

# DESIGN PHASES

...the beginning of the process...

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Mindmapping, Brainstorming & Storyboards

By Ertan Demirkan 2011

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search ID: dcr0750

" QUICK, TED, GET THAT ONE DOWN ON PAPER BEFORE YOU FORGET IT. "

# Mindmapping

- The Mind Map is an expression of Radiant Thinking and is therefore a natural function of the human mind.
- It is a powerful graphic technique which provides a universal key to unlocking the potential of the brain.
- The Mind Map can be applied to every aspect of life where improved learning and clearer thinking will enhance human performance.

# Mindmapping

- Mind maps are diagrams using words, symbols and drawings used as a way to record ideas and thoughts on paper.
- You can use mind maps to describe any situation, task or problem etc.
- In the design process mind maps provide a means for the designer to consider all the aspects of a design project or a particular design problem.

# Mindmapping

The Mind Map has four essential characteristics:

- The subject of attention is crystallized in a central image.
- The main themes of the subject radiate from the central image on branches.
- Branches hold a key image/word printed on the associated line - details radiate out.
- The branches form a connected nodal structure.

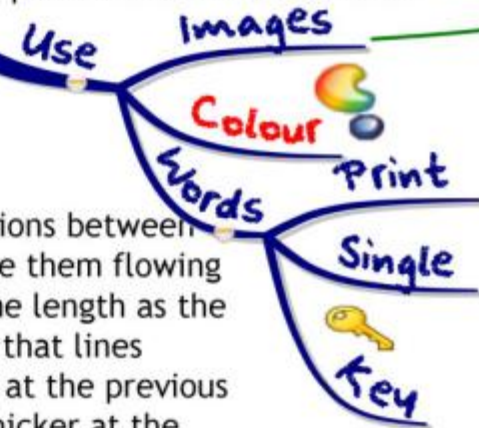
5. The structure that should develop will be a 'radiant hierarchy', with ideas radiating out from your central theme and main branches.



1. Start at the centre of a blank, landscape page, ideally with a colourful image to represent your subject.

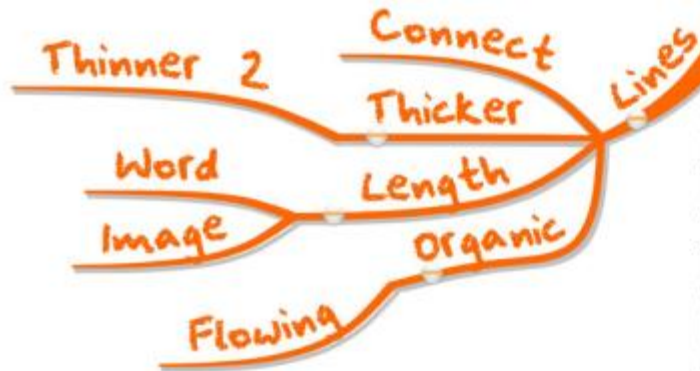


2. Use words and pictures throughout your map. Wherever possible use single KEY words, printed along a line. Each word or picture sits on its own line.



3. The lines make the associations between ideas as clear as possible. Make them flowing and organic, each line the same length as the word or image. Always ensure that lines connect to the end of the line at the previous level. Typically lines will be thicker at the centre and thinner further out.

4. Experiment with different ways of linking and emphasising different aspects. Use highlighters, codes and arrows as necessary.



## How to Mind Map

# Mindmapping

## The mind map process:

### Step One: Prepare

- To map out your own thoughts, set aside 30 minutes, find a comfortable, well-lit place to work, and think of a topic that is important to you.

### Step two: Generate

#### *Center image*

- Begin by drawing a picture or symbol that represents your topic in the center of the page. From this central image draw branching lines that radiate out.

# Mindmapping

## *Key words*

- Use key words in your mapping. Learning to select just one key word will help you develop the habit of paring down your notes to the truly essential elements. Print words clearly so there is no confusion when you return to the map later.

## *Lines*

- Print your key words on top of the lines so that the words will look and feel connected to the central image and other branches of the map.



# Mindmapping

## *Add emphasis*

- When a word is important, record it so that it jumps out

## *Stick to the rules (especially at first)*

- • The one-word-per-line rule is one of the most challenging guidelines, and for good reason. You are forced to distil the information *before writing it down*.

## *Symbols*

- • As you generate ideas, you can use symbols either with keywords or instead of them. With practice it is often faster to draw an image than it is to write the word. and grabs your attention.

# Mindmapping

## *Associate freely*

- Let your mind move to any associations related to your topic. Use several colors for branches, symbols, and key words, and add dimensions if possible.
- Remember that this map is for you. These drawing should help you remember your ideas, but they don't have to be masterpieces – just recognizable.

## *If you need more space, try these options:*

- If you have room elsewhere on the map, continue there.
- Take an idea that you want to expand and make it the basis for a new map.
- Tape your map to a larger sheet of paper and continue.

# Mindmapping

## Step three: Incubate

- Moving completely away from the task – if only for a moment – and then returning to it helps integrate the information.
- After creating your initial map, post the map where you can see it, think about it, and add new ideas that occur to you over a period of several days.

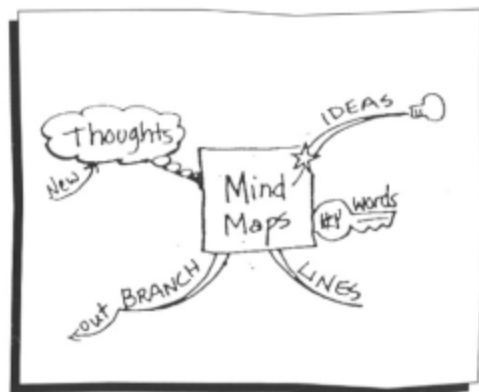
## Step four: Organize

- After you have taken a break you can return to the map with a fresh perspective.
- You can prioritize and highlight important points and group related ideas using symbols, arrows, and lassos.

# Mindmapping

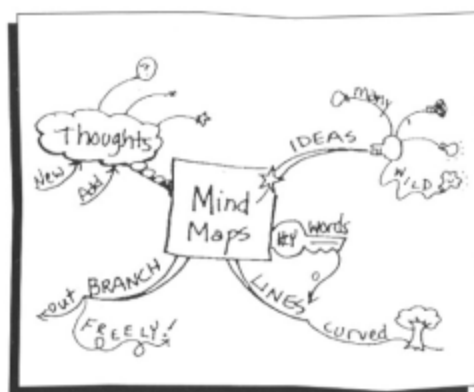
## Review

- The organizing phase offers another chance for you to review your map and ask yourself some revealing questions:
  - What were your objectives when you started? Are they still the same?
  - How does seeing the whole picture and all the parts influence your thinking?
  - What was surprising?
  - Do you notice any imbalances?
  - Do you need to fill in any areas?



## Generate

Draw a central image and add main key words and symbols.



## Associate Freely!

Branch out with more ideas and connections. Don't judge your ideas during this phase.



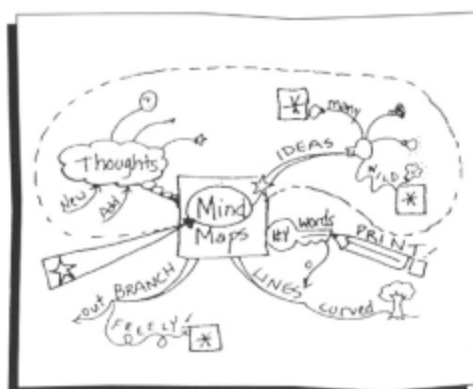
## Review

Review the map as a whole, adding new ideas as they occur to you.



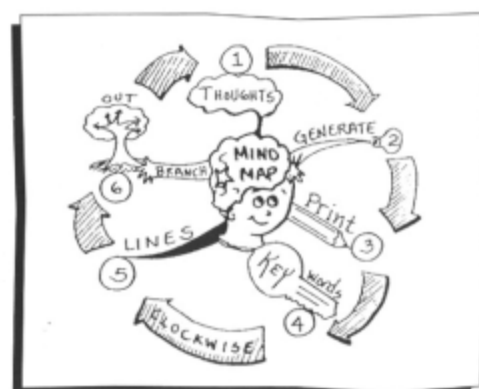
## Incubate

Take a break from the task . . . then return with a fresh perspective.



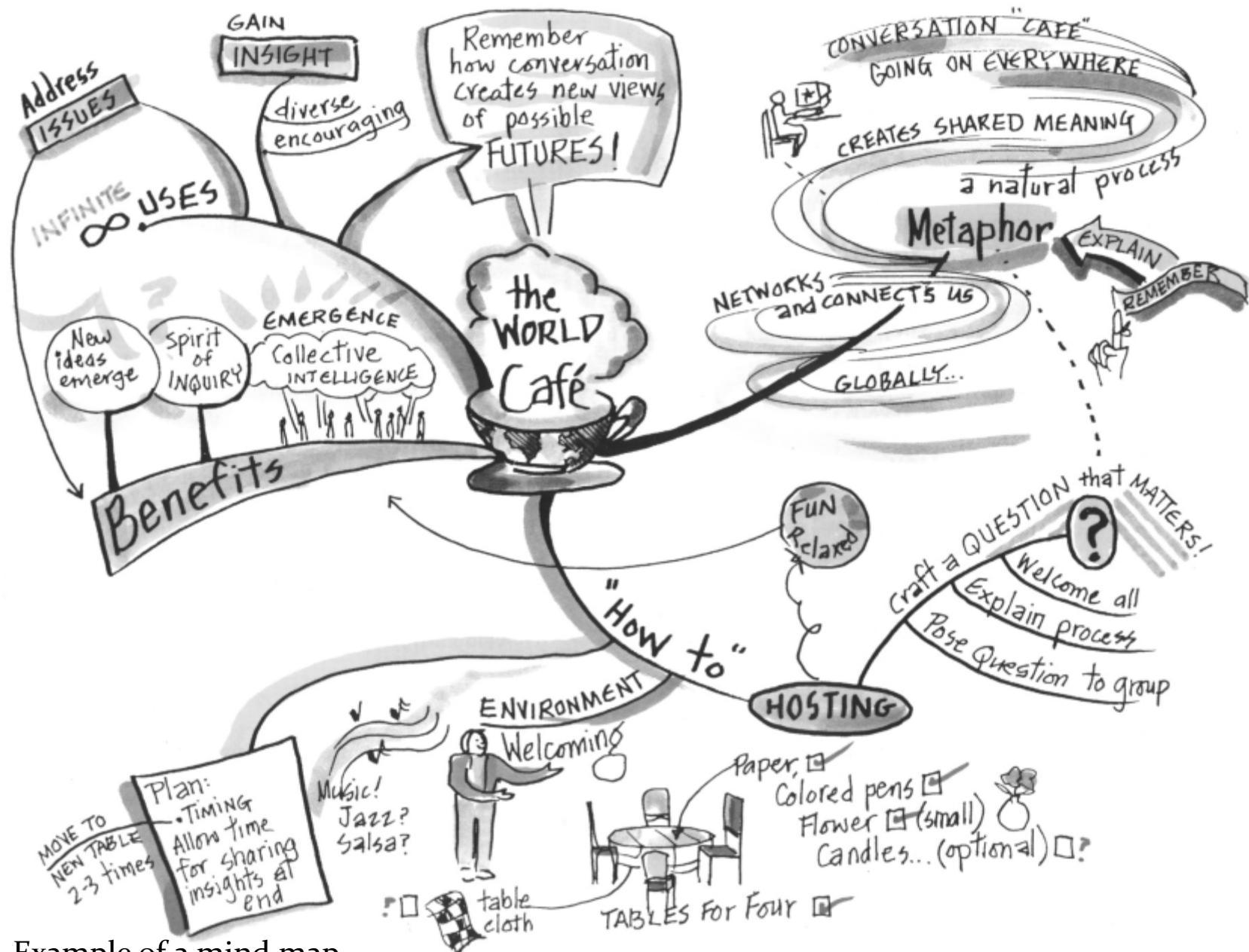
## Organize

Prioritize and highlight important points. Group related ideas with symbols, arrows, and lassos.



## New Map!

Redraw newly organized Mind Map in clockwise sequence.



• Example of a mind map.

# Mindmapping

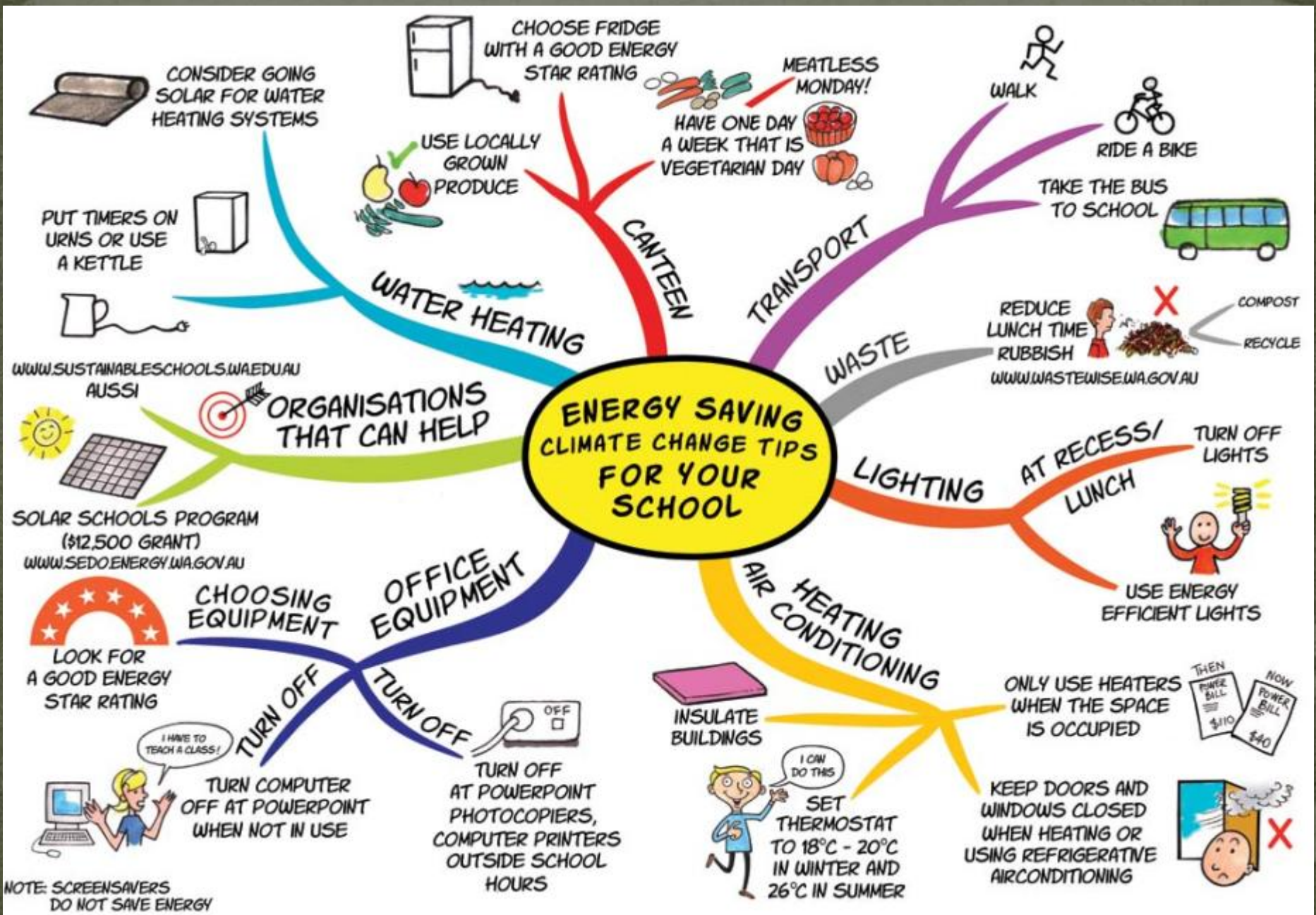
## How To Read A Mind Map

- Start in the centre - that is the FOCUS of the Mind Map.
- Words/Images closest to the central image show the MAIN THEMES of the Mind Map. This is the start of the radiant hierarchical structure.
- Select one main theme and read out from the centre along the branch. This provides greater levels of associated detail. Proceed around the Mind Map, either in the order of your choice or as suggested by the author.
- Notice links between the branches.

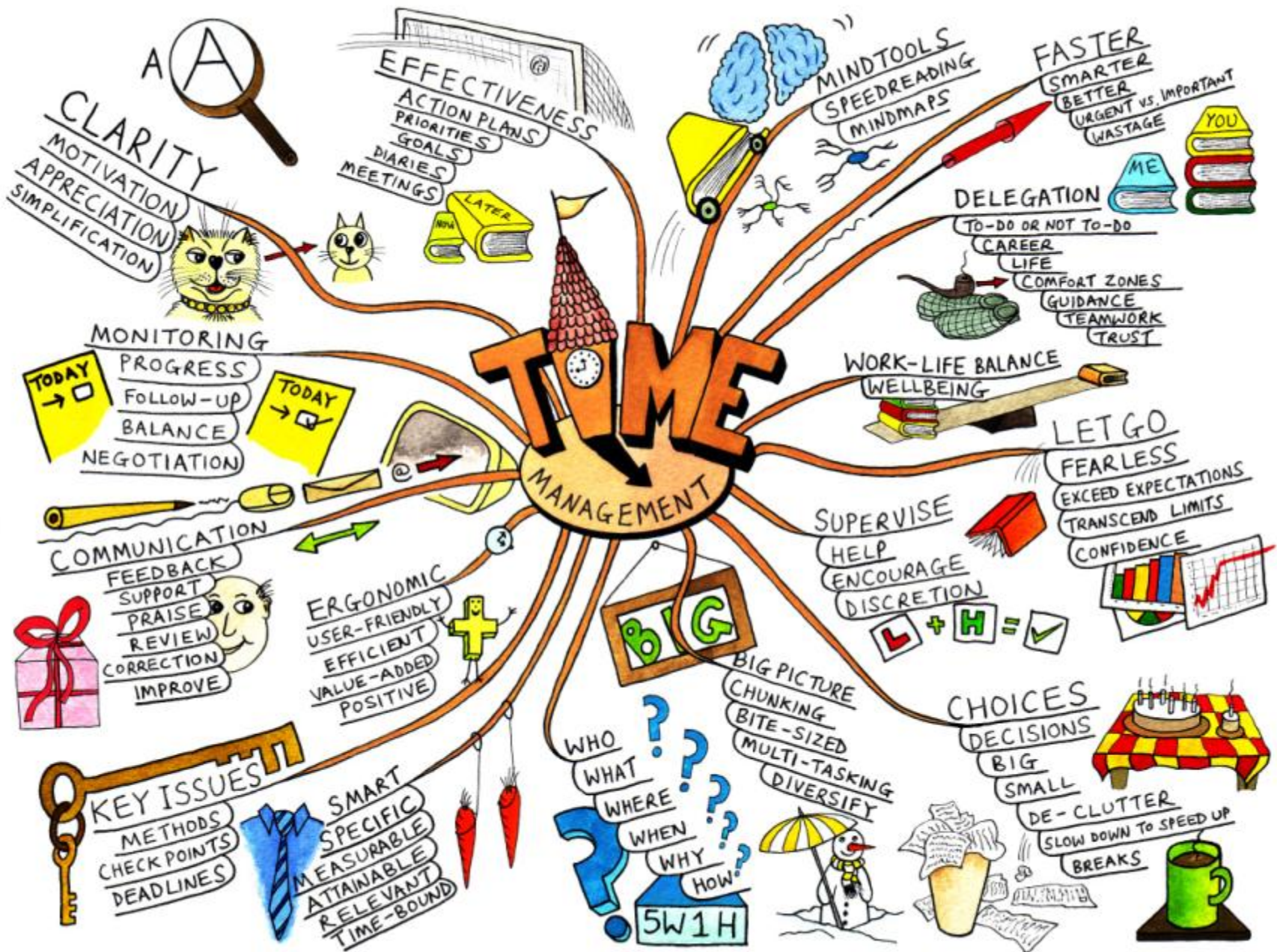


• Example of a mind map.

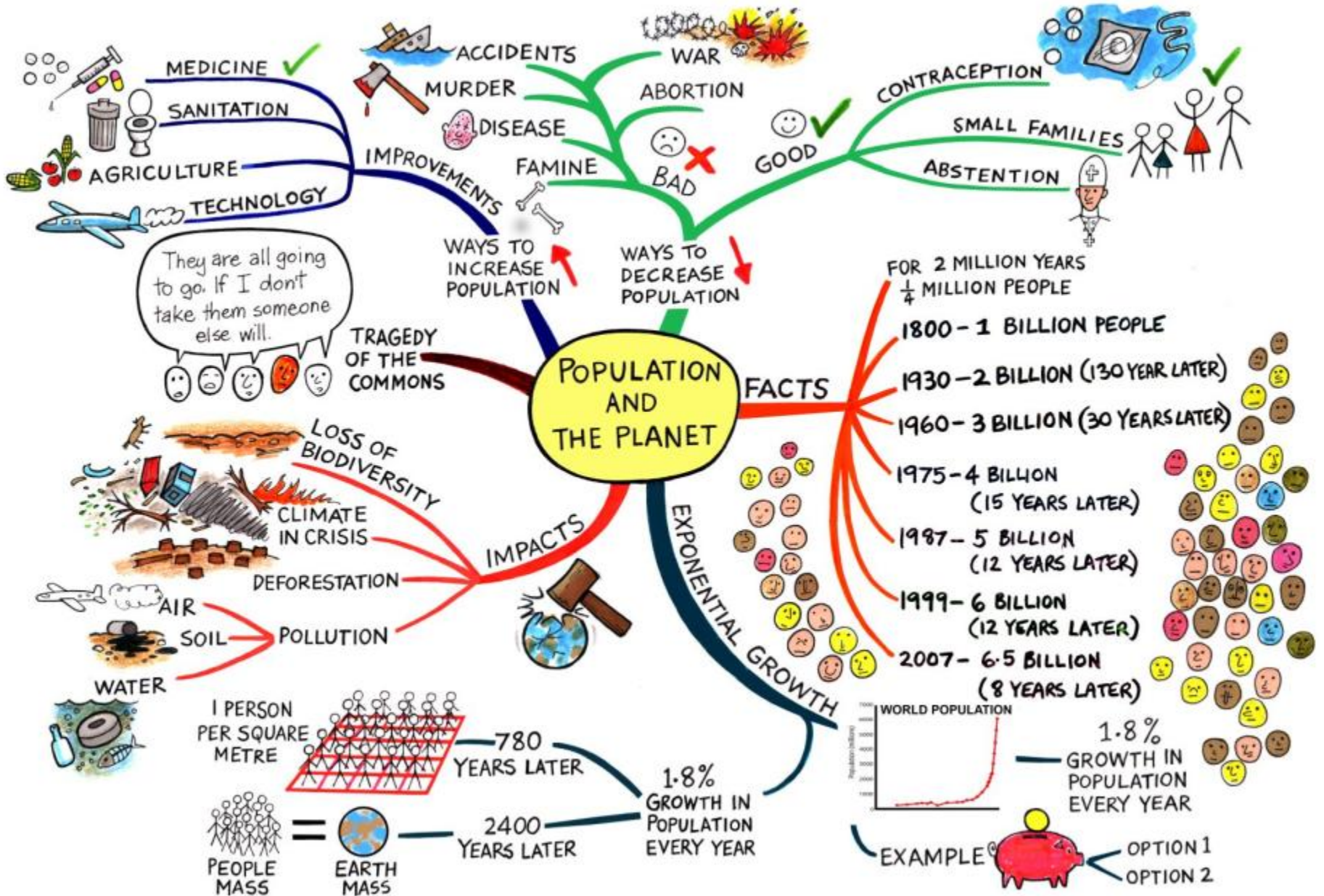




• Example of a mind map.

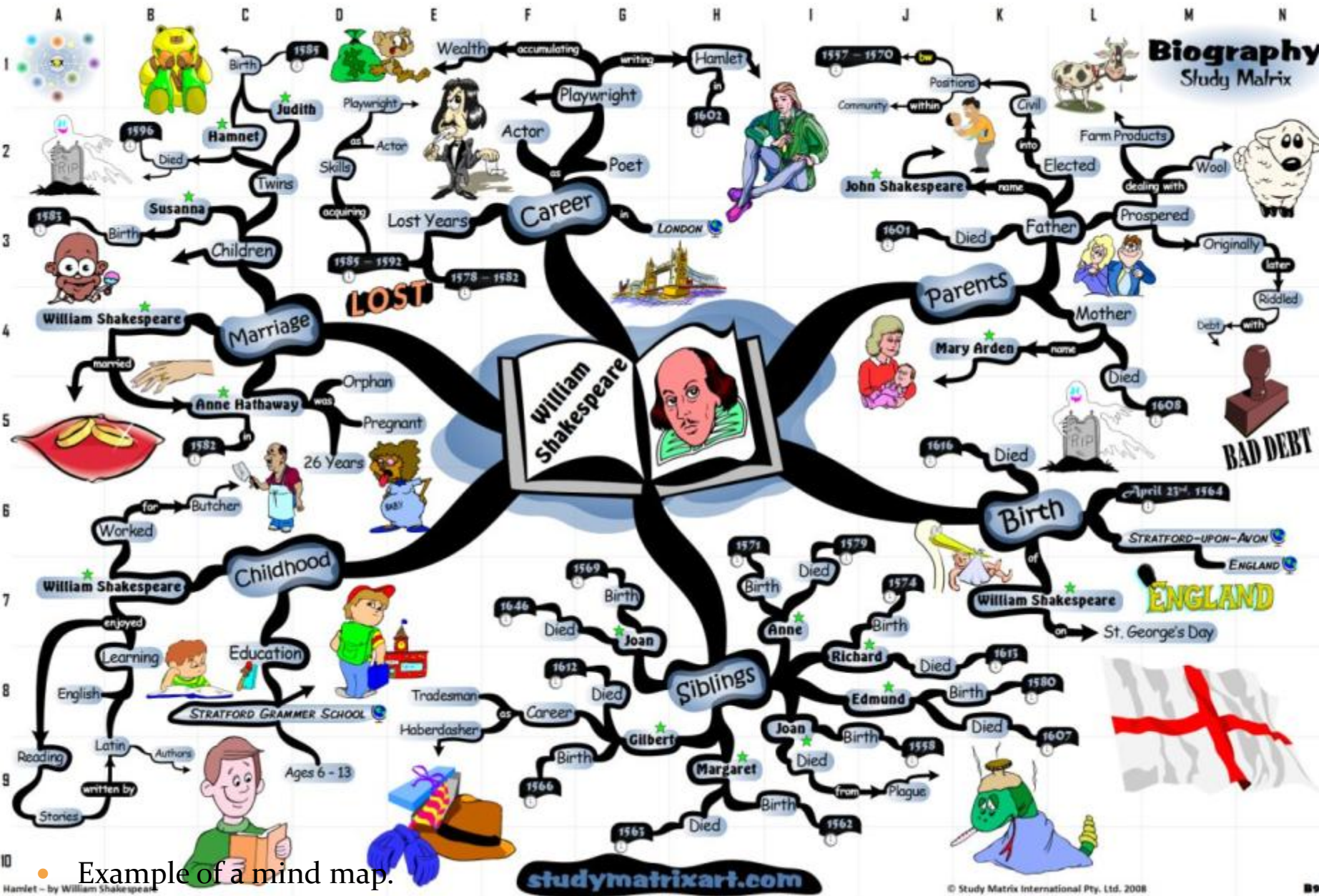


• Example of a mind map.



• Example of a mind map.

# Biography Study Matrix



● Example of a mind map.

# Brainstorming

- **Brainstorming** is a group creativity technique by which a group tries to find a solution for a specific problem by gathering a list of ideas spontaneously contributed by its members.
- Organizations commonly employ teams of members to use creative techniques such as brainstorming in a variety of different project types and at different stages of the process to generate ideas and new solutions.

# Brainstorming

- **Rule 1 - Focus on quantity**: Generate as many solutions as possible. Quantity counts! Don't give long explanations along with your ideas, just toss them out using key words only.  
The more ideas you generate individually or collectively, the better the chance that you come up with an innovative solution.
- **Rule 2 - Welcome unusual ideas** : Wild ideas are welcome. This point cannot be overemphasized; the more odd, weird, impossible, or crazy ideas are generated, the better are the chances of coming up with a truly original solution in the end.  
The only limit here is to avoid words and ideas that could be hurtful or offensive to your team members because the stress that is caused will  
inhibit creative thinking in addition to undermining the team spirit.

# Brainstorming

- **Rule 3 - Withhold criticism:** Do not judge ideas; do not put down ideas or the people who express them (including yourself!) Humour, favourable comments, laughter, and applause are O.K. There is no such thing as a dumb idea. There is also no such thing as a right or wrong answer in brainstorming.

Brainstorming is a deferred-judgment activity—idea evaluation and critical judgment come later in the creative problem-solving process.

- **End: Combine and improve ideas:** Good ideas may be combined to form a single better good idea, as suggested by the slogan " $1+1=3$ ". It is believed to stimulate the building of ideas by a process of association.

# Brainstorming

- As short sentences, during a Brainstorming session:

## Do not allow criticism or debate.

- Be comfortable, happy and confident.
- Suspend judgement. Neither positive nor negative allowed.
- Great ideas can sound foolish at first.
- The recorder writes down every idea.
- Let your imagination soar.
- The wilder the idea the better.
- Wear funny hats. Assume different personalities.
- If nobody is laughing, it's not a good session.
- Shoot for quantity.
- More ideas are better.
- Pressure "not to waste time" is a form of censorship.
- Set goals for ridiculously high number of ideas.
- Be patient when there are silences.
- Mutate and combine ideas.
- Suggest variations on ideas.
- Have ideas visible at all times on large sheets of paper.



# Brainstorming

## *Voting with a threshold.*

- All participants have a quota of votes to give to their favorite ideas.
- Can give more than one vote to an idea.
- Minimum number of votes for an idea to be considered.
- Have more rounds to narrow ideas again and maintain everyone's participation.

## *Voting with campaign speeches*

- Voting, (e.g. 3 votes per person).
- Person who didn't vote for it should argue in favour of an idea.

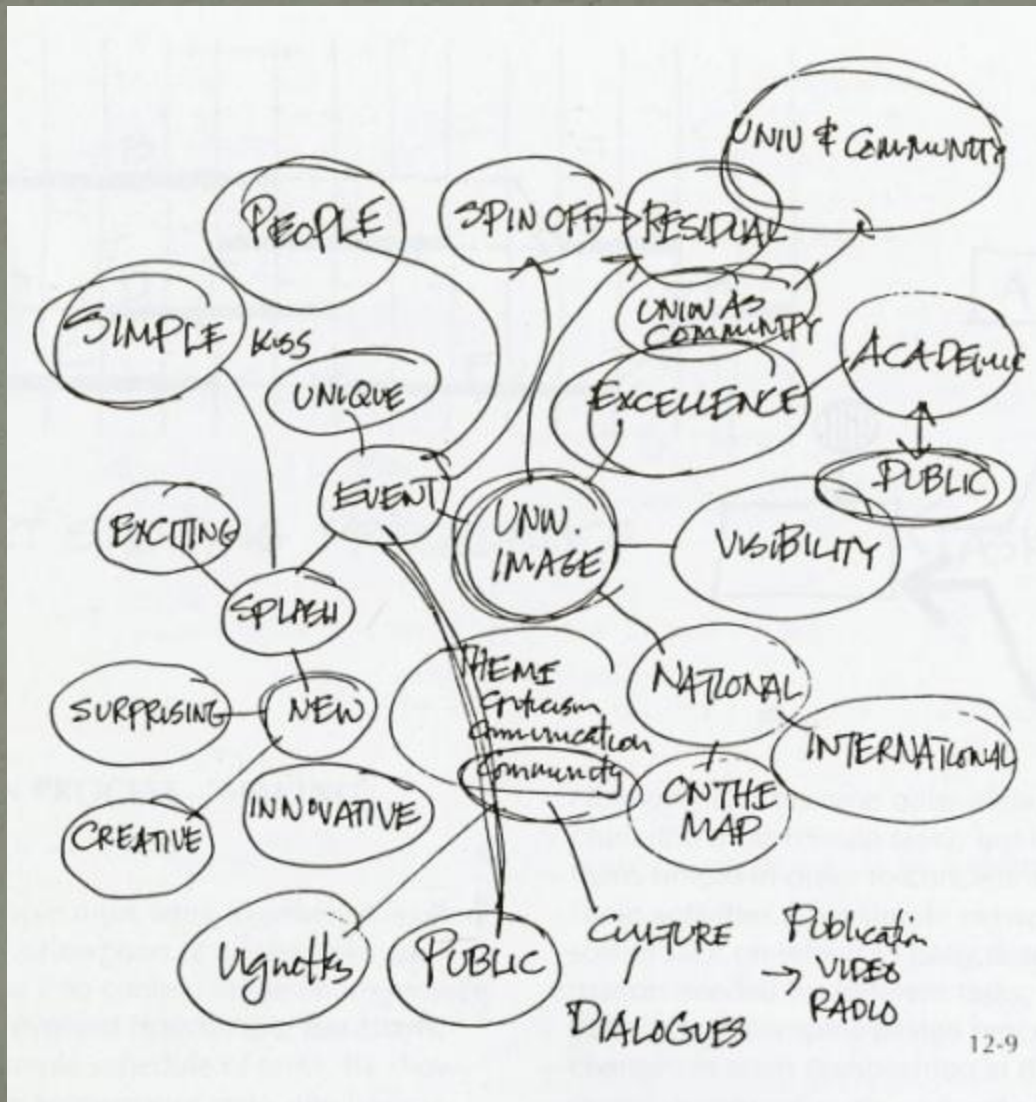
# Brainstorming

- *Narrowing*
  - Repeat to narrow the ideas down even more.
  - Blending ideas into a single one
  - After narrowing, try to combine ideas into a bigger one.
  - All participants can own the new one.
- *Applying criteria to reduce the ideas*
  - If a list of criteria exists, apply them to remove ideas that don't fit.

# Brainstorming



# Brainstorming



**PROBLEM: BETTER STUDIOS**

- more tack surface
- sense of studio identity
- lighting

- Objective:
- more student interaction
  - current display of work
  - social atmosphere

Put aside usual studio models

what can we see

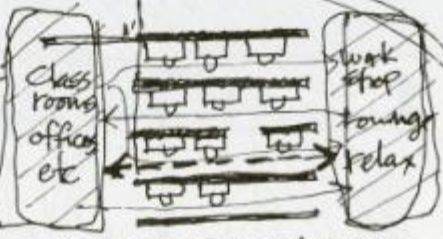
**1.**

what else is a studio like?

I am a studio how do I behave?

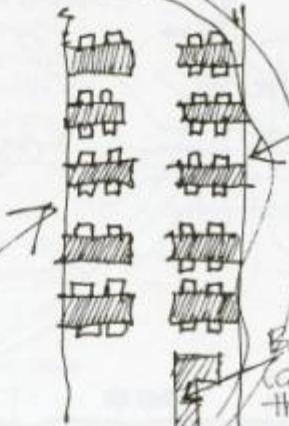
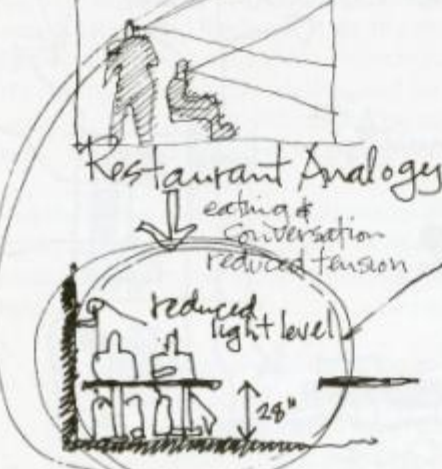
Welcoming students

good experience working in a corridor



FORCE CIRCULATION  
PAST DESKS

**2.**

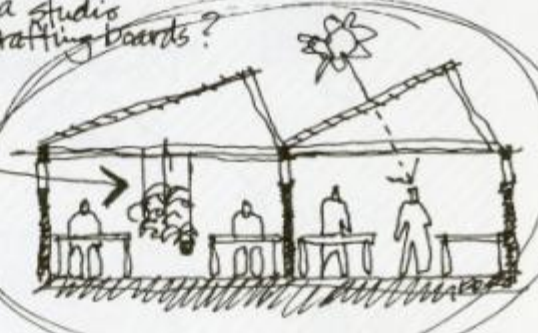


Reminds me of Paris cafes where they have a place for napkins for shady customers.

Bar could be the supply & services area

WE NEED SOMETHING MORE CRAZY!  
how about a studio with out drafting boards?

Original teaching was done outdoors  
How ABOUT  
GARDEN  
HOT HOUSE



**3.**

# Notes from a brainstorming session

Uncharacteristically, I had accepted an invitation to a brainstorming session with the people from Together Creative. I was nervous when I arrived, my sweaty palms made none the less slippery by having to tell everyone my name & all about how I got it.



Pepsi meeting  
Thurs 6:30  
togethercreative.co.uk

Afterwards, we were all given a can of Pepsi. 'What is it?' I asked, feigning a lack of knowledge that tied in with a footnote to the epic tragedy that was the made up story of how I'd come to be known as Terence.



## Packaging

'OK, we're gonna start with packaging' said the meeting leader. 'Any ideas? Keep them positive now! (this with a look straight in your trulys direction).

'To be honest I'd like it if there was an amplifier that made the Schhhhh really loud when you opened the can' said Larry, who was sitting to my left. I rolled my eyes at the to be honest bit.



'How about if the can did a little celebration when you opened it?'

Warbled Jemima. Crazy but I liked it.



Exclaimed Ralph, doing one of those involuntary saliva sprays.

'Crisp packets should have origami instructions'

Said Sally in what sounded like Helvetica. 'Er, Sally, we're talking about Pepsi over here. Try and concentrate' I chuckled. The meeting leader explained that PepsiCo also made crisps. I apologised to Sally in Times New Roman, but the irony was lost on her.

## Retail

I was relieved when we moved onto retail ideas (I was running out of space in my notepad).

'The barcode reader should make a schhhhh noise'

Said Larry. 'Meh. Enough with the Schhh' I said. I heard a door slam from behind the large smoked glass mirror that constituted the back wall of the room.



'Why don't they just accept they're second to Coke and play with it? They should do it so that there's just this one can on the shelf looking all sad & lonely, maybe crying a bit...'



My debut idea was met with a silence such as I have never witnessed. The remainder of this segment passed as a blur, with most ideas focusing on the theatre of buying. Someone said Tropicana should be sold next to the oranges in a supermarket and everyone whooped and cheered.



## New product ideas

Lacking confidence and increasingly paranoid that everybody hated me, I remember little from the last quarter of an hour. I found these ideas scrawled in my pad in a hand I did not recognise.



A pill that cleans your teeth after Pepsi!

Pepsi ice cubes!

Cocktail mixers!



Pepsi Sweets!



Tropicana ice cream!



## Brand

The following morning I awoke in my bed. My wallet was missing and my hair looked fuller & less frizzy. I went to my fridge and grabbed a Coke. How good the new simplified design looked in my shaking hand.



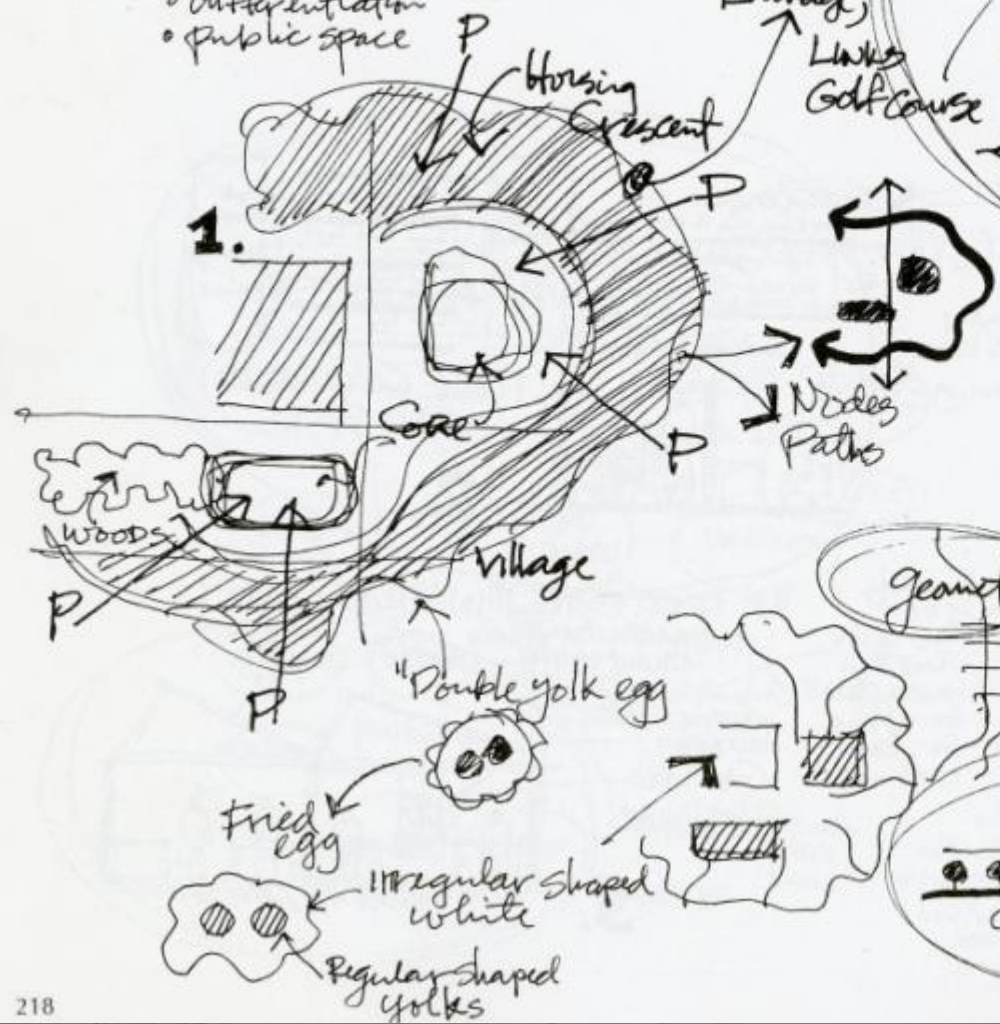
The last segment had been brand. 'Pepsi needs to be wittier' Ralph was spitting. Behind him, Jemima was going on about customers putting messages on bottles for other customers to read. It could all be done on the internet.

I was silent; my nose looked wonky and my ears too big as I sipped at the empty blue can on the other side of the smoked glass mirror.

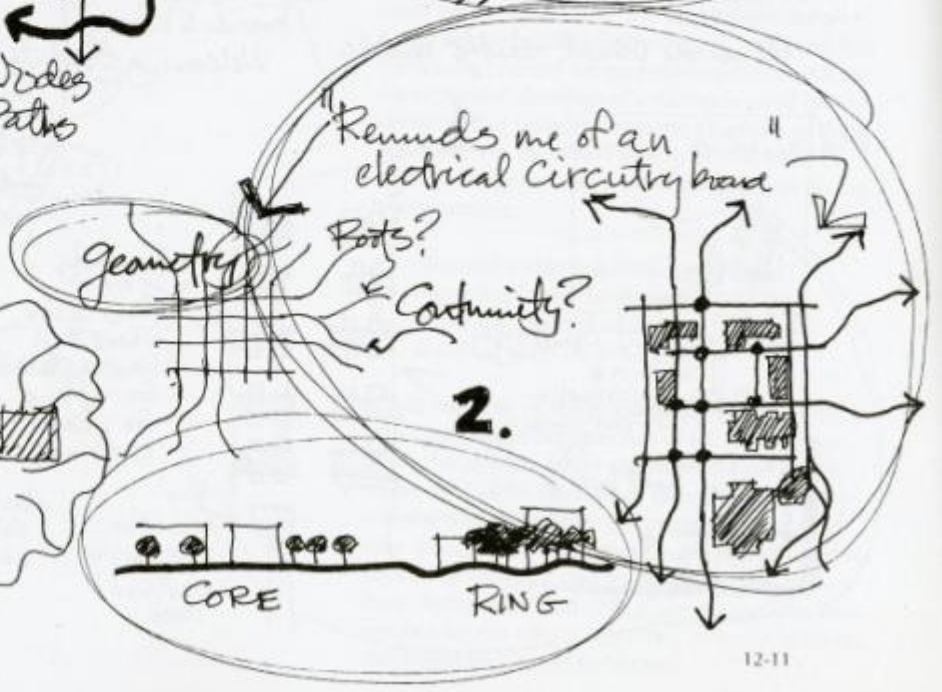
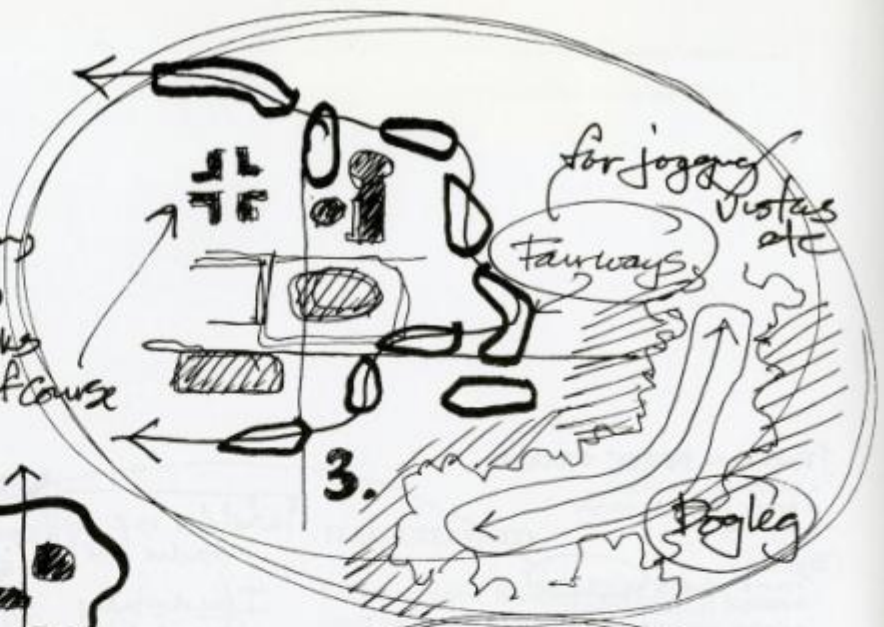


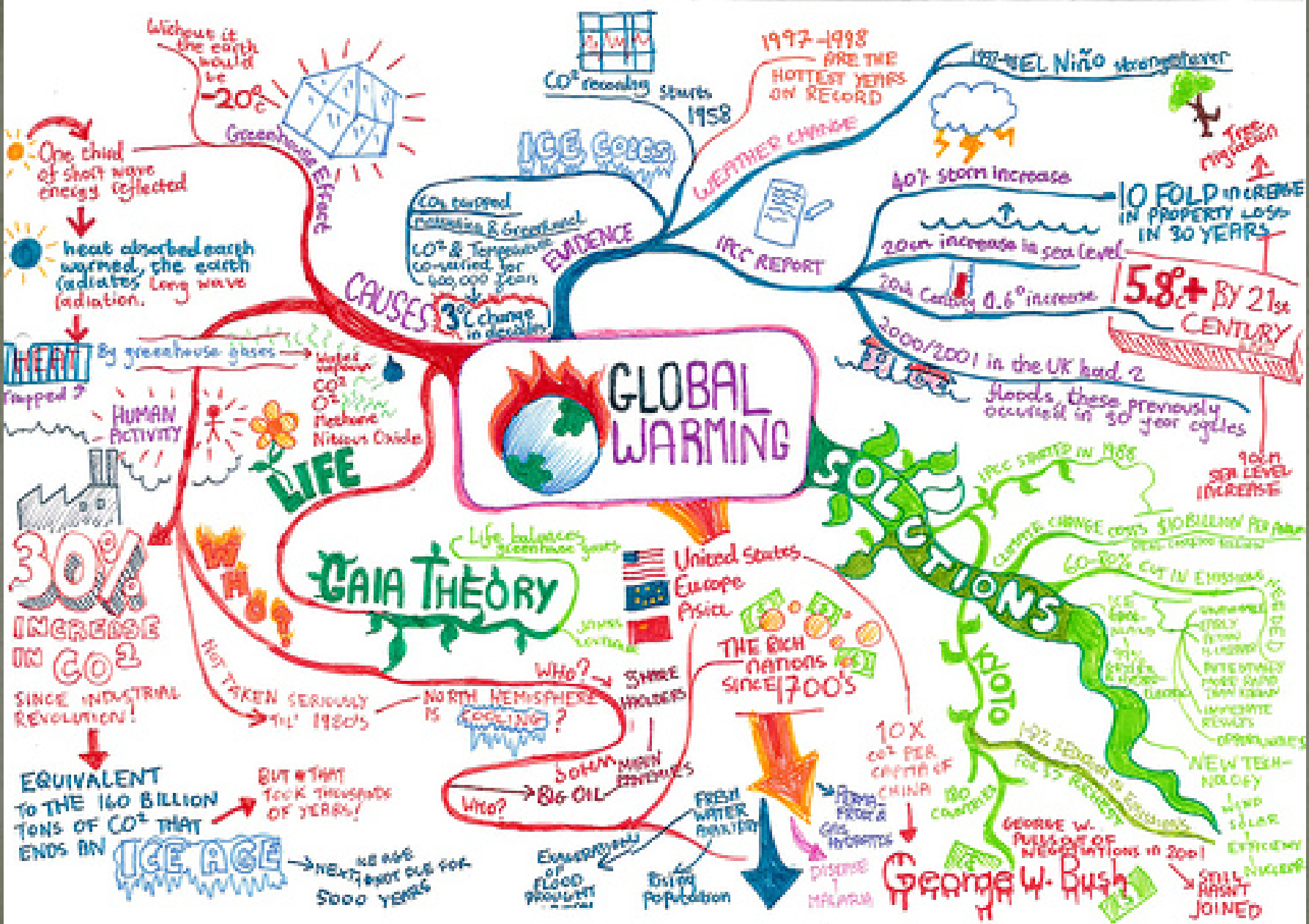
**PROBLEM: CAMPUS IMAGE**

- Sense of unity
- sense of place
- differentiation
- public space

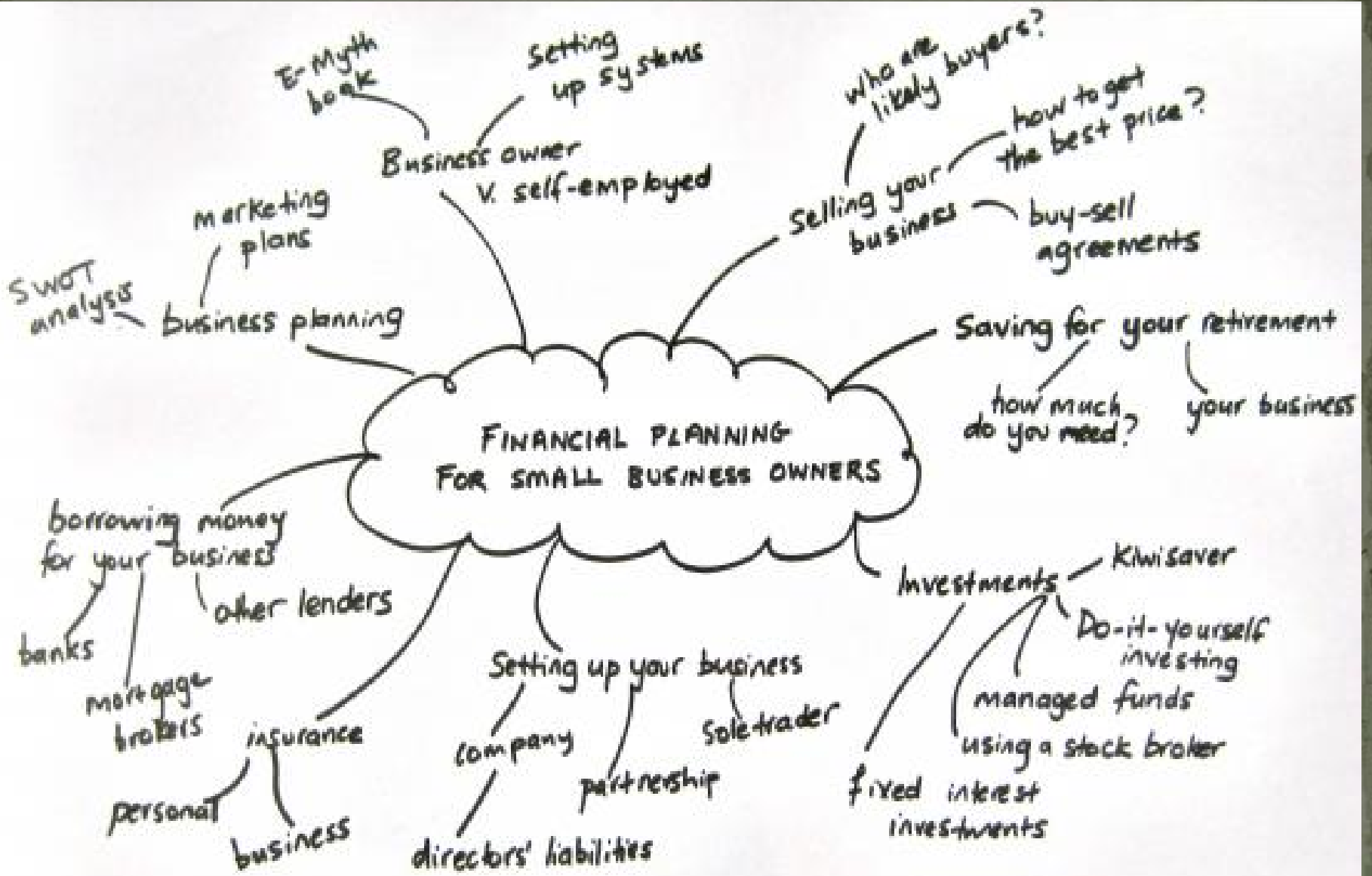


Connectivity  
Linkage,  
Links  
Golf course



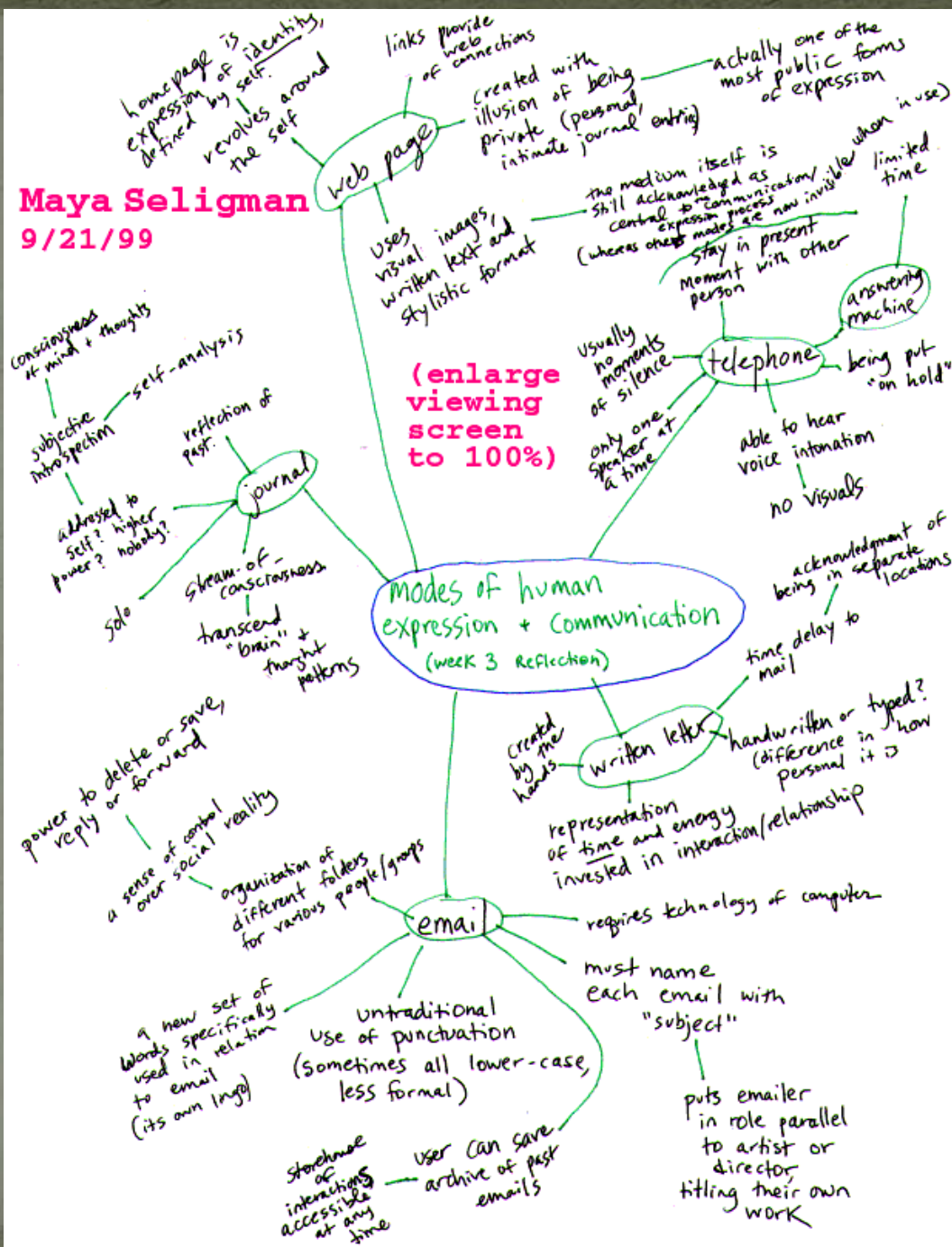






Maya Seligman

9/21/99



(enlarge viewing screen to 100%)

# Concept development

- A design concept is an idea for a design.
- For instance a design concept for a website might sound like "It will be mostly dark muted colors with some orange highlights, and use the theme of circles that will be repeated throughout the site".
- It is usually accompanied with a design mockup, which is a representation of the idea that isn't fully finished or implemented the way the final product will be.

## The objectives of concept design

### design for **product development**

- specification for the following design phases
- decision to go ahead with implementation

### Concept design for **innovation**

- spin-offs for immediate improvements
- idea bank for future use
- concept directions for technology development investments
- alliances with key partners
- patenting

### Concept design for **shared vision**

- specific shared meanings
- vocabulary for communication

### Concept design for **competence**

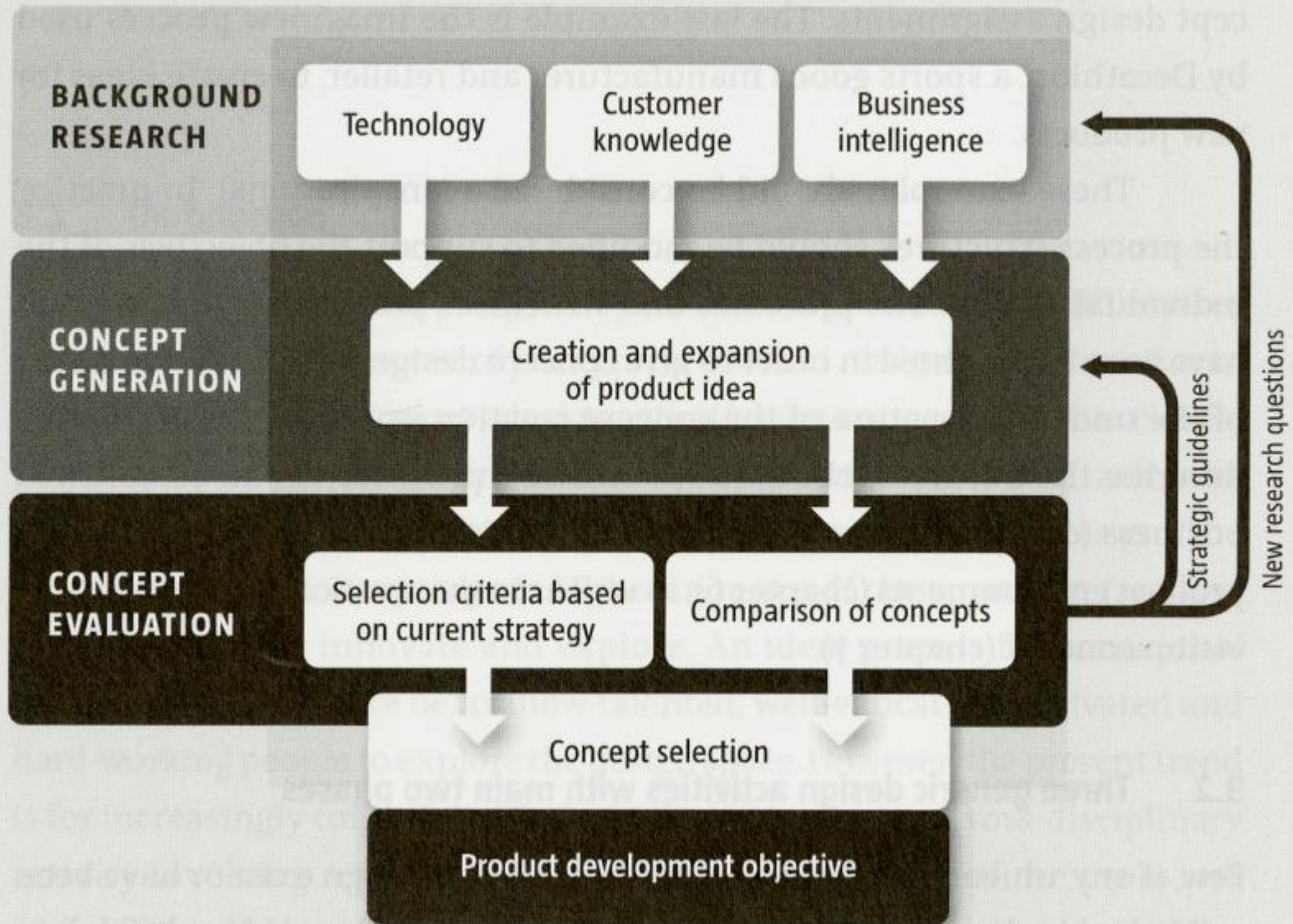
- improving creative problem solving
- improving cross-disciplinary -cooperation
- learning about technology and market opportunities
- improving team spirit

### Concept design for **expectation management**

- improving brand image
- influencing consumers' acceptance level
- influencing stakeholders' interest

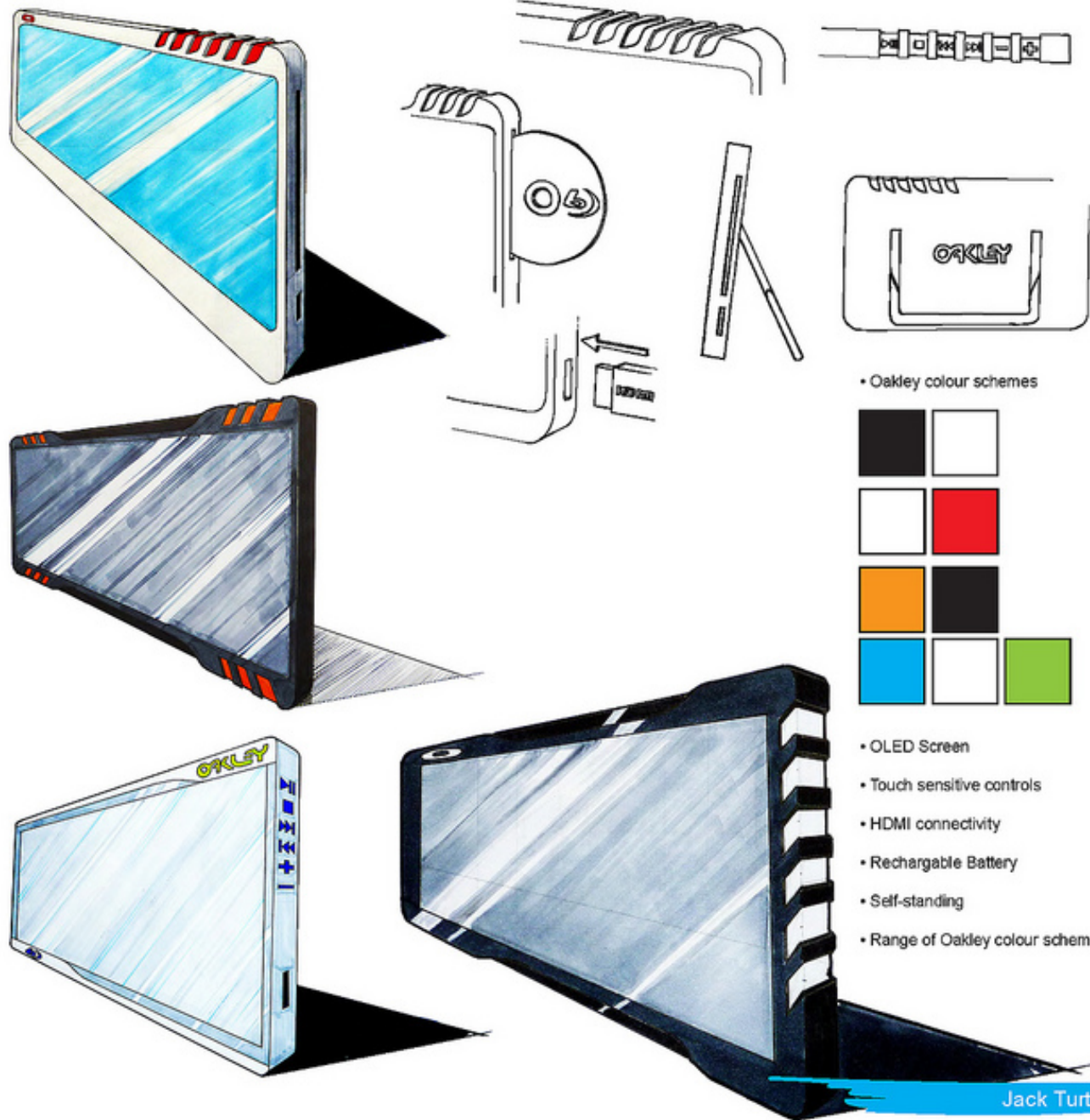
# Concept development

The activity layers of product concepting



# Taylor Swift Tour Bus





• Oakley colour schemes



- OLED Screen
- Touch sensitive controls
- HDMI connectivity
- Rechargeable Battery
- Self-standing
- Range of Oakley colour schemes

Spring/Summer '07

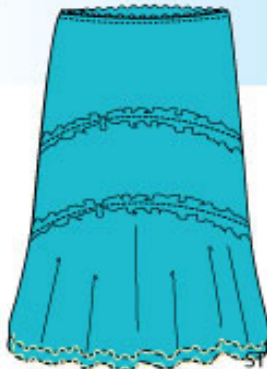
# Antz Imports



STYLE 1002



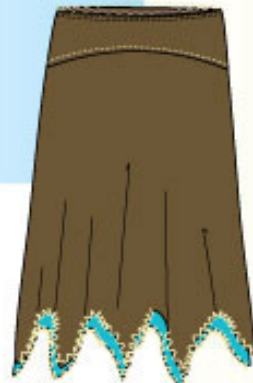
STYLE 1004



STYLE 1005



STYLE 1009

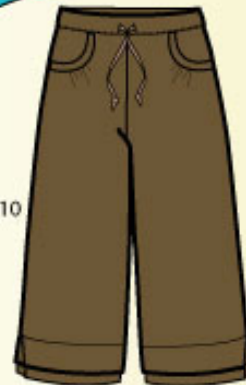


STYLE 1003

STYLE 1006



STYLE 1008



STYLE 1010



STYLE 1001



STYLE 1007







*Black & White Painted Stripes on Floor with white glass paneled ceilings same as exterior trim. (Black & white outdoor drapery panels with stripes.)*



**Pottery Barn Outdoor Pillow**



**Modern Furniture**

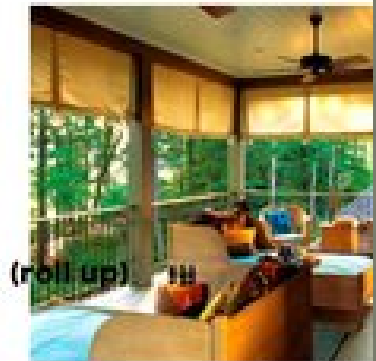
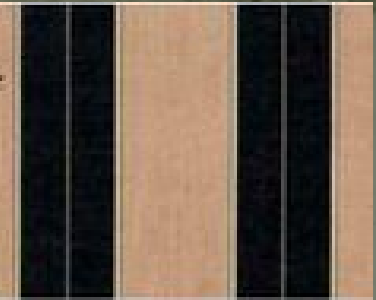


**West Elm Solid White Outdoor Drapery Panels**  
[www.westelm.com](http://www.westelm.com)



**Outdoor Floor Cushions from Arthur Lauer**  
[www.ArthurLauer.com](http://www.ArthurLauer.com)

*Sunbrella Outdoor Fabric*  
[www.Sunbrella.com](http://www.Sunbrella.com)



**shades (roll up)**



*High Gloss Painted wood Floors*

**Concept Board**  
**Ferguson Residence**  
**Martha's Vineyard Backyard Porch**  
**Jill Seidner Interior Design**



CONCEPT  
BOARD





**Jacker** Photo Crisp

Concept Board



After wars, there are many war veterans who become homeless because of their psychologic problems.



Because of the big fires, people are losing their houses and become homeless.



Many people who leave their family become a homeless.



There are also many runner people, who couldnt find neither a house nor a job.



He is a homeless man living in New York City. But he has mental problems. He left his family, because he can not socialize with other people.

He is living his own world and he looks like a crazy. His behaviors are not normal.



One day, some social groups wanted to find all the homeless people in the city. They provide people, places to live like sport halls and provide foods.



But he has mental problems and he couldnt adapt hisself that kind of places, which there are many people. So he go back to his street life.

**SOME PILOTS & HOSTESS PROBLEMS**



**ANY TIME**



**DIFFERENTS CULTURE**



**ANY WEATHER**



**RESTRICT BAGGAGE**



**EXHAUSTED**



**RESPONSIBILITY**



**CLEAR CLOTHES**



**ANY PLACE**



**FARAWAY TO HOME**



**MILLIONS PASSENGER**



**DIFFERENT FOODS**



**ACCIDENT**

**THEY HAVE TO FALL IN STEP ALL THESE CONDITIONS**

They are industrial design students, whose life is watching, searching, developing, seeking thinking and having fun. Their life is harder than you imagine. Before one month from their final submission, they start to work like crazies. In this one month some days they have to work much harder. In these days they stay at their studios. They are searching, sketching, modelling, sleeping and eating in their studios. Because they have no time to go their home and sleep. They can't take shower, can't change their clothes which are dirty like roads.

The biggest problem is they are sleeping and eating on the table that they are working on it. They have to because they have no chance to sleep on soft and clean beds. They are using

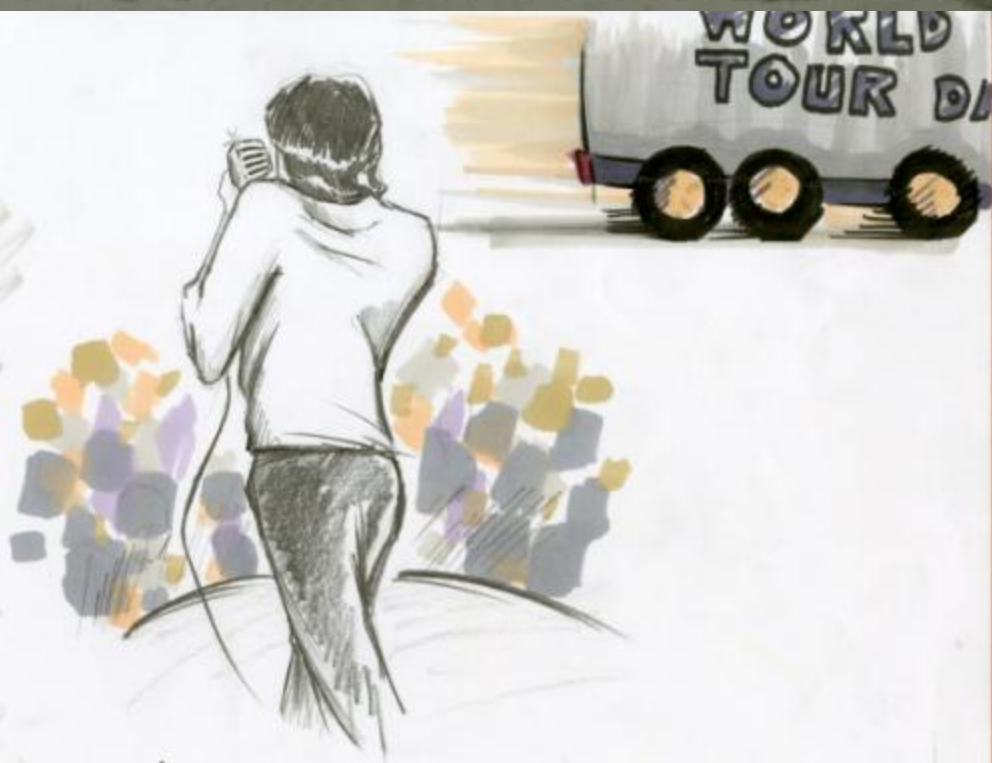


their books as pillow to put under their heads and they are using their jackets as blanket. This problem makes everything harder. Because they can't sleep tight and they can't eat in a hygienic place. They become tired, sick and sad. They are trying to do the best they can. But everyone knows that they could do better...

# SCENARIO



LZZARD  
King.



JIM SPENDS MOST OF HIS TIME ON CONCERT TOURS ACROSS THE WORLD. HE AND HIS BAND USES A HUGE TRUCK TO SUPPLY THEIR NEEDS WHEN THEY ARE TRAVELLING. BECAUSE HIS LIFE IS FULL OF ACTION HE NEEDS SOME TIME TO REST OR SUPPLY HIS NEEDS EASILY.

ALING TOPRAK

...but not like this !

## NOMAD — Basarılı bir iş adamı —

İyi ve basarılı bir şirkete sahip olan Murat bey şirketin son dönemlerdeki kötü gidişatını dikkate almamıştı. Bir sabah tekrar işe gitmek için erken kalkmıştı yavaşca kalkıp yüzünü yıkadı mutfaga yürüdü kahvaltı yapmak için buzdolabına yöneldi masanın yanından geçerken kumandayı farketti ve her sabahki gibi sabah haberleri için Televizyonu açtı ve gördüğü haberle dünyası başına yıkıldı. Ülkede ekonomik kriz vardı ve bu durumdan şirketinde nasibini almıştı. İflas eden şirketin son borçlarını ödemek için bankadaki tüm parasını ve tümü üstüne evini satarak borcunu kapatabilmişti. Artık hiç bir geliri yoktur ve babasından kalan eski karavanı temizleyip oraya yerleşmiştir. Rahat lüks ve ferah bir ortamdan sonra kutu gibi bir alana belkide hayatının smuna kadar hapsolacaktır. Alışagelmiş ihtiyaçları için karavanında yer bir düzene ihtiyaç duymaktadır.





...but not like this !

Nomad:

Dış ticaret işiyle uğraşan Mustafa'nın çok güzel bir yasanı vardır. Güzel bir esi, zengin bir hayatı ve sekiz yaşında güzeller güzeli bir kızı vardır. Böyle düzenli bir hayata varken bir telefonla hayate altüst olur. Telefonda eski bir dost üniversite yıllarında <sup>Kuşadası'nda</sup> yaptığı bir yaz kaşamağının sonucu İrlanda'lı bir kızdan göçüğü olduğunu söyler. Kızın suanda 21 yaşında olduğunu ve suan çok zor durumda olduğunu, ~~bu~~ polislerden kaçtığını yanında birisi derdi olduğunu yasanı sıkıntısı geldiğini öğrenir. Hemen harekete geçer Mustafa gider kızını bulur. İzmir'e getirip Altinyusuştaki Marina'da bulunan yataca yerleştirir. Kızın belli bir süre saklanması gerekir. Bu sarıncıdan dolayı ailesine yalanlar söylemeye başlar. Kendine yeni bir hobi bulur ve işlerden sıkılıp haftasonları Gernic'de dalınaya gittiğini ailesine söyler. Buzamanla iş ~~toplantısı yapar~~ toplantısı yapar tarıda ekler ve haftanın 2-3 gününü sürpriz kızıyla ~~gözetir~~ <sup>gözetir</sup> bir hayata ~~adans~~ adar.

# Storyboard (scenario building)

A storyboard is a sketch of how to organize a story and a list of its contents.

A storyboard helps you:

- Define the parameters of a story within available resources and time
- Organize and focus a story
- Figure out what medium to use for each part of the story

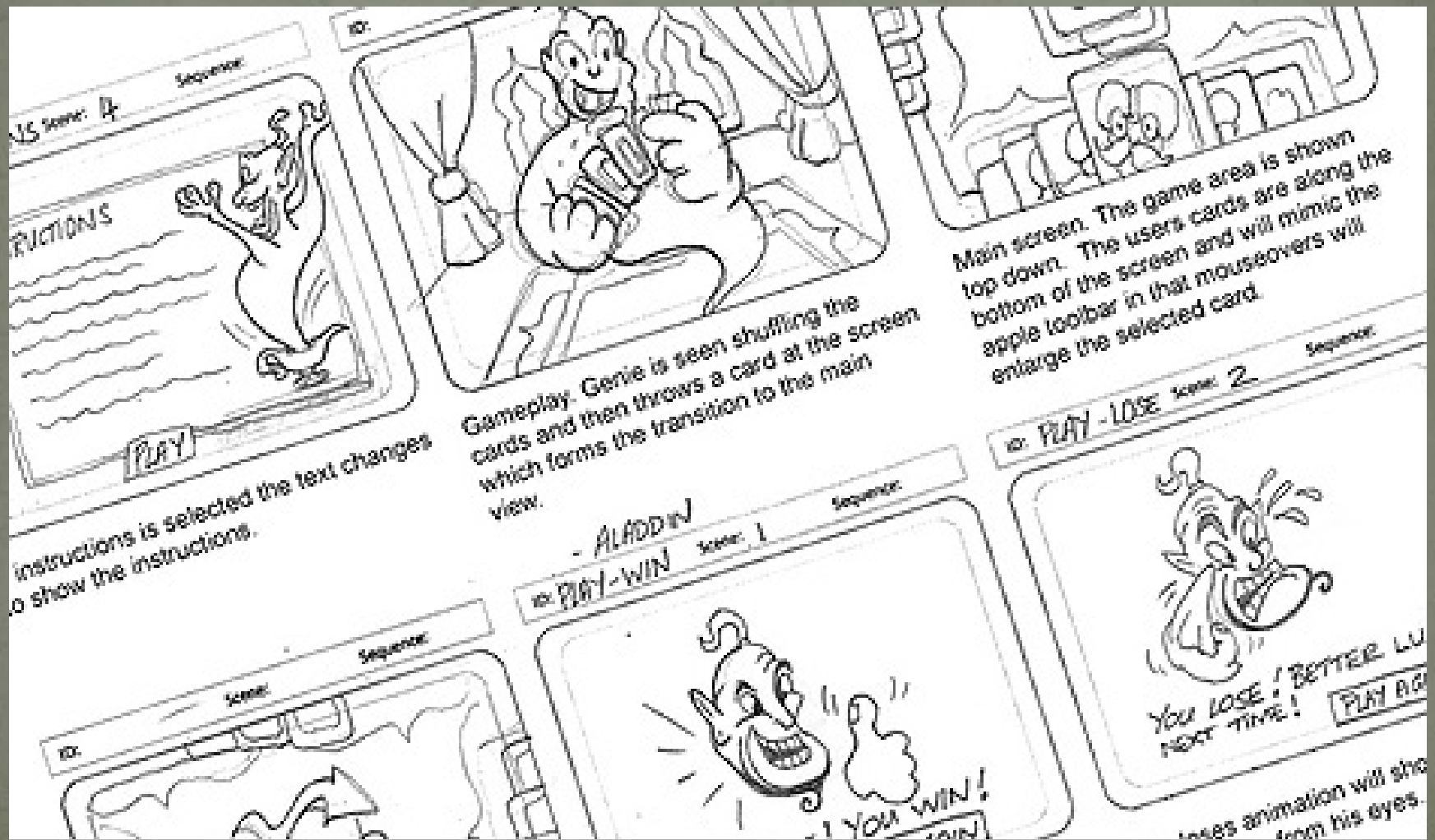
# Storyboard (scenario building)

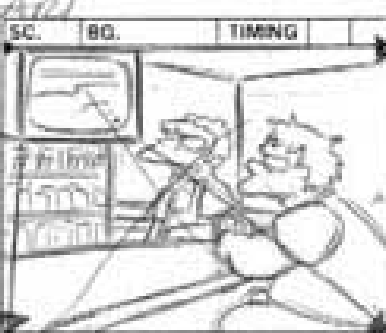
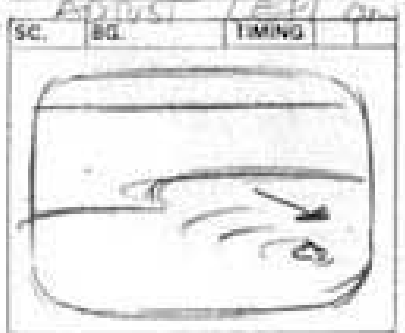
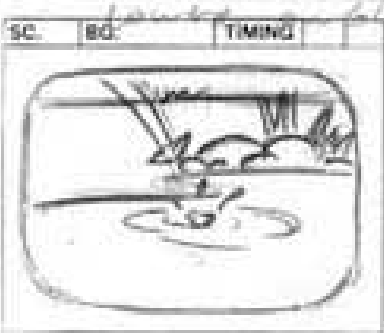
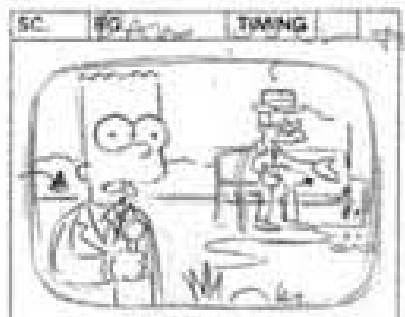
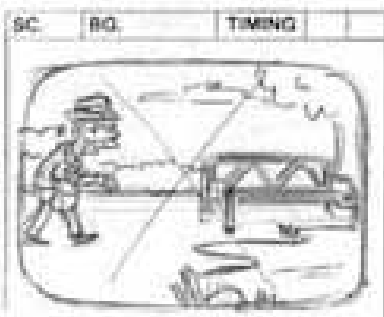
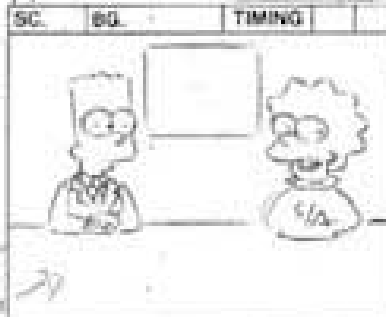
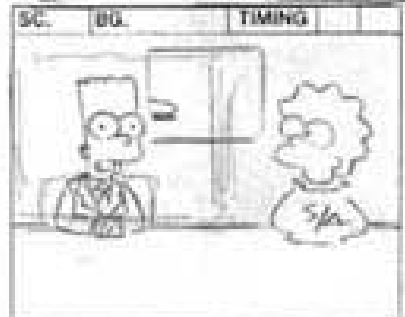
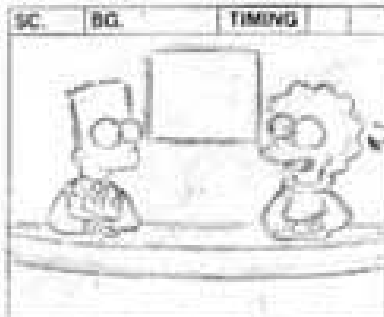
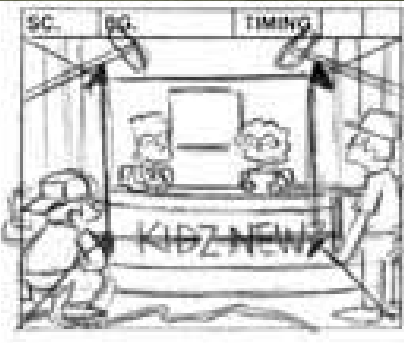
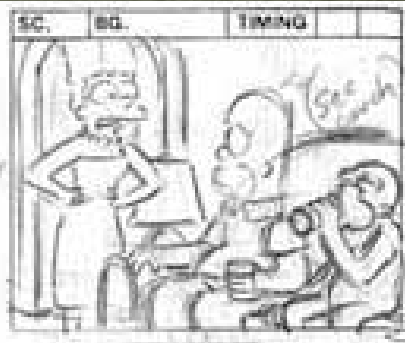
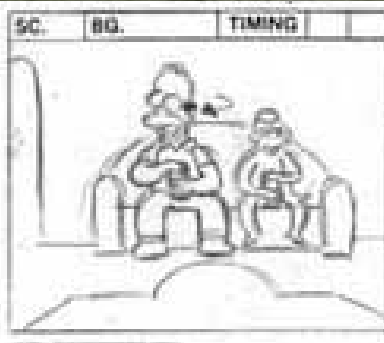
- Stories and Storyboards are valuable tools in the sale, specification, design, implementation, and introduction of Knowledge Management solutions.
- They focus attention on the people who will use the solution and the value it will bring.
- The process of creating a storyboard helps designers put themselves in the shoes and setting of the people for whom they are designing.
- It often prompts invention and ingenuity as problems end-users encounter are recognized and opportunities to solve them are devised.

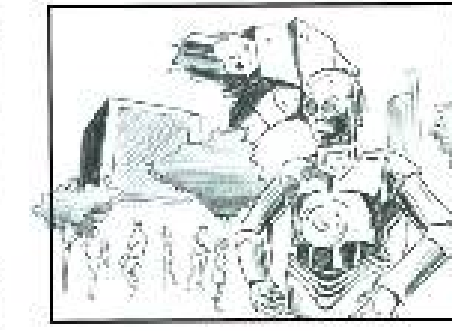
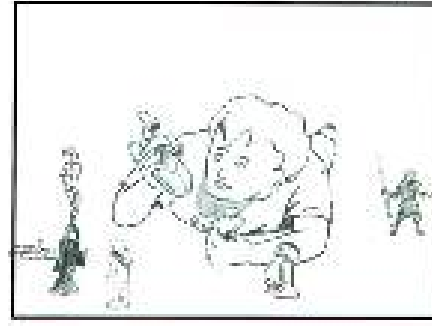
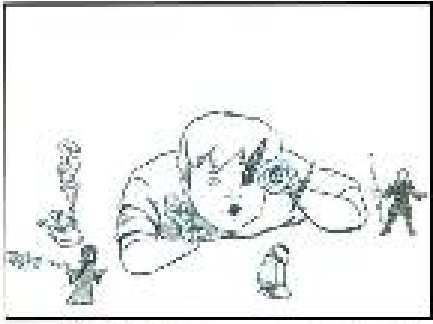
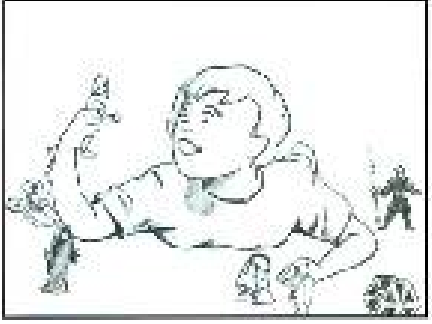
# Storyboard (scenario building)

- The story can serve as a “user experience testbed” as prototypes are developed and critiqued.
- Take a proposed design for the system, and run through the story imagining the protagonist using it.
- Does the system solve the problems the protagonist encounters?
- Does it “fit in” with the story and the protagonist’s environment?
- Does the solution provide the intended value to the people in the story?
- What changes to the system should be made so it does?

# Storyboard (scenario building)

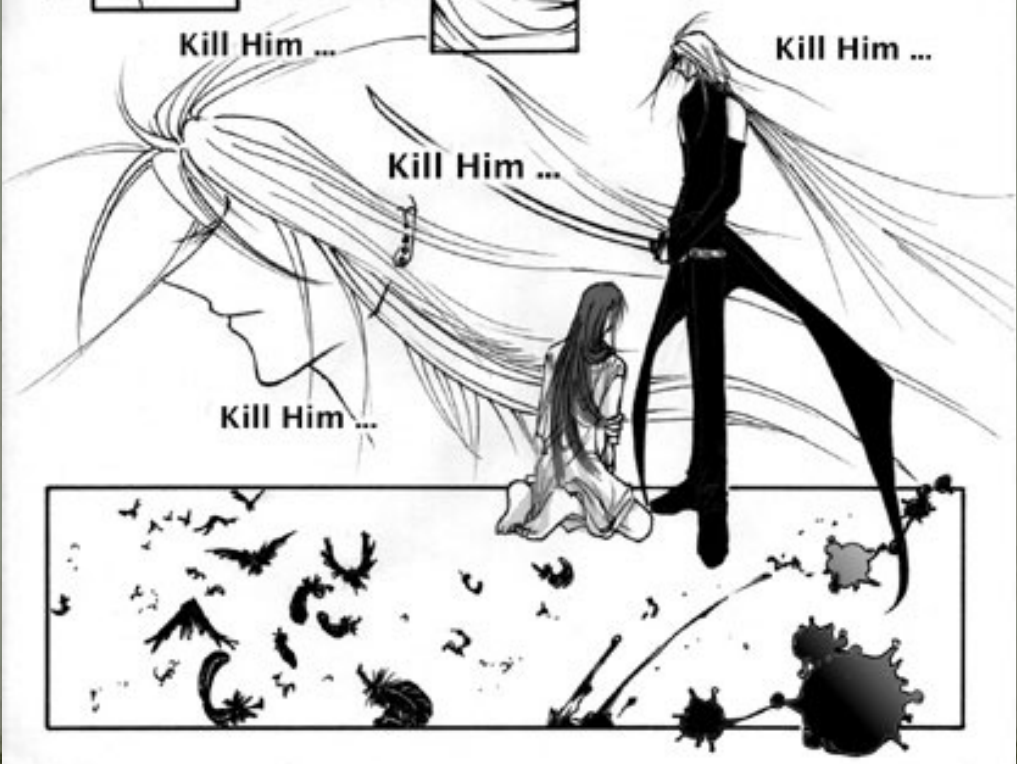




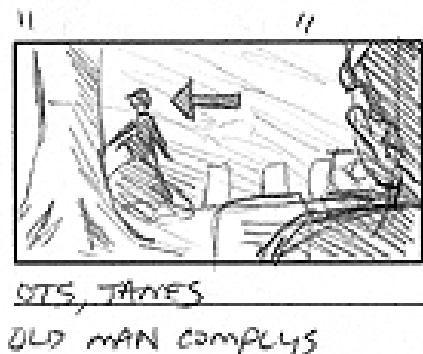
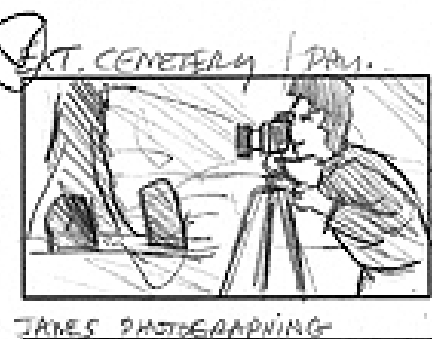
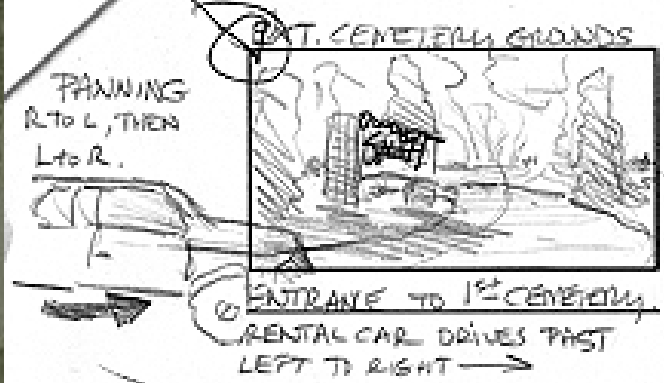




Ta' Chile











During lunch Nya gets a text message from e-Me telling her that tomorrow class is cancelled. Apparently, the teacher had traffic problems this morning.



In four seconds a message arrives from Pia asking if it would be allright to move up the group session to the vacated time. She confirms but suggests they meet at 9.30 instead of 9. After a little while her e-Me gets back to her with a confirmation that everyone has accepted the new time for the group session and that it will now be placed in the schedule.



Nice with a slow morning she thinks to herself. Oh, by the way! She picks up her cell phone and changes her morning message alarm to "Morning has broken". "Highway to hell" gets to be her new pub-reminder tone instead. Nya thinks she is pretty clever after all.

ILLUSTRATION: TONYA GRANT/STEE

This is me, in the morning. I usually start my day energetic and full of expectations.



This mood quickly ends during submission days especially my study models are 1:1 scale and has weird dimensions



Since our university is unable to provide us storage, I once found out that a falling A3 folder can produce a sound similar to a bomb



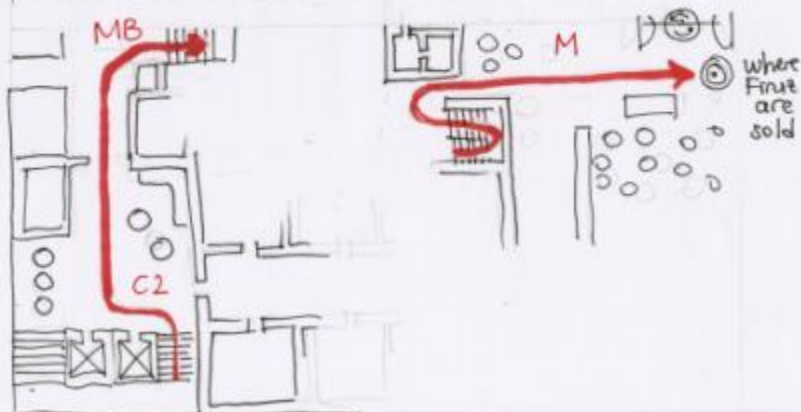
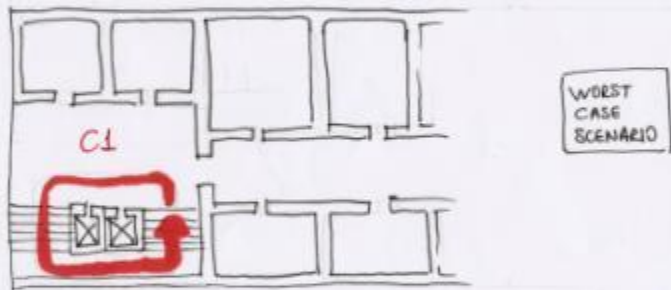
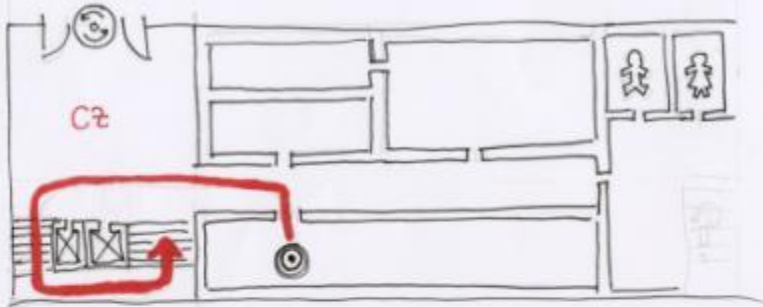
After I settle down in studio, I usually don't have any space left, thanks to the inefficient desk design.



I'm a tea-addictive. That's why before the class begins, I go to canteen to fetch a cup of tea. But the time between my departure and return depends on whether I have Finiz with me or not.



Because if I don't have any Finiz with me, and if I am in C2, this might be a problem.



Unfortunately this inhuman effort won't change the fact that there are people faster than me, who are both hungry and have no finiz.



Because of this, although I manage to come to studio on time, I always end up being late to the first lessons.



Sometimes we need to go to other blocks to see our other lecturers. Thanks to elevators we generally can't catch any of them.



Sometimes a foreign lecturer appears in the room we should meet with our course lecturer.

is rumored to be a 3rd year Industrial Design lecturer

Did you come to get info about this University and department?

Are about to become 3rd year Students



ONCE I REALISED THAT BEING IN THE SAME DEPARTMENT DOESN'T NECESSARILY MEAN THAT WE ALL SHOULD KNOW EACHOTHER

Other than that, my studio life goes on well....

EXCEPT THAT

Sometimes I fell off from the chair because it's leg was broken

Or get my sketches ripped apart because there was glue on the table when I was sketching



And gave up fixing the unbalanced table in the time I should do my sketching.

BASAK OKSEL  
060403018 · ID

sometimes  
Eventhough I feel like this  
university is against me I still  
like it, studios, student affairs  
and canteen.



But not when people bump  
into me when I'm carrying  
boiling tea.



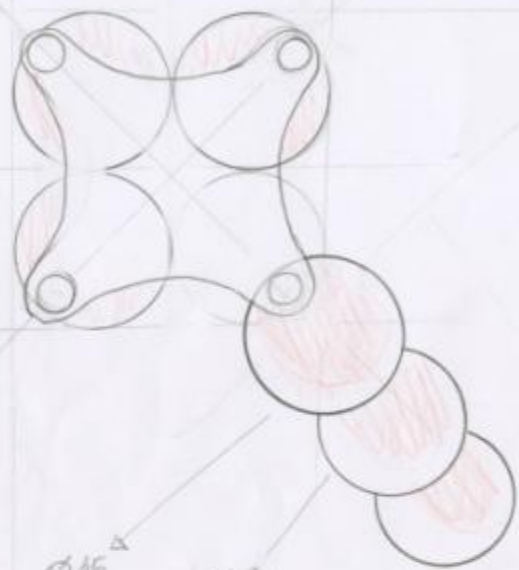
And when security tries to  
throw me out of the studios  
when I stayed for night



and tried to manage my  
project in a hurry

But the thing that irritates me  
the most is the times when I  
realise that I have no idea where  
my ID card is, when I stand  
infront of the toll gate.





Ø45  
H90

Ø40  
H45

Ø35  
H40

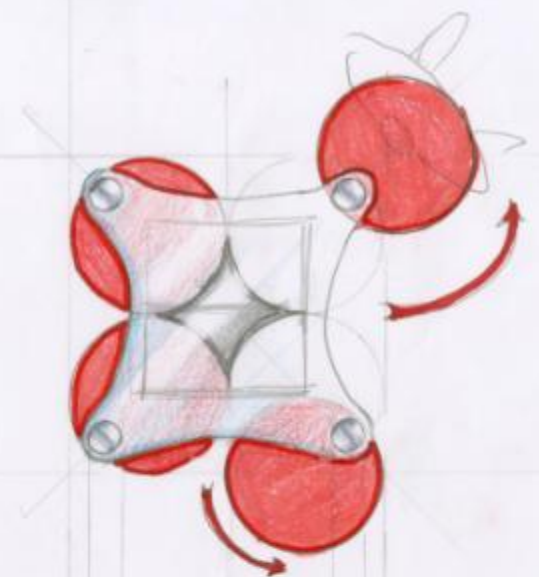
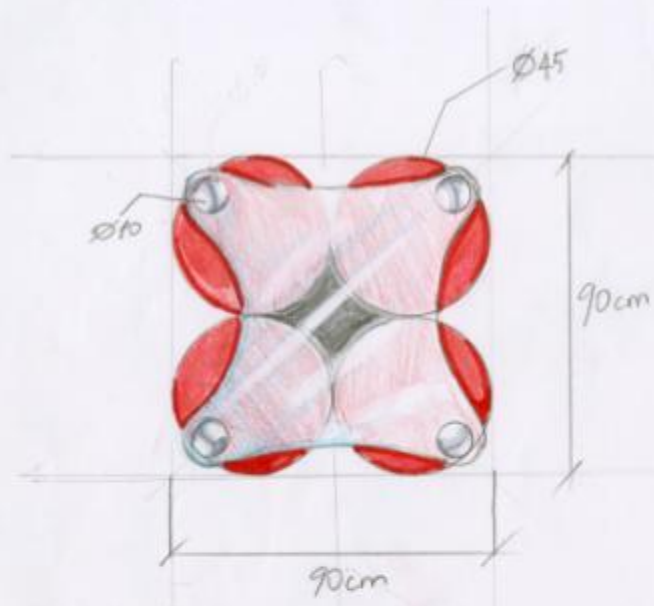


Balanced with  
chrom  
steel  
structure

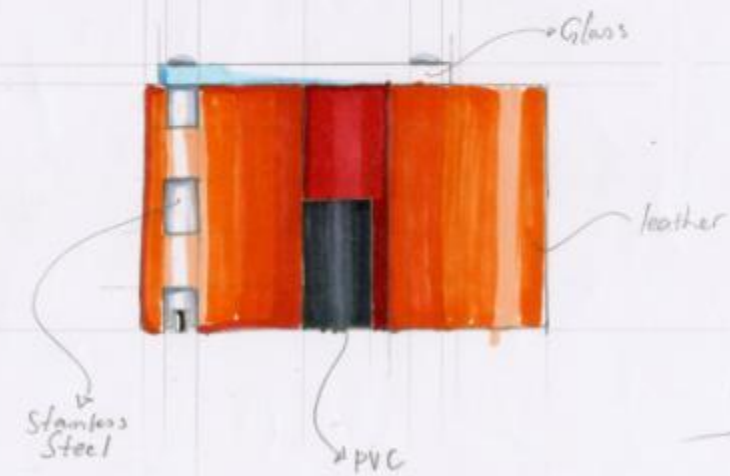
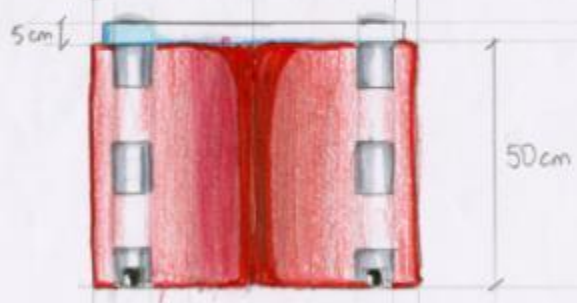



Farah Jool  
INDUSTRIAL DESIGN





- Materials
- Leather
  - Stainless Steel
  - Glass
  - PVC



  
 060403018  
 (INDUSTRIAL DESIGN)



Early in the morning, she entered to classroom.



She put her equipment and belonging to her cupboard.



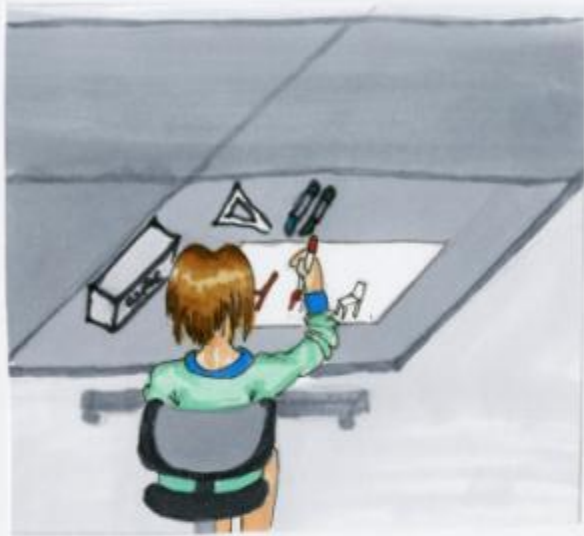
She listened the lesson with everyone, and learned about project's subject.



She made research about project's subject.



She made her sketch in more comfortable environment which she can relax, have tea or coffee.



She made good quality sketches and render of her design.

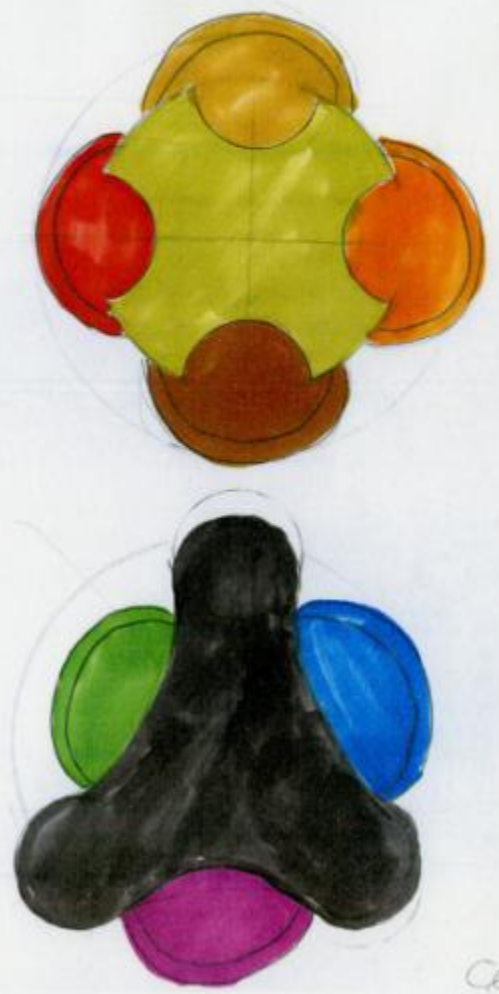


She discussed her design with teachers



She made a model.

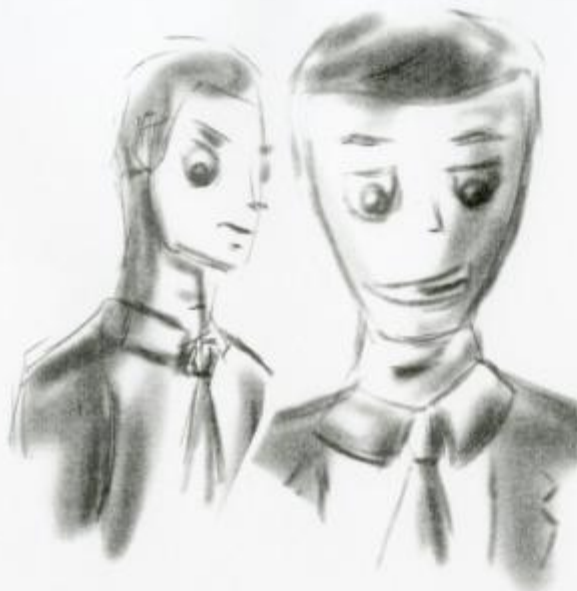




Cell 16

# SCENARIO FOR NOMAD

01



Busynomad is a young bussiness man and he is living alone. He is always busy and tired because he has to rush between home and work and at the same time he has to be tidy and smart and take care of his healt. His shoes are very important for him. At work they should be nice, shinny and healty. For businessmen shoes are symbolizing their working diciplines.



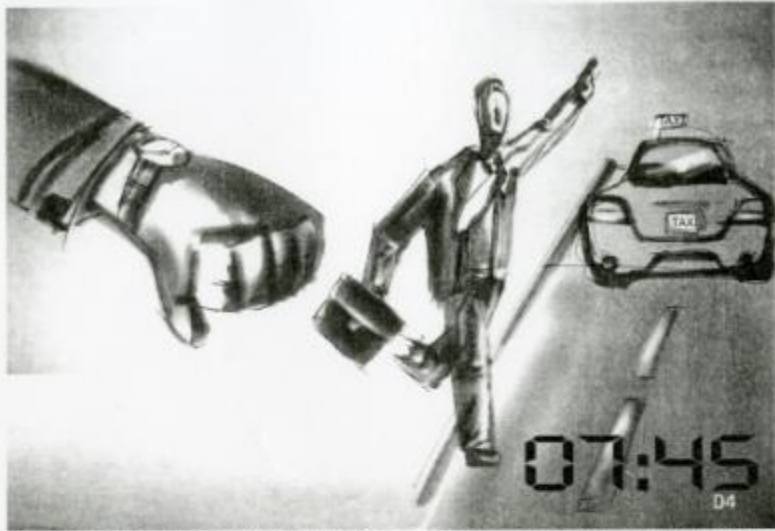
He had a meeting at 08 :30  
Before he leave his home he looked at the mirror



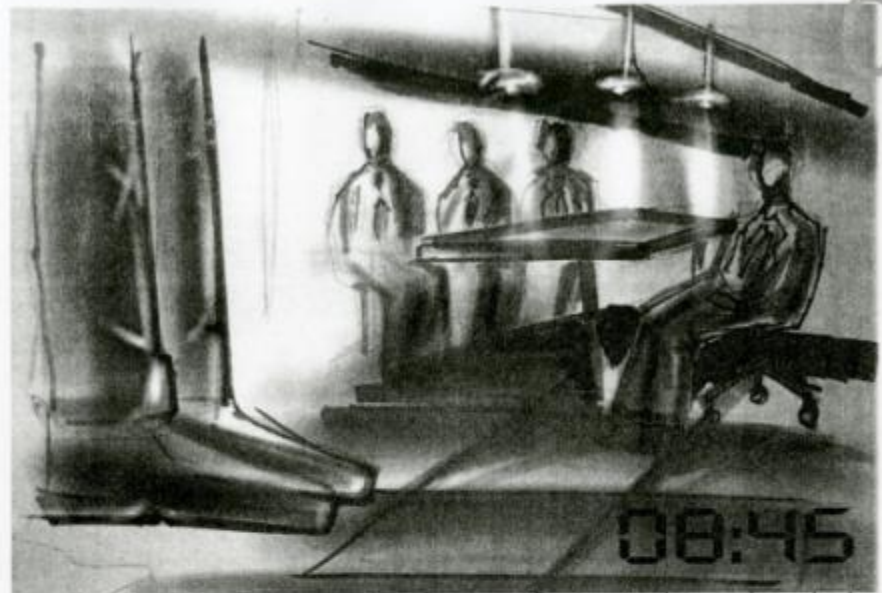
But he can not find the suitable shoes



Finally he found the suitable shoes but Nooo! they



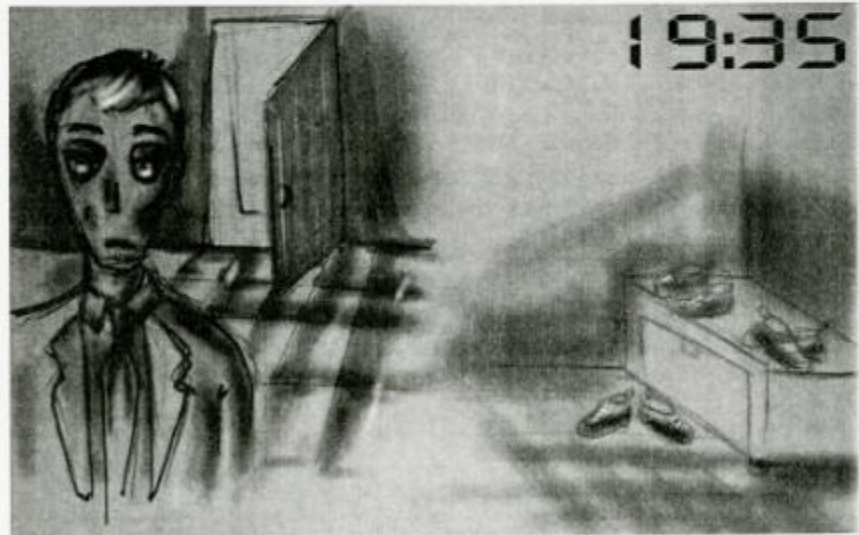
After he lost ten minutes for finding his shoes, he missed bus and he had to get into a taxi.



Finally he arrive the company but he was 15 minutes late and everybody was looking his terrible shoes and ashamed face.



When he get off from the bus, he was so tired and sad ,



After he came back home , he thrown his shoes to shoe cupboard. his feet were hurting and he was so tired.

# SCENARIO

nomagent





# SCENARIO

nomagent



PIRELLA GÖTTSCHE LOWE

# SCENARIO

nomagent



# Contemporary Nomads

Contemporary nomad could be a business man, pilot or any person who is always travelling.

Travel is their lifestyle and their work or mission so the way of travelling is really important, high technology and durable materials are important to success in mission.

Apperence is also important as much as functionality



## TRANSPORTATION



## ELECTRONICS



## MATERIALS



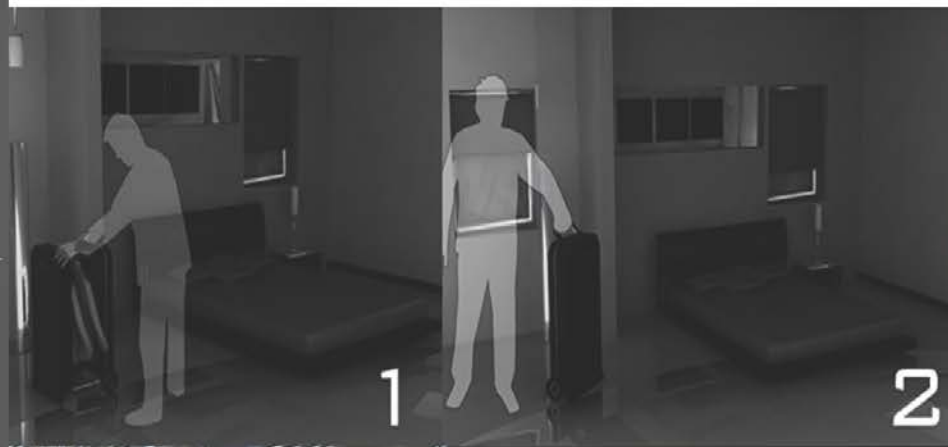
## TOOLS



# Story

Business travelling time is same for many of the users like two or three days. In that time period they have to be very organized and practical.

Their suit are really important and they should not forget any thing in a hotel while trying to catch next flight.



Luxury of functionality

## Third year project

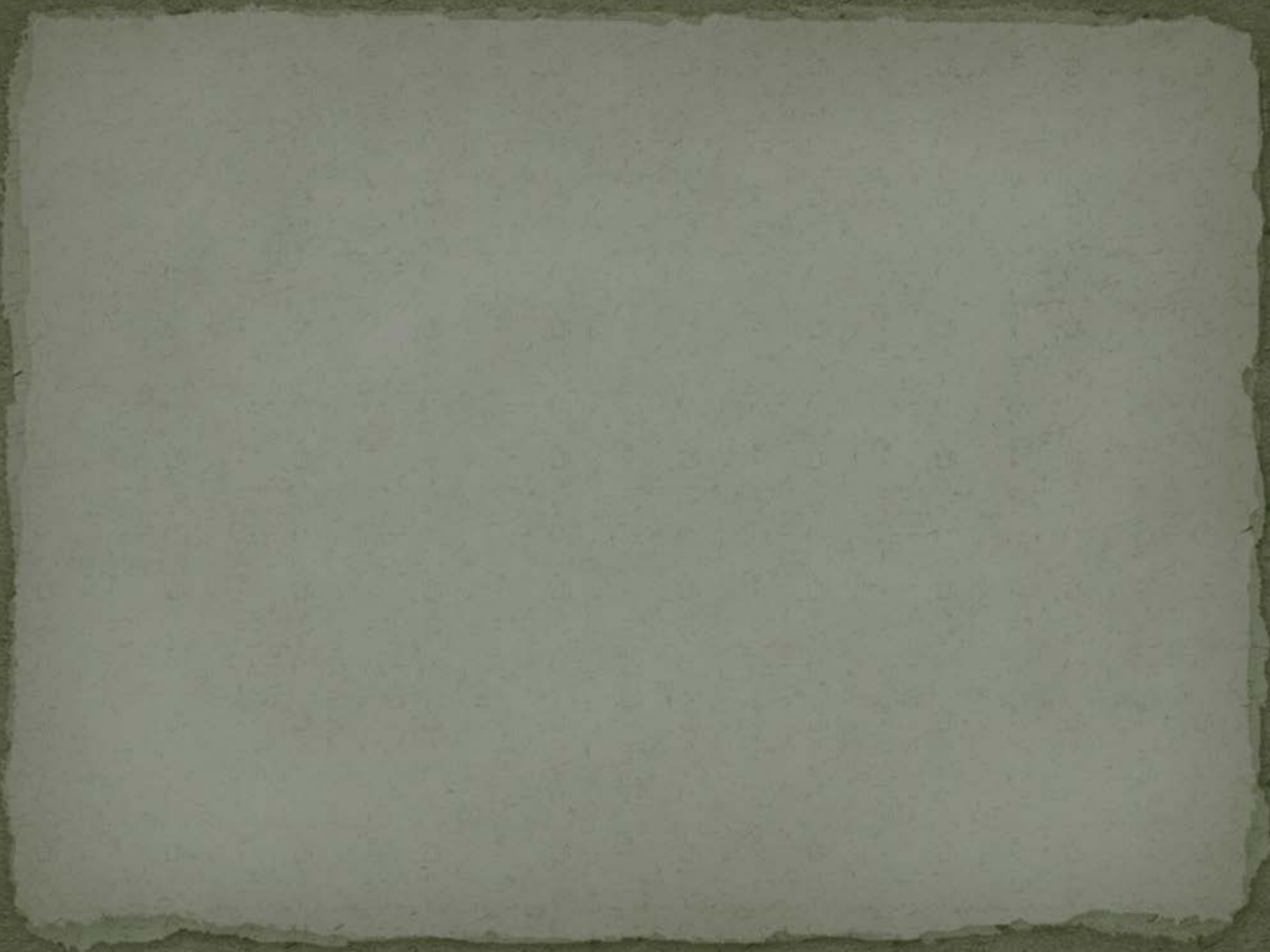
Exhibited in Salone Satellite  
Milan Furniture Fair

Main design concept for our  
salone satellite project was  
contemporary nomads so  
nomagent is designed for  
nomad people around the  
world.



Copyright © 2013 Nomagent

Nomagent<sup>©</sup>



# Resources

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- Gause, Donald C. and Gerald M. Weinberg. 1989. Exploring requirements: quality before design. New York: House Publishing Co., Inc.
- <http://www.graphic.org/images/fish.GIF>
- <http://www.sccs.swarthmore.edu/users/99/maya/tech/pic/brainstorm.gif>
- [http://garybuckley.files.wordpress.com/2010/02/95724014\\_fc03fa8f20.jpg](http://garybuckley.files.wordpress.com/2010/02/95724014_fc03fa8f20.jpg)
- <http://www.flickr.com/photos/waldopancake/2496022197/sizes/o/in/photostream/>
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- <http://www.cartoonstock.com/directory/b/brainstorming.asp>
- <http://brainzooming.com/wp-content/uploads/2010/05/100527-Brainstorm.jpg>
- [http://wiki.answers.com/Q/What\\_is\\_a\\_design\\_concept](http://wiki.answers.com/Q/What_is_a_design_concept)
- [http://s3images.coroflot.com/user\\_files/individual\\_files/167074\\_1rsgPkNxVtnTykoxCKNKtwocg.jpg](http://s3images.coroflot.com/user_files/individual_files/167074_1rsgPkNxVtnTykoxCKNKtwocg.jpg)
- [http://www.flickr.com/photos/jackturton\\_pde/4484540977/sizes/z/in/photostream/](http://www.flickr.com/photos/jackturton_pde/4484540977/sizes/z/in/photostream/)
- Storyboarding for Design: An Overview of the Process, Dan Gruen, Lotus Research, Tech report, 2000,03

- The End