

Y10 Graphics. Unit 2 Designing Part 1

Key Words & Vocabulary

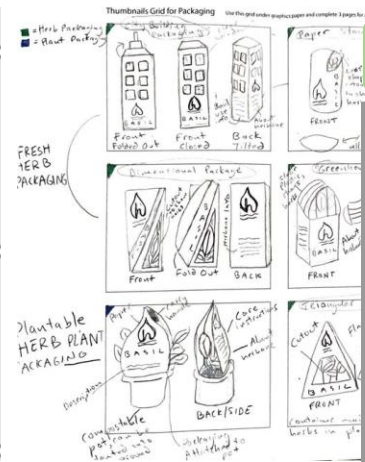
Brand	Brief
Brand Identity	Product
Packaging Nets	Brand
Product Analysis	Questionnaire
Users	Annotate
User needs	User Centric Design
Scale	Ergonomics
Prototype	Anthropometrics
Shade	High End
Annotate	Low-End
Surface Graphics	Fast-food
Market	Stakeholders

Access FM headings

A	is for	Aesthetics
C	is for	Cost
C	is for	Customer
E	is for	Environment
S	is for	Size
S	is for	Safety
F	is for	Function
M	is for	Material

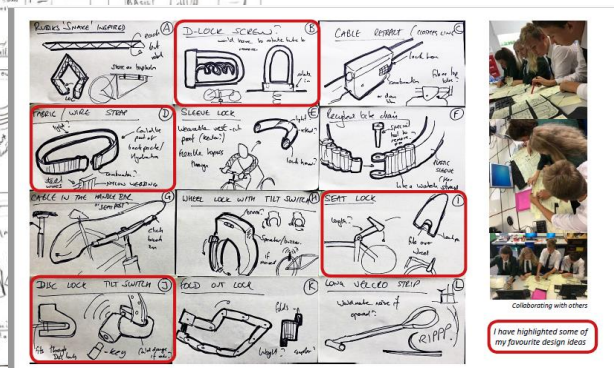
Pun to evaluate designs

PUN	
S1	✓
S2	✓
S3	✓
S4	✓
S5	✗
S6	✗
S7	✗
S8	✓
S9	✓
S10	✓



Thumbnail sketches

User Feedback about Designs



PUN Checklist

Interview a User
Find out their needs from the product and record these as a checklist

Interview a stakeholder and find out their product requirements from your intended design.

Develop your users feedback into a checklist

Primary user needs:

Check list

My user needs a product that will keep his football boots safe meaning protect them from any damage and a place where he can keep all of his football boots together.

Protection
S1- The football boots need to be protected from any scratches and dirt so they don't get ruined or damaged.
S2- The product is going to have an air tight seal so no dirt gets in.
S3- Also each shoe is going to have its own space so they don't get scratched.

S4- The user wants the product because he does not want the football boots to get damaged because they can be really expensive.

Aesthetic.
S5- My user does not want any bright colours because they can be really flashy and he wants the product to blend in with his room. Therefore I am going to be using colours like black and white in different shades.
S6- The patterns used on my product are going to be minimal as my user does not want the product to look tacky and he wants it to look attractive because he wants to have it on display in his room therefore it should be aesthetically pleasing.
S7- My user also wants the brand of the shoe logoed on the product do he knows what is inside.

Efficient.
S8- My user wants the product to be easy to use because he doesn't have a lot of time therefore it as to be efficient.
S9- To achieve this I will make a clear section in my product so he can see what inside without opening the product.

Quality.
S10- My user also wants the product to be really high quality so its lasts a long time so he doesn't have to buy it over and over again and it durable so it doesn't break easily.



Stakeholder needs & wants:
One of my stakeholders is Gui Barradas who also plays football. In the interview with Gui I asked him what he wants in the product and the following things are what he pointed out.

- He said he wants a place where he can display all of his football boots when he's not using them and they can be used as a decoration.
- Everything in one place-A place where I can store all of my football shoes kit and everything I need for my training so its easy to grab and go.
- Different sections-It needs to have different sections so one for kit one for shoes and the other for other kits.
- Colours- No bright colours. He likes stuff in his room to be plain so no eye catching colours.
- Time-He doesn't have a lot of time so it shouldn't take up a lot of his time.
- Efficient-It should be a good quality product so it lasts a long time. The price should be reasonable and if the quality is good he'll pay whatever its cost is.
- Another thing he said was that he wants something like a light inside the box so you can see what's inside in the dark.

Paper and Card Prototyping

User Selected development 4

1 TECHNICAL DRAWING

2 TEST MODEL

3 CAD NET

4 DESIGN 4

CLICK TO WATCH

Stakeholder feedback

ITERATION 4

After testing my model I moved on to drawing it on CAD where I used the golden ratio to find the correct measurements so it could fit on the screen now every when I want to make it full size I can print it on a bigger paper and print it in different sections. IMPROVEMENTS- Next time I need to use some correct measurements for the top part as the ones in the first development were not correct.

For my 4th development I decided to combine 2 of the designs together and the interior is like design 5 so each shoe has its own place in the organiser.

MATERIALS
This was made out of thin card as well however card is not the best choice as they will be standing up on top of each other and thin card will easily rip. In the outside world if we were to mass produce we would use plastic. As plastic would be lightweight therefore it can easily be moved from one place to another. Also if it was to be made out of plastic it would be able to come in range of colours which means it can fulfil the needs of the user. Another strength would be it would make the model waterproof and air tight as one of the many properties of plastic is that it's waterproof. However plastic is not environment friendly as plastics act as a sponge, soaking up other toxic chemicals and pollutants in the ocean. As they break down, they release these into the environment as well as the additives used to give them their properties, such as colour, which in turn can be harmful to the environment.

The first test model had many problems with it as its door wasn't functioning properly and the sides were not long enough so on this new test model I made it longer so the shoes can fit in it horizontally. I also made it bigger. However I didn't really like it as it only fits one pair of shoes at on time and my user has a lot of shoes and its not really efficient as he'll have to buy many of these to fit all his shoes in. Also it doesn't have a see through window which means my user will not be able to know what shoes are in which one and therefore doesn't save any time for the user and if the user has a lot of shoes it might end up as a nightmare. When designing two more flags were added to part two so you can connect it to the actual organiser.