

## core competencies



Industrial design encompasses a wide variety of activities and a broad range of skills. To help you better understand our contribution to the design and development process, we have compiled a list of our core competencies.

What is it we do that is so special?

### project coordination

Our experience has taught us what works when coordinating project tasks and resources and what doesn't work. Knowing which tasks are important to tackle here and now and which tasks are less time critical is essential to the planning process. We don't use GANTT charts or critical paths, just common sense and the experience of working on over 200 different development projects.

The most time critical and the most overlooked aspect of accelerated product development is the decision making process. The quicker management can and make critical project decisions the quicker the project organization can react. This sends a positive signal to project members, who feel that their extra time and effort is rewarded.

To help management make quick decisions, we have to supply them with the best possible basis for decision making. If we do our job right we help our clients make the right decisions.

### problem solving

Using your brains for a living is fun. Imagining the future is entertaining. Creating the future is awe inspiring. To get there you have to crush every obstical in your path. Or take an end-around problems and attack them from another angle. Any way that works to get problems solved.

### outcome based innovation

Asking customers what they want is a hopeless way to future proof your products. Knowing what customers are trying to accomplish with a given product is important to gauge the possible success of any product offering. By designing better outcomes for a products, by making better tools or better experiences you create a greater chance of beating the competition.

### integrated product development

From the very first day we were taught the rigors of integrated product development. Even before it had a proper name. Working together in a group where marketing, sales, product development, production, logistics and management are represented was a natural situation. Learning what makes each function tick,

learning to speak their language and getting everyone committed to the new products is a necessary activity.

interpret not analyze

scenario development and simulation

ergonomics

Making products that fit people and not the other way around. Knowing how to interpret anthropometric data into useable design limitations. Experience has taught us how to err on the side of useability without compromising design intent or product esthetics. Knowing who you are designing for is also extremely important decision that should be made during the initial product specification.

man machine interface

Understanding how people react and interact with different products is important, but knowing what is possible within the product budget is critical. There is no sense suggesting the client a touch screen LCD display if the quantities and budget call for 4 light diodes.

product graphics

Product graphics encompasses branding, product tagging, instructional graphics and warnings. It should never be applied after the product is designed but integrated into the design process. For us, product design and product graphics are one and the same process. They compliment each other and help in communicating the product idea.

Product graphics, as apposed to screen based interaction graphics are almost always achieved by printing on the physical product itself. This area of graphic design involves the knowledge applying graphics to many types of materials, none of which is paper.

spatial understanding

Thinking spatially and communicating new ideas in 3D is one of the most exciting skills in our arsenal. Explaining solutions to difficult problems by sketching or modeling in 3D facilitates a more accurate communication. The magic that occurs when specifications and requirements start to take physical form is a process we never get tired of.