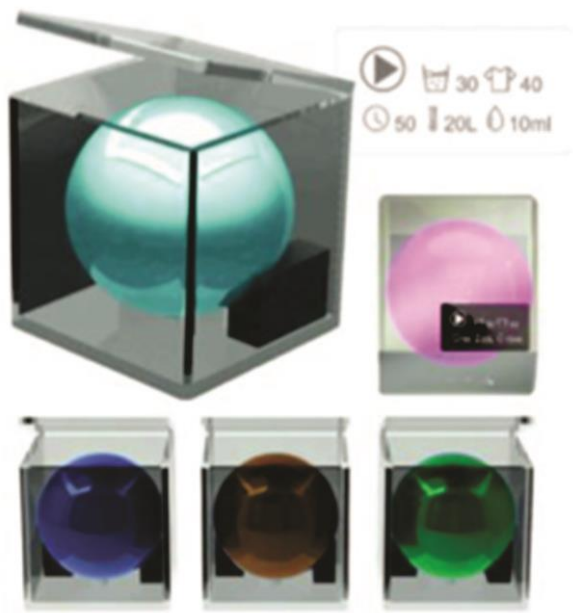


PREMIUM segment	
	Wash water recycling for reuse in the house; Collector box connected to the pipeline; Touch screen control system; Mobile application that interacts with the user and gives feedback.

CONCLUSION AND OUTLOOK

The application of the systematic was important to evaluate the proposed activities and obtain feedback on the understanding and implementation of each phase. The team was stimulated and motivated by tools proposals, allowing the ideas characterization regarding the attractiveness attributes.

In the first phase of the systematic proposed was developed a form to support the problem preparation. The information presented for the team in first and second application were the same (definition of the problem, target segments and user requirements). It was possible identify some differences in the form of written requirements. The first team detailed more the information, which are probably because the first team has more experience and higher education than the second team.

In the second phase, the number of ideas generated between steps was also similar, with the format of the results of each step taken in the same way. First, the ideas were described considering its function and product appearance features related to meeting the needs expressed

orally by the participants. In the second stage, most of the ideas were drawn and described with respect to their aesthetic characteristics and formal aspects, until you reach a firm idea regarding functioning, formal, usage and controls.

In the third phase, the evaluation of ideas regarding the market segment was taken under the same criteria, considering that both teams described the target segments in the same way. The fulfillment of the reports and positioning of ideas in the Technology Map was also made similarly.

Regarding to the final results, it is expected that each team get different results, influenced by the area of knowledge, experience, creativity and team practice field. However, using these contents in a systematic way, it allows the results to be guided by the user attractiveness.

After the application, some participants expressed their opinion about the systematic, as can be seen bellow:

"The methodology proposed is interesting, since it is possible to follow a logical sequence of steps to characterize the product."

"The systematic helps to focus subjective ideas questions about the product."

"I think this systematic is very possible because its cover various contents and support to obtain final product conception."

"The systematic is very interesting because the idea of a new product is being improved along the process, reaching a tangible and well characterized idea."

The results clearly showed that there was an evolution of ideas with brainstorming sessions and that the contents of attractiveness were actually considered in the ideas generated. Thus, it is concluded that the proposed tools in the form of brainstorming sessions, visual panels, questions for stimulation and criteria of evaluation are appropriate to promote the development of ideas more attractive to the user and better support the product planning.

The systematic proposal applies to each product line within a company. Note that the systematic was proposed in a generic way and according to the companies that will use it, the tools and suggested methods have to be suitable to their needs, their goals and their ability.