

PROJECT 3 - *step by step*

... iterative loops will be necessary

META

Select a **Product Type** - *as a basis for a 'proposed' final major project FMP*

In making this consideration Apply consideration of creative, personal and career factors and balance this against your current academic attainment

Benchmark your choice against your own portfolio, portfolios of peer group exemplars and portfolios of design practitioners

Undertake a **'Project Context Analysis'** of the current chosen product's *'Project-Space'*

Identify trends, drivers and triggers which act on this 'project space' and which can serve as a basis for ***new product development opportunities/requirements***

MACRO

Undertake a **'Product Scenario Analysis'** of your chosen product type.

Base this analysis on a ***'redesign' Strategy + Process' (Buchannan)***

Apply a *research-folder* methodology to scope, collate and analyse relevant 'data' of the above ***new product development opportunities/requirements***

Organise this method (*folder*) based on the BS 7373 design factors (*8 factors*)

Compile *'research findings'* as a listed set of *'design-insights'* for each design factor and which directly investigate the identified new ***product development opportunities/requirements***

MICRO

Deploy a *'convergence mapping'* method to develop a common *'product scenario'* from these *'design-insights'*

Develop 3 alternative product scenarios based on this common scenario; which can be points of emphasis (BRAND, USER, MARKET, TECHNOLOGY, ENTERPRISE) or may be based on varying scales of investment

Evaluate these 3 'options' in terms suitability of 'creative' challenge, personal relevance, career direction - *your choice must be a meaningful and fit across these factors*

Publish a summary *'re-design design brief'* which highlights your key FMP design criteria

Prepare a FMP Viability report and FMP Viability tableau to compose and communicate your research process, outcomes and intent