

In the phase of **problem preparation**, the problem and the planning horizon are defined and a target market and its needs are identified. The main result of this phase is a form describing the planning problem, target market segments and user requirements.

The phase of **idea generation** is stimulated by content of attractiveness. It contains three stages of stimulation to aid the creative process and guided the team to meet attractiveness

content in generating ideas. Each stage of stimulation makes use of a visual panel. It is the main tool to promote the stimulation of the team members.

Each visual panel is prepared prior to the session and presented to the team members. Specific questions to aid the stimulation process are displayed together with the visual panels, as shown in figure 4a, 4b and 4c.

Figure 4a: Example of Semantics and Symbolism Visual Panel and questions to stimulate the team.






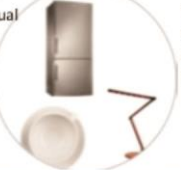

SEMANTICS AND SYMBOLISM		Types of stimulation questions
 <p>The judgment on the operation is made by the visual appearance transmits to the consumer.</p>	 <p>The product participates in a building process of the user image to others. The symbolic image is built by incorporating lifestyle, group values and emotions in the product. It is important to the user what the product represent.</p>	<p>-How should the product be to express that attends the user needs? -Whats does the product have to look like to meet its goals? -How does the product have to be to convey the consumer that it woks properly? -What can be done so the product embodies the lifestyle of the user and their group values? -.....</p>

Figure 4b: Example of Gestalt Visual Panel and questions to stimulate the team.

GESTALT			Types of stimulation questions
<p>SIMPLICITY</p>  <p>The simplicity of form creates visual harmony</p>	<p>SYMMETRY</p>  <p>The use of symmetry makes the image balanced and pleasant</p>	<p>CONTINUITY</p>  <p>Continuity is the visual perception of form without interruptions in its visual fluidity</p>	<p>-What can be modified, added or reinvented to have simplicity? -For the product meets the symmetry law, what can be adapted or rearranged? -In order to the product meets similarity, what can be unsubstituted or inverted? -For the product meets the proximity law, what can be deleted, added or reinvented? -...</p>
<p>SIMILARITY</p>  <p>Similar forms tend to be seen as a pattern, promoting the unification of all</p>	<p>PROXIMITY</p>  <p>Nearby forms tend to be perceived as a single set</p>		