

Manufacturing Strategy & Industrial Design

Idea Generation & Concept Definition

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CASE STUDY

CASE STUDY



https://www.youtube.com/watch?v=I1fq7gLcyos&list=PL8uhQVz84cl_n2Ze1s_cZPYvYPmRBGE_l&index=1

CASE STUDY



SMARTWATCHES



REMEMBER CONCEPT development process: PROJECT PLAN PHASE



1. IDENTIFY OPPORTUNITIES



2. EVALUATE & PRIORITIZE PROJECTS



3. ALLOCATE RESOURCES & PLAN TIMING

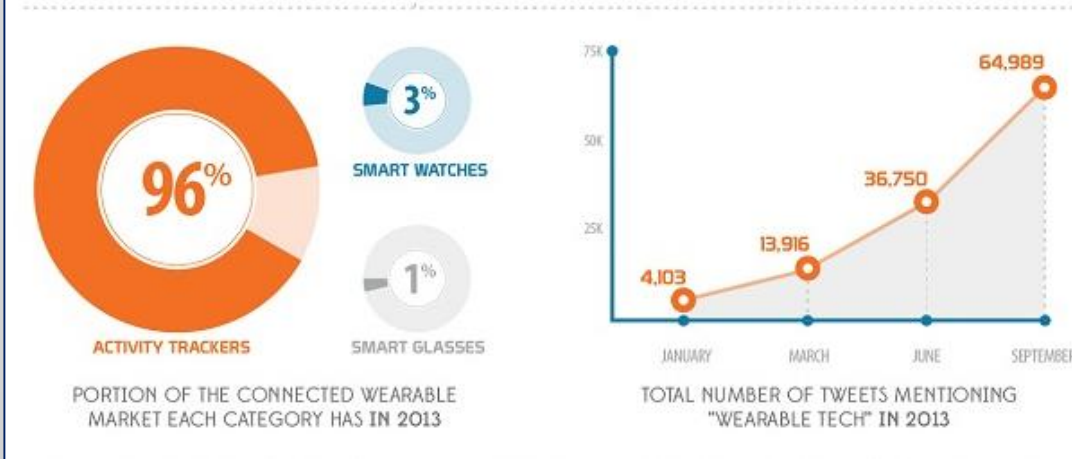
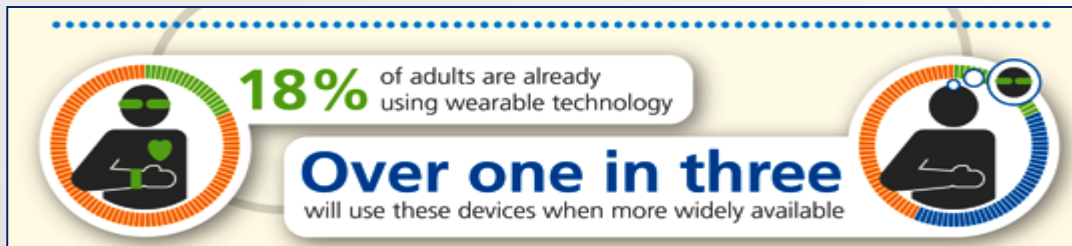


4. DEFINE: MISSION, CONSTRAINTS, BUDGET



CASE STUDY

PLANNING PHASE



CUSTOMER NEED: market push to wearable technologies, social «connection», system integration, design features, high quality...

CASE STUDY



PLANNING PHASE

HEALTH DEVICES



NIKE+ FUEL BAND

1 BILLION POINTS EARNED BY FUEL BAND USERS EACH DAY



FITBIT

THE AVERAGE FITBIT USER TAKES **43%** MORE STEPS PER DAY



STRIIV

STRIIV USERS WALK **60 MINUTES** DAILY AND AVERAGE **8 FLIGHTS OF STAIRS**



JAWBONE UP

UP USERS HAVE HAD **300** YEARS OF SLEEP COLLECTIVELY

PERSONAL DEVICES



PEBBLE

Displays critical apps and notifications from a user's wrist, including music control and silent alarm



SONY SMARTWATCH

Shares calendar notifications, Facebook, email, calls, texts, weather and Twitter notifications; remotely controls smartphone camera shutter, music, and Find My Phone.



GOOGLE GLASS

Augmented reality eyewear that responds to voice commands, takes pictures, gives directions, searches for information, sends messages



SAMSUNG GALAXY GEAR

Shares notifications for calls, emails, texts and weather, takes photos, responds to voice commands and has a Find My Phone feature

COMPETITIVE LANDSCAPE:
«Almost every major consumer electronics manufacturer is now working on a smart watch”

CASE STUDY

PLANNING PHASE



**COMPETITIVE
LANDSCAPE:**
«New Apple Watch”

https://www.youtube.com/watch?v=Pm_si28B8uk

CASE STUDY

PLANNING PHASE



TARGET MARKET:

Young boys/ girls
Dynamic, interested in
desing and technology

CASE STUDY



EVALUATE & PRIORITIZE PROJECTS

PRODUCTS PORTFOLIO



CASE STUDY



EVALUATE & PRIORITIZE PROJECTS

PRODUCTS RANGE

WATCH



WATCH SPORT



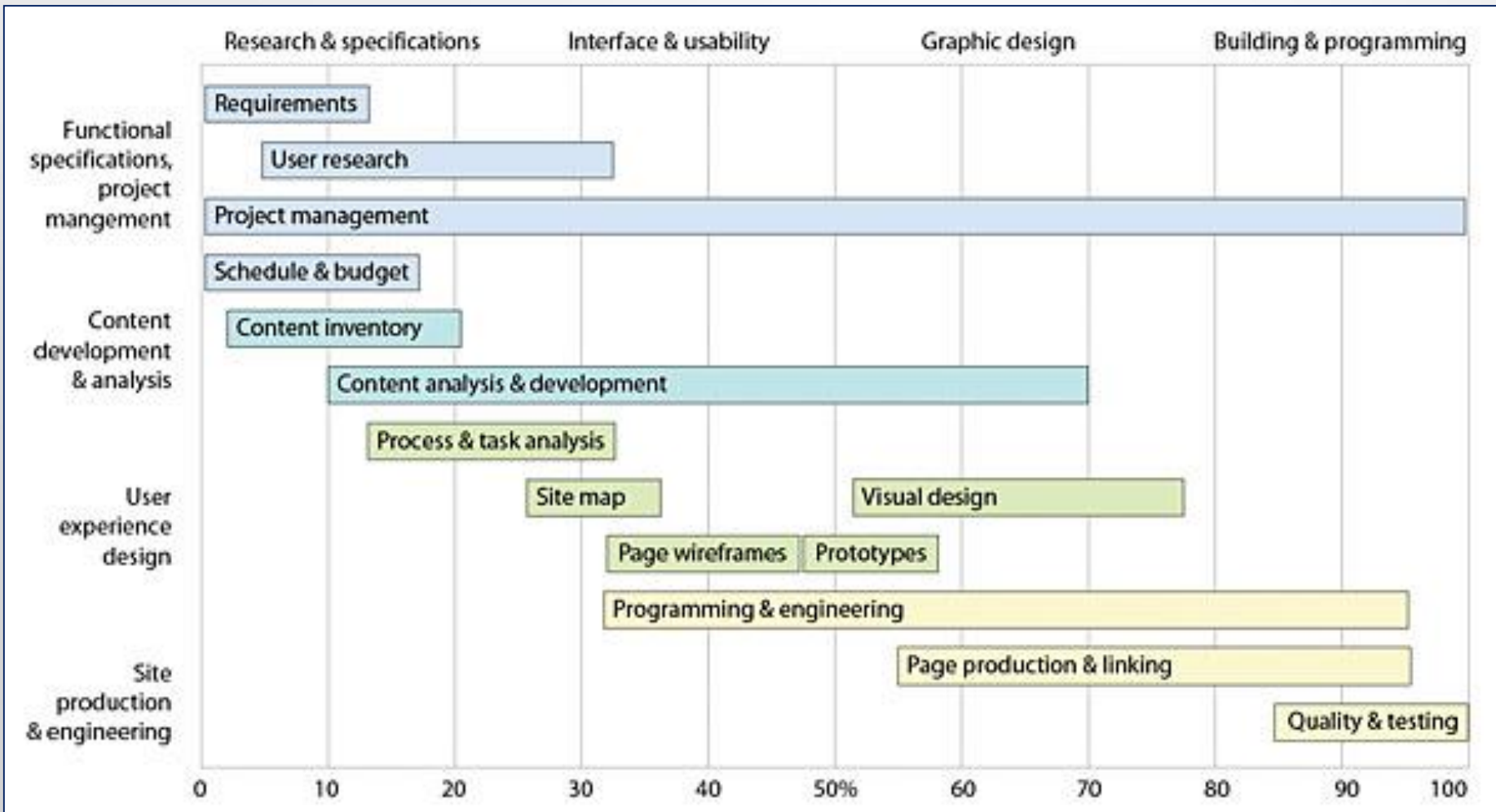
WATCH EDITION





CASE STUDY

ALLOCATE RESOURCES & PLAN TIMING



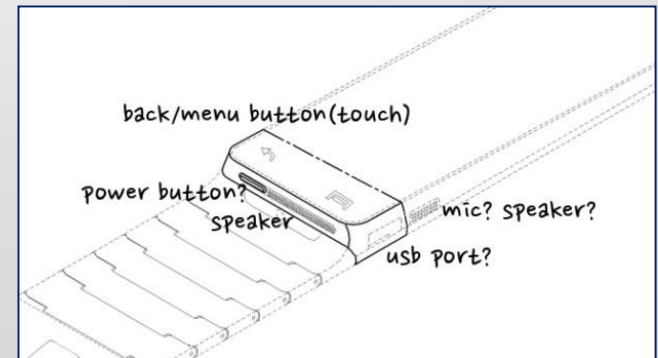
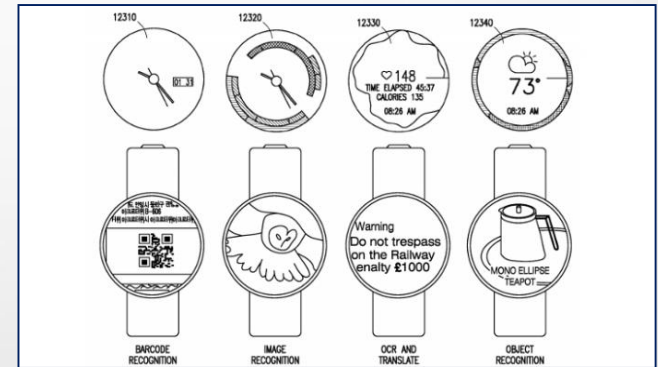
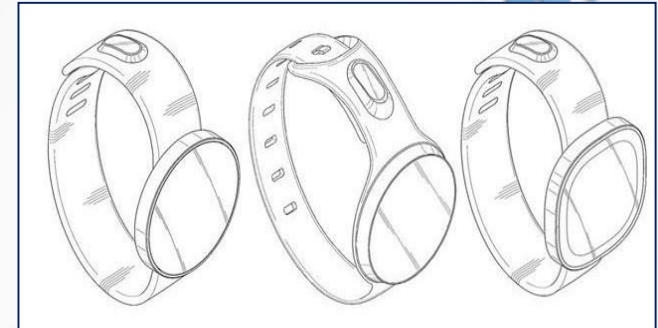
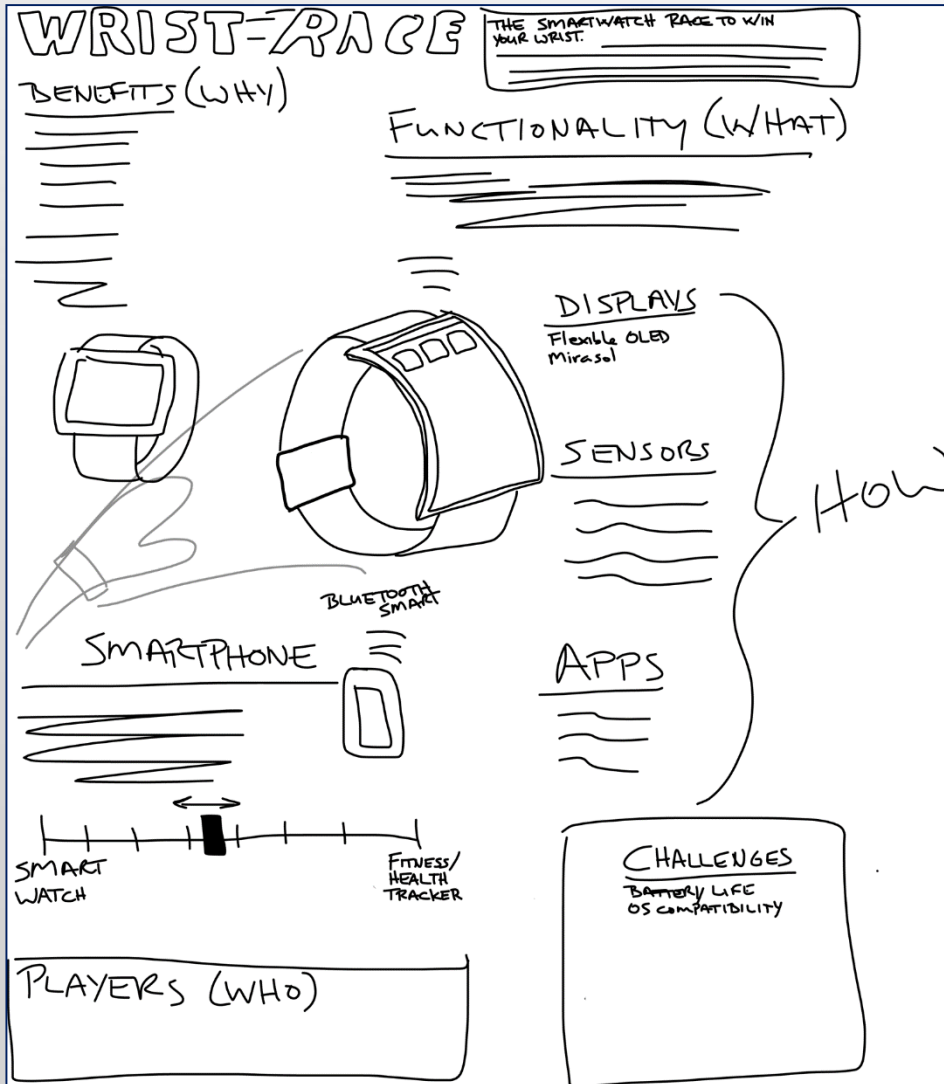
CASE STUDY

CONCEPT DEVELOPMENT



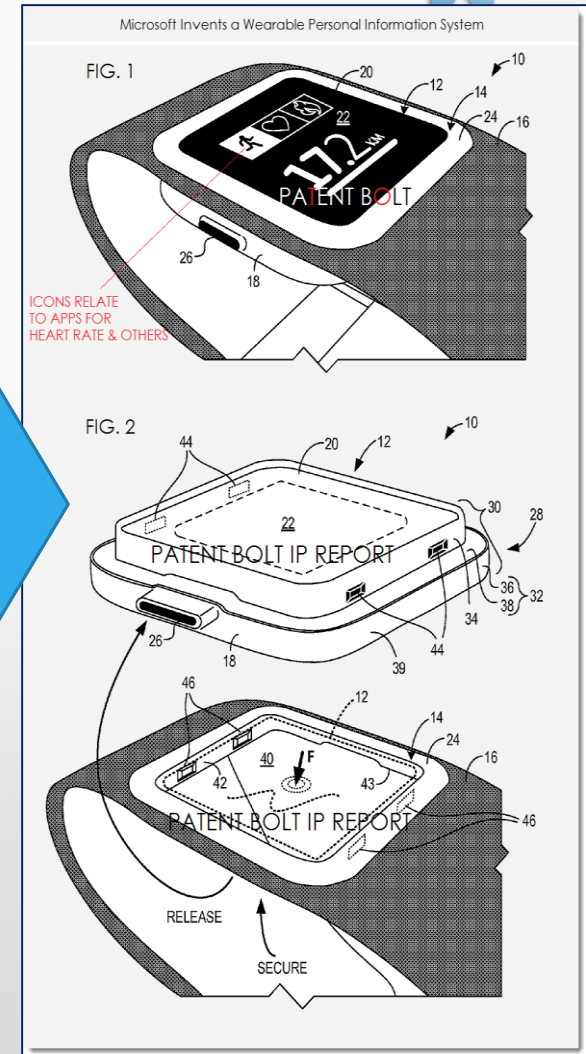
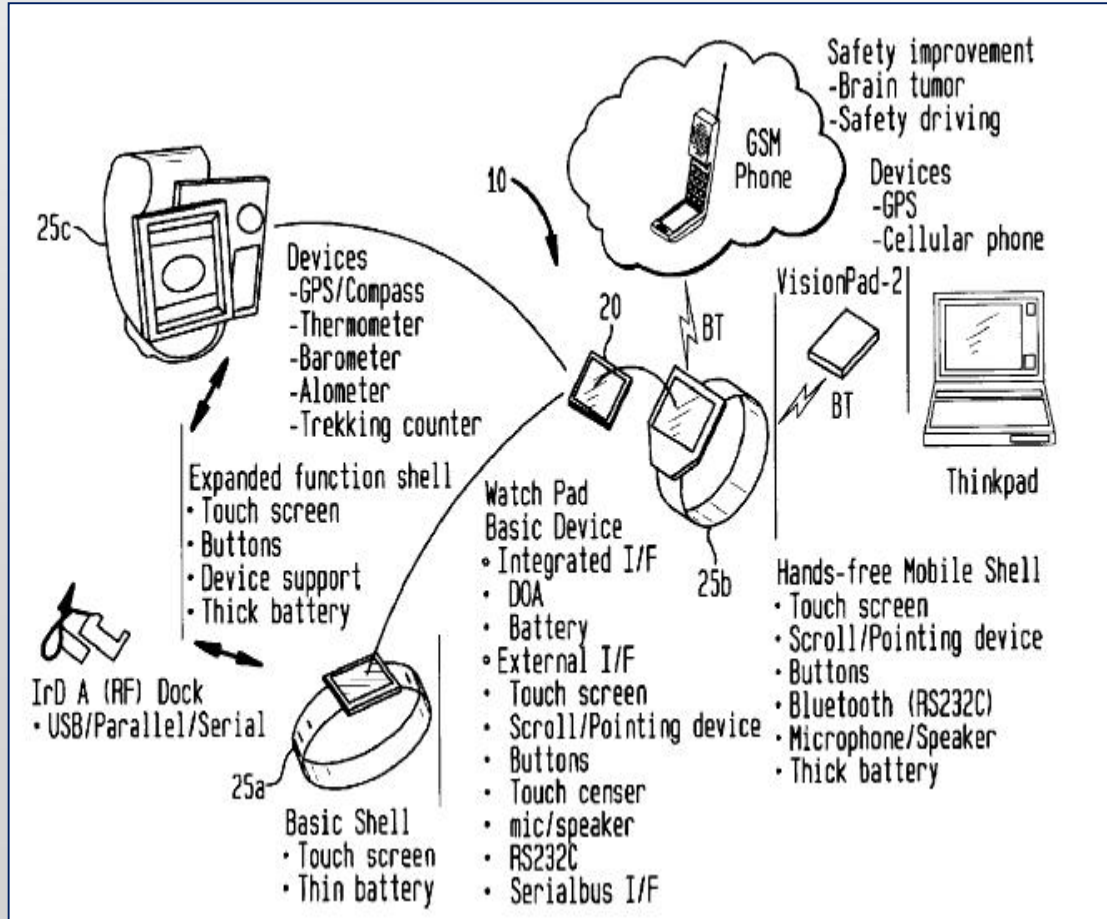
CASE STUDY

SYSTEM-LEVEL DESIGN



CASE STUDY

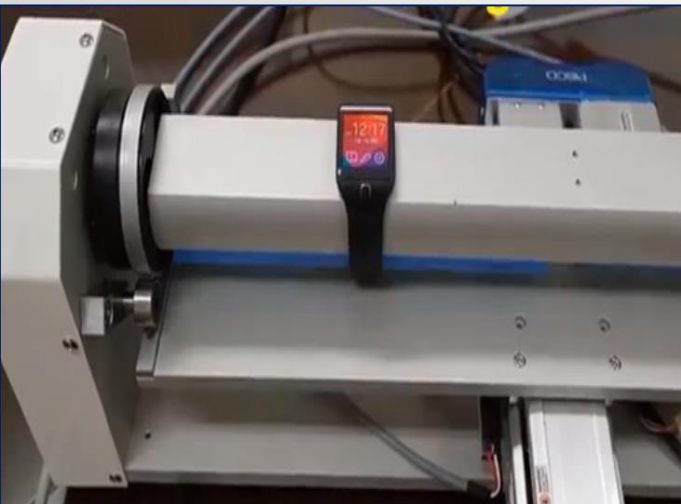
DETAIL DESIGN





CASE STUDY

TESTING & REFINEMENT



CASE STUDY

PRODUCTION RAMP-UP



HOW THE iWATCH COULD LOOK



• With all the functionality of a modern mobile device, it might even find use as a timepiece



- Running on iOS, the same platform as Apple's iPhone and iPad, will allow compatibility with other wireless devices
- Location services and the monitoring of health and activities
- Voice control via Siri
- Willow Glass, a new flexible glass, is rumoured to be planned for use in new Apple devices
- In the attempt to improve battery life it is also rumoured that Apple is in development of a low-power Bluetooth system running on Intel chips



<https://www.fitbit.com/it/surge>



FITBIT SURGE





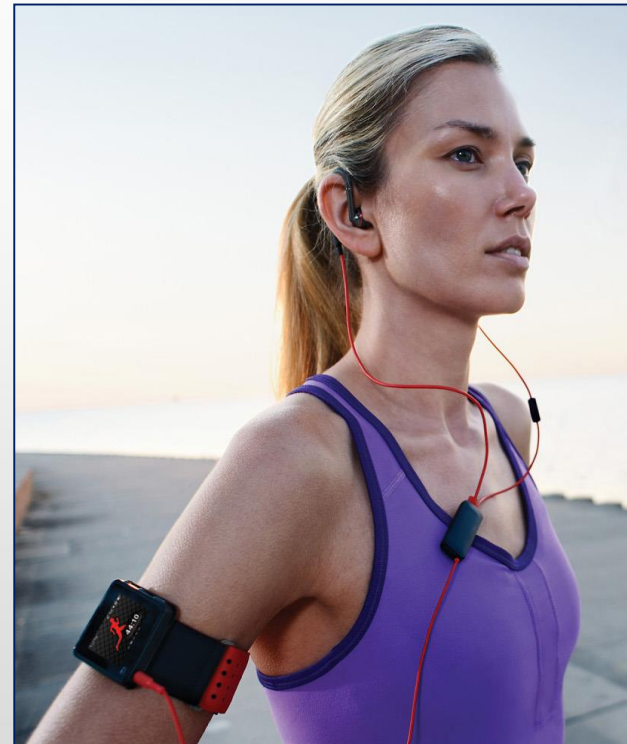
MARKET ANALYSIS → IDENTIFY OPPORTUNITIES



WEARABLE TECH FOR PROFESSIONALS



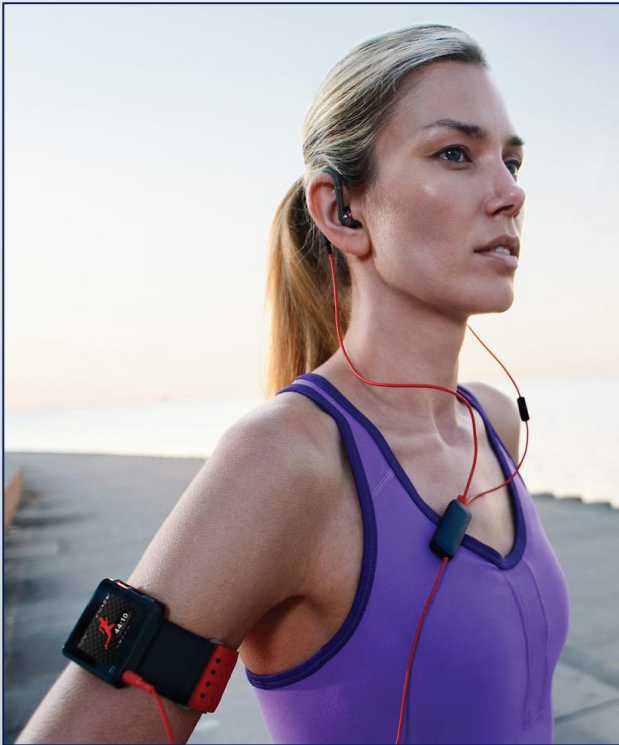
WEARABLE TECH FOR ATHLETES





EVALUATE & PRIORITIZE PROJECTS

WEARABLE TECH FOR ATHLETES





IDENTIFY CUSTOMER NEEDS



APPEALING DESIGN



TRAINING PURPOSES



SOCIAL DIMENSION



COMPETITIVE BENCHMARKING & MARKET POSITIONING





TARGET MARKET



YOUNG MEN/ WOMEN (E.G. 18 → 35)



ATHLETES/ ATTENTION TO SPORT, WEIGHT AND SLEEP (PHYSICAL WELLNESS IN GENERAL)



EXPERIENCES, IMPORTANCE TO SOCIAL DIMENSION («MILLENNIALS»)



LOW LOYALTY, HIGH USAGE RATE

FINAL PROJECT



Try to define:



**MARKET ANALYSIS → IDENTIFY OPPORTUNITIES/
CUSTOMER NEEDS**



GENERATE CONCEPTS



EVALUATE & PRIORITIZE CONCEPTS



VALUE PROPOSITION