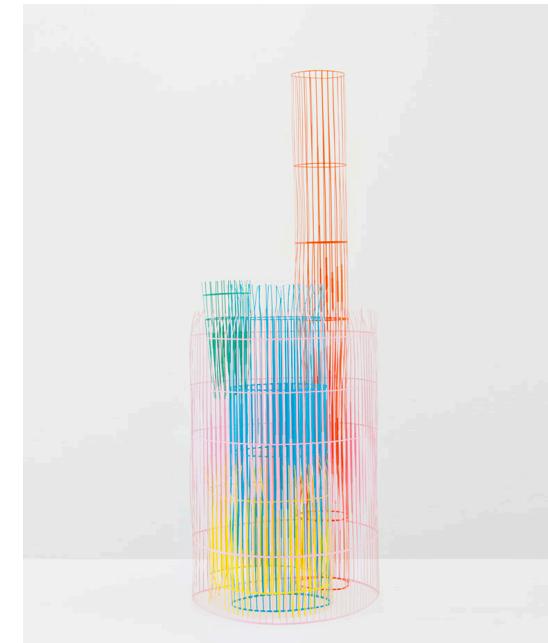
Simone Post

Stephen Burks



Studio Laure Krayenbühl

Soft Robots

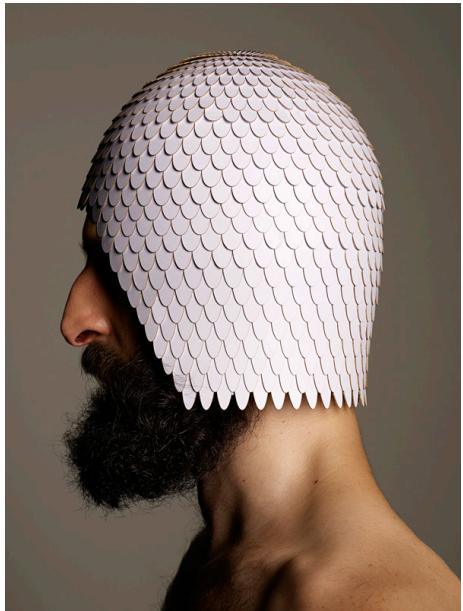


Julie Richoz

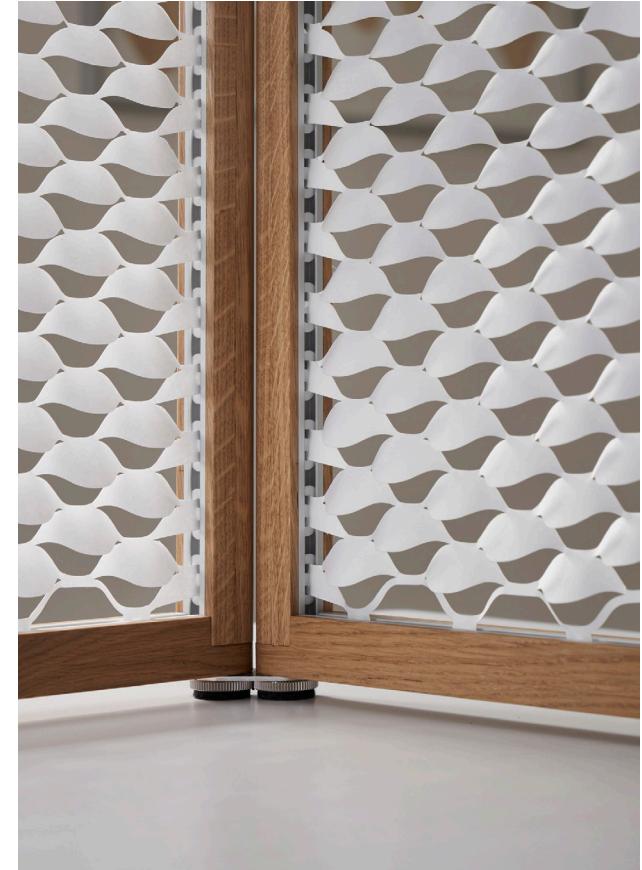
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Structures

XJC



Egli Studio

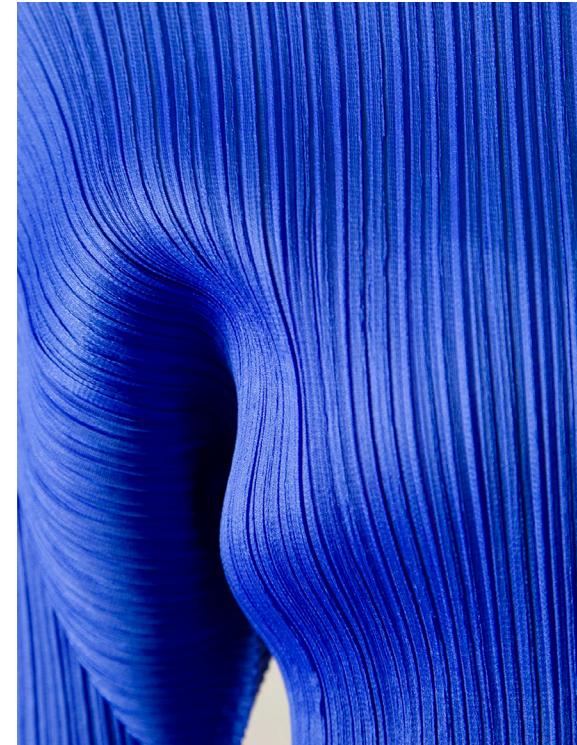


ECALxMarie Douel Workshop

Pleats and material properties



Christophe Guberan



Issey Miyake



atelier oi

Narrative cut-outs



Camille Scherrer



Tord Boontje



Soft Robots

Playing with the elements, Air

Adrianus Kundert



Pinaffo Pluvinage

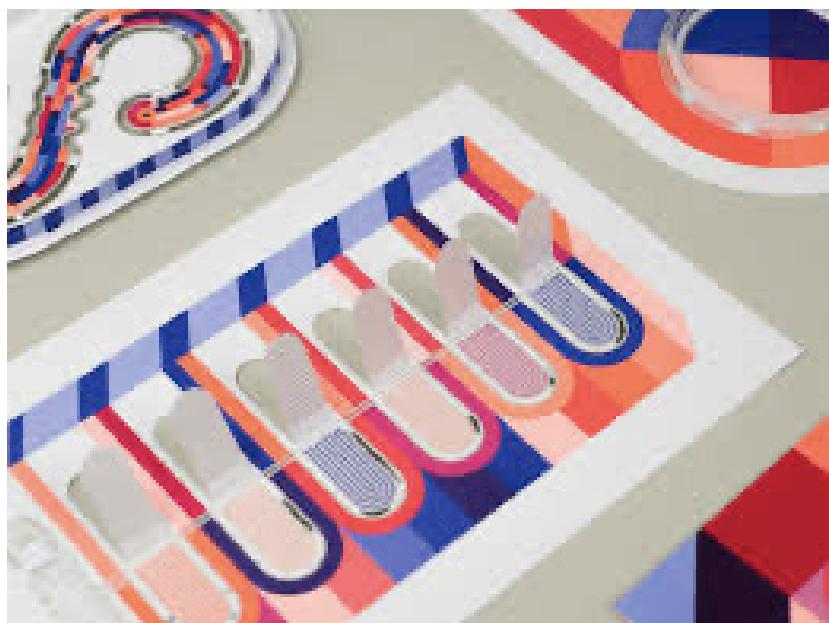


Kites - anonymous



Playful

Pinaffo Pluvinage



**That's it for now!
ACTION!**