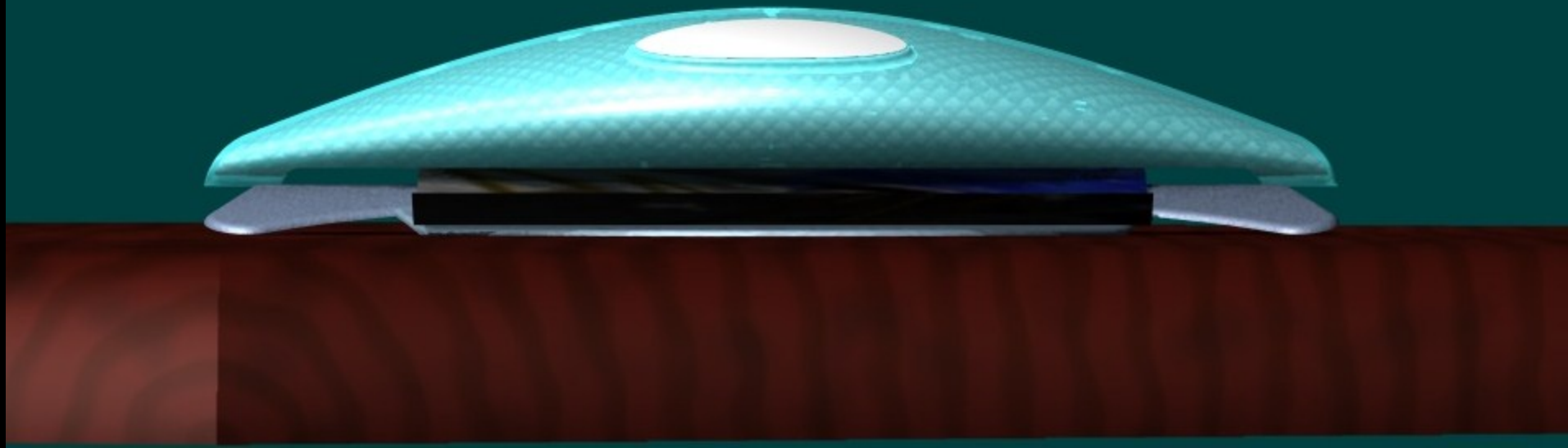
Designer Working Method
Michael Davis Industrial Designer

michael davis industrial designer june 2003

A brief tree outline of the working design method of Michael Davis, integrating conceptual industrial design with prototype level and preliminary production enclosures resulting.



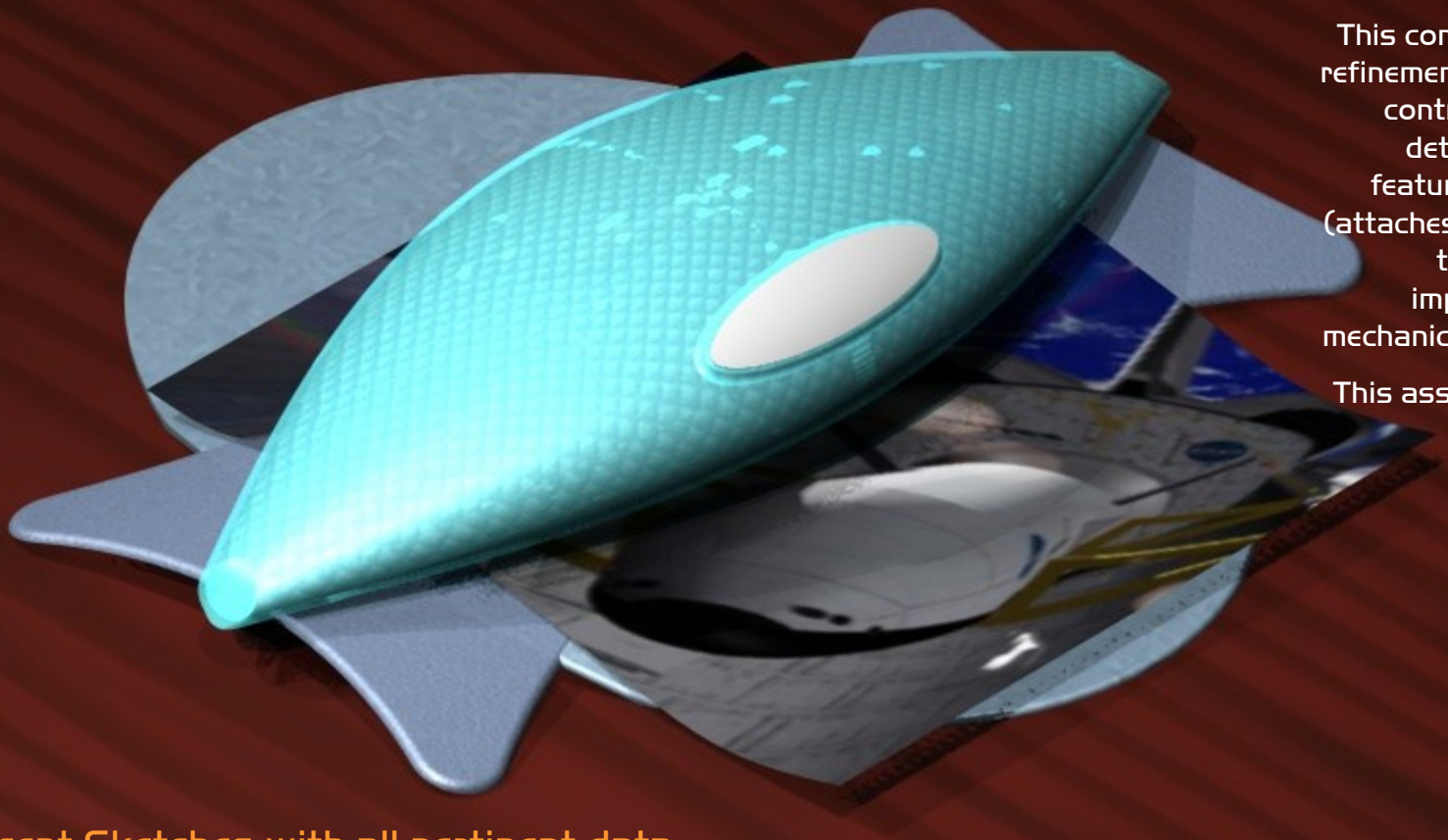
five simple steps

The Method and Process

Normal development of design concepts would result in a couple dozen of these concepts all differing in base solution and end result.

This concept still needs refinement in the area of controls, paper tray details, portability features, power cord (attaches underneath to the bottom) and implementation of mechanical components.

This assembly consists of three parts.

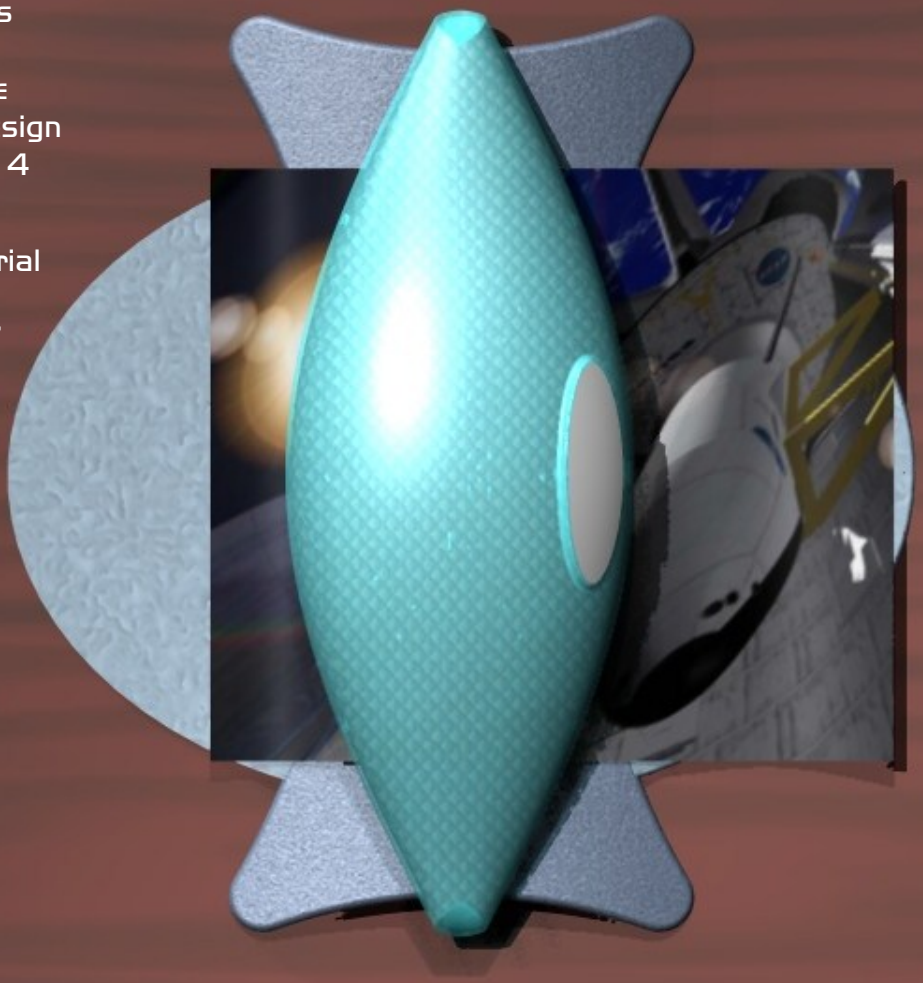


- Concept Sketches with all pertinent data
- Concept Solid Models (single part models)
- Concept Solid Models (assemblies)
- Create renderings, animations and preliminary documentation
- Build a model

create the concepts, refine to one.

The image shown here indicates just a tiny scratch in the surface of design possibilities. 4 hours work.

Using industrial design as a `concept car' driving force behind new product development.

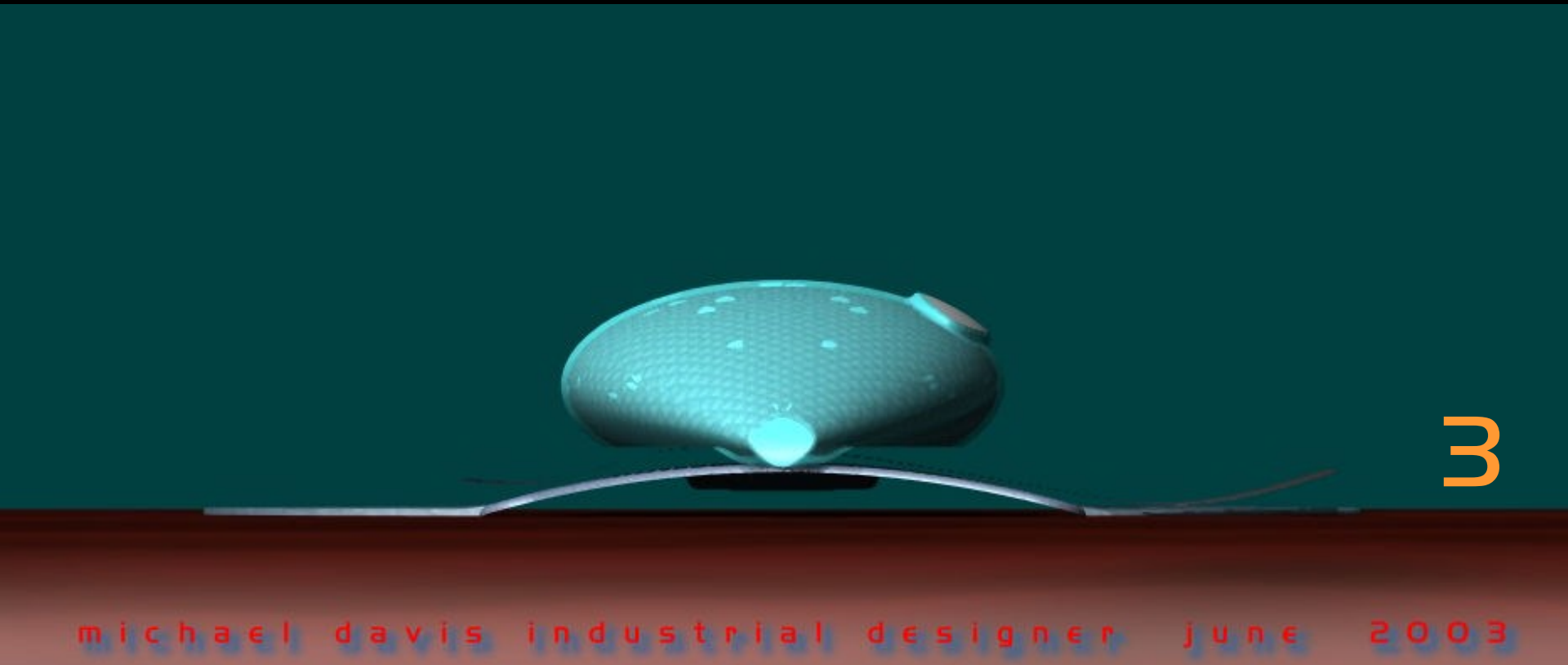


- Add complexity and interest to the molded enclosure parts through design detail (free in the tooled component)
- Create product lines utilizing more color, variation
- Increase the perceived and actual product quality through design.
- Resolve human factors issues, marketing , production in a prototype first in the computer then fabricated.

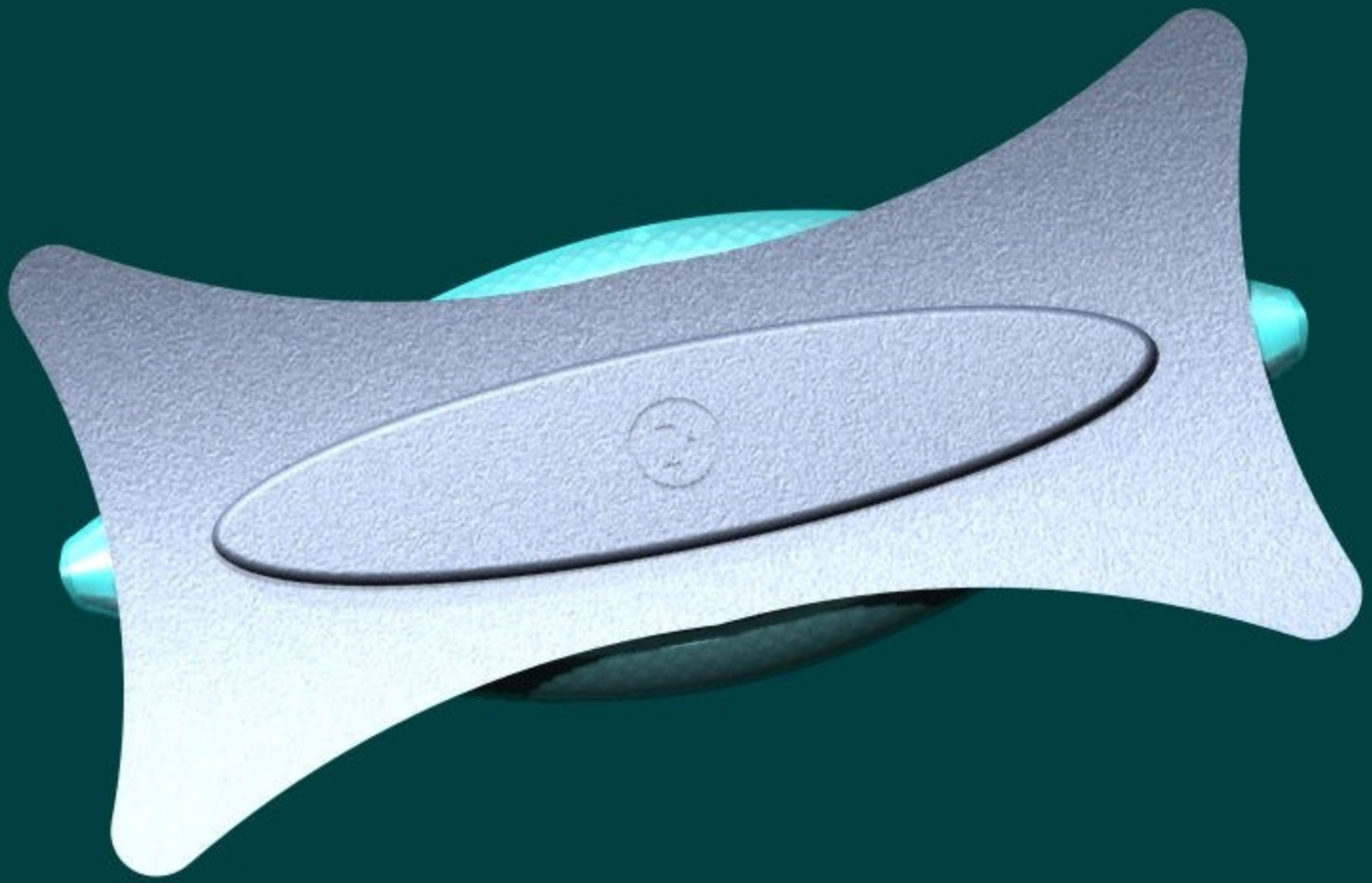
make your own disruptive technology.

Today's Situation:

- The company needs a revived and vibrant image in the eyes of the customer and consumer—despite the company's strong product.
- The low cost formula needs a boost from the value of design where style, quality, features and detail can be added for free in the molded parts.
- Design & Engineered prototypes in front of production can deliver more reliable and interesting choices before production decisions are made.



simple as A, B, C.



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A. Utilize the (IID) ***Integrated Industrial Design*** process to ratchet up quality and quantity of design solutions. It integrates design, marketing and engineering in a uniform cooperative process.

B. (DCT) ***Developed Concept Targeting*** can defeat the best work of the competition.

C. (DSR) ***Delivered Superior Results*** to what the competition is producing.