

Professional Design Practice

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**Sheffield Hallam
2018**

CONTENTS

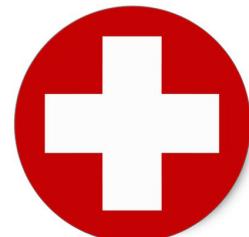
- 02 Red Cross Emergency Drone**
- 11 Mothercare Baby Monitor -Oma**
- 18 Morphy Richards Steam Iron Generator**

- 50 CV/Resume**
- 51 Cover Letter**
- 52 Official Website and Portfolio**

- 54 Proffessional Lectures**
- 82 Bibliography**

FIRST PROJECT

Red Cross Emergency Drone

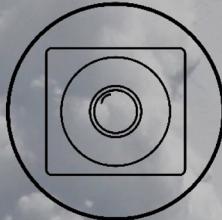




Red Cross Emotional Relief Drone



After a disaster, panic and desperation sets in for victims. However getting information such as "help will arrive by morning" can be emotionally relieving. This drone would be sent in, before it is possible for The Red Cross to reach the victims. The drone has the ability to spread information and a means of communication for victims.



HD LIVE FEED



LEDs



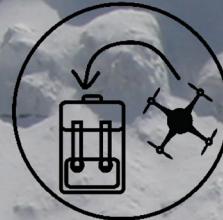
2-WAY COMMUNICATION



PROJECTOR



LONG DISTANCE
REMOTE CONTROL



COMPACT DESIGN

Why

What

How

One of the largest problems for The Red Cross is being able to provide emotional support to people who are stranded in difficult to reach situations. This drone is designed to alleviate that. Having the ability to relay messages quickly and effectively helps the victims to deal with their situation, which can lead to supporting and increasing the chances of rescuing them.

The concept of the Red Cross “Emotional relief drone” is to reach victims of natural disasters such as forest fires, floods, earthquakes etc. The drone is sent by the red cross to the victims to spread awareness that people or supplies are coming soon. It is equipped with a camera, microphone and a small projector. The projector can project short simple messages via air particles. On the other hand, the microphone and camera keep the victims in touch with the rescuers.

What makes the drone different is its compact size. Instead of four carrying arms for each electrical motor, the motors of each side are connected with a hollow plastic tube which is attached to a hinge mechanism to the main body. Thanks to this hinge the arms can be bent in a position vertical with the main body. Furthermore, this feature would also help the drone from taking off from a rough terrain and keeping it stable and secure in flight.

Features

- compact HD camera
- small integrated projector
- foldable arms
- LED lights
- Large Ion Battery
- GPS indicator
- microphone

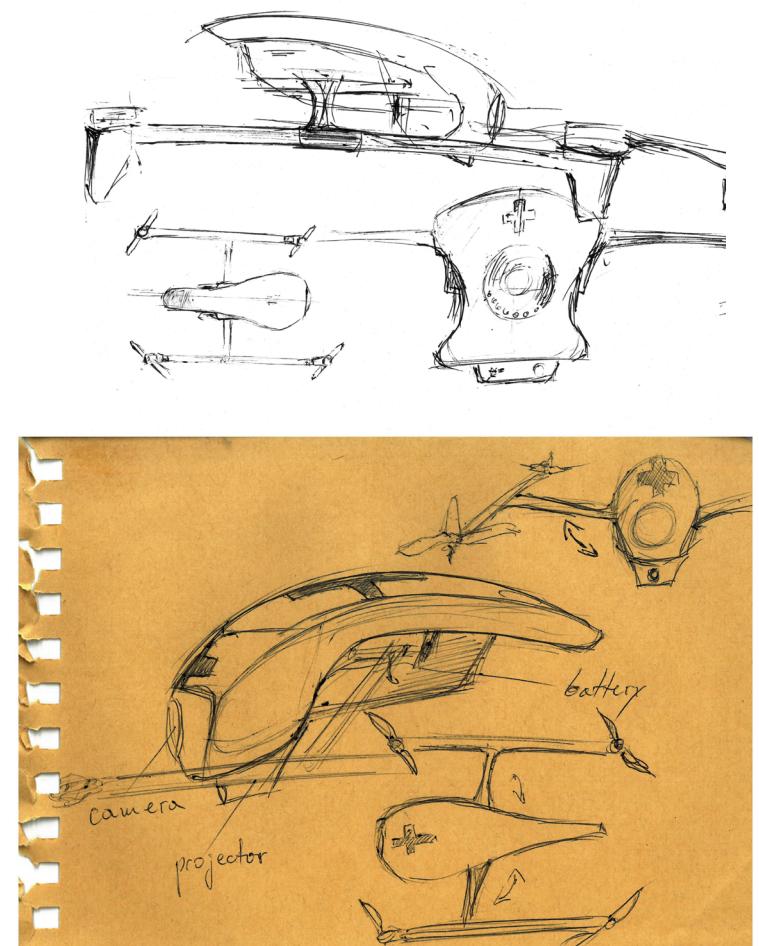
Advantages

- reducible size
- 4km signal range
- two ways of communication
- message projection abilities

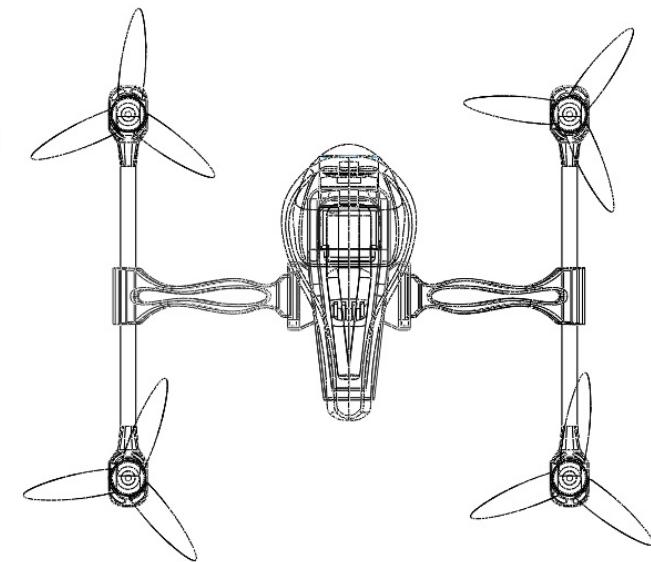
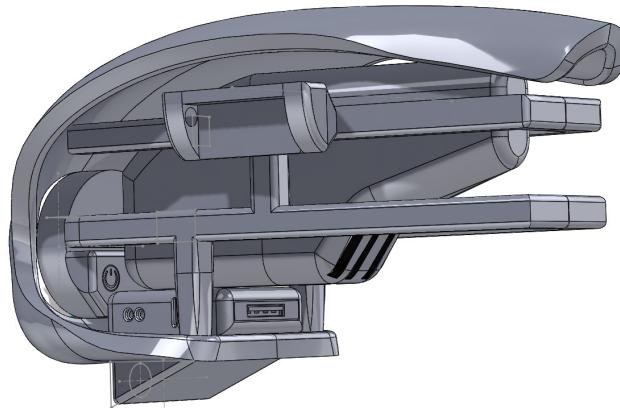
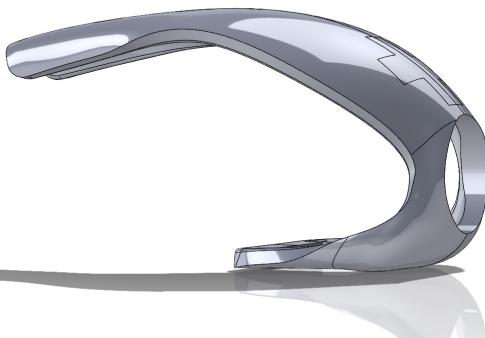
Idea From a Simple Sketch

The first days of the project me and my team spent in researching done trends, features, pricing range, brands etc. We managed to outline some scenarios and to shortlist the possible features our drone must carry with it in order to be "The Red Cross Drone". The sketch concept I proposed (on the right) was the one my team members agreed to further develop.

We got to choose from a small variety of design concepts we developed during the first few days of the project. We all agreed to further develop this particular design proposal due to the well-planned shape of the main body which appealingly accommodates all the components needed. Perhaps, the main reason we choose this design was the folding arm's feature which seemed to fit the initial idea.



Img. 1,2 Concept sketches

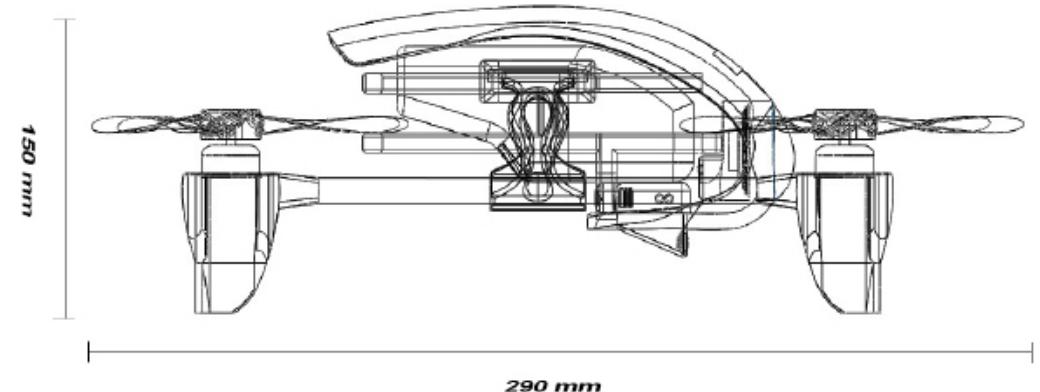
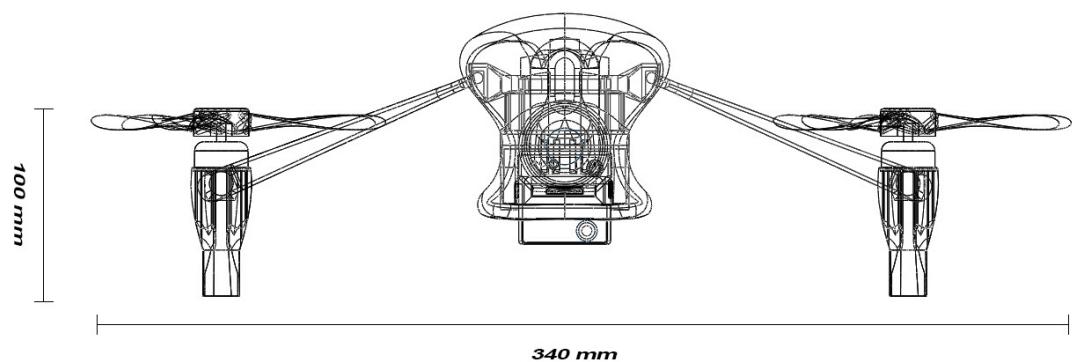


Img. 3-7 CAD development and technical drawings

Once the design concept was considered we set a deadline to complete each component of the final poster seven days before the deadline. In this case, we had seven days of tailoring and refining the poster. Due to that, we spent more time trying to deliver the message the best we could which resulted in the generation of not one but two posters.

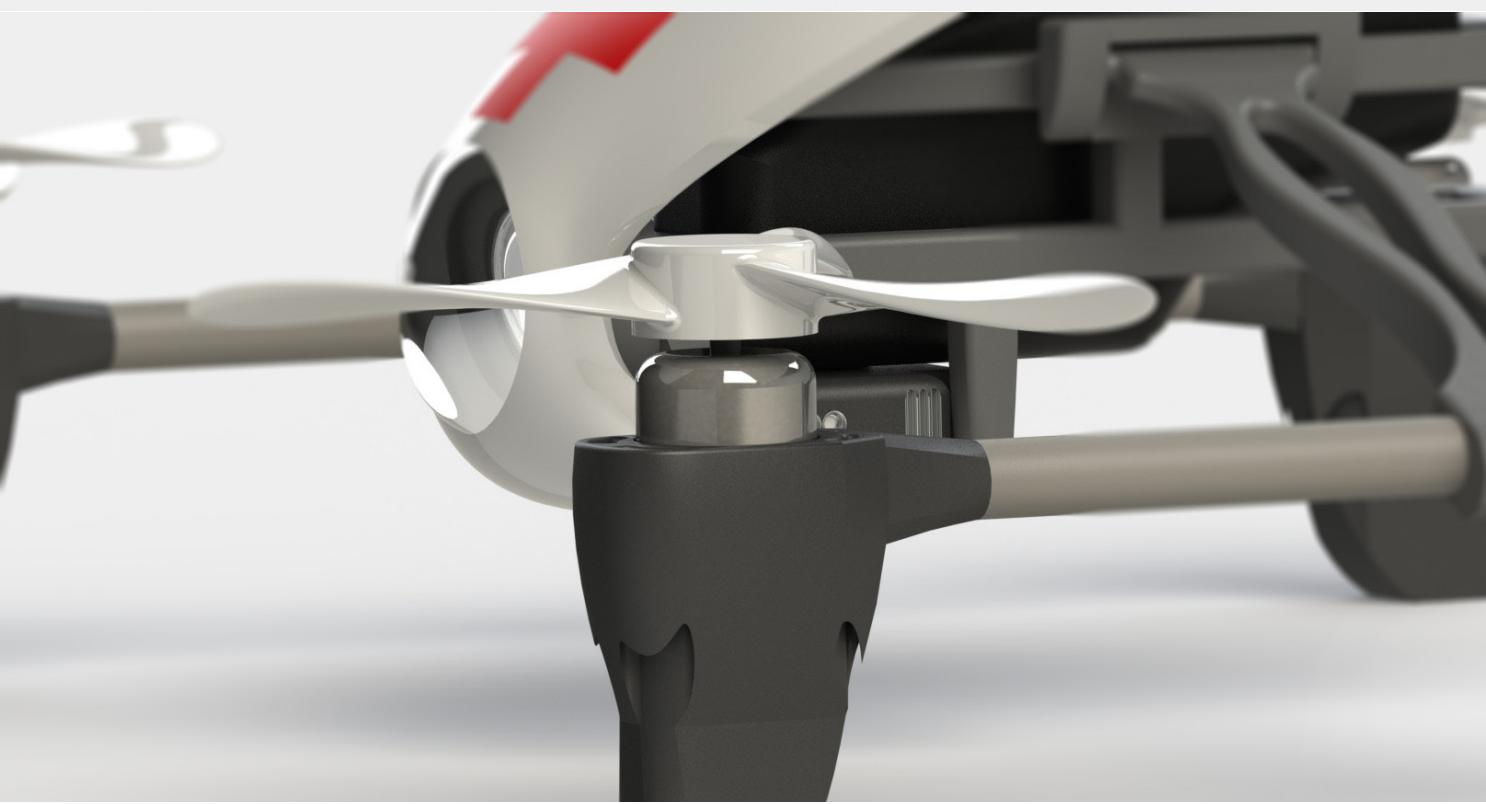
In order to progress on a faster rate then the other groups we split the work into three main roles - 2D and 3D development; communicating scenarios of use; and Visual message delivery.

I picked on the 3D process as I was feeling most confident in that area. I manage to complete the drone within 3 days from scratch, leaving myself some time for adjusting technical issues and overall refinement. The biggest challenge I faced during the modeling phase was the positioning of all the features inside the cage. I had to make sure that the main body can accommodate the actual camera, projector, battery and the microphone.





For all the components integrated into the main body, I created a protective surrounding cage. The cage also serves as an axis point for the folding arms and the hinge.



The main body houses Lithium-Ion battery along with a small camera, microphone, GPS Indicator and a compact projector.

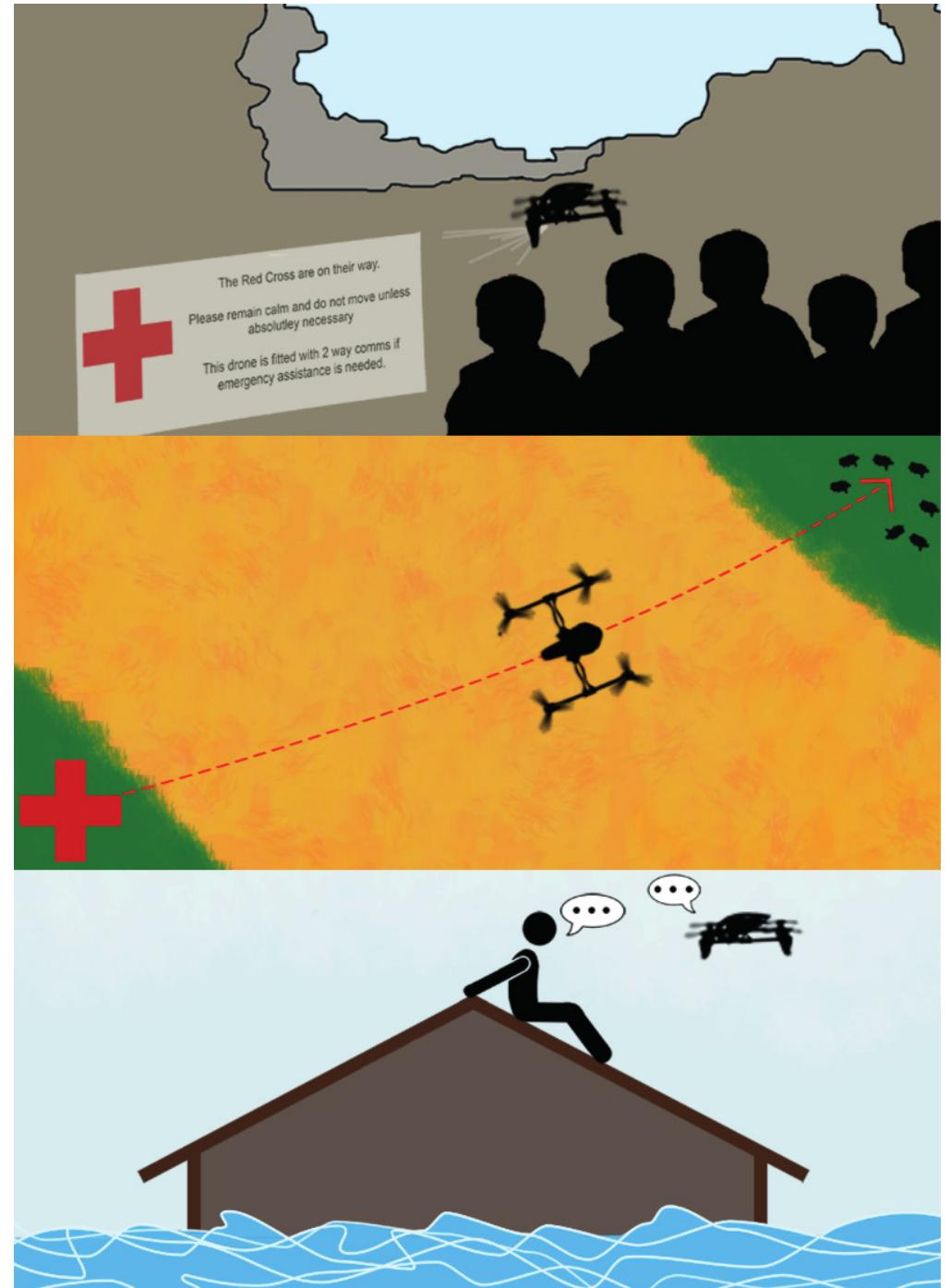
Img. 8,9 Finished product

The drone is able to project messages in the air using the latest projection technology.

It is faster at getting information to victims before help and relief workers arrive.

The front of the drone is fitted with a communication system, especially useful in countries where access to technology and the internet is limited.

Img. 10-12 Disaster scenarios



Helping people in difficult to reach areas

The drone would be extremely useful in areas with limited or no internet connection. Nowadays, reporting an emergency can be as simple as a social media post to #Red Cross and immediate response can be expected in minutes. However, in some area around the globe, a not consistent internet connection can sometimes be the changing factor in an emergency situation where action must be taken as quickly as possible.

This is where the our drone concept would make the difference. In a disaster situation, the first thing that spreads among people is panic and fear, especially when people are isolated from the outside world not knowing what is happening. The ability of the drone to project messages and let the victims know that they are not forgotten or alone is where this compact high tech piece shines.

Img.13 Japan's Kyushu island earthquacke



Img.14 Flood victims-India 2014



Red Cross Project HERO

At the beginning of the project, we found about a collaboration between the Austrian Red Cross and Land Rover in this project called "HERO". The drone is controlled using tablet app which allows the people in the car to explore the surrounding area. The drone follows the car as it drives while providing the people inside the car with live 360 views from above. On the top of the vehicle is located the landing dock with innovative side hatches and a pull-out floor. We manage to adopt and improve some of the features and ideas of this project.



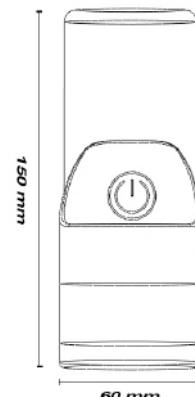
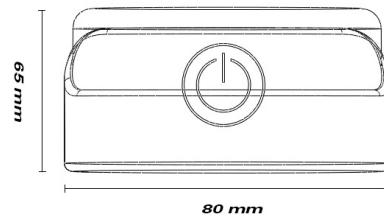
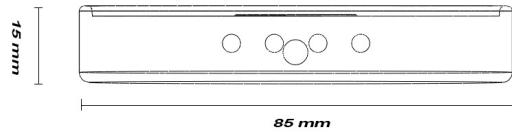
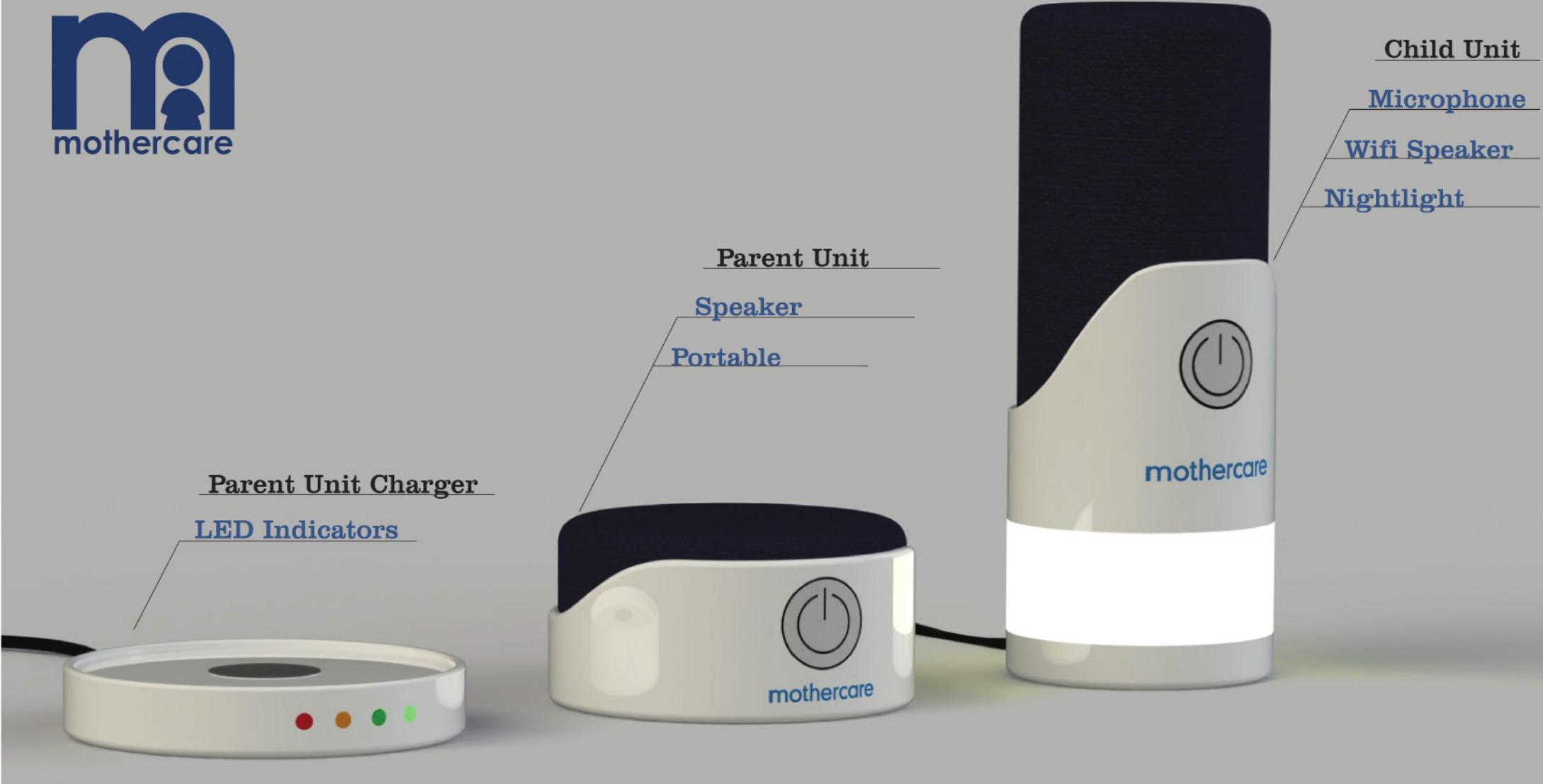
Img.15
RD Project
Hero

Project Hero: <https://www.landrover.com/experiences/news/project-hero.html>

SECOND PROJECT

Baby monitor-Öma





Baby Monitor

We have chosen this product for a few reasons.

Firstly Mothercare does not have an own brand baby monitor. Secondly, there is a niche in the market, where already established features can be utilised (covered in the next page), whilst using mothercare's styling and brand qualities. This has enabled us to design a product to fit a contemporary market, which we felt will help revitalise mothercare's brand.

Mothercare

Mothercare was the brand me and my group had to design for in this second project of the module. By following the band values, design language, and the current market. The product we created had to be displayed as if was to be presented as a new concept design for the Mothercare brand. The time given for this short project was two weeks which was completed with a professional presentation.

Mothercare is a big brand name on the UK market. There aren't many mother/baby related companies in the UK such as Mothercare, therefore a big piece of the market is made out of small and medium companies which create exclusive (one-time) products for such markets.

The Niche in The Market

The first day of the project I conducted a general research on the baby monitor market. The two charts (shown below) compare details of Style and price ; and Features and Price. The charts include ‘The 10 best baby monitors’ on the market according to an Independent article. In addition to these products we also included the best selling baby monitors for 2016-2018.

Source: <https://www.independent.co.uk/extras/indybest/gadgets-tech/best-baby-monitors-9636091.html>

Chart 1: Features/Price

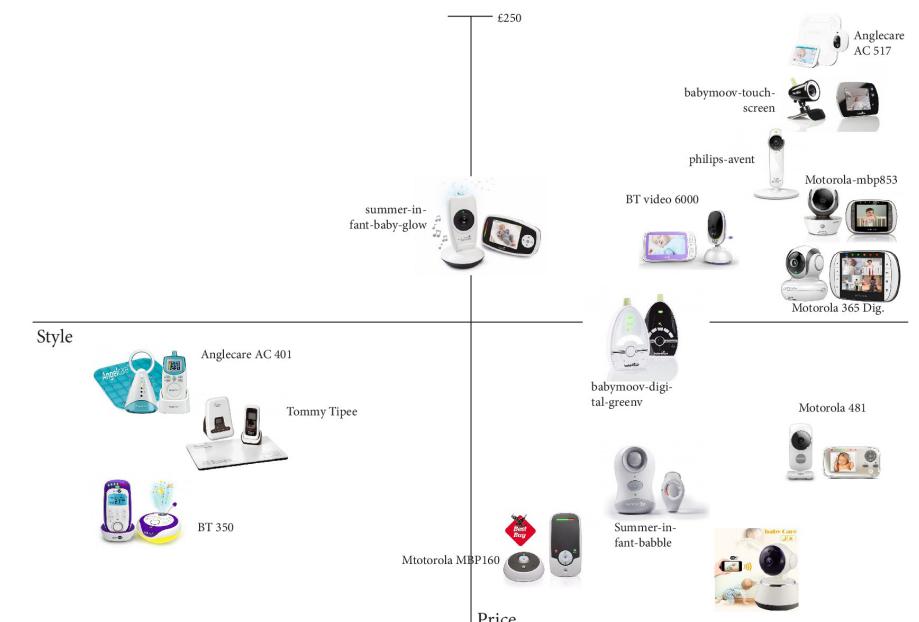
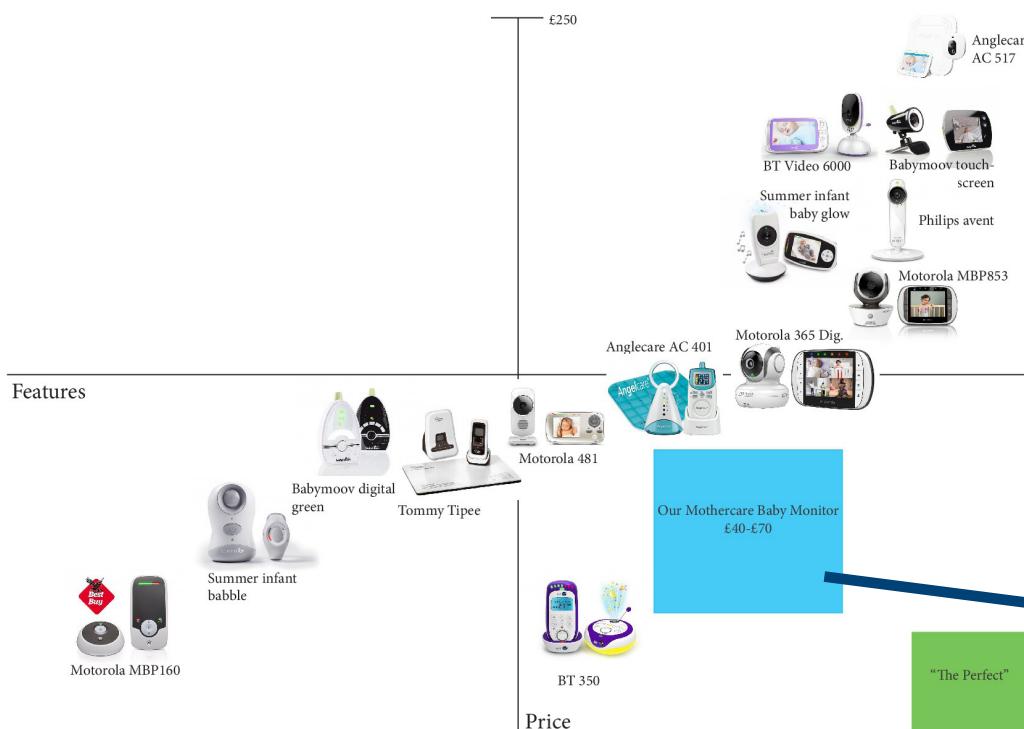
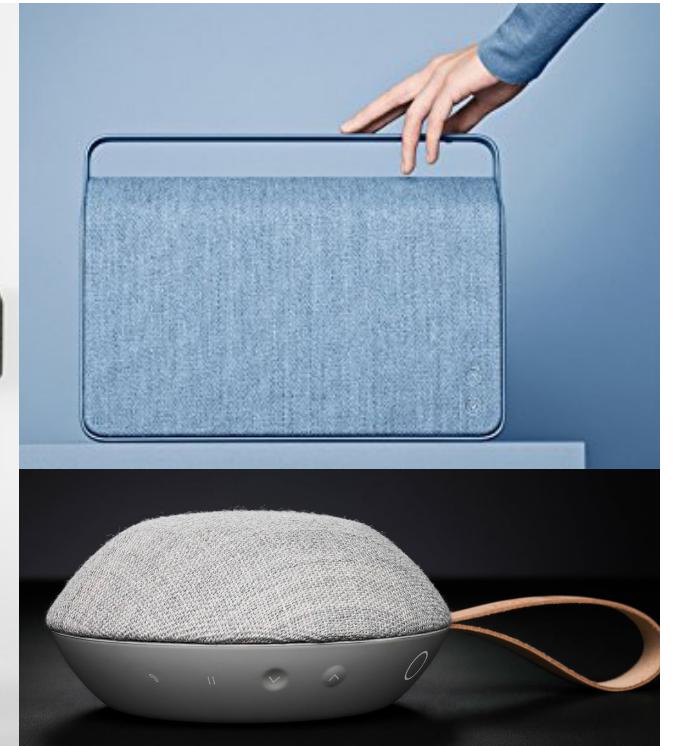


Chart 2: Style/Price

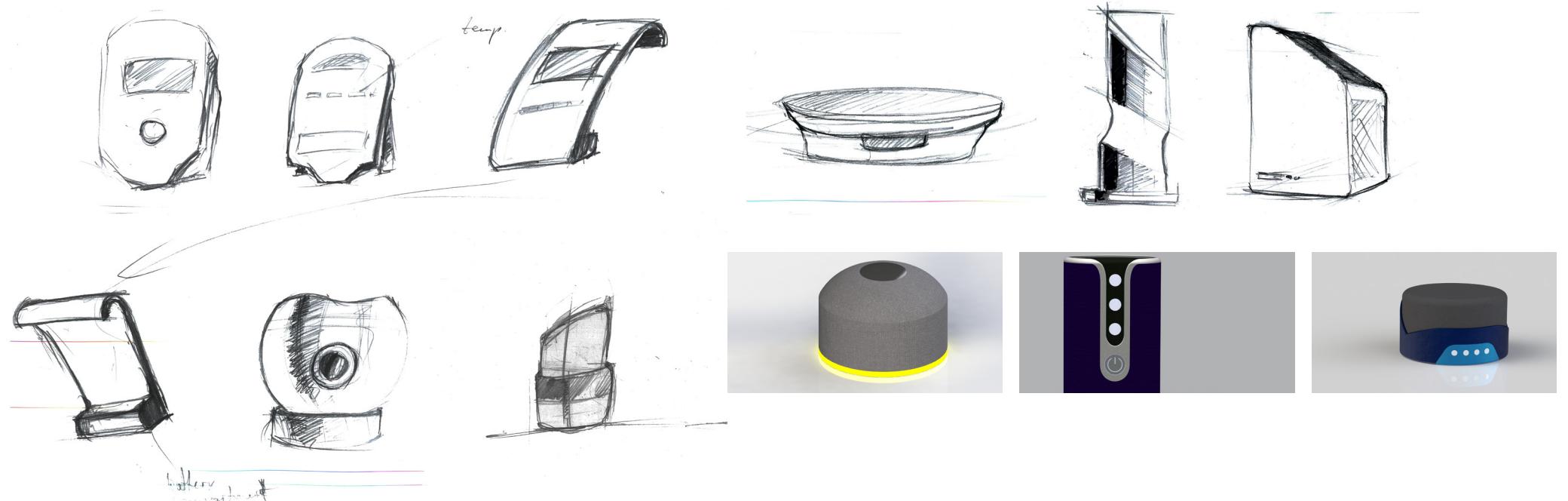
The “Price/Feature” graph displayed an evident opportunity in the market ranging between 40-70 pounds. While trying to avoid the competition in the 100£+ section, we planned to keep most of the features that this section offers in our design.

Design Language/Inspiration

Img.16-20 Vifa electronic speakers collection



The prime inspirational source for our baby monitor was the Danish company Vifa which has a strong design individuality and distinct design approach. The contrast of warm wool material and cold aluminum frame opened a new discussion of how we can adopt this manner and integrate the natural materials into the home environment while displaying the exclusive design presence on the three components of the set.



Initial Ideas and Early Development



Öma



MAJOR PROJECT

Steam Iron Generator

morphy richards®
smart **i**deas for your home

morphy richards

Re-attachable Soleplate



SIX BARS OF
PRESSURE



STEAM PRESSURE



2400
WATS





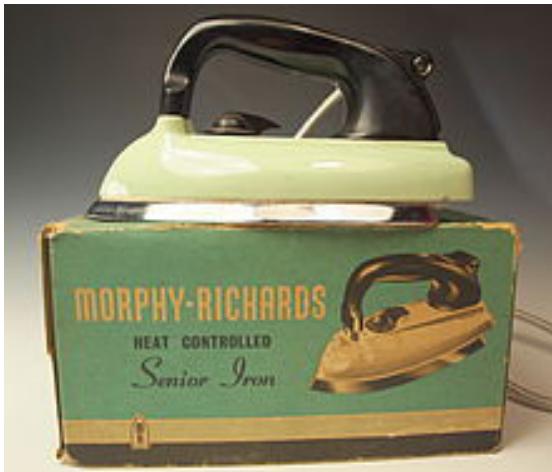
Brand Personality

Values

Morphy Richards was established as a public company in 1947. It was one of the first and big home appliances company in the United Kingdom. Today the company is the largest company by small appliances per household. The brand is still well recognised in the same operational fields as kitchen and home appliances. The company is currently pushing new challenges towards innovation, facing customers' needs and also finding new methods of retail distribution.

Customer loyalty
Market broad-mindedness
Innovative approach
Quality production

Img.21 1950s Morphy-Richards iron



Img.22 Accents Complete Kitchen Set



Img.23 Kettle and Toaster Set



How Morphy Richrds remains relevant?

Products Ethics

Quality prioritising, leading to strengthening the already constructed relations

Exceptional market analysation, working towards finding the “mass satisfaction” spot.

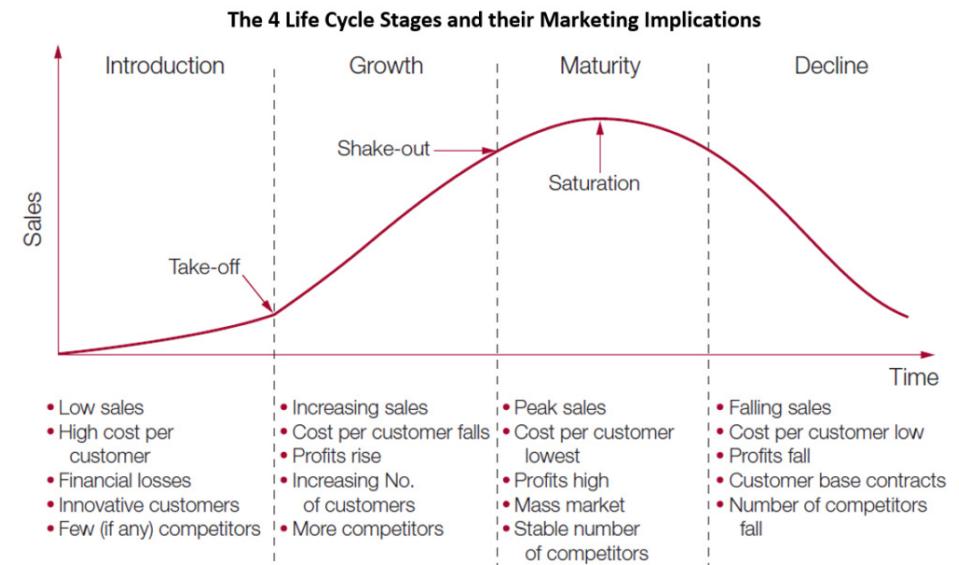
Maintain consistent support, which therefore preserves the customer/company connection

Creating user relationships with the product and the company

Offering Future contribution via enclosed service system

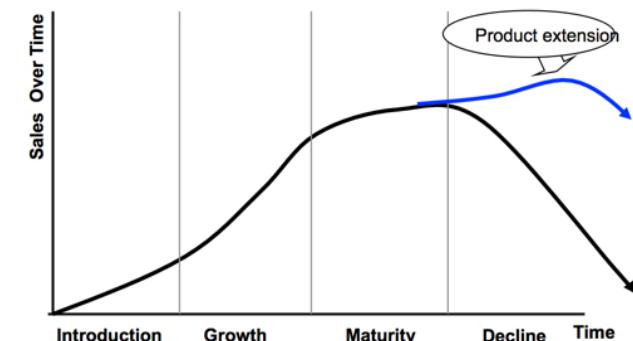
Creating trust wordy customers, making them more likely to stick with the already known for them brand.

Opening new fields for global customization



Graph 1. 4 Stages of the Product Life cycle

Source: <https://marketing-insider.eu/characteristics-of-the-product-life-cycle-stages/>



Graph 2. Extention of the Product Life cycle

Source: <https://www.tutor2u.net/business/reference/product-life-cycle>

Morphy Richards Design Language

Img. 24-27





Img. 28 DeLonghi Caldeira



Img. 29 Philips Care Elite Silents



Img.30 TEFAL Fasteo SV6040

What Is a Steam Generator Iron?

Steam Irons have normally two main components: a base unit which houses a boiler and a water tank and a top unit which essentially looks like a traditional iron. The two components are connected with a cable which transfers the pressured water and steam from the base component into the iron.

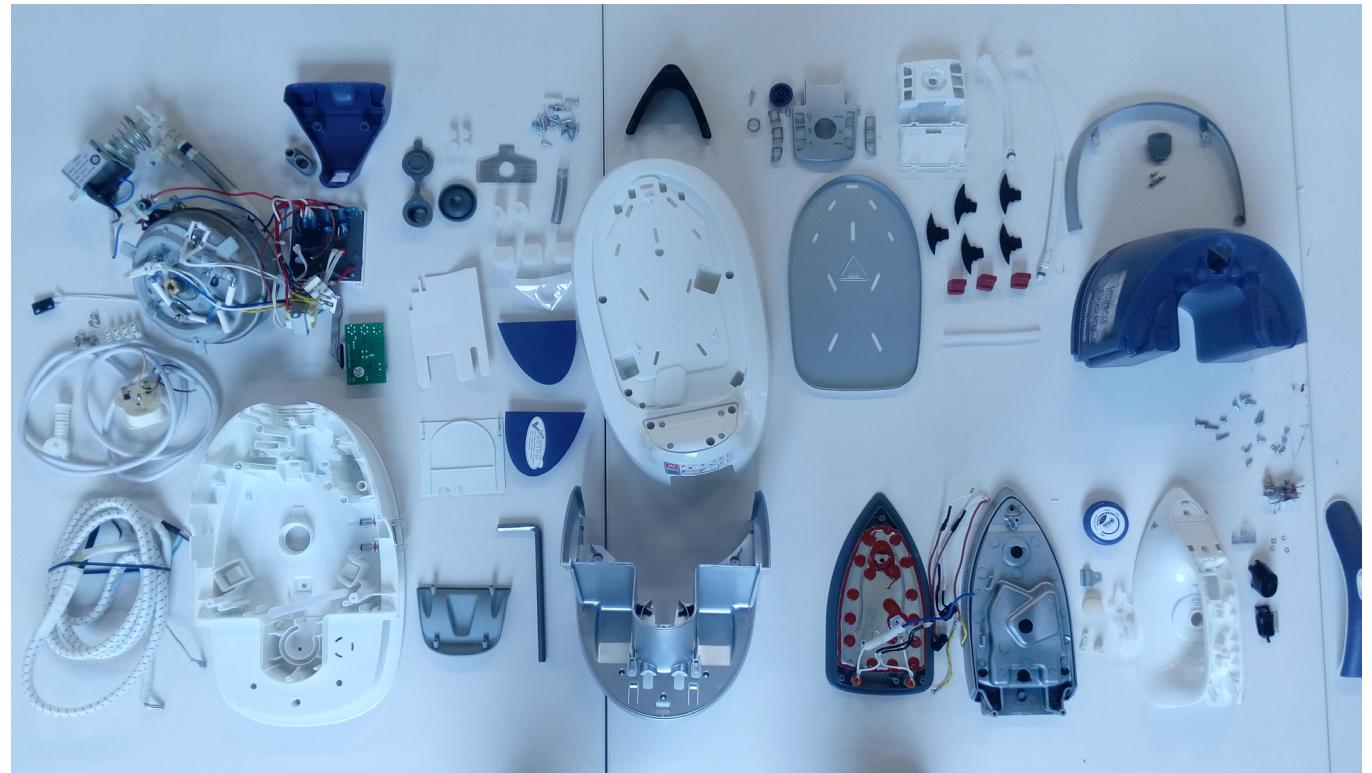
Steam generator irons produce much greater steam volume than a traditional iron. This is due to the separate base they have that contains a compact boiler which heats up the water and shoots it out of the iron head as a steam.

The Steam Iron Generators can reduce the ironing time significantly compared to the traditional irons. Furthermore, the ironing requires way fewer effort thanks to the 6 bars of pressurised steam generated by the boiler.

Reverse Engineering

The Steam Iron Generator we took apart during the reverse engineering studio day was the Power Steam Elite Generator Iron by Morphy Richards. From user's perspective: In a theoretical scenario, if a problem occurs with the product and the user is willing to localise the problem himself the first thing he would need is a well-equipped toolbox. 3 types of different screwdrivers were needed to open this product due to range of screws and bolts imbedded in the product. In addition to that, In order electronic components to be reached, the outer plastic components must be broken or bend to an extent where they would not be able to recover in their original shape.

Img.31-33 Reverse Engeneering Studio Day



Materials range

Plastics

All the external and some internal components of the iron and the base components were made out of plastic

Silicon

Silicon sealing was applied all over the top of the soleplate, providing pressure isolation

Copper

All electrical cables in the iron consisted copper wiring.



Img.34-37 Reverse Engineering Studio

Steel/iron

Although it has a ceramic coating applied, the soleplate was an iron casted component.

PCB board

A small PCB board was integrated inside the bottom compartment connected to the heating system

Rubber

Small rubber bit parts prevent the heated soleplate to have a contact with the plastic surface of the iron's "bed" located on the top of the bottom component.

**Steam Output up to
200g**

**Stainless Steel; Ceramic;
Ionic**

**Vertical
steaming**

Soleplate

IRON

1-2 m

Power Cord

1800-2600 W

**Water con-
tainer**

STEAM GENERATOR

Boiler

**Capacity
1-2.2L**

**4.5-6.5 bars
of pressure**

Client Meeting

The first and the second meeting with the person from the Morphy Richards design team were incredibly beneficial for the path I took in this project. Being able to receive first-hand observation pointed my thinking in a direction of dealing with the real obstacles. That saved me weeks of customer experience research later on.

The second meeting took time in the middle of April and at that time I had almost entirely completed my CAD model. I used my 3D model to help myself communicate with the client more productively and efficiently.

I mentioned my initial idea of leaving handy access to the electronics of the back of the iron so if a problem occurs, the customer could easily access the electrical components of the iron. That way it would not be necessary to use specialised equipment nor to break the plastics surrounding the components. The client quite liked the idea of the “easy access area”, however, he noticed that the electrical components in the steam iron are one of the last things that can first fail. He suggested a better focus on the similar area which would address the brief even better. The problem that 90% of the time appears first during the first year of usage, he said, are mineral buildups on the soleplate pressure holes.

The Idea

Speaking to the person from Morphy Richards in small groups and having the chance to discuss my idea with the client provided me with a very useful feedback. The comments that he made for everyone's' concept opened another discussion about the first issue client might face when purchasing a new steam iron. He mentioned that the first issue that might occur with the iron would be the limestone building around the pressure holes on the soleplate itself.

That really got me thinking; how can I address that issue and combine it with my current design proposal?

I forced myself thinking in a direction of creating a replaceable soleplate, which would be easy to change. The technical goal I set was to make all mentioned above possible without the need of any professional equipment in order a customer to replace the old soleplate with a new one.

Before I could start with that task I needed to find answers to some questions:

**How can a Customer safely remove highly heated surface with ease?
Do I need to consider the use of screws in order one to remove the base?**

Visual Inspiration



Img.40 Kabuto - coffee mak-

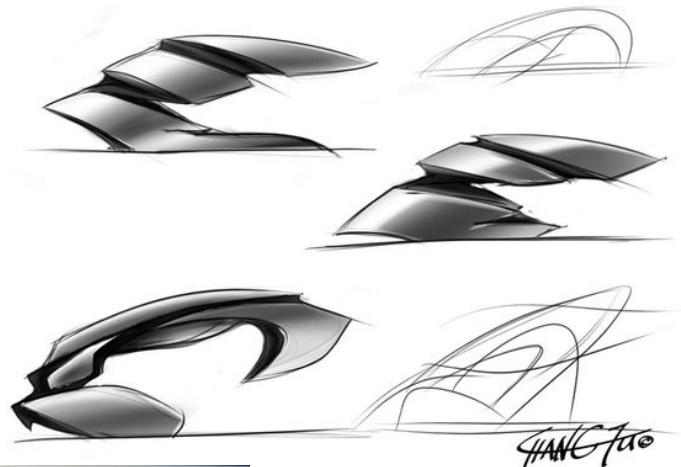


Img.41 Lamborghini Inerno



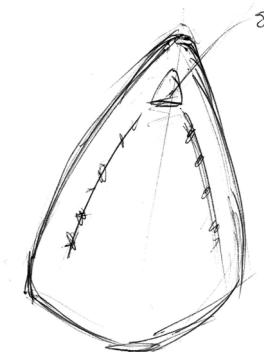
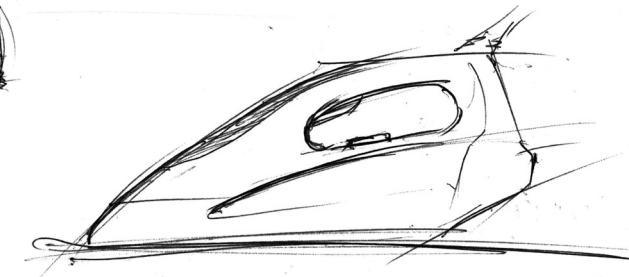
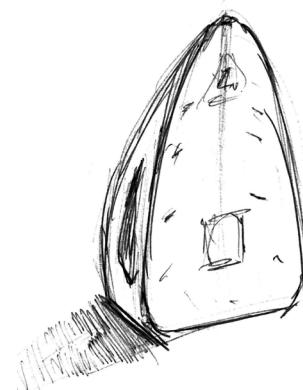
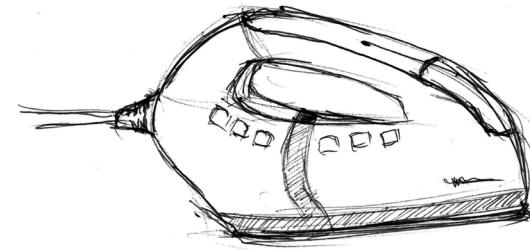
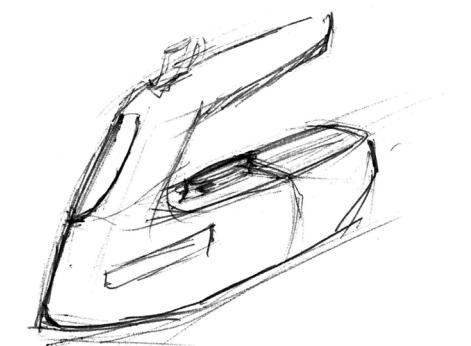
Img.38 BORK i601 Steam Iron

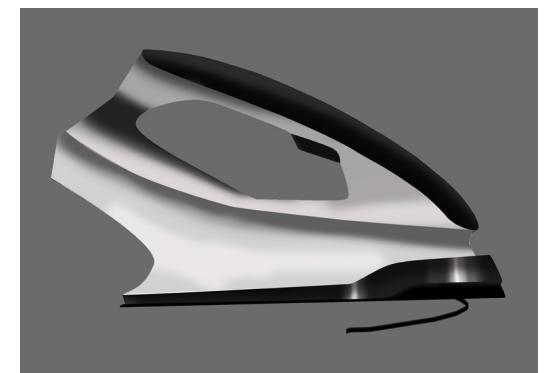
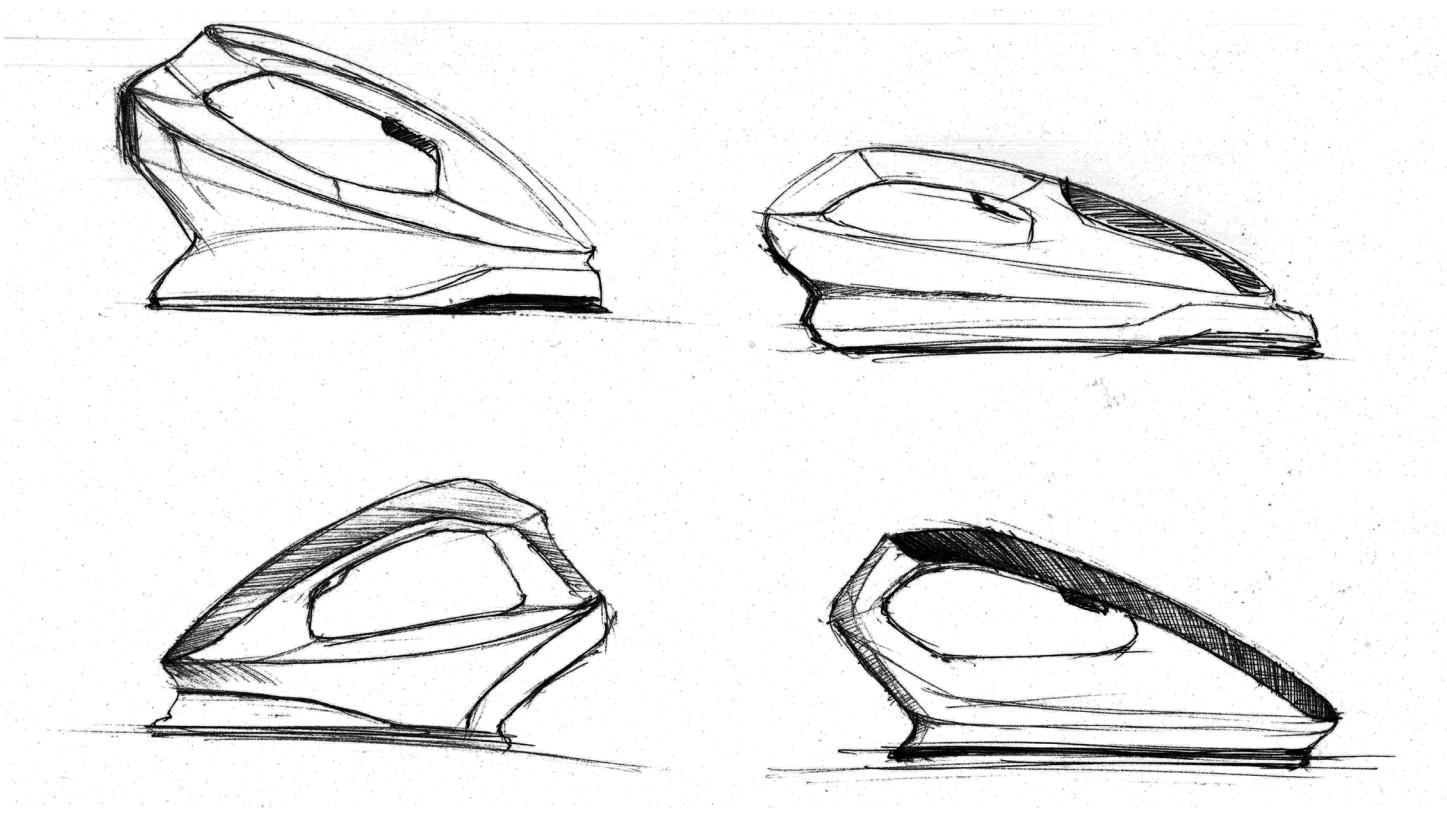
Img.39 Archillect



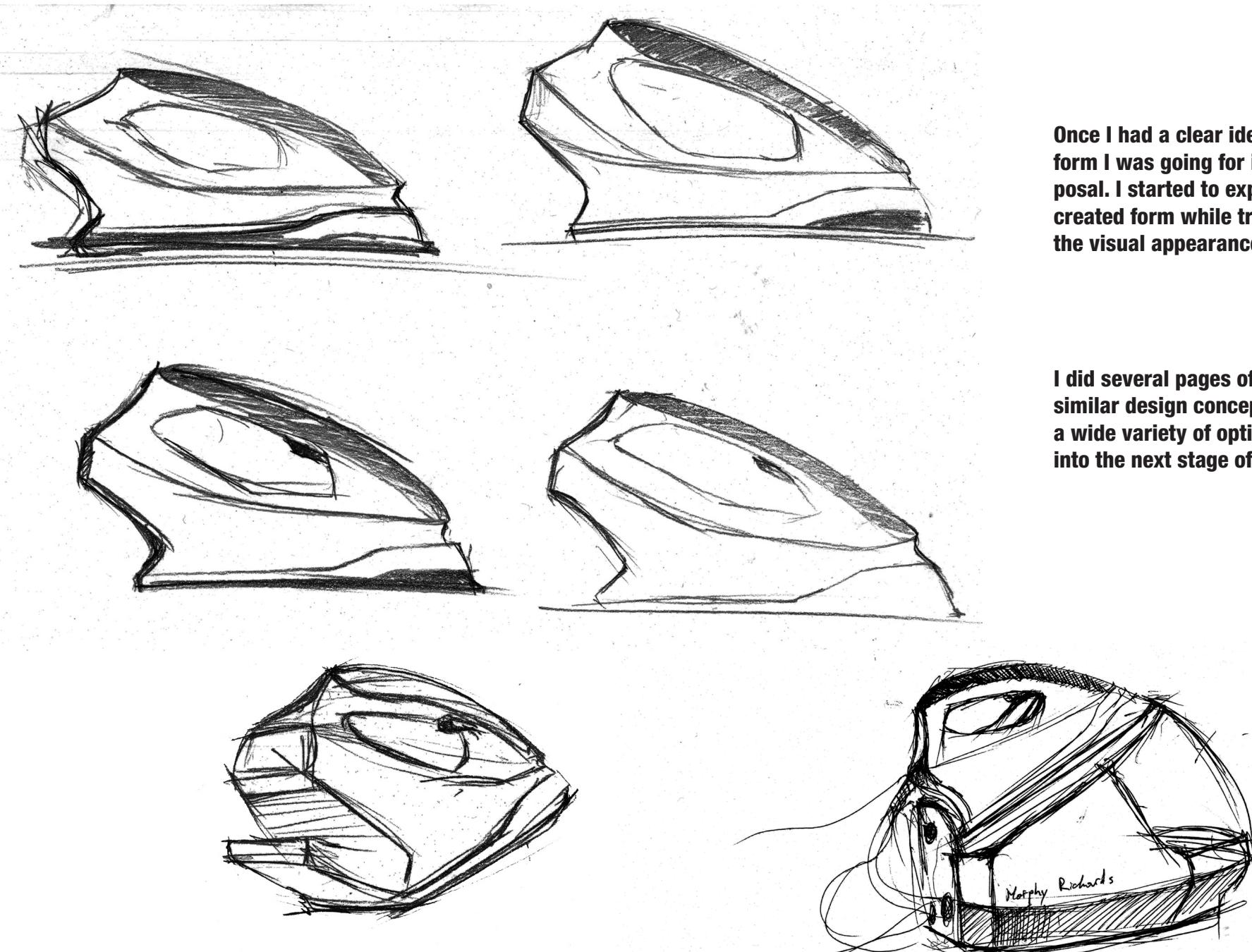
Img.42 Remington D7779 Air3D

Initial Ideas and Sketches





Distribution of the weight of the iron was also a prime focus in my design proposal. I have spent some time experimenting with forms and trying to find the best way of distributing the weight so the iron can feel natural in human's hand. By lifting the backside of the iron off the base I created a relatively equal distribution of the weight which will later resolve in better movement control and safer stationary position when the iron is positioned in a vertical/rest position. (This topic is also covered in "Physical Testing" page.)



Once I had a clear idea of the general form I was going for in my design proposal. I started to explore the already created form while trying to improve the visual appearance to its best.

I did several pages of sketches of a similar design concept. That gave me a wide variety of options to go forward into the next stage of the process.

morphy richards®

Steam Generator Iron

Benefits

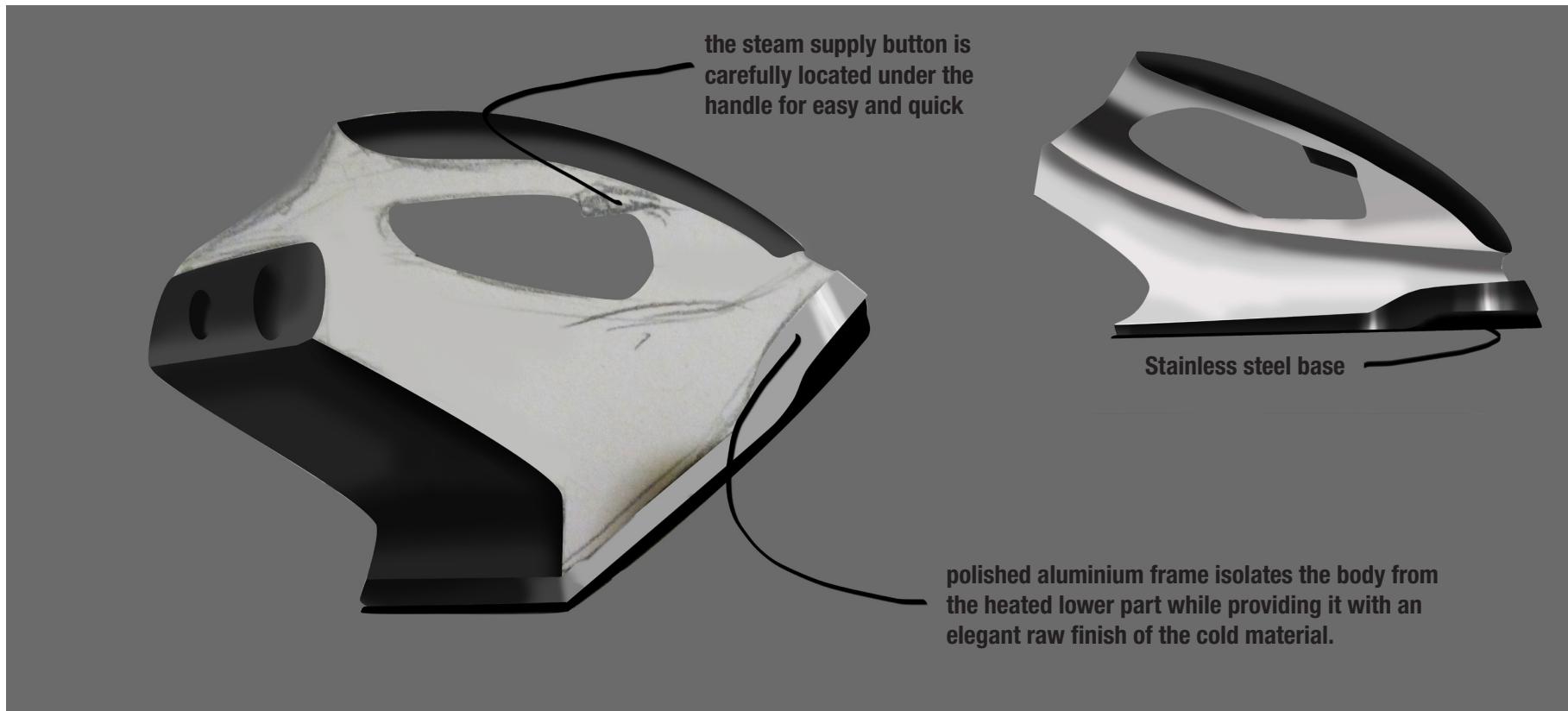
- Exclusive Design

- Recyclable Materials such as (#5 Plastics and Aluminium)

- Organic and Aesthetically Appealing Shape

- Equally distributed weight, finding perfect centre of the masses

- Ease of use with one major switch



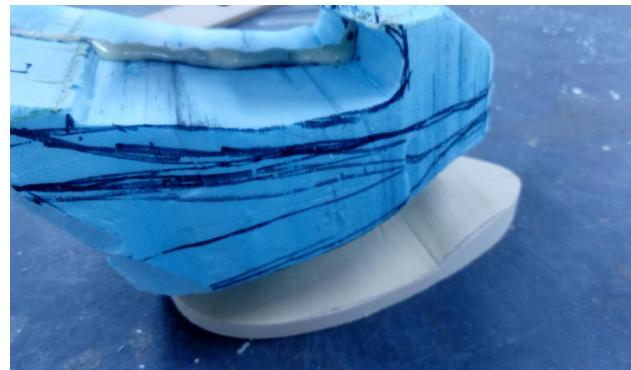
Physical Testing

Expressing the features well through modeling materials was almost impossible, mainly because my focus on this project is connected with choice material and mechanical matter. However, I decided to do a quick foam/wood model and examine how the soleplate component would go with the main body.

Another thing I manage to test with the physical model was the weight distribution of the product and the overall comfort of use. As the handle has a downward 27-degree angle, the forward motion felt quite natural and smooth.

In addition, the slightly shorter length of the iron I planned (26cm) compare to an average iron (29-32) made the iron look sufficiently more compact.

Img.43-46 Physical testing



Most common soleplate problems

Mineral buildups

Arguably, limestone and mineral buildup are the most common issues with steam irons which can dramatically decrease the lifespan of the product. The reason why minerals are starting to build is because, first, the water may contain a high percentage of natural minerals and second, the liquid inside the boiler is vaporised and shot through narrow canals and holes, which respectively leads to limestone building on the inner surface.



Img.47
Limescale
buildings

Iron sticking to the fabric

This issue is often caused due to low maintenance habits of the soleplate surface. There are several types (material wise) of soleplates, they all have different performing and resistant qualities, however taking care of the soleplate is a “must step” in maintaining the product. Using distilled water is one way to fight unwanted sticking to the fabric.

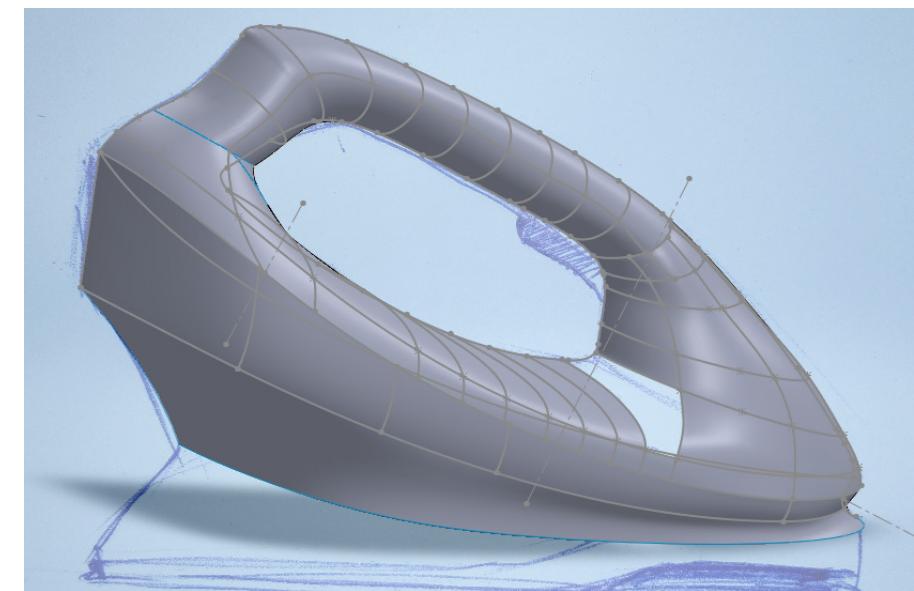
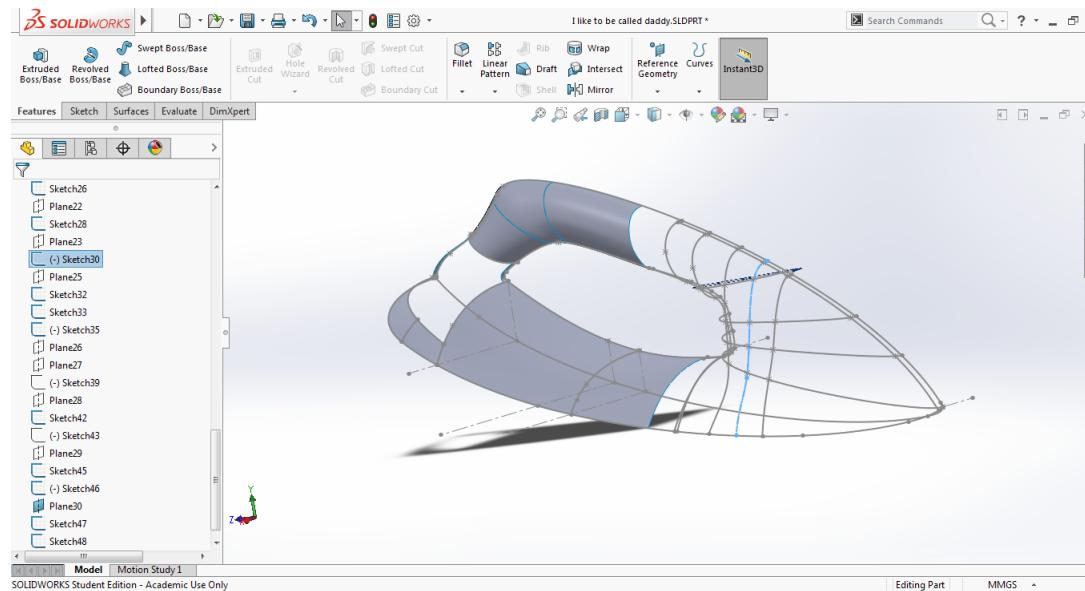


Img.48 Soleplate maintenance

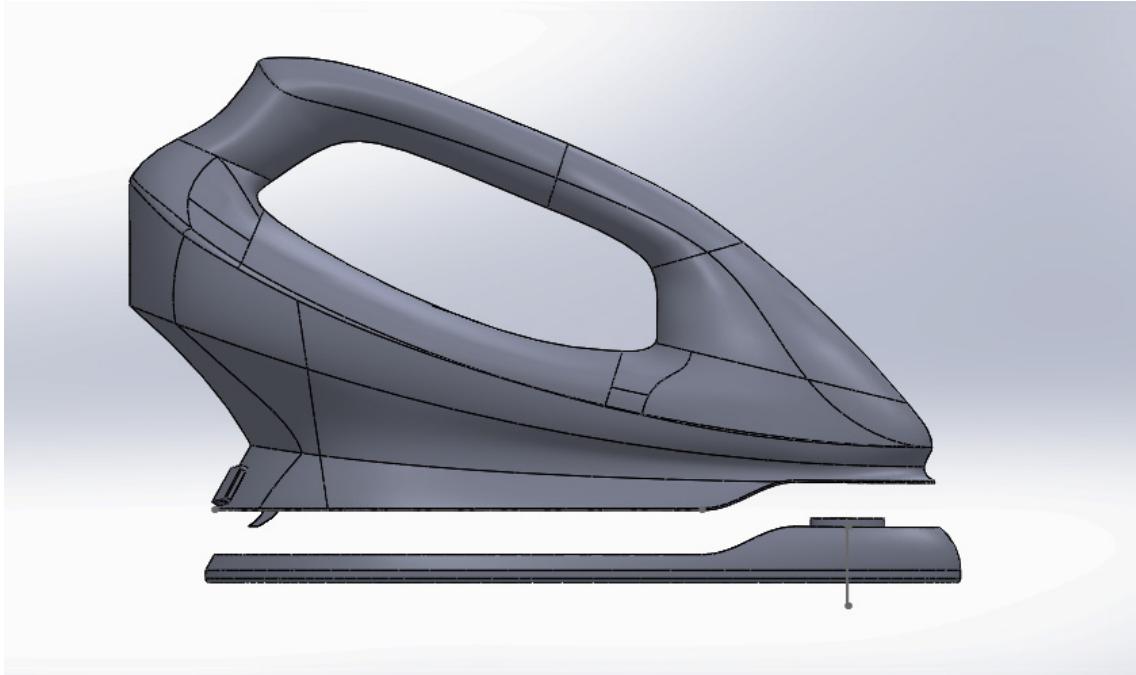
source: <https://www.mrright.in/ideas/appliances/small-appliances/iron/common-steam-iron-problems-solutions/>

CAD Approach

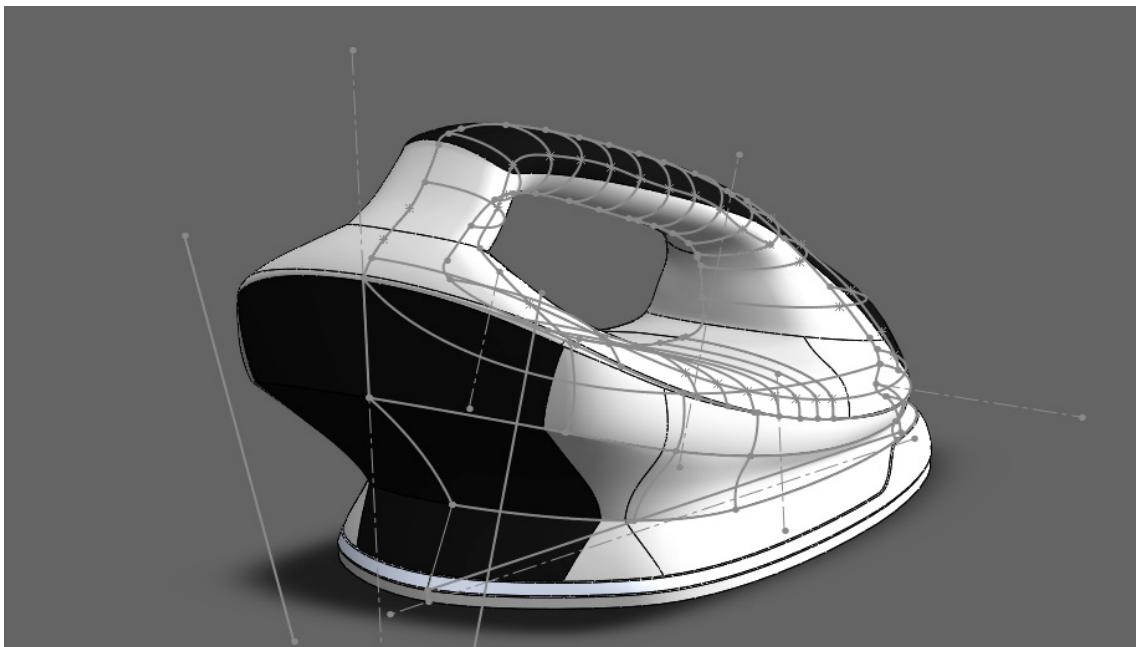
Due to the complexity of the product, quick CAD build was essential for me in order to visualise how all the components fit/interact together. Furthermore, the early start on Solidworks really helped me realise where I can take an action of changing the planned form in my sketches and where that would be impossible. Although, high amount of details was not required for this project, yet I used some advanced surfacing modeling to make the details of the iron stand out.



Img.49,50 CAD Development



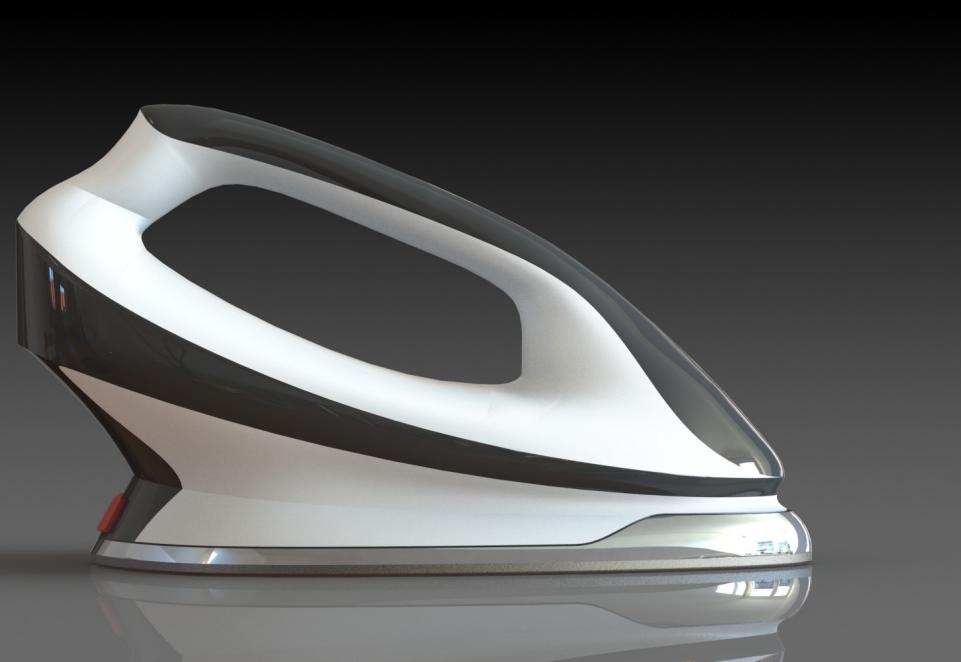
After I completed the general form of the iron, I did some hypothetical planning of the water pipe and the pressure holes on the soleplate, based on the Morphy Richards design's pressure irons.

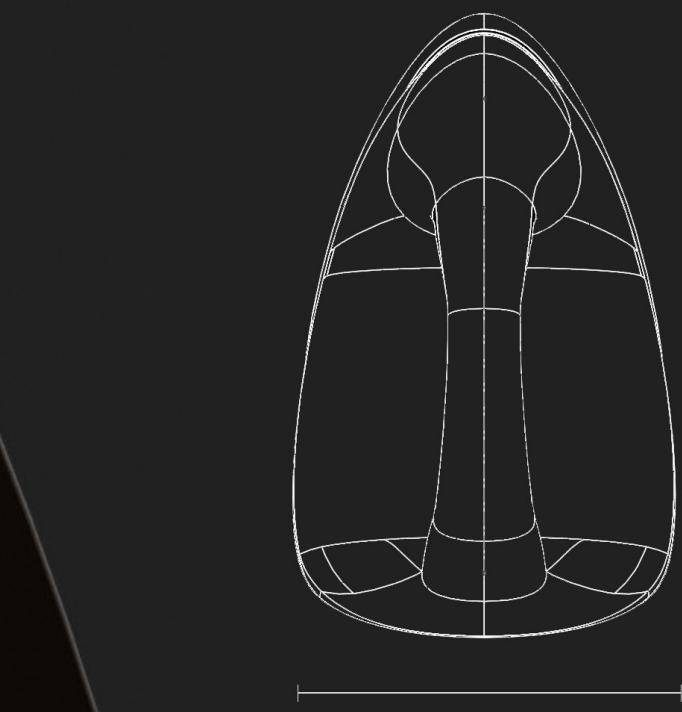
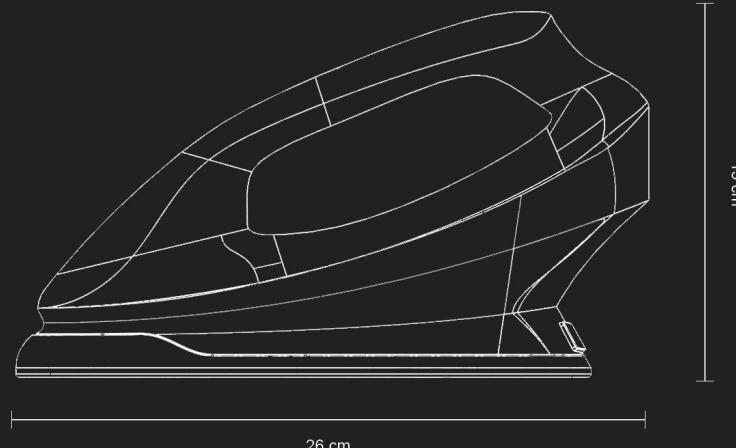
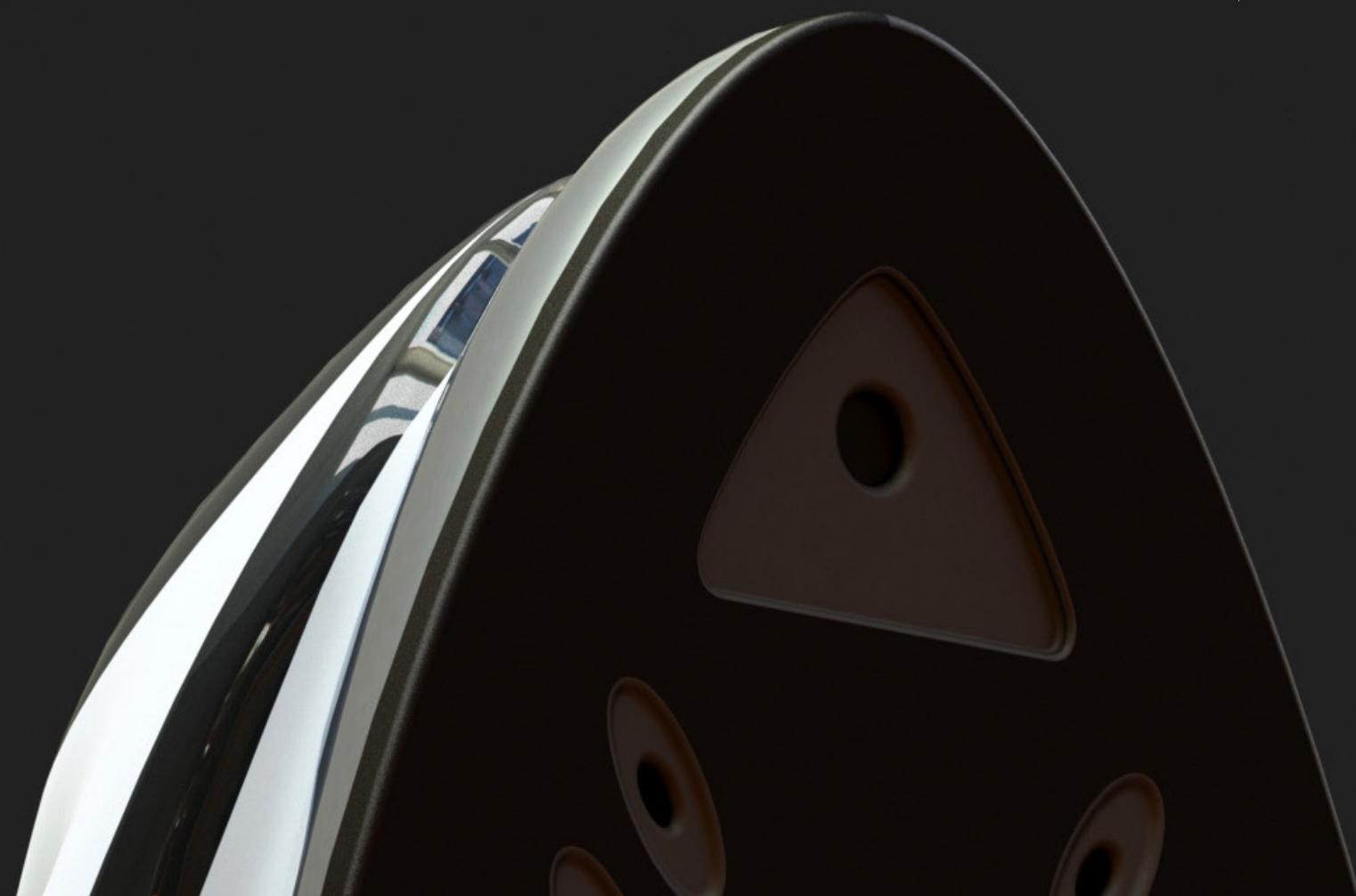


The metal hooks located on the bottom surface of the main body snap into the soleplate with a spring lock mechanism (explained on page ...). The soleplate can be simply released from the hooks with the button on the back of the iron.

Img.51,52 CAD Development







The locking mechanism

During a discussion with Mr. Evans over the viability of the mechanism I was using in my model at that time, he mentioned how the ski boots lock system works. Simply with just a vertical pressure applied on the ski boot, the mechanism locks the boot over the ski. Then the boot can be easily released from the ski by performing reverse motion on the release lever.

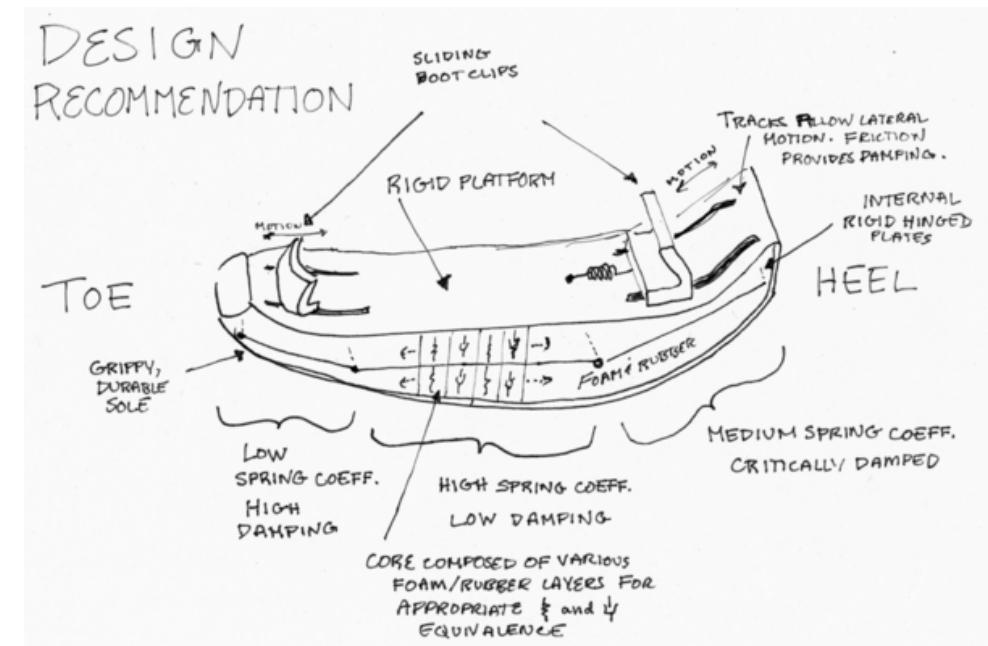


Img.53 Ski Boots



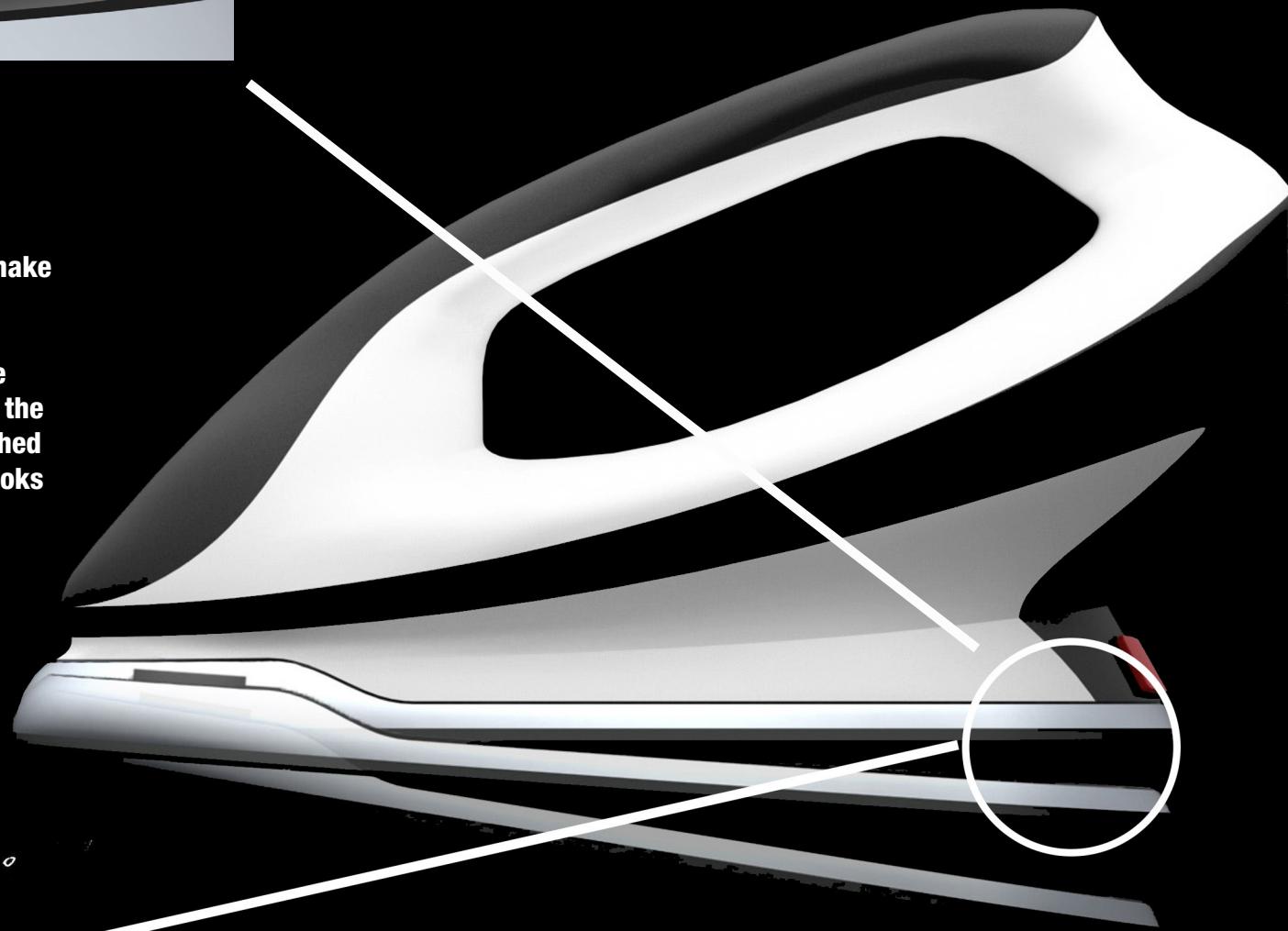
I managed to find several technical drawings of the ski boots and in-depth explanation of how the mechanism works once it is put in action. The only obstacle I found before I could consider applying this system in the design was the two different motions required in my design and the ski design. Therefore, I had to make a small improvement in the original design of the mechanism. I added an additional angle of 30 degrees to the soleplate surface. I did that adjustment exactly where the hooks would meet the soleplate pockets. (see the next page)

Img.54 Ski boot walking attachment redesign

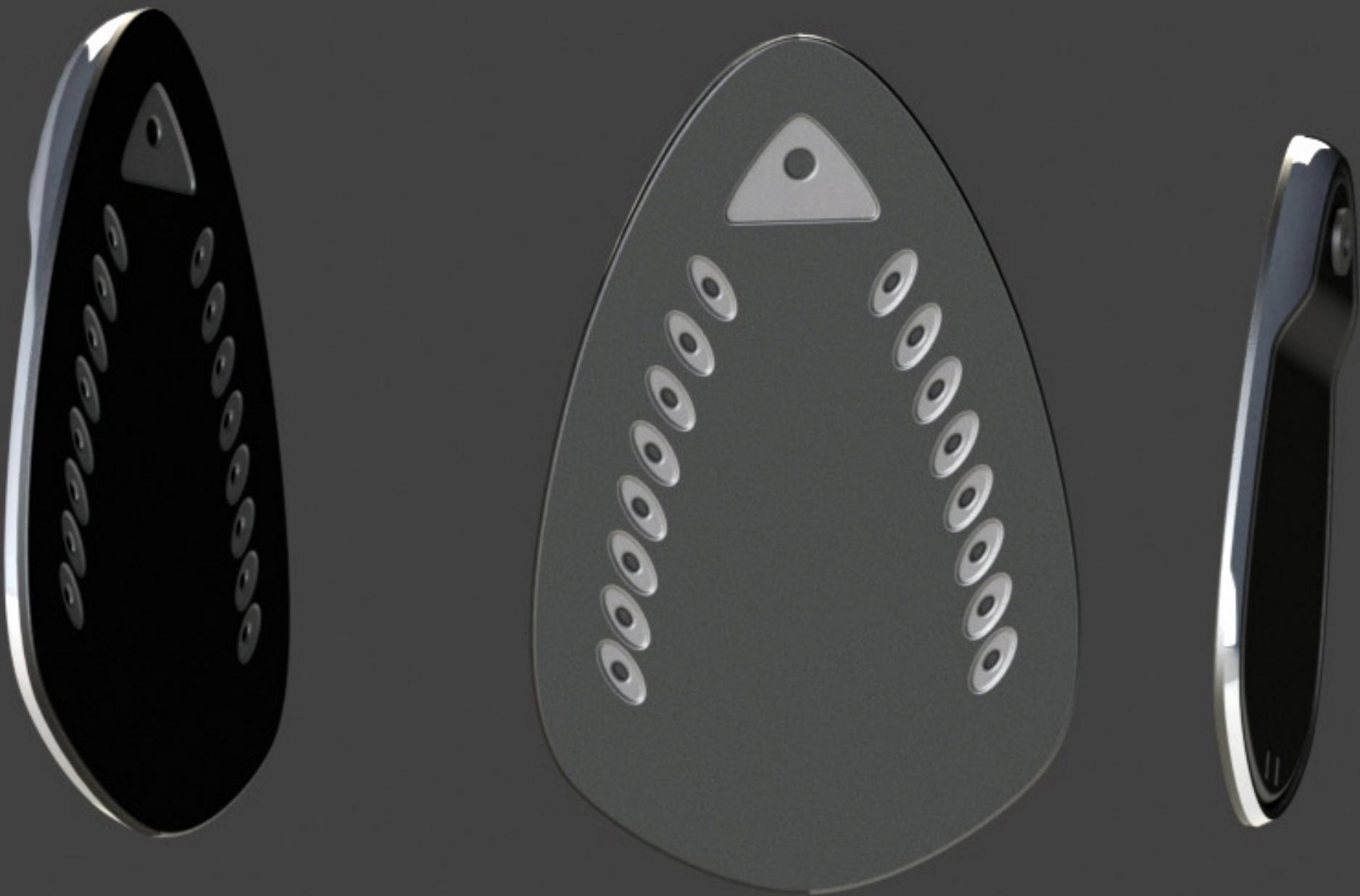


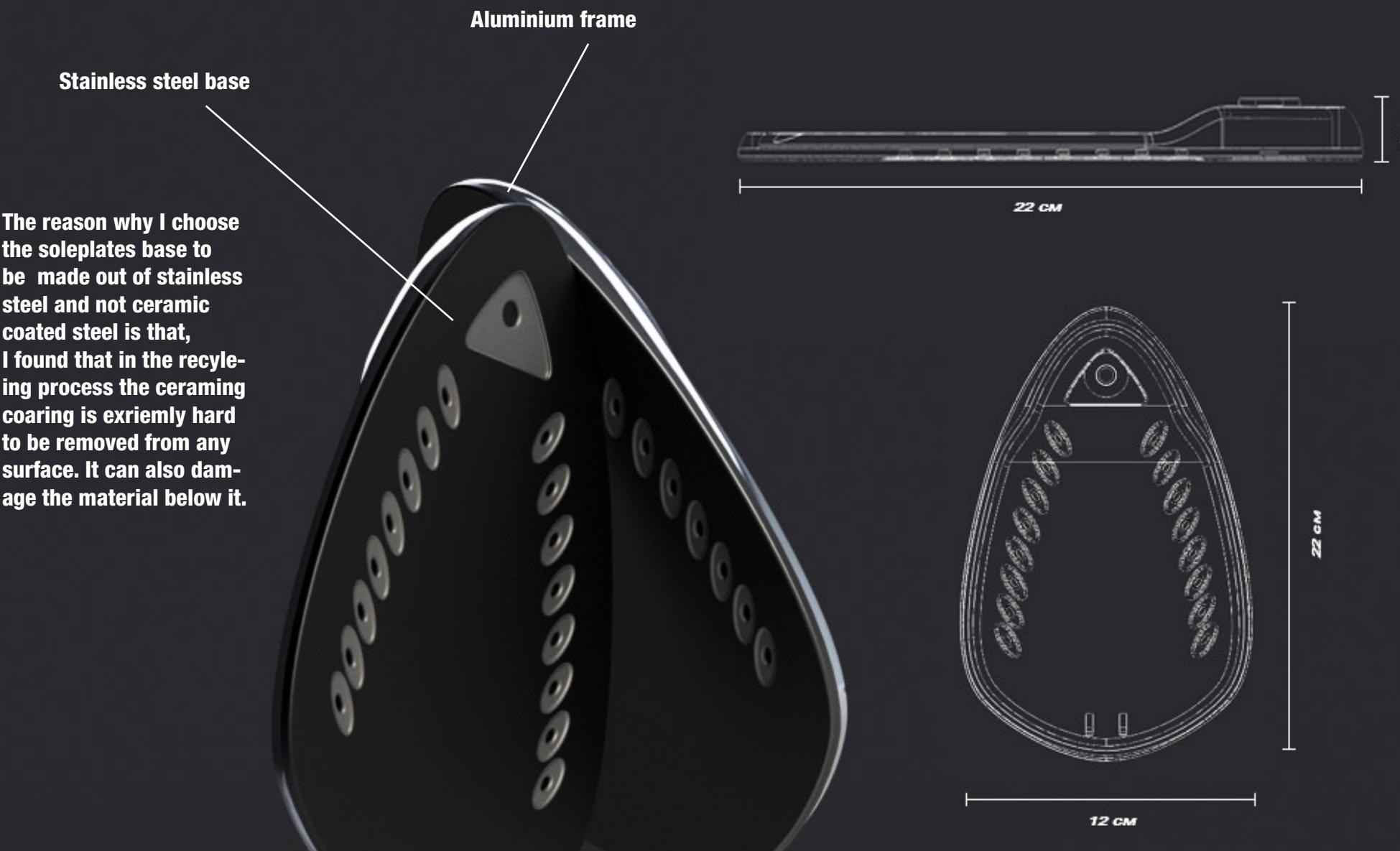
How to replace the old soleplate?

Attaching the new soleplate is quite simple. The only thing that needs to make sure is that the front of the soleplate fits around the front of the iron. Then one must push down the iron until the mechanism locks in place. To release the soleplate, the red button must be pushed down in order to release the metal hooks from the soleplate's holders.



When the hooks are pushed against the cavities of the soleplate they will slide downwards due to the 30-degree angle while tightening up the spring until they reach the end of the hole. Then the spring will be released pushing the hooks inside the cavity. And the system locks by itself.





Addressing the circular economy

Attempting to adopt a whole new approach of production, manufacturing, and servicing of a product or feature is eminently tough and goal, especially when everything that is covered is theoretical.

Selling a product is just the beginning of that relationship!

1. Building a relation

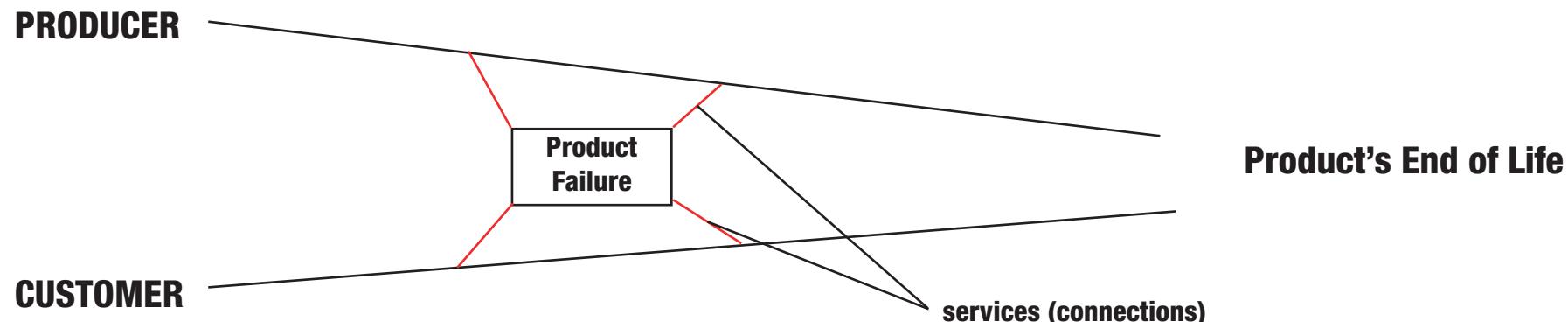
If such an issue has to be addressed, a long-lasting relation with the product, the client and the producer has to be insured in the making process. Addressing an issue which is expected to be positively resolved in the future must go hand in hand with a lasting bond with the company and the product.

2. Quality of the product

Certainty, the best way to satisfy a customer and leaving a good impression of your company is the key to a further business relation with that same person. But besides, well designed and high-quality products, a specific thought has to be put towards the case of that product failing and what the customer can do if that happens.

3. Company services (taking care of the existing ones)

As I mentioned above selling a product is just a beginning of a bond with the client. So in order to keep that relation healthy while ultimately aiming to reach the end of economy's cycle (which is the primary goal), services must be always prioritised. Services will play the role of connecting with the customer until the end of the product's life.

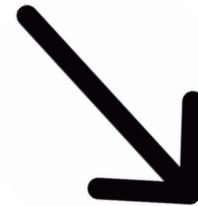
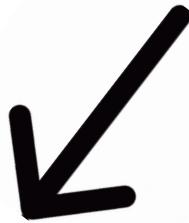


Problems and Solutions throughout the process

Problem

In this case of returning an old part to the producer, a small obstacle can occur regarding the collection of the old part from the customer, which can be tackled in a few ways.

The decision of returning the old soleplate can be made only by the customer himself. Since he is the legal owner of the old part. Therefore, the decision of returning the old soleplate is absolutely up to him/her.



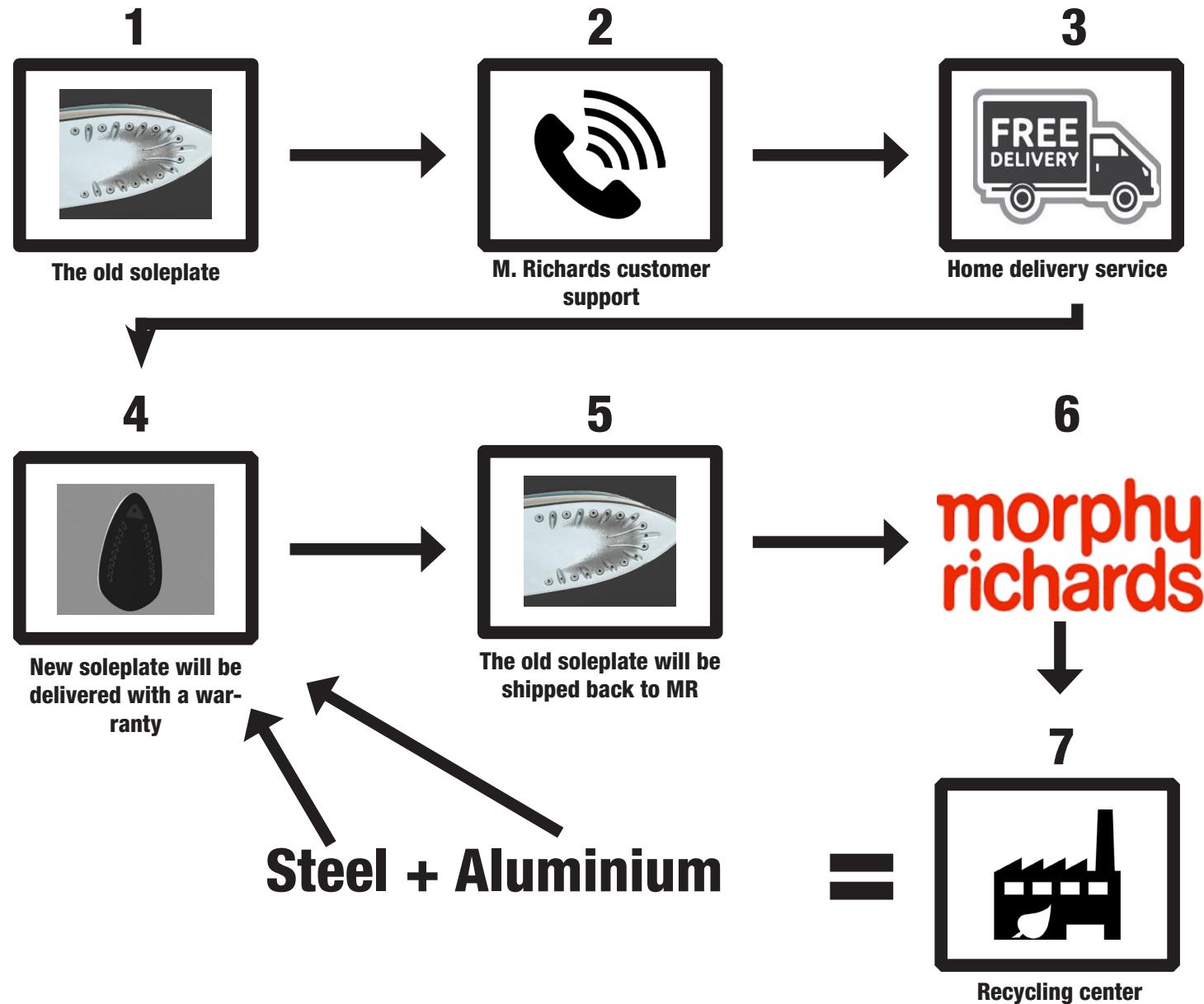
Solution 1

Price reduction and discounts on the new soleplate can be one way to make sure that the customer will consider the opportunity to receive a discounted price of the value of the new soleplate.

Solution 2

Well presented leaflet explaining the importance of the circular economy and how the customer can get directly involved in the process could be another way of resolving this problem.

How the new soleplate affects the circular economy?



CV/RESUME

COVER LETTER

PORTFOLIO



Aleksandar Minkov

I am a young and ambitious product designer, who has a unique view of the future. I am keen to push and test my knowledge in every aspect of a new project, knowing that behind every product stands an enormous amount of hard work and commitment. I believe that a good design can be simple. However, it should certainly be thoughtful and meaningful carrying a special attitude towards details.

Contact

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LinkedIn: www.linkedin.com/in/aleksandarminkov

Key Skills

Ideas generating
Researching
Problem solving
Time management
Testing
Presentational skills
Creative thinking

Languages

English	<div style="width: 100%;"></div>	
Bulgarian	<div style="width: 100%;"></div>	
German	<div style="width: 10%;"></div>	

Hobbies and Interests

I enjoy anything involving any kind of motorsport, racing and aviation. I am also quite interested in drawing human emotion and architectural landscapes. 3D realistic renders and light design are also a big passion of mine.

Professional Skills

Technical skills

Sketching
Prototyping
Knowledge in 3D printing
Laser and plasma cutting

Software



Education

Sheffield Hallam University
BA Product Design

2016-present

National School of Stage and Film Design
Light Design

2011-2016

Achievements and Certificates

Modern Academy of Arts "Syndicate"
Compleated course in Screen Arts

2014-2015

Modern Academy of Arts "Syndicate"
Compleated course in Visual Arts of XX century

2013-2015

Work Experience

Sales specialist 60k ltd. Developed very good conversational techniques and outstanding time management skills.	June-September 2017
Stage Designer Theatre "Hand"	2013-2014

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24th April 2018

Dear Mr Wild,

I would like to apply for the opened position as Product Design Internship as my professional university placement will begin this summer. Along with my cover letter, I am attaching my CV, application form and a link to my official website (with my portfolio).

I am currently pursuing my bachelor's degree in Product Design at Sheffield Hallam University. During my first and second year, I completed several projects, including two live client projects with two of the biggest British companies (Wilko and Morphy Richards). I obtained valuable industry insights accompanied by professional teaching methodologies and many hours of 3D software enhancement.

Wild Design attracted my attention with a significant rational of band values and individual design language. I have always been obsessed with design methodology in which products are designed with a thoughtful and meaningful foundation that have a strong impact on the customer and the environment. I am particularly impressed how the design process is approached at Wild Design and has been taken into small pieces of the whole picture in order to deliver the best for the customer and the client. I am genuinely willing to learn, observe and deliver my best. In my work, planning and consideration have essential significance in addition to the special awareness to detail and overall completeness.

My previous education has provided me with useful theoretical and practical skills and competencies, which I have been improving in my everyday life. At the university, I managed to obtain a pragmatic set of skills such as team working, rational thinking, time management, presentational skills, self-discipline and dedication to my work and tasks.

I look forward to hearing from you.

Yours sincerely,
Aleksandar Minkov

OFFICIAL WEBSITE AND PORTFOLIO

<http://alexanderminkov.com/>

Professional Lectures

LECTURE 1

The significance of the Co-Working Environment

This first lecture was held by a gentleman for a furniture company “Connection” based in Huddersfield. He widely developed the topic of the everchanging working environment and how people tend to adopt more and more alternatives to the traditional office spacing. A great thing about this lecture was the use of statistics and which resolve and a more efficient way to deliver and memorise a message. He also covered the question of how the world is going to adopt this new idea of working environment by sort of eliminating the negatively seen office environment.

LECTURE 2

Gemma Wheeler

The second lecture was given by an ex Sheffield Hallam Student graduate with a Masters Degree in Product Design. She was currently working in the medical design field and more specifically in the research/user experience area. Understanding different people perspective and the ability to observe and turn that into building block was the 1st this she has been putting in her work. Setting a long term-goal and breaking it into smaller short term goals is a very useful advice she gave, which was well backed up with a great example of her work.

LECTURE 3

Matthew M.

Matthew was another graduate of Sheffield Hallam with a bachelor of Product Design. He was currently working for Lacoste although he spent some time working for Pentland and Design pool before launching a job at Lacoste. He mentioned that working for such a recognisable brand comes with a great responsibility and the amount of research and actual user involvement is what makes the big brands stand out. However, besides applying all the design processes we know and learn in the university, above anything else comes the brand values.

LECTURE 4

Kelly Hennessy

Sheffield's Hallam bachelor and master graduate Kally Hennessy gave the fourth lecture in these module guest lecture series. She covered how changing the master course she took was; how different it is from the BA course(learning subjects as interface, graphics, branding etc.) for her and how that extra year prepared her for the design world and later on landing her first job. After graduation she found a job in a light design studio, however, after trying a few job places with different design ideologies and roles she worked on, she is currently working in a company with design role that she describes as "my dream position" - user experience designer.

LECTURE 5

Shelby N.

Shelby is the 5th graduate lecture from Sheffield Hallam. She went deep on the topic of how to present your work the best we can and how important is to try everything you can early in our professional career. After graduation, she worked for three design consultancies, providing her with useful work environmental ethics and skills. After her first and second job she still kept exploring for different design experiences and positions. Her current company main focus is on empathy towards the consumer. her design role is a junior UX research designer.

LECTURE 6

Daniel Schofield

Mr. Schofield is an industrial designer working in different design areas and specialises in furniture design. He has numerous design awards and some private collections and exhibitions. He well pointed how he structures his work, planning, and goals set. Building his name on the market as an individual was a path he built step by step through building a network and connections that helped him slowly get a recognition. That planned system he followed established new doors for people to contact and him.

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Shelby N.
Daniel Schofield
Gemma Wheeler*

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