Defining an Identity
for the physical object

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Defining an identity

13—11—2023

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Pitch & User Scenario

Is my pitch clear?

Is my user scenario clear?

What physical (or virtual 3d) objects are necessary to carry out the user scenario?

Make a List

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Target Audience

Who is my target audience and in which context shall my project be evolving?

Field? Age groupe? Interests? Environment?

Document this through visuals. Assemble in a moodbaord.

This shall guide your shape development and choice of materials and details.

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Competiton Research

Identify the competition

Document this through visuals. Assemble in a moodboard.

This is what you shall not do as it already exists.

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Reference Images

From here try to find reference images that come from other contexts and express the shape, the aesthetic, the materials, the finish you would like to develop.

Assemble these in one moodboard.

Develop 2-3 different moodboard options.

These visuals should trigger emotions, so pay attention to the quality of the visuals you select

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Start sketching

Start with first shapes:

Sketched on paper

Sketched in 3d

Collages or reference images

Paper prototypes

Think of the scale
Think of the material

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