

# INTERNATIONAL PROJECT

**GUIDEP**



Tecnun  
Universidad  
de Navarra

ANTXON GARMENDIA / SANTIAGO AYALA / LUCAS GARCÍA-ROSADO

## **briefing**

Insights

First concepts

Second conceptualization

Final conceptualization

CAD, planes and renders

October 18

“We would love you to design a device that would help our grandparents (mainly +80) improve their access to their good experiences, a product that would allow them to enjoy their good memories once and once again by making it easier for them to get their physical pictures.”

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**briefing**

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**First conceptualization**

**Second conceptualization**

**Final conceptualization**

**CAD, planes and renders**

01

User insights

- Features
- Hobbies
- Preferences

02

People

Paquita (86)

03

Culture

- Street life
- Learning

04

Donostia

- de muelles
- de diafragma
- centrífugo

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briefing

Insights

**First concepts**

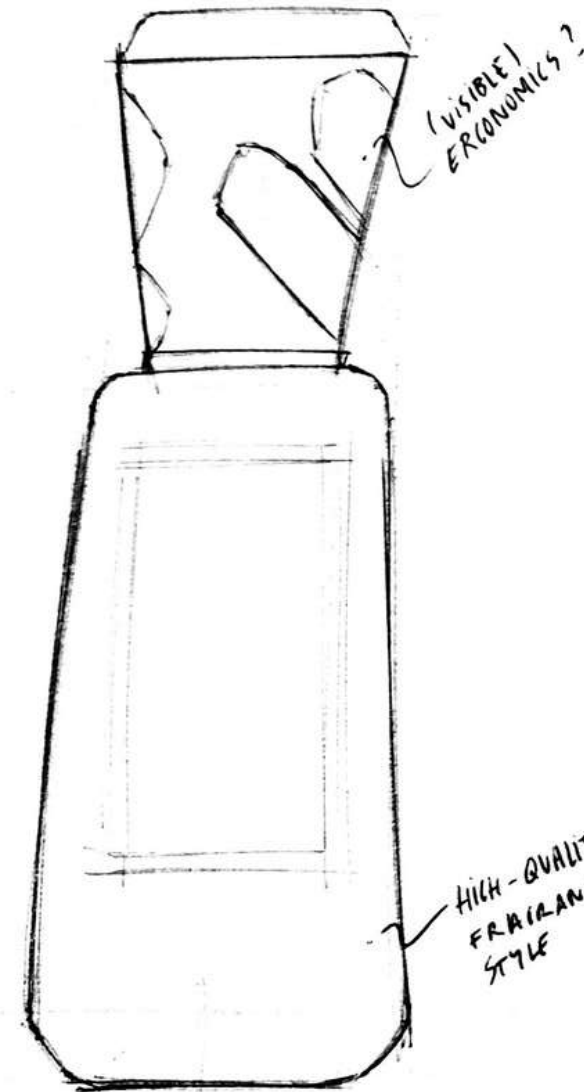
Second conceptualization

Final conceptualization

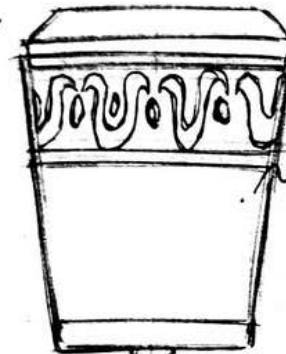
CAD, planes and renders

# 1st CONCEPT

CONCEPT #1: FUNGAL INFECTION  
APPLIER + REBRANDING  
(MAY RELATE TO  
EXTEND MAKE-UP??)

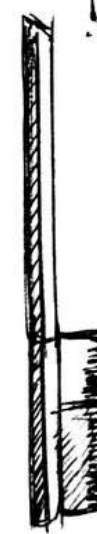


(VISIBLE)  
ERGONOMICS?

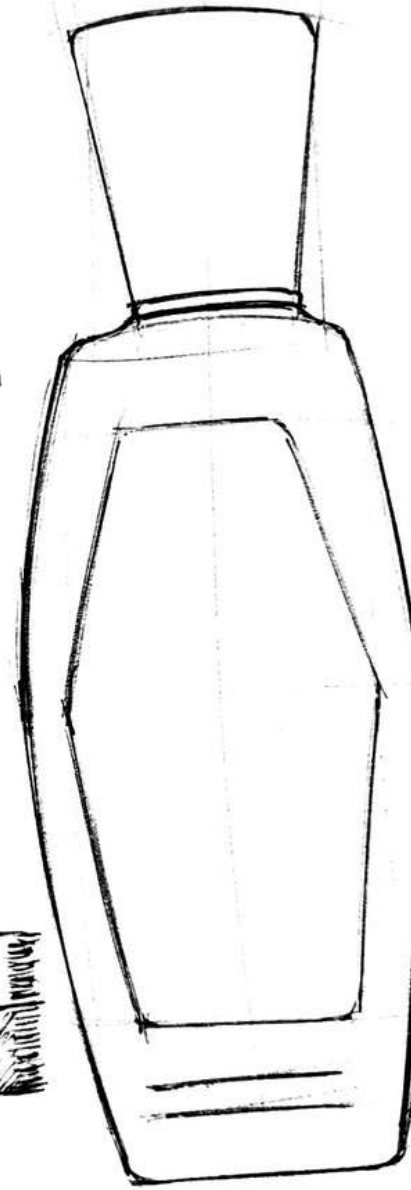


CLASSIC  
OR NAMEDITION?

HIGH-QUALITY  
FRAGRANCE  
STYLE

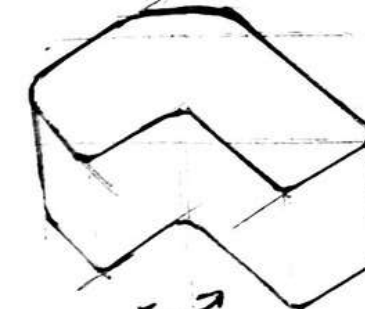


MULTIPLE CHOICE



STRAIGHT,  
EASIER TO GRAB?

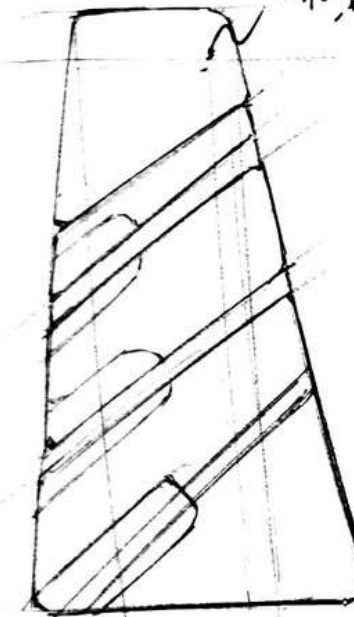
VIEW



EASIER  
TO OPEN-CLOSE?

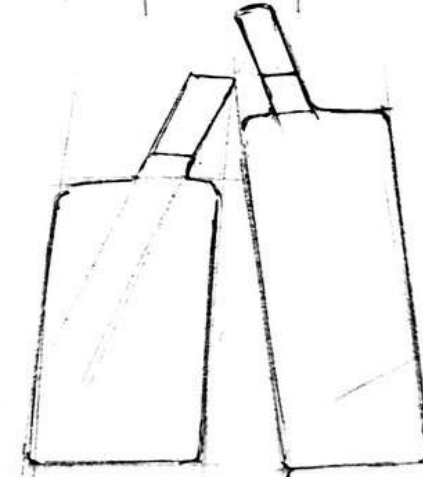
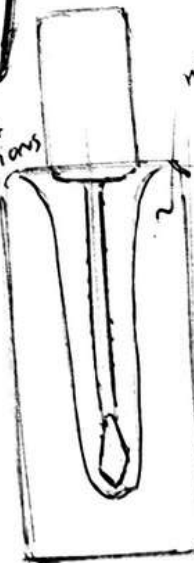


TATLIN  
TOWER-  
ESQUE?



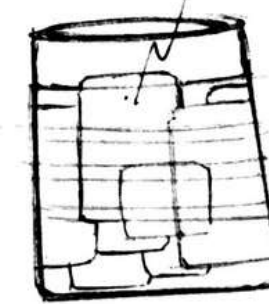
HOW?

HOW WOULD  
APPLIER FIT  
INSIDE?



GEOMETRICAL ++

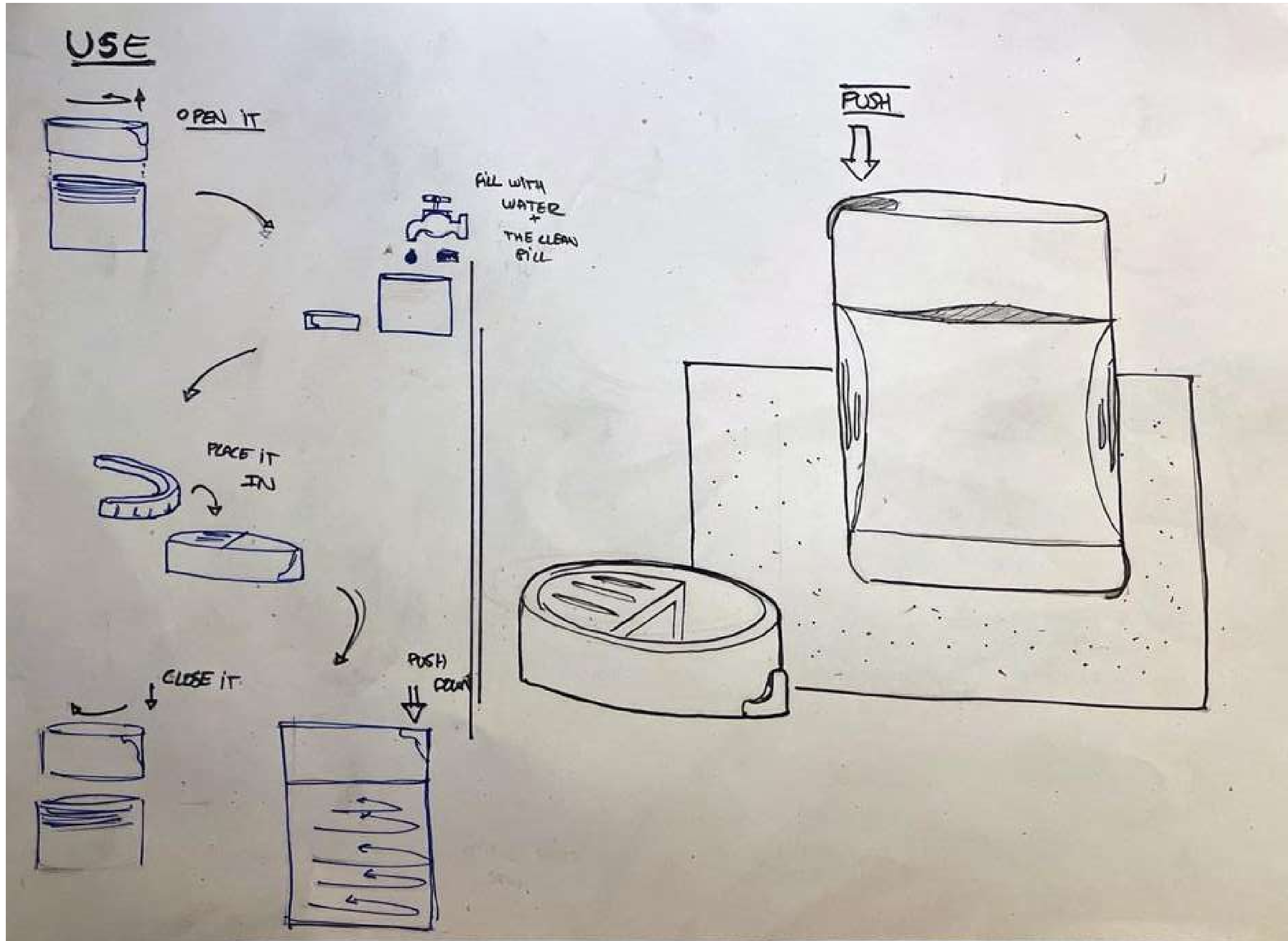
GRADIENT +  
SUPERPOSITIONS



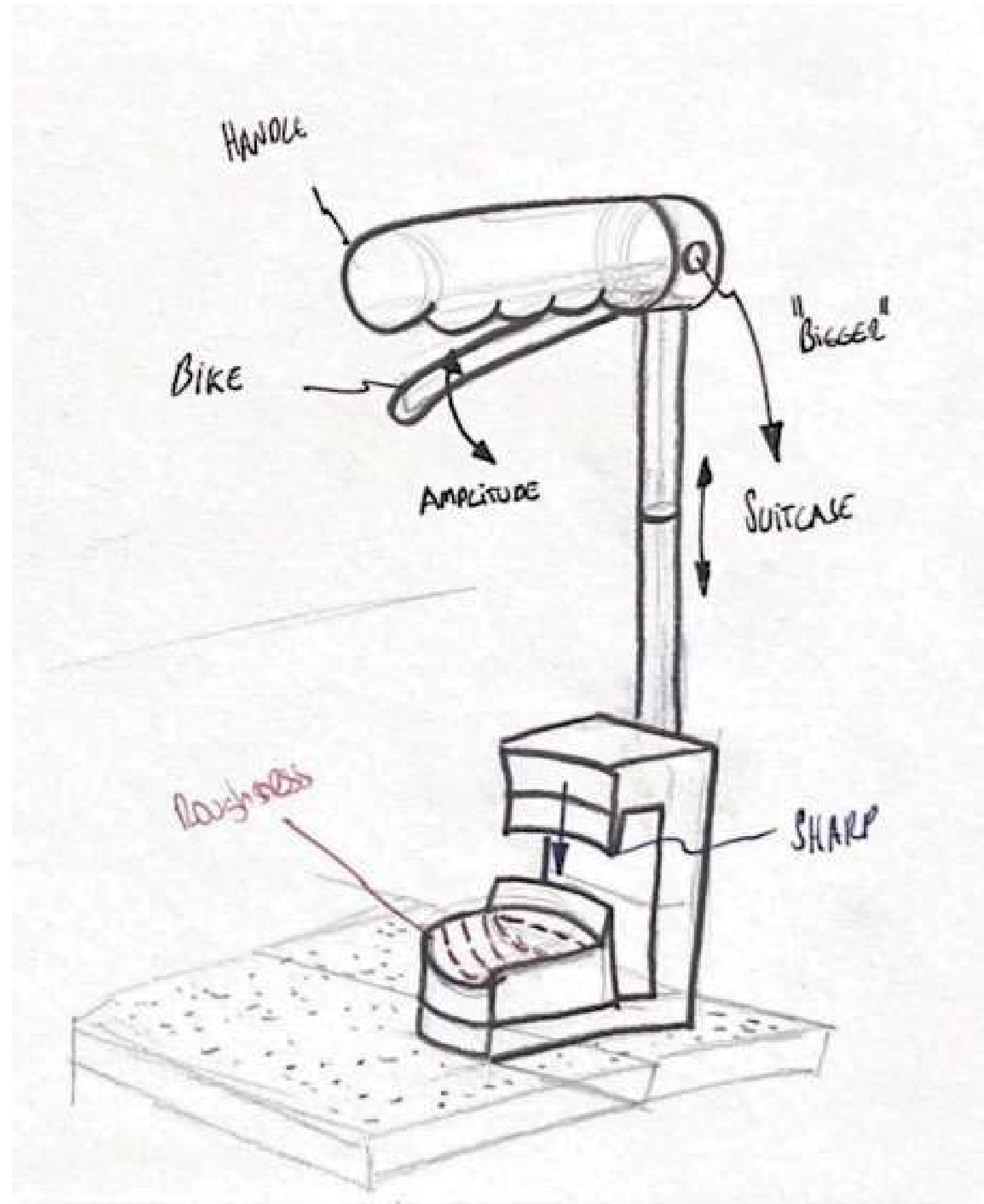
- DIGNIFICATION
- IMPORTANCE OF THE ERGONOMICS  
→ STORAGE, EASY TO GRAB
- REUSABILITY OF THE OBJECT
- AESTHETICAL ADAPTATION  
(ARCHITECTURE, CONSTRUCTIVISM, ...?)

- BOLD, HELVETICA STYLE TYPOGRAPHY → SWISS DESIGN?
- MAKING SKINCARE  
SELF-CARE INTERESTING
- REBRANDING OF LESS POPULAR BRANDS
- EASE THEIR CARING → INCREASE INDEPENDENCE
- GRABBING, OPEN/CLOSE, APPLICATION MUST BE INTUITIVE
- AVOID MAKING A MESS

## 2nd CONCEPT



### 3rd CONCEPT

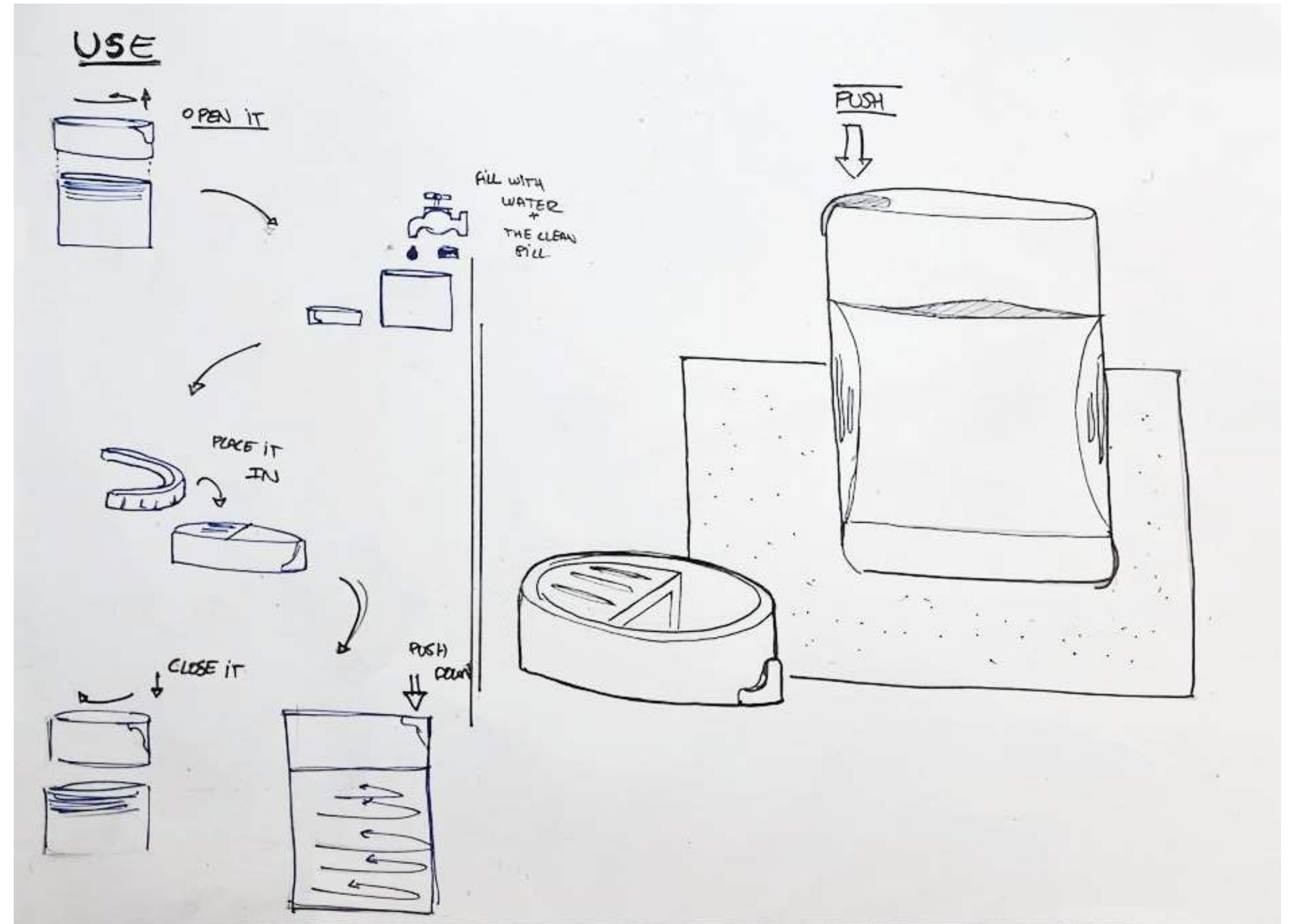


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### Feed back

#### 2nd Concept

- Price
- Utility
- Innovative



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briefing

Insights

First concepts

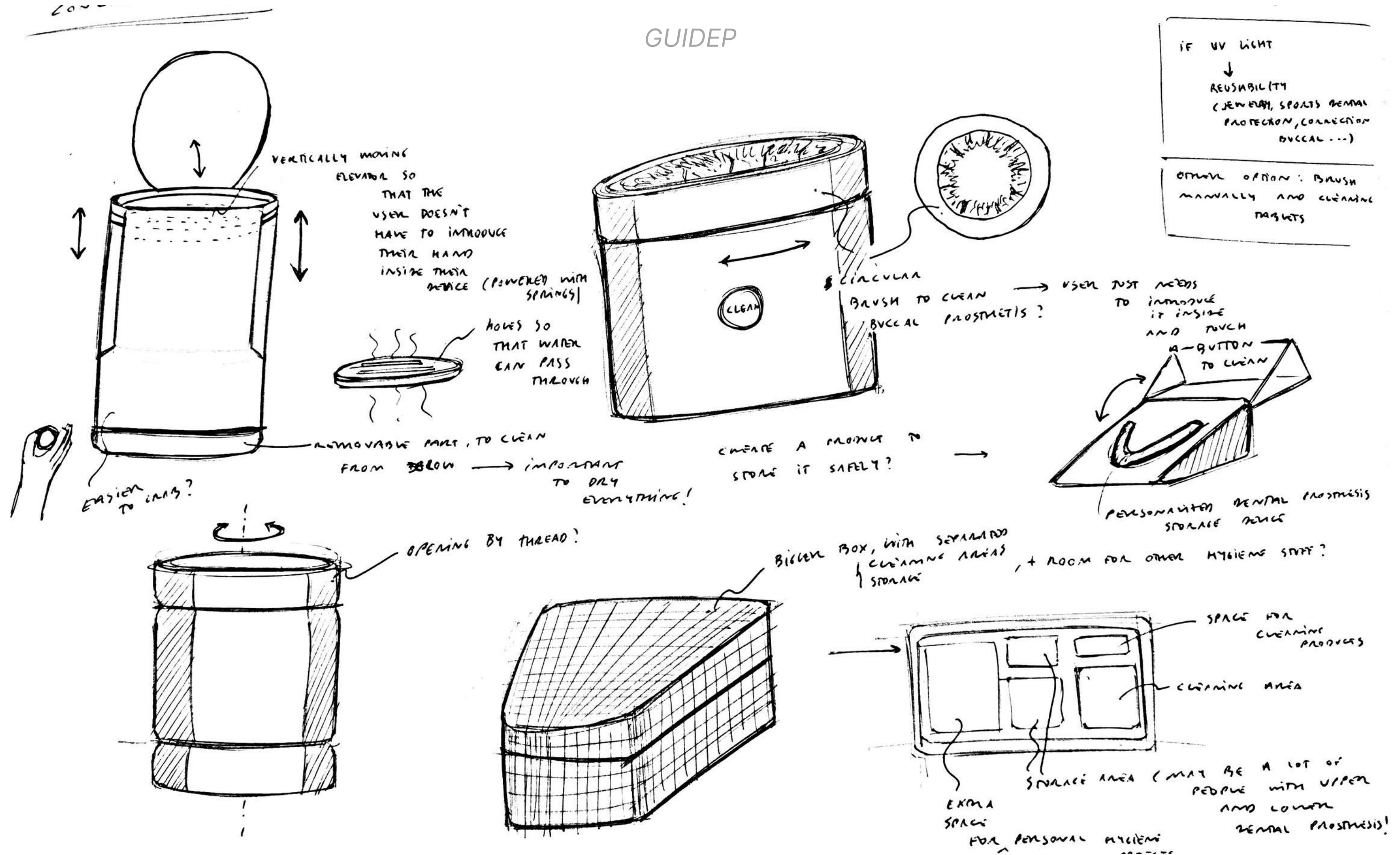
**Second conceptualization**

Final conceptualization

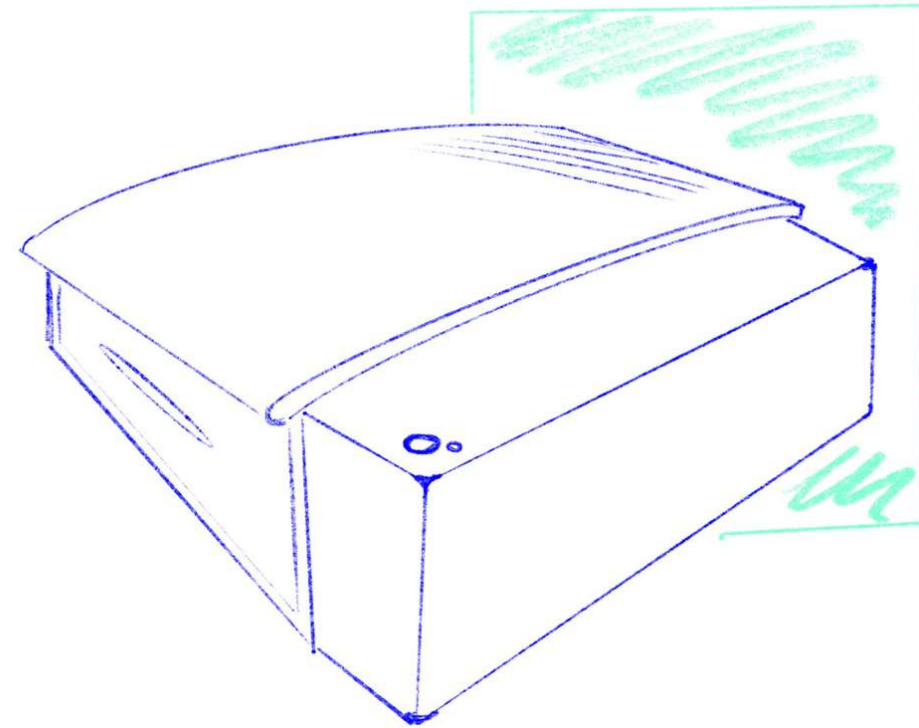
CAD, planes and renders

# CONCEPTS

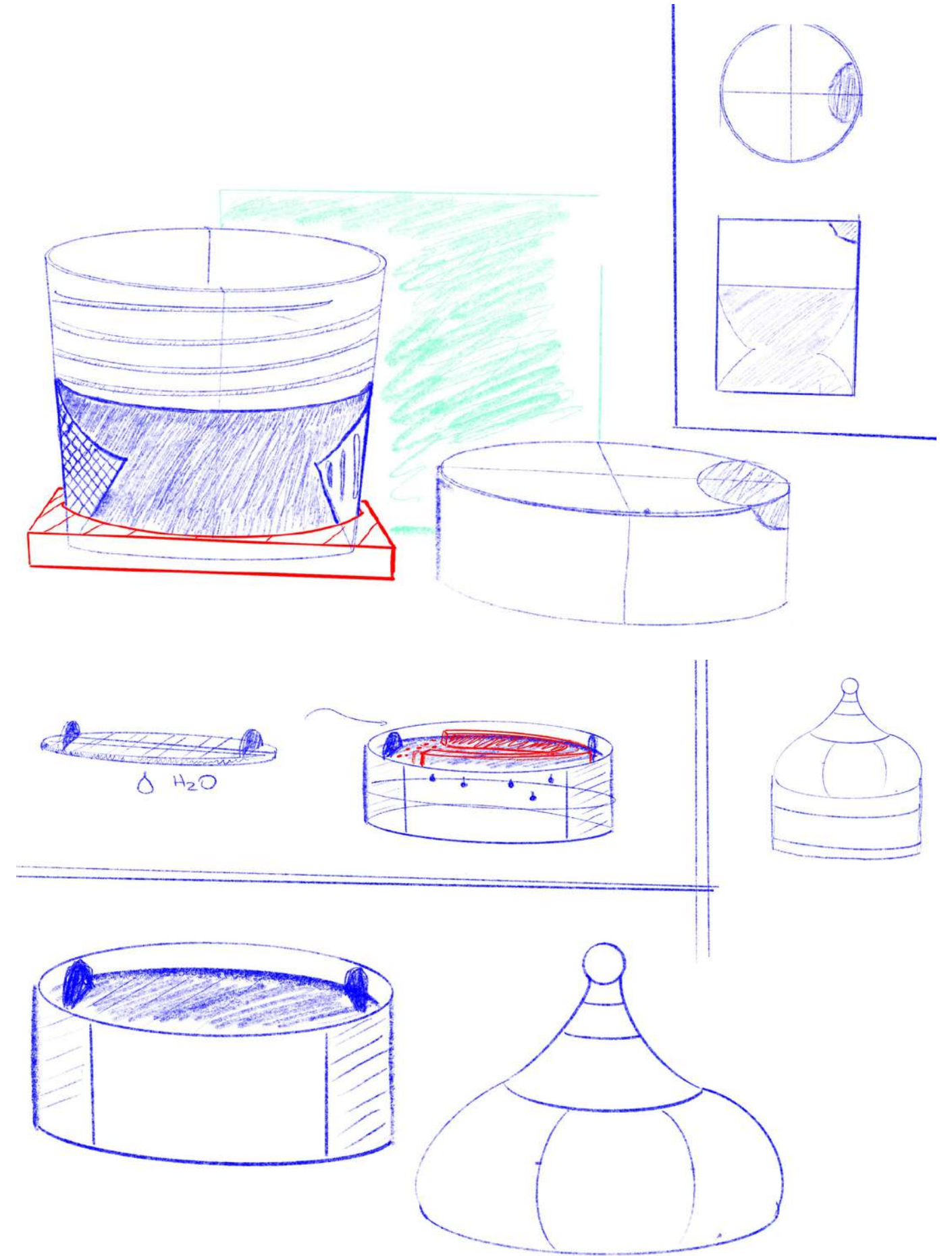
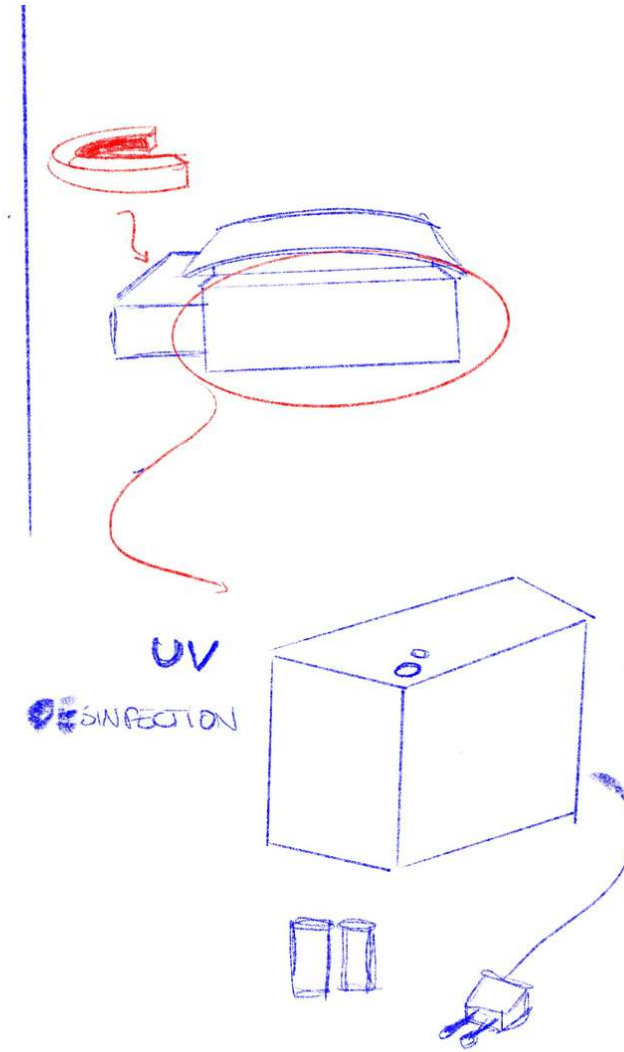
## GUIDEP



# CONCEPTS

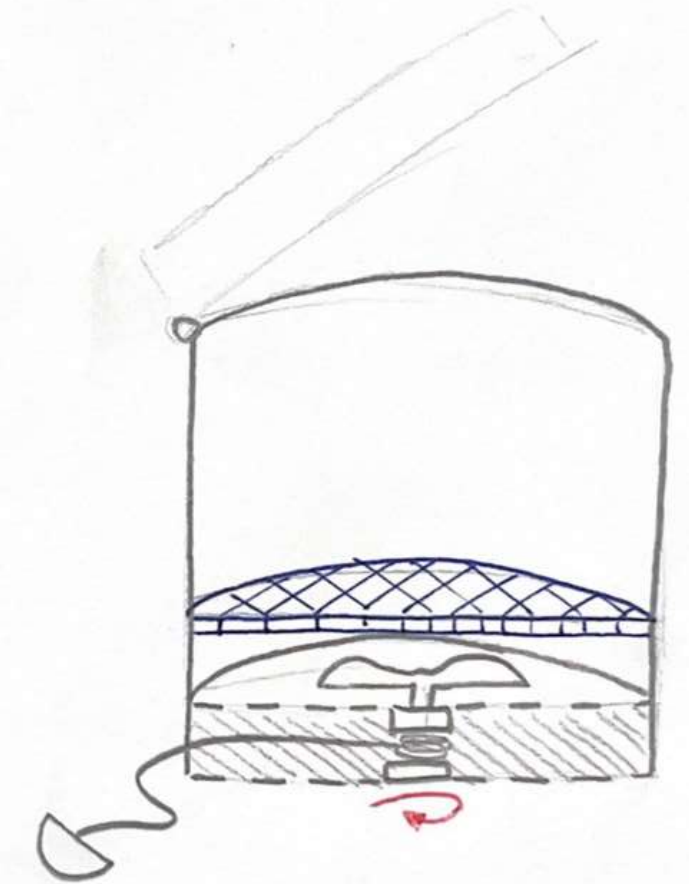
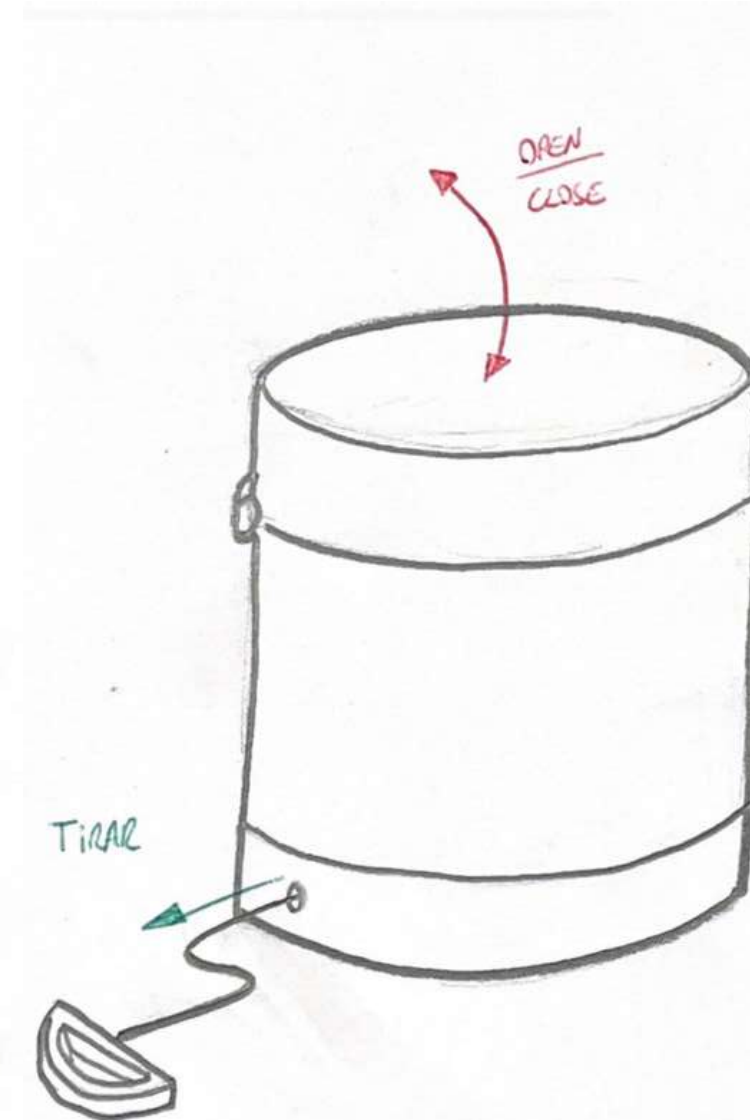
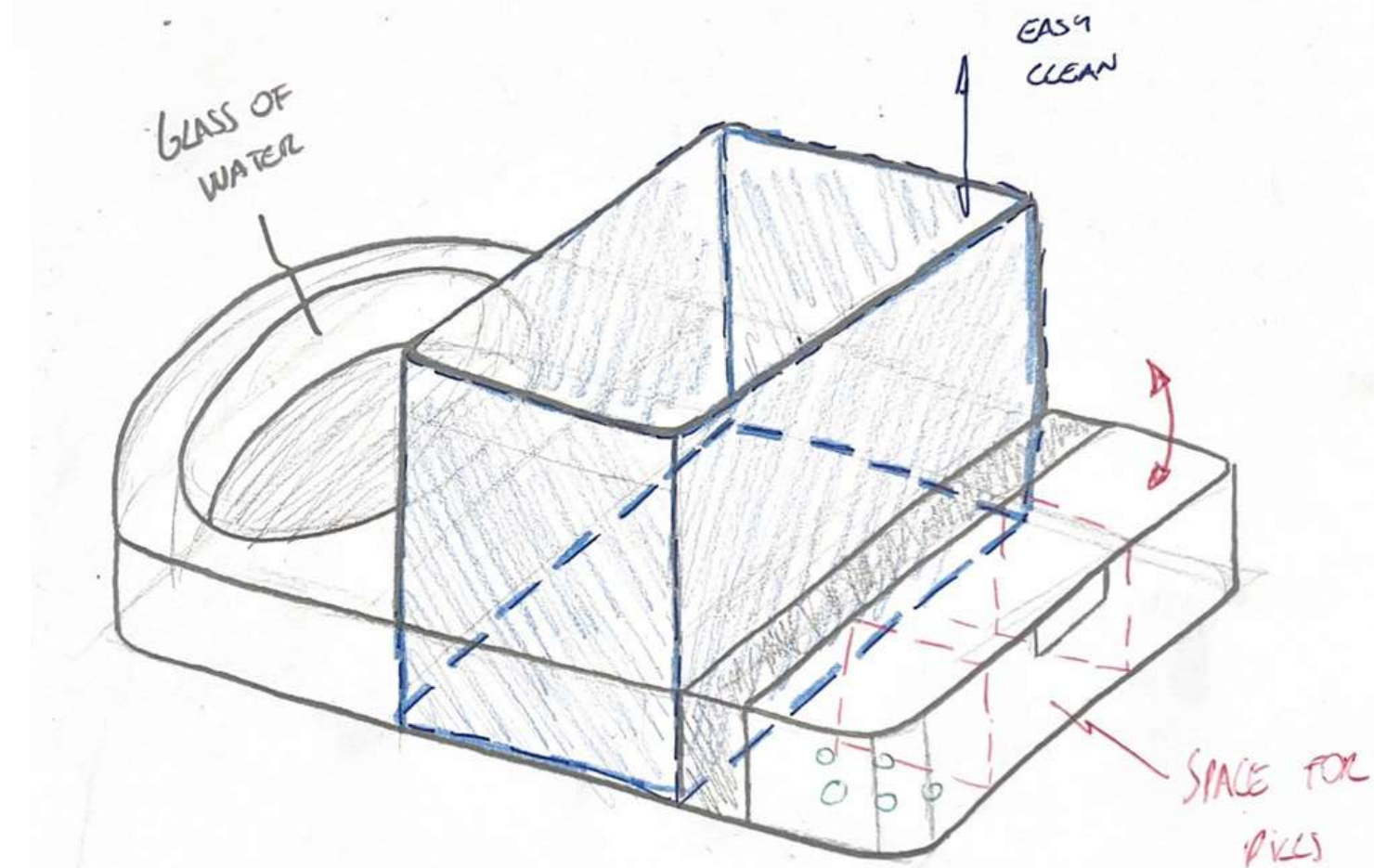
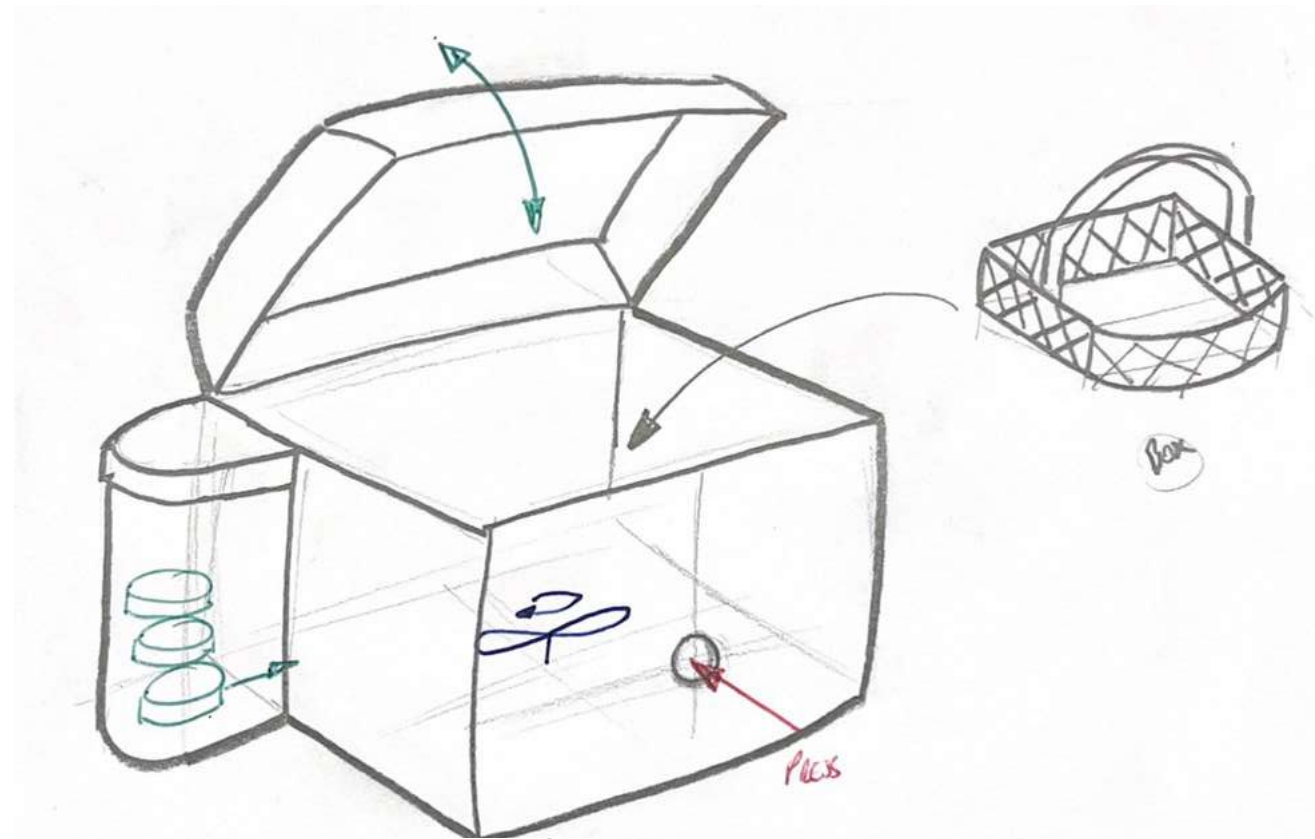


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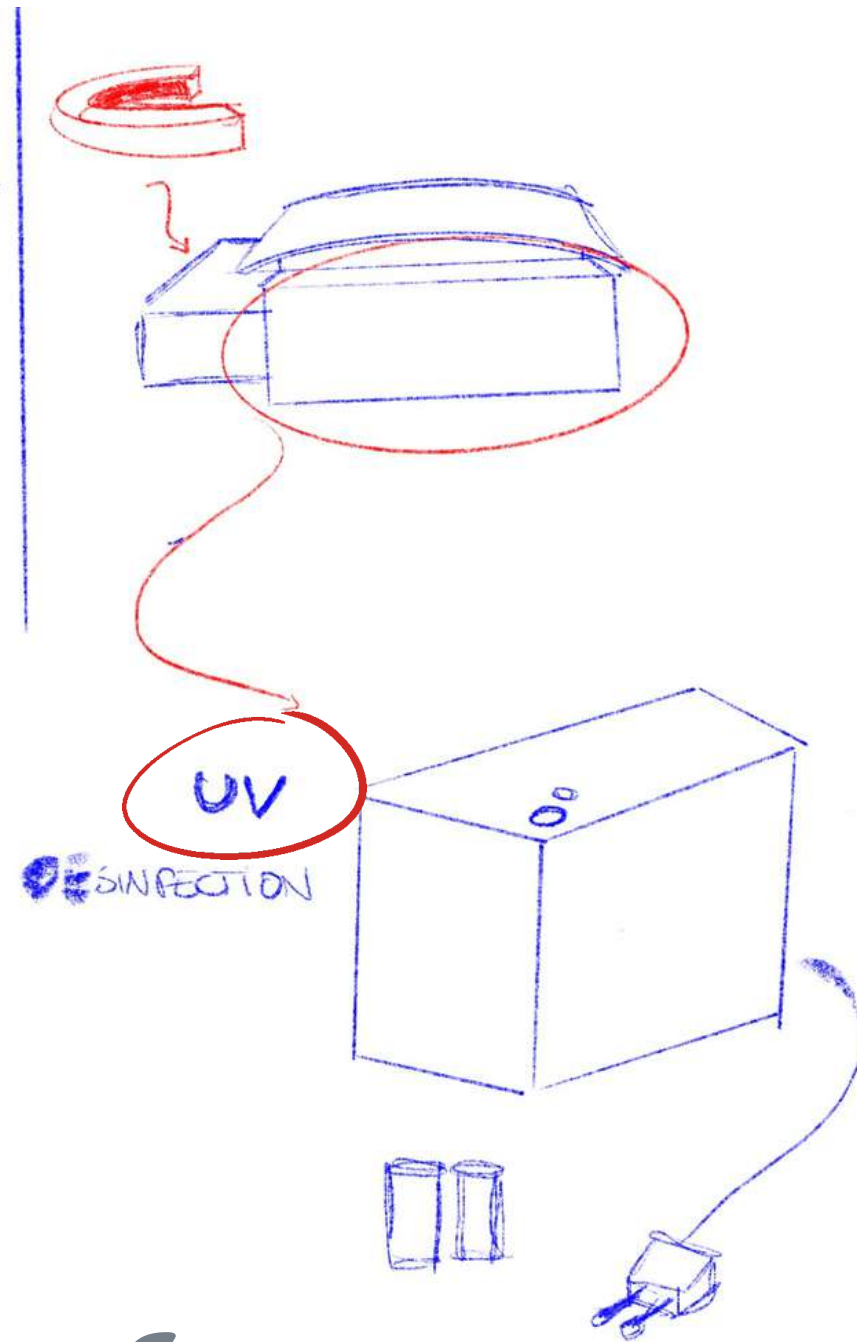


# CONCEPTS

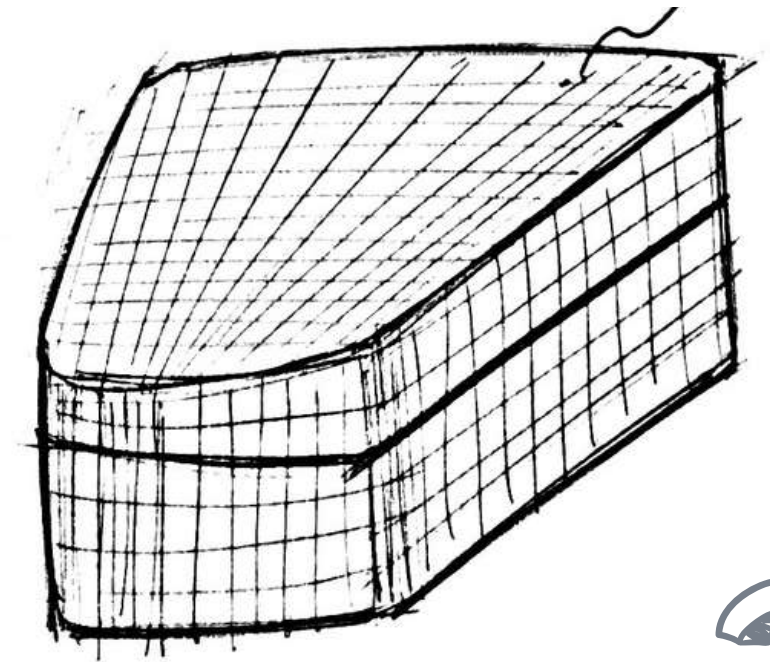
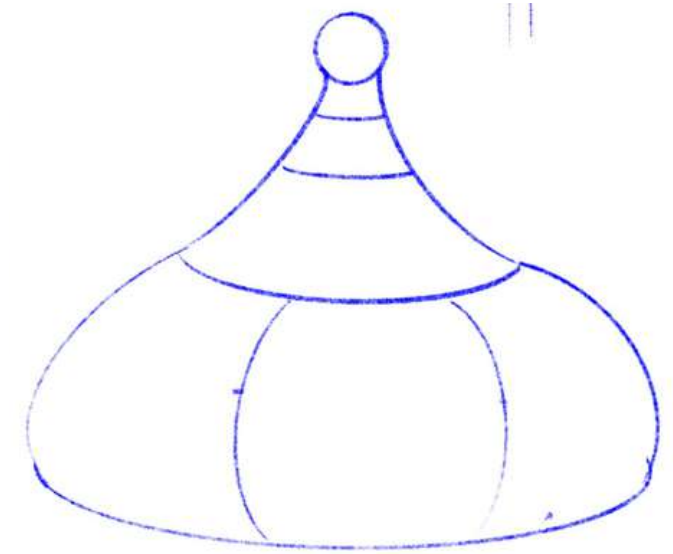
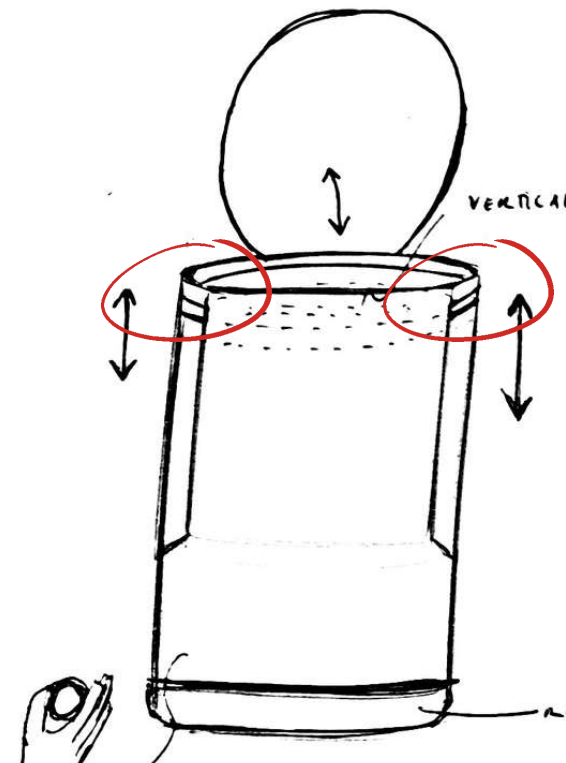
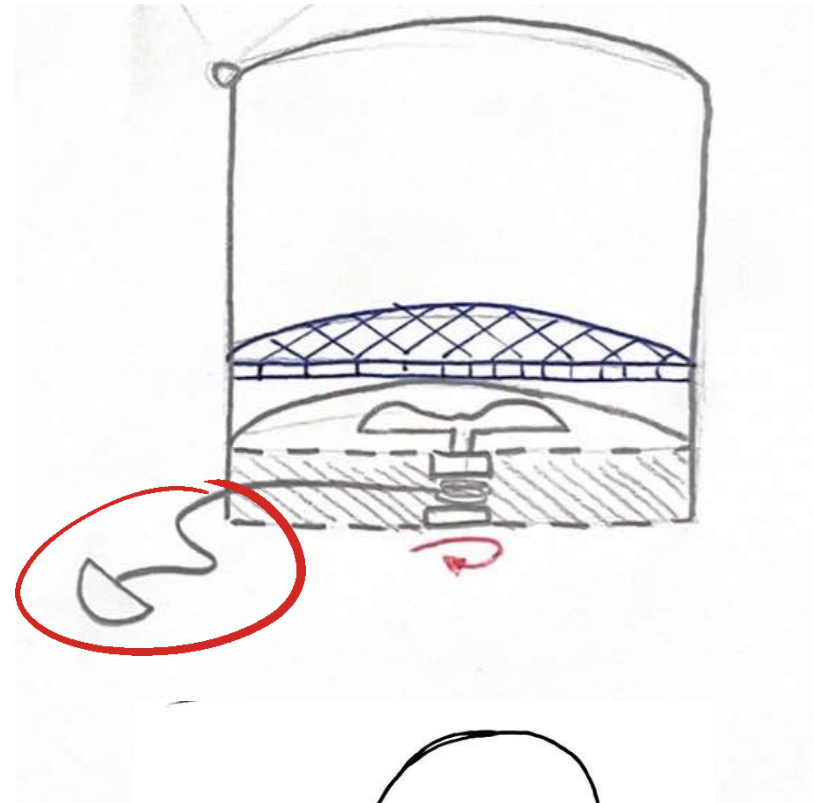
GUIDEP



# FEEDBACK



GUIDEP



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briefing

Insights

First concepts

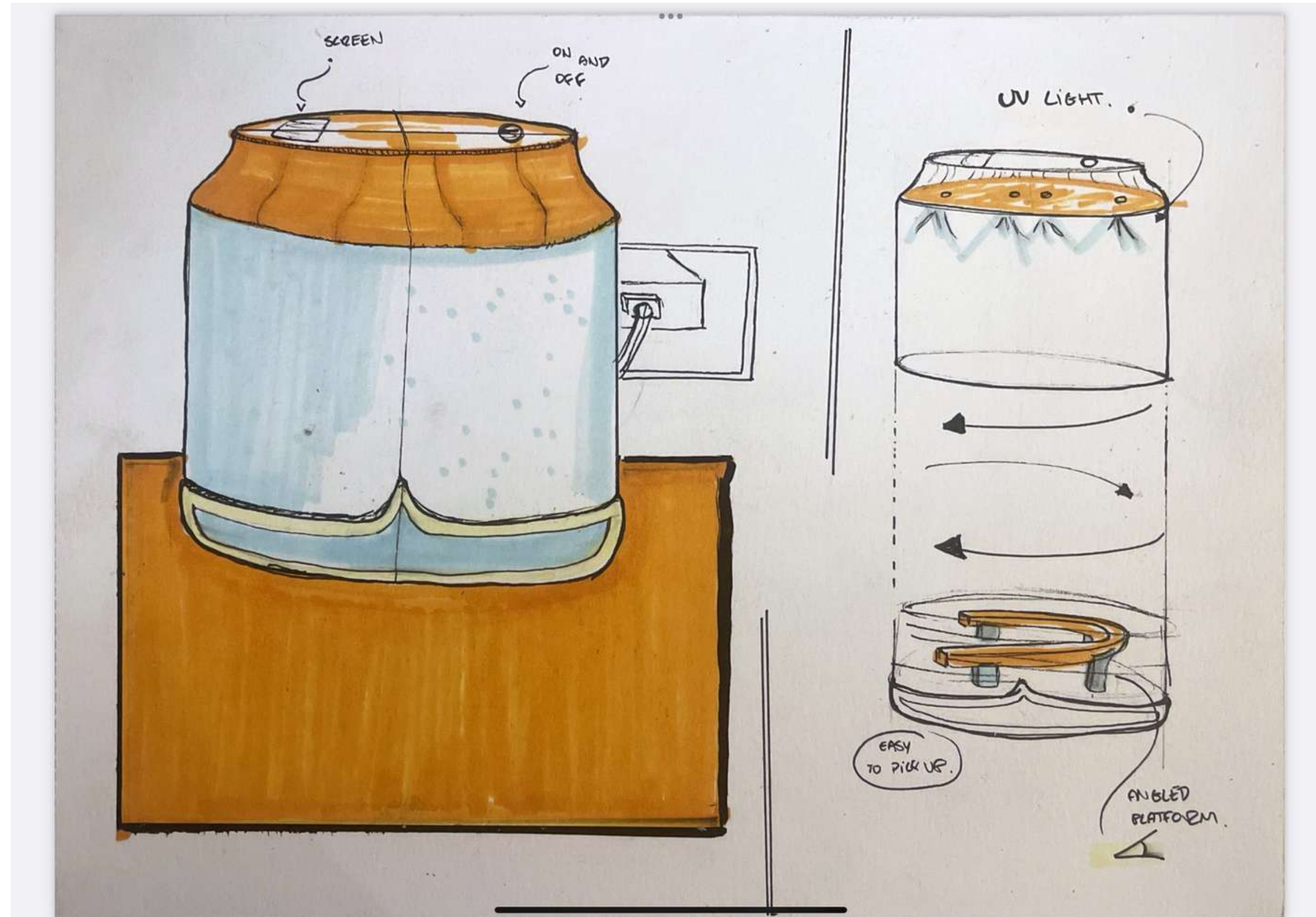
Second conceptualization

**Final conceptualization**

CAD, planes and renders

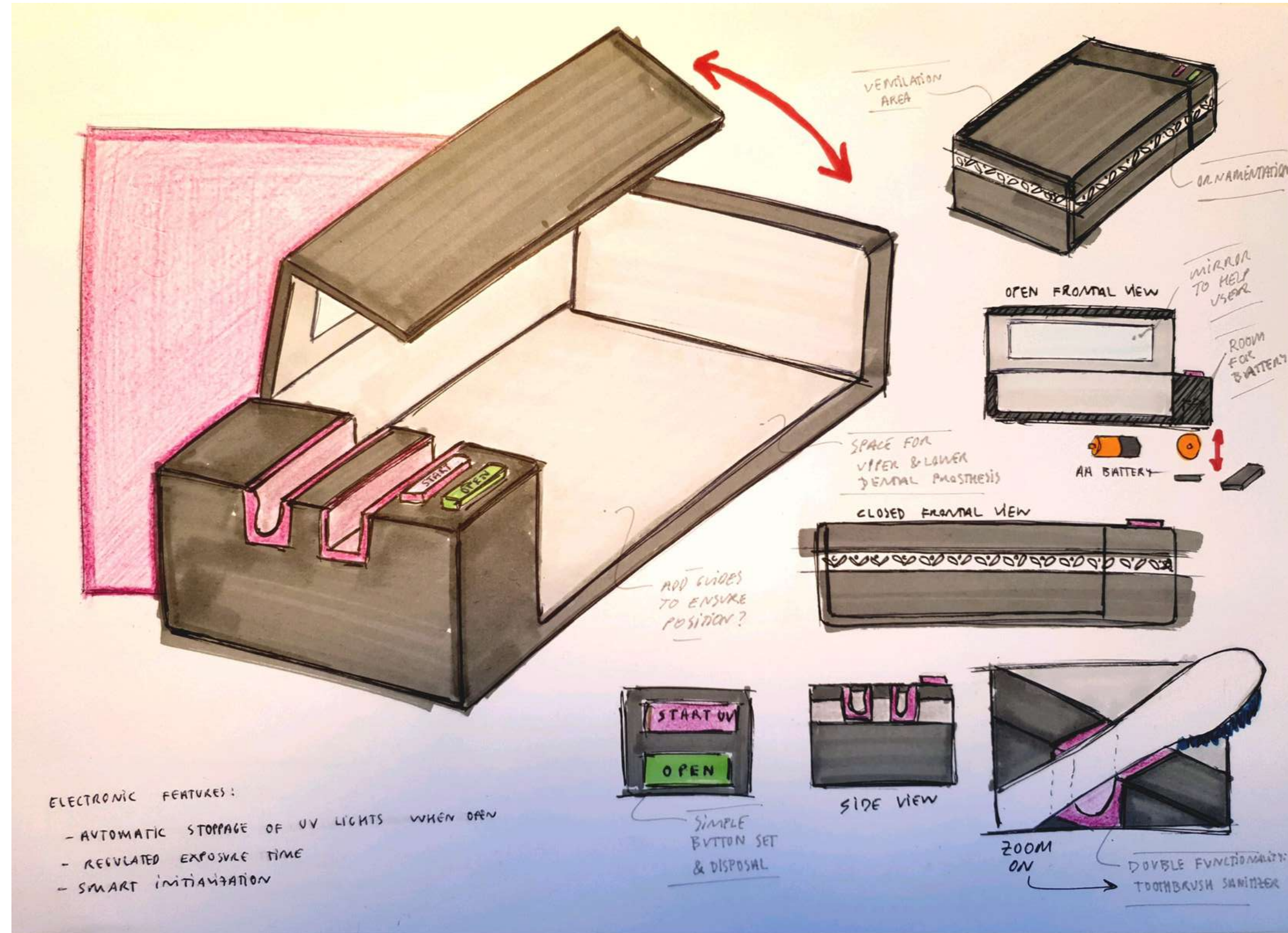
# CONCEPTS

GUIDEP



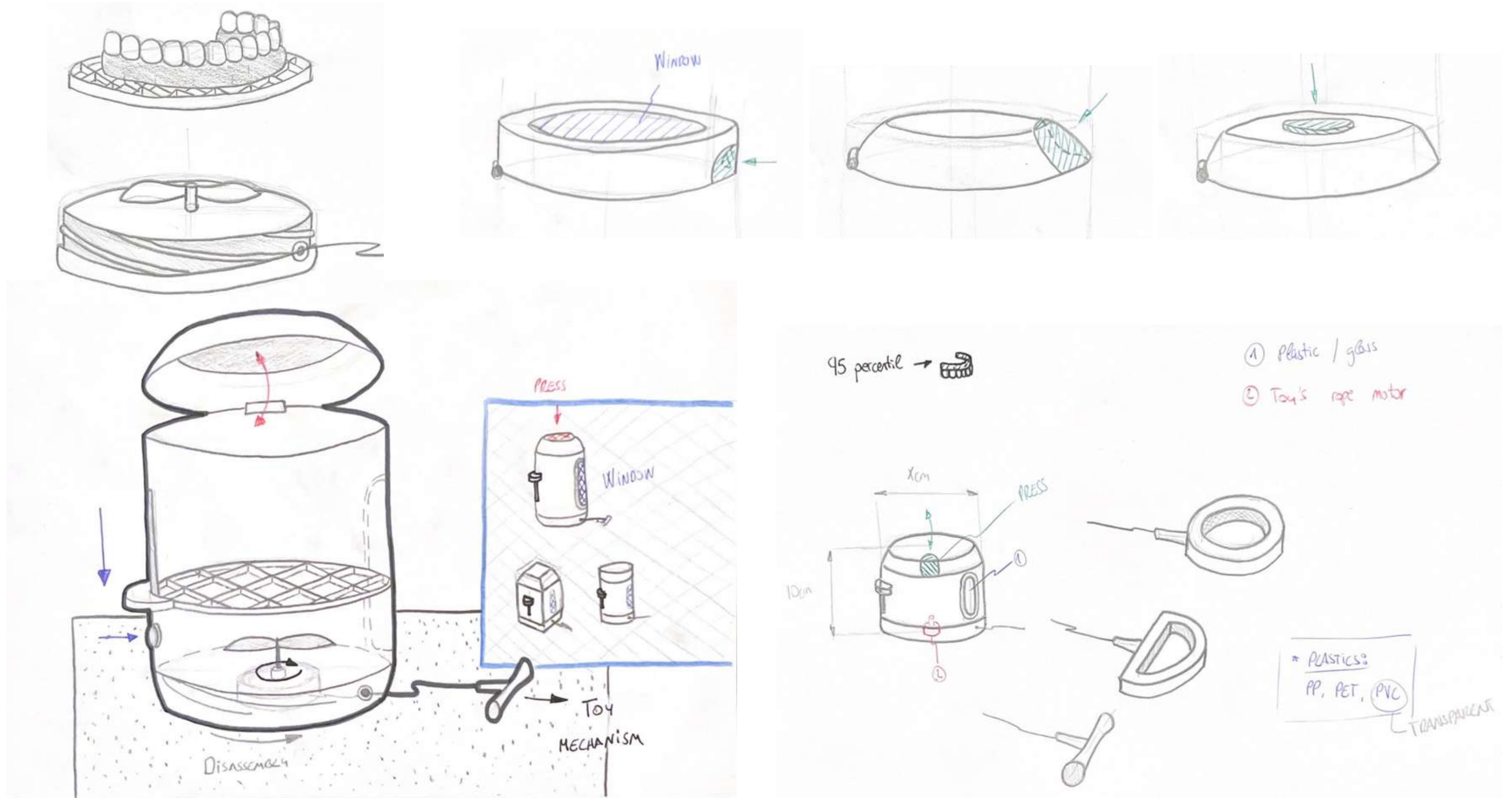
# CONCEPTS

## GUIDEP



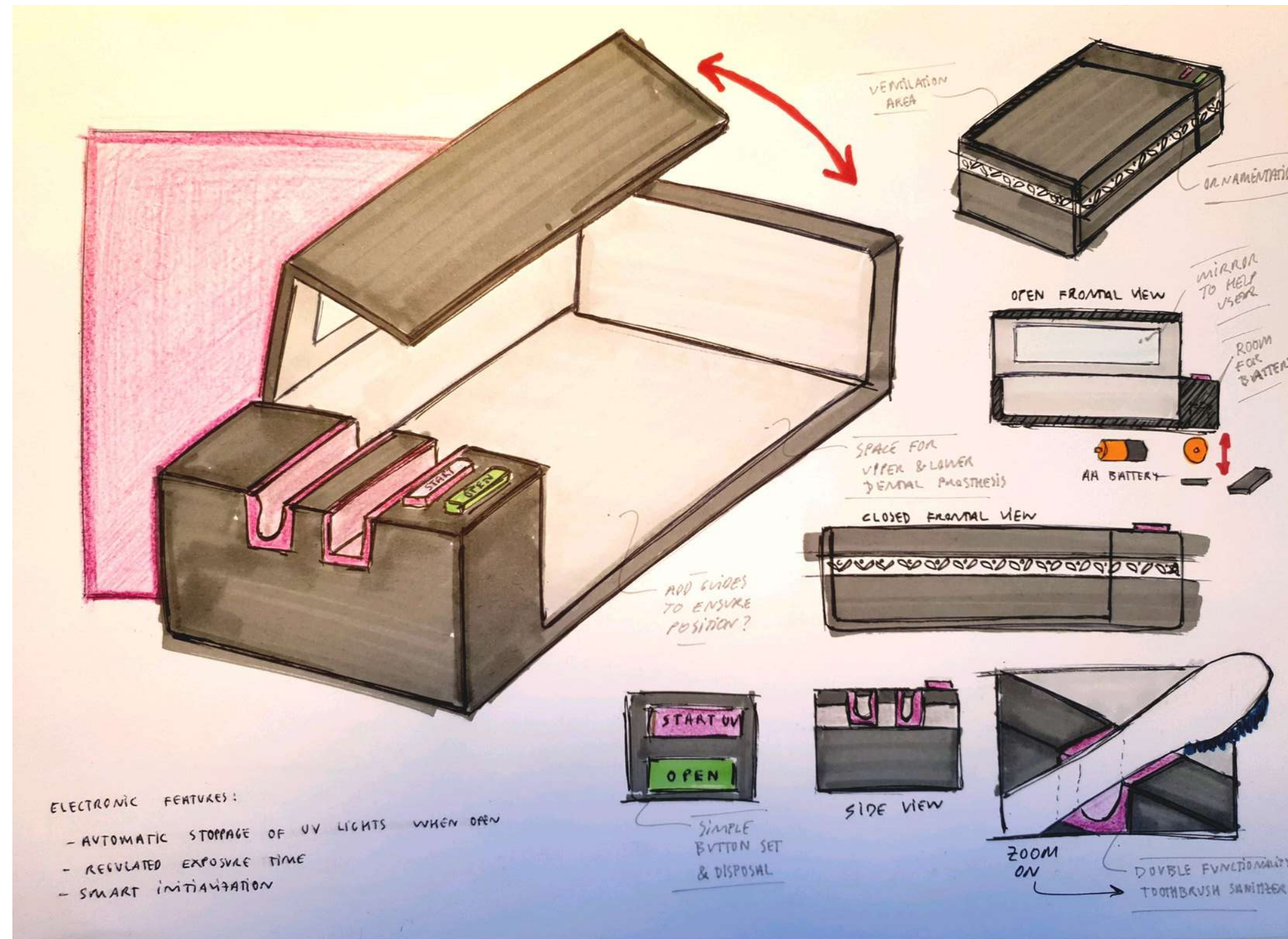
# CONCEPTS

## GUIDEP



# FEEDBACK

## GUIDEP



- Shape
- Ornamentation
- Functionality



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**briefing**

**Insights**

**First concepts**

**Second conceptualization**

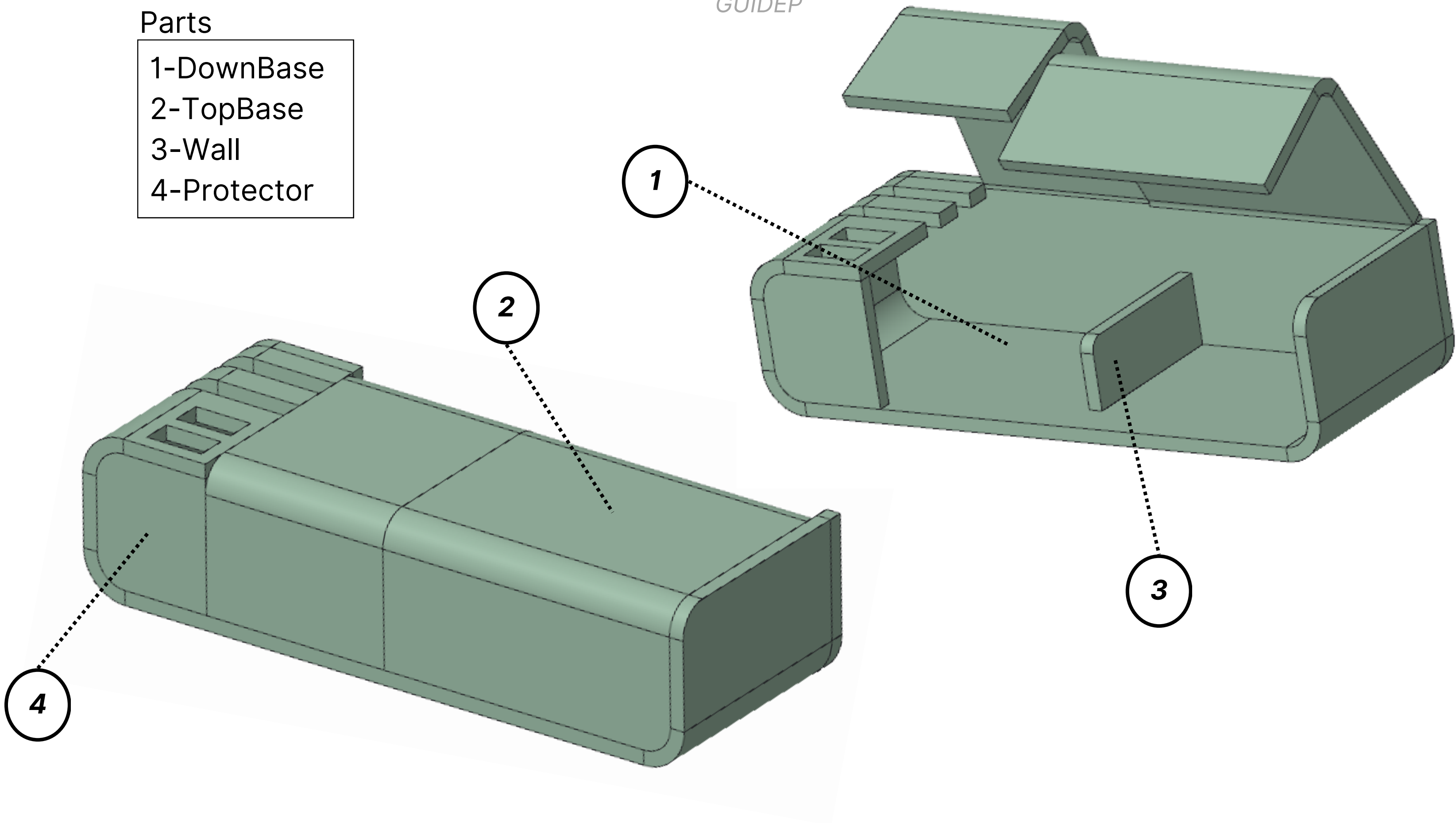
**Final conceptualization**

**CAD, planes and renders**

Parts

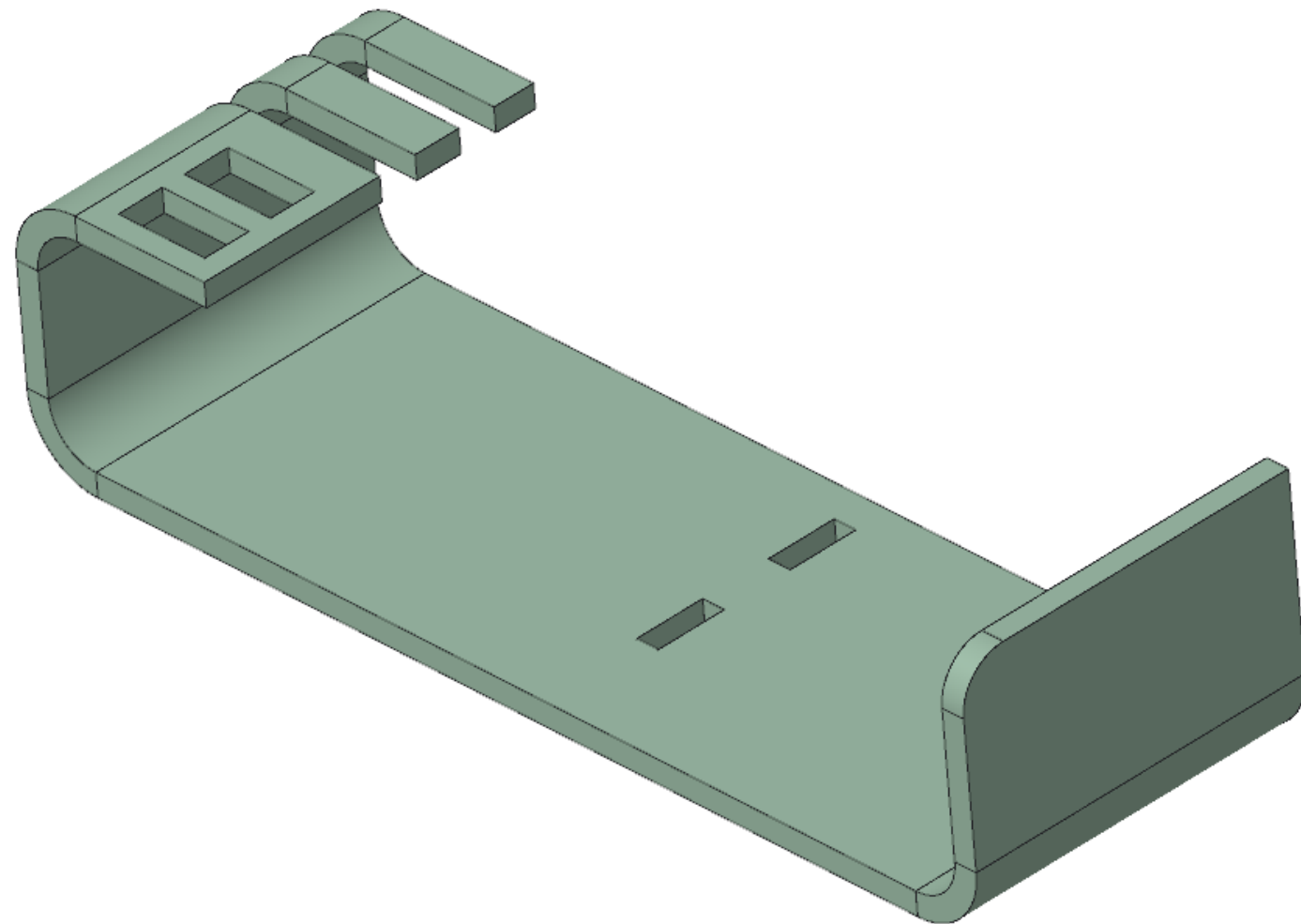
- 1-DownBase
- 2-TopBase
- 3-Wall
- 4-Protector

GUIDEP

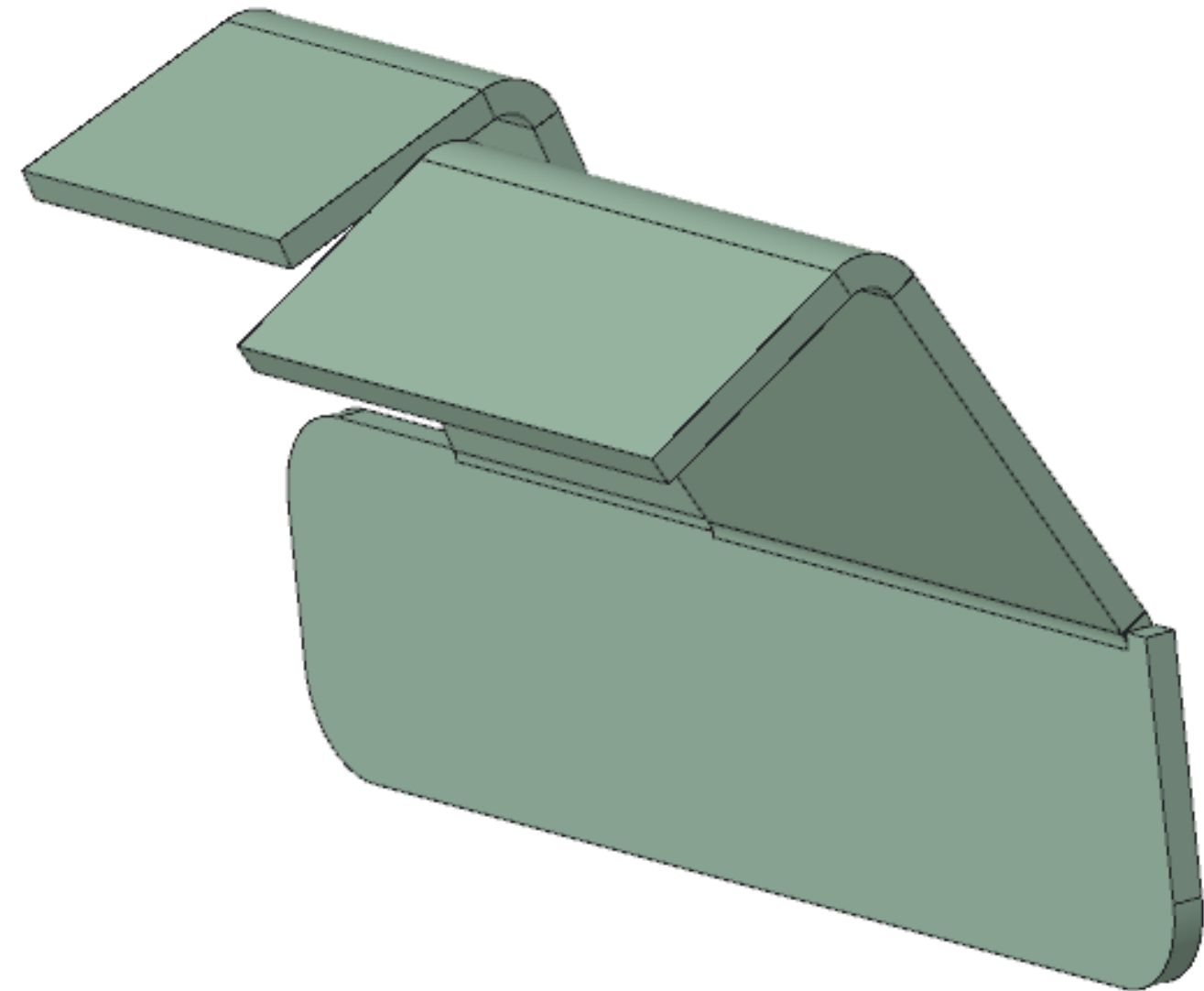


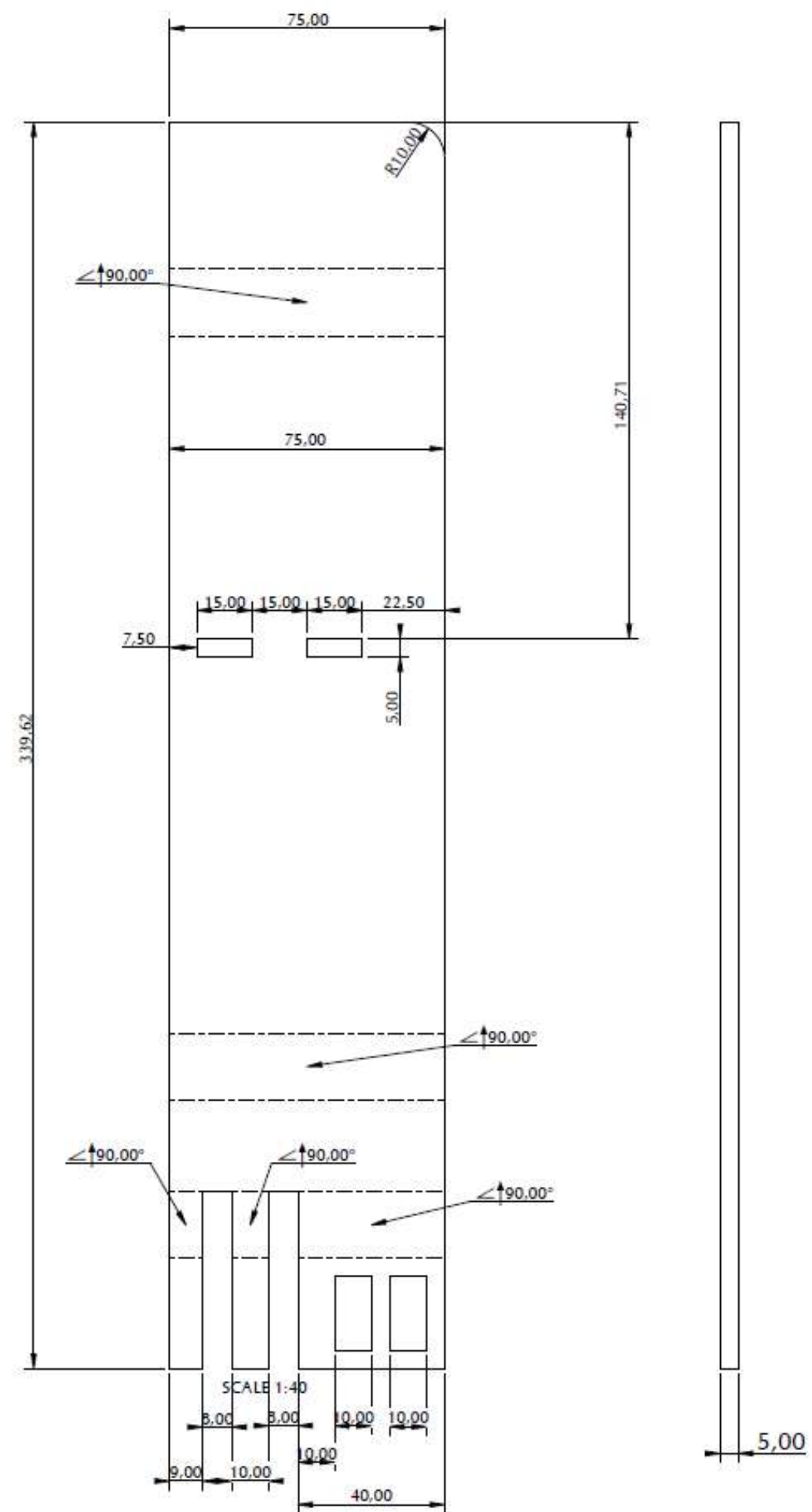
*GUIDEP*

1-DownBase



2-TopBase

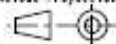




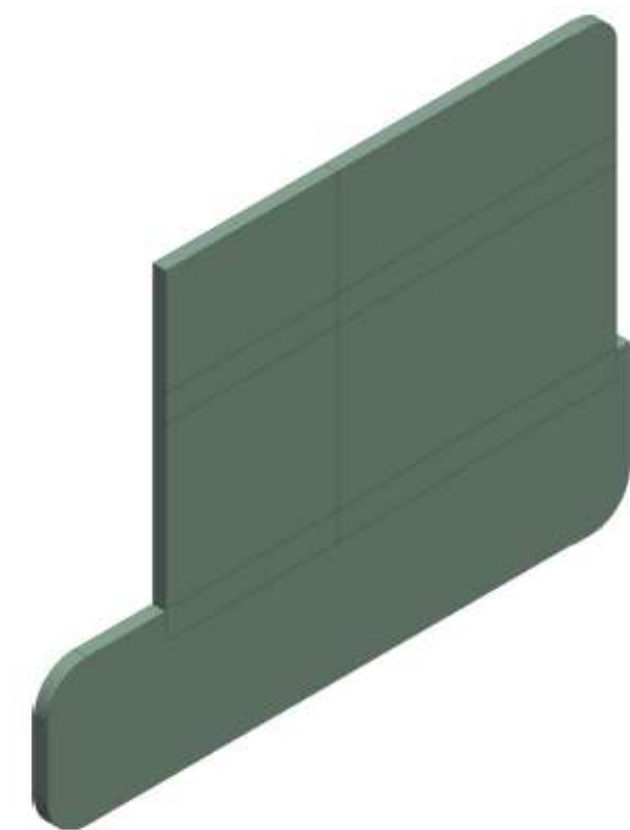
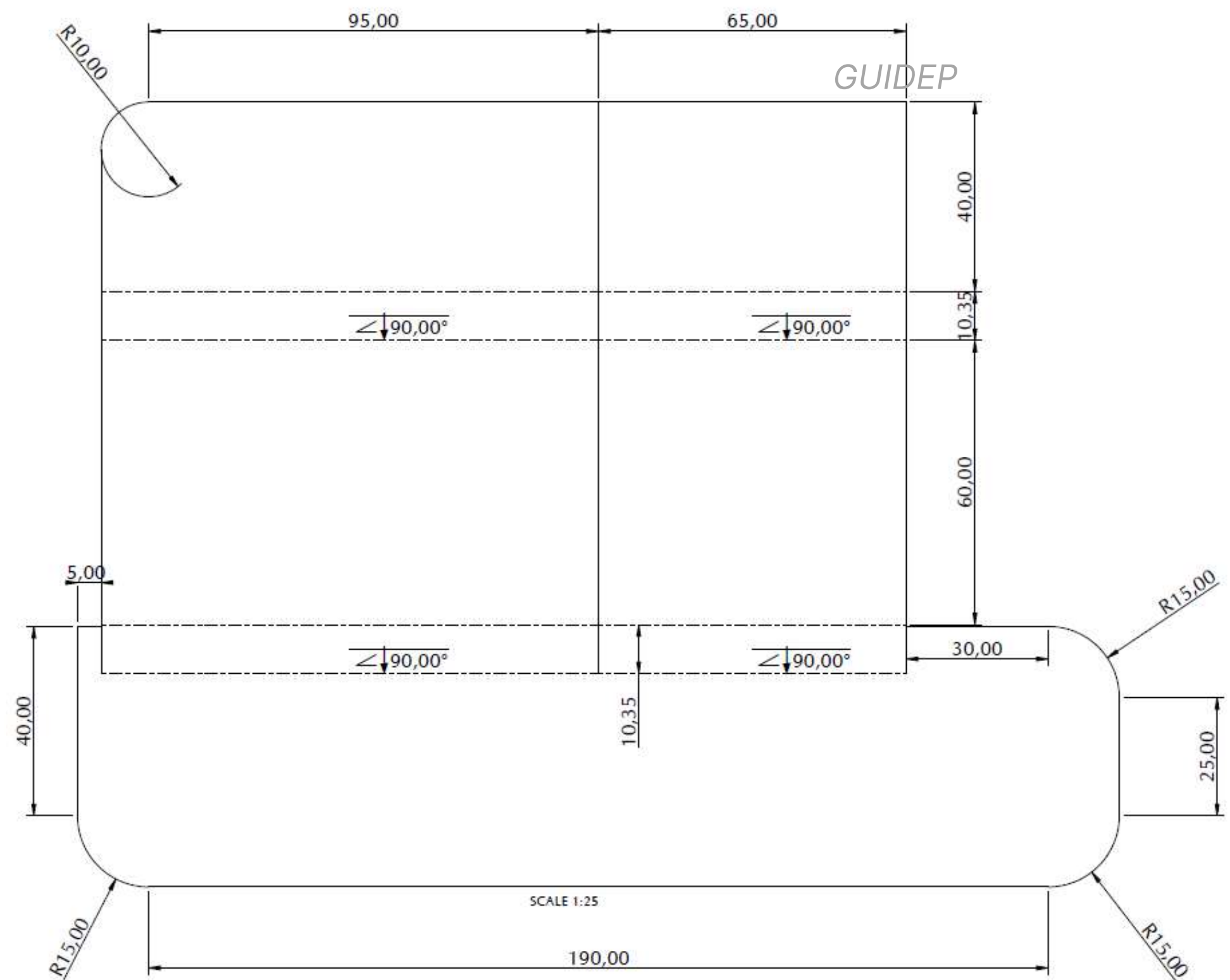
GUIDEP



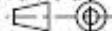
SCALE 1:40

|                                                                                       |                    |                |           |                  |
|---------------------------------------------------------------------------------------|--------------------|----------------|-----------|------------------|
| Método Proyección                                                                     | Unidad de medida   | Toler. geom.   | Fecha     | Descripción      |
|  | mm.                | ISO 2768-m     | Nov-21-23 | CUERPO PRINCIPAL |
| Escala                                                                                | Estado superficial | Toler. general |           |                  |
| 9:1000                                                                                | UNE 1037           | ISO 2768-K     |           |                  |
| Alumnos:                                                                              |                    |                |           |                  |
| Guidesp Spain                                                                         |                    |                |           |                  |
| TECNUN                                                                                |                    |                |           |                  |
|                                                                                       |                    |                |           | Nº Plano:        |
|                                                                                       |                    |                |           | Nota:            |

Formato Din A-3 (420x297)

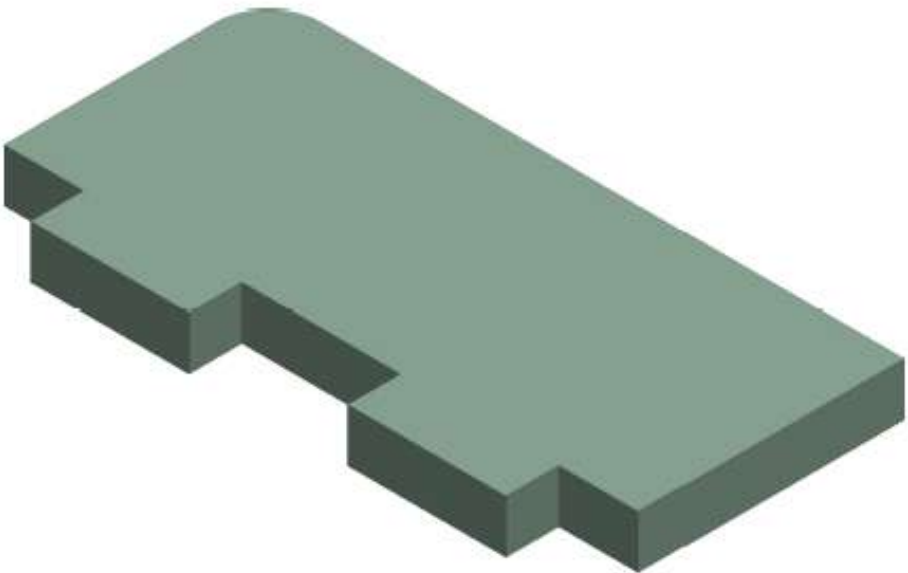


SCALE 1:50

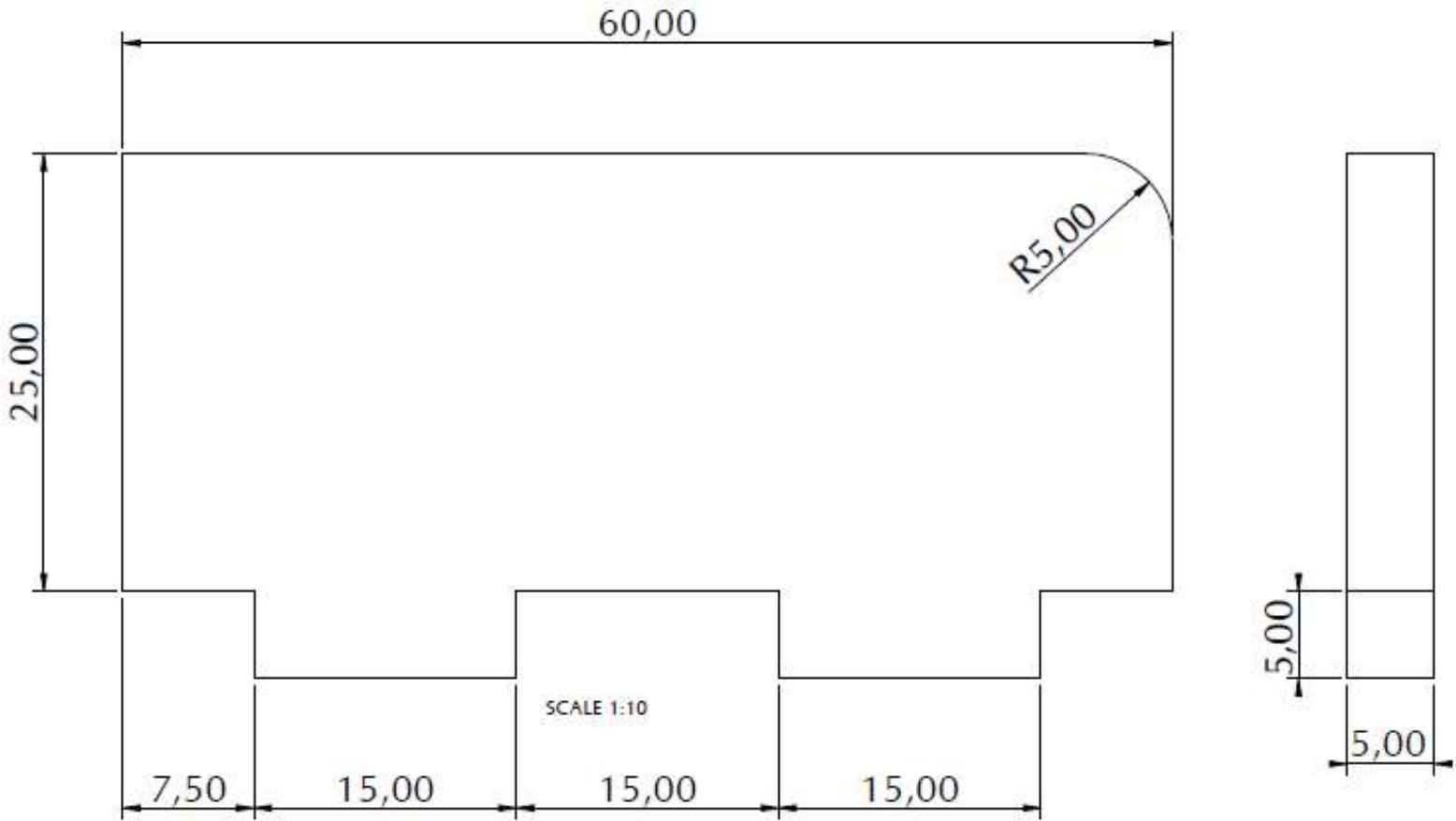
|                                                                                       |                    |                |           |                   |
|---------------------------------------------------------------------------------------|--------------------|----------------|-----------|-------------------|
| Metodo                                                                                | Referencia         | Norma          | Fecha     | Descripción       |
|  | mm.                | ISO2768-m      |           |                   |
|                                                                                       |                    | Toler. general |           |                   |
| Escala                                                                                | Estado superficial | ISO2768-K      | Nov-21-23 | PAREDLONGITUDINAL |
| 1:50                                                                                  | UNE 1037           | UNE A3         |           |                   |
| Alumnos:                                                                              |                    |                |           |                   |
| Guidep Spain                                                                          |                    |                |           |                   |
| TECNUN                                                                                |                    |                | Nº Plano: | Nota:             |

Formato Din A-3 (420x297)

GUIDEP

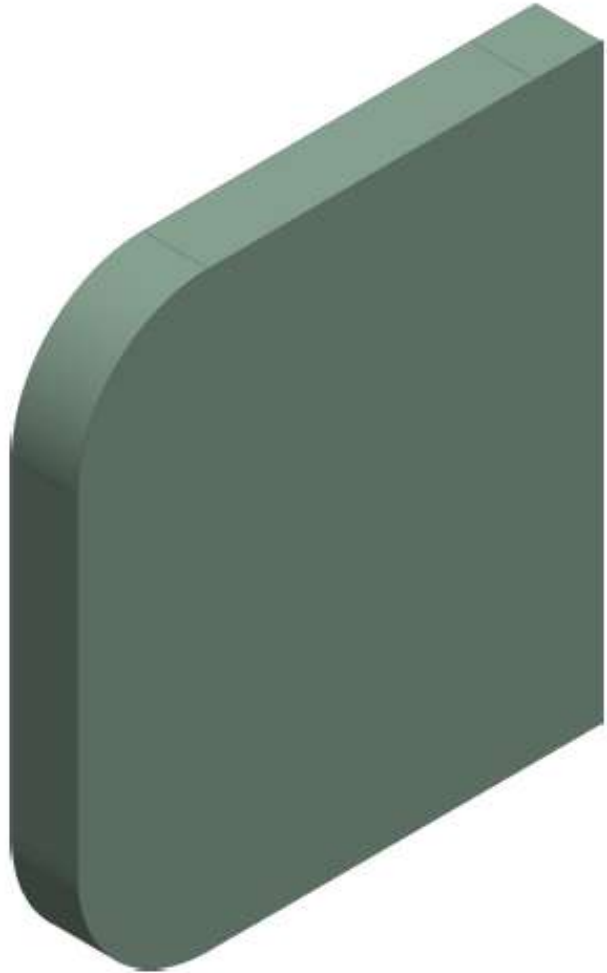
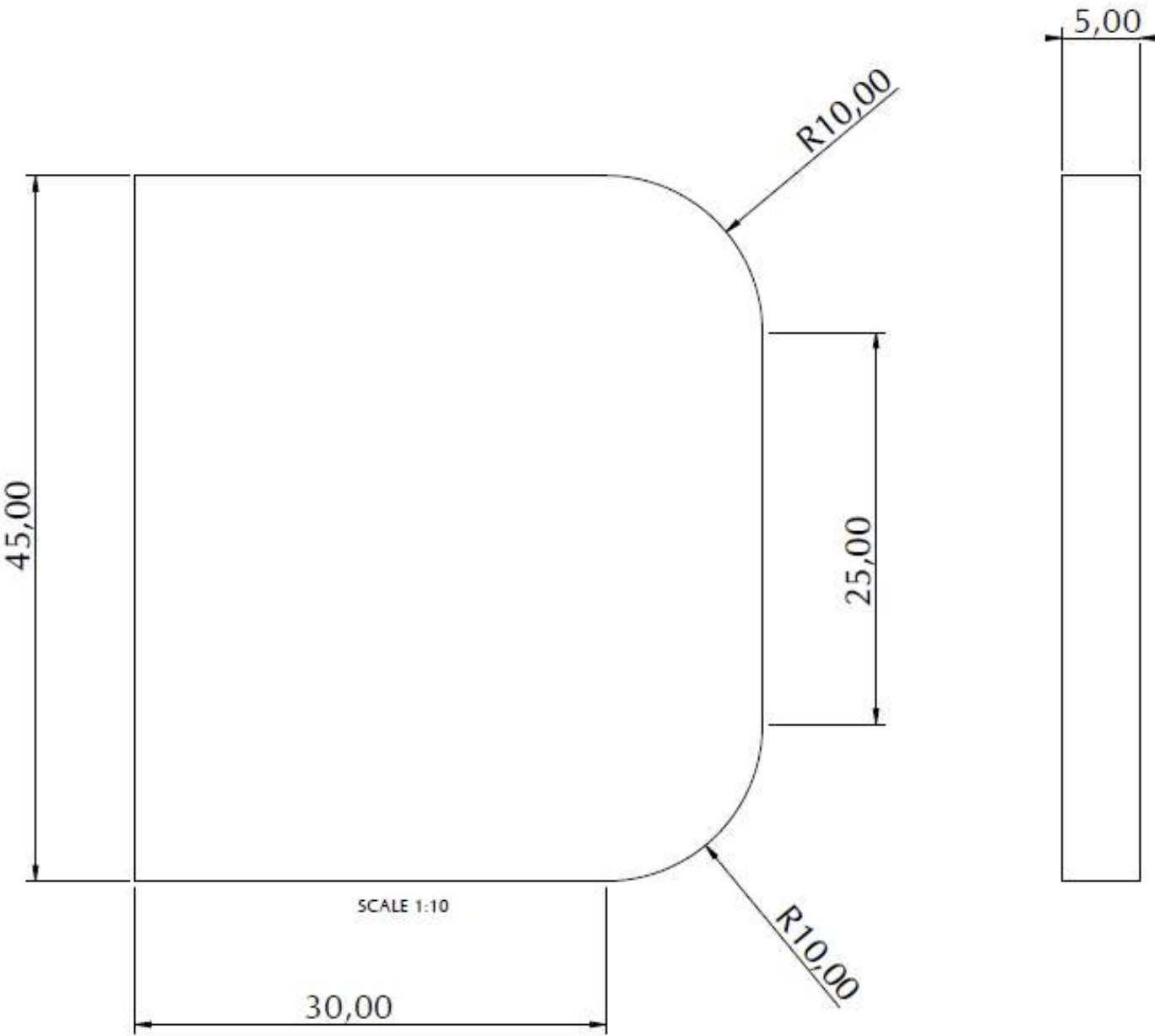


SCALE 2:25



|                   |                    |                |           |            |
|-------------------|--------------------|----------------|-----------|------------|
| Metodo Proyeccion | Unidad de med.     | Toler. geom.   | Fecha     | Desempeño: |
|                   | mm.                | ISO2768-m      | Nov-21-23 | PARED      |
| Escala            | Estado superficial | Toler. general |           |            |
| 1:20              | UNE 1037           | ISO2768-K      |           |            |
| Alumnos:          |                    |                |           |            |
| Guidesp Spain     |                    |                |           |            |
| TECNUN            |                    |                |           | Nº Plano:  |
|                   |                    |                |           | Nota:      |

GUIDEP



SCALE 1:10

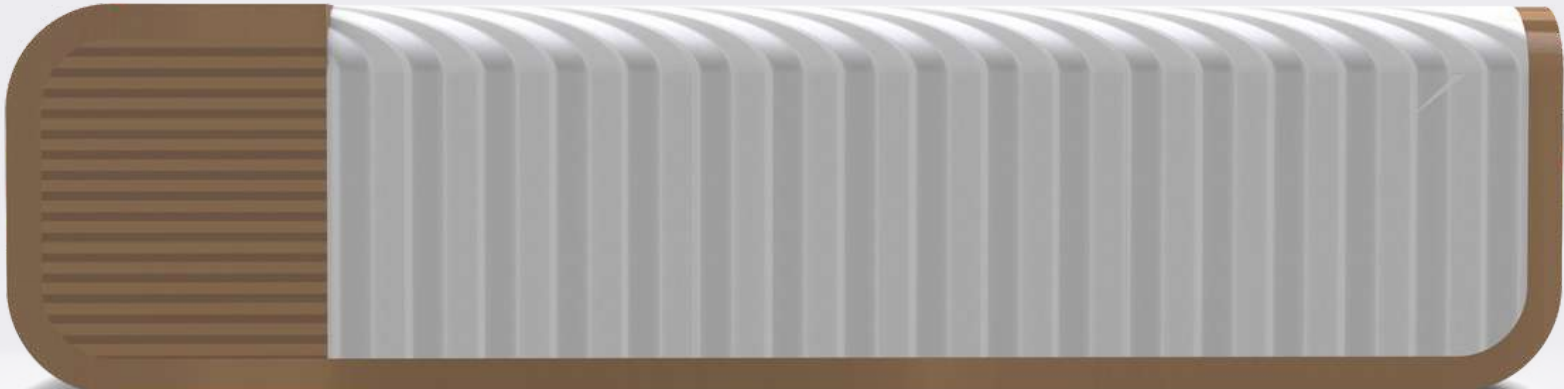
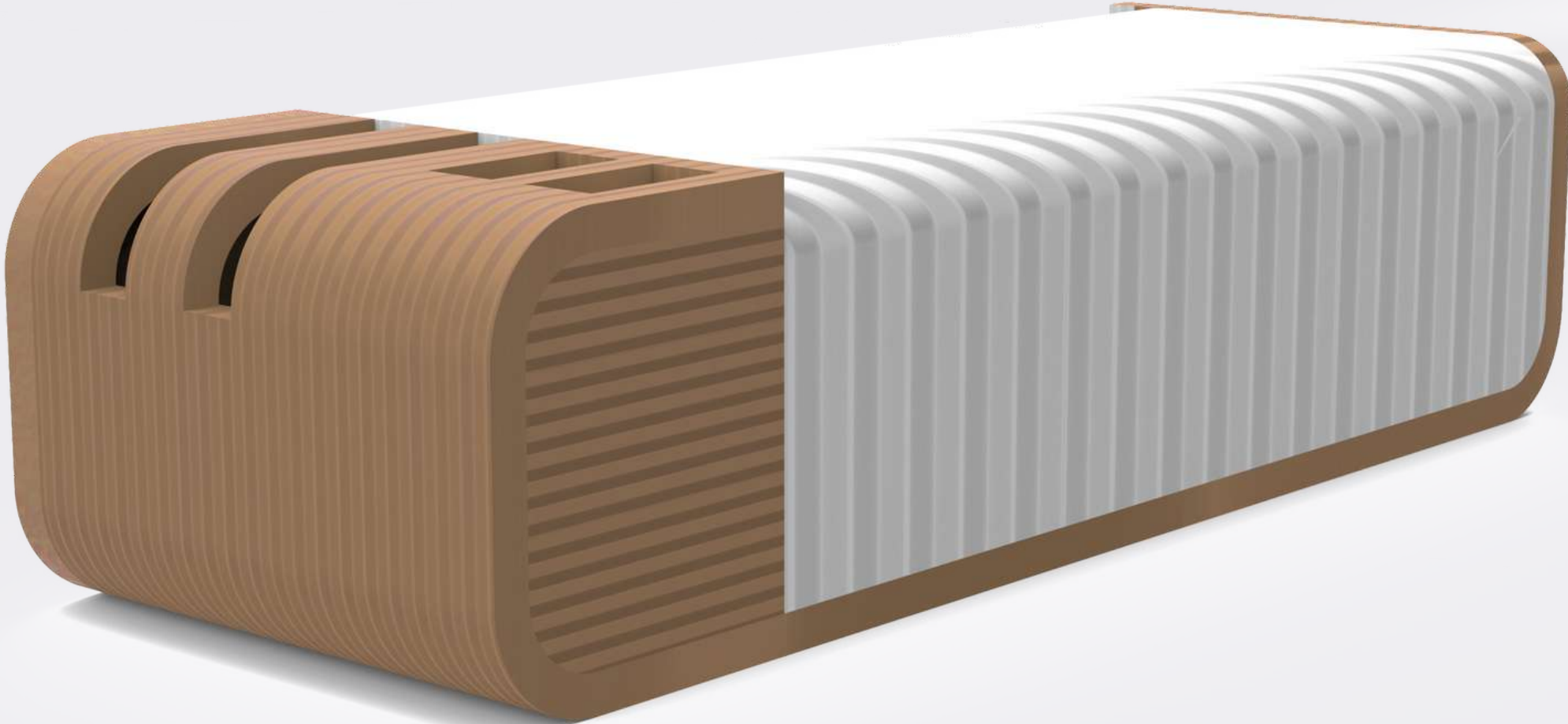
|                   |                    |                |           |               |
|-------------------|--------------------|----------------|-----------|---------------|
| Metodo Proyección | Unidad de med.     | Toler. geom.   | Fecha     | Denominación: |
|                   | mm.                | ISO 2768-m     | Nov-21-23 | PAREDPILA     |
| Escala            | Estado superficial | Toler. general |           |               |
| 1:20              | UNE 1037           | ISO 2768-K     |           |               |
| Alumnos:          |                    |                |           |               |
| Guidep Spain      |                    |                |           |               |
| TECNUN            |                    |                | Nº Plano: | Nota:         |

Formato Din A-3 (420x297)

*GUIDEP*

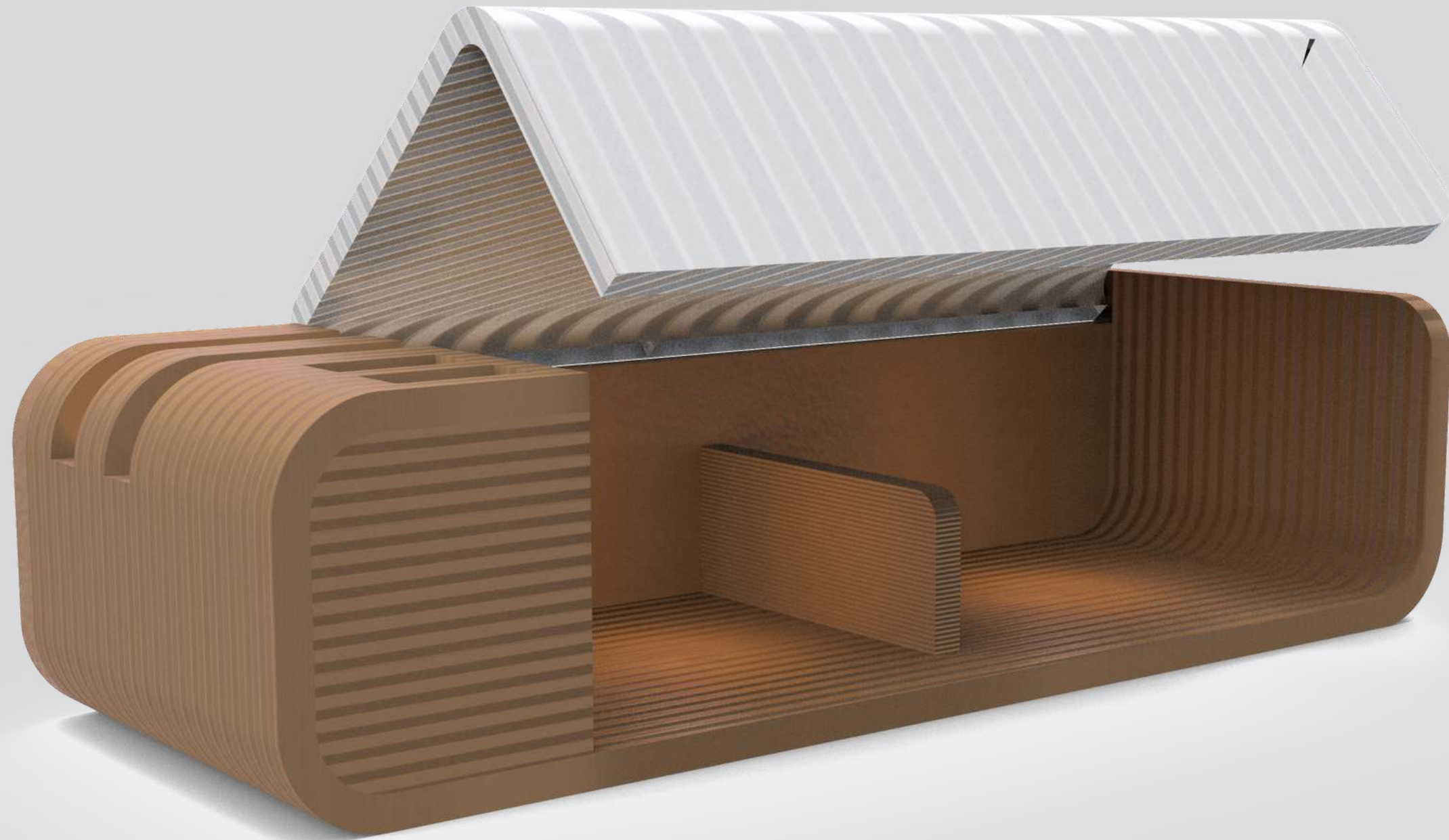
**RENDERS**

GUIDEP

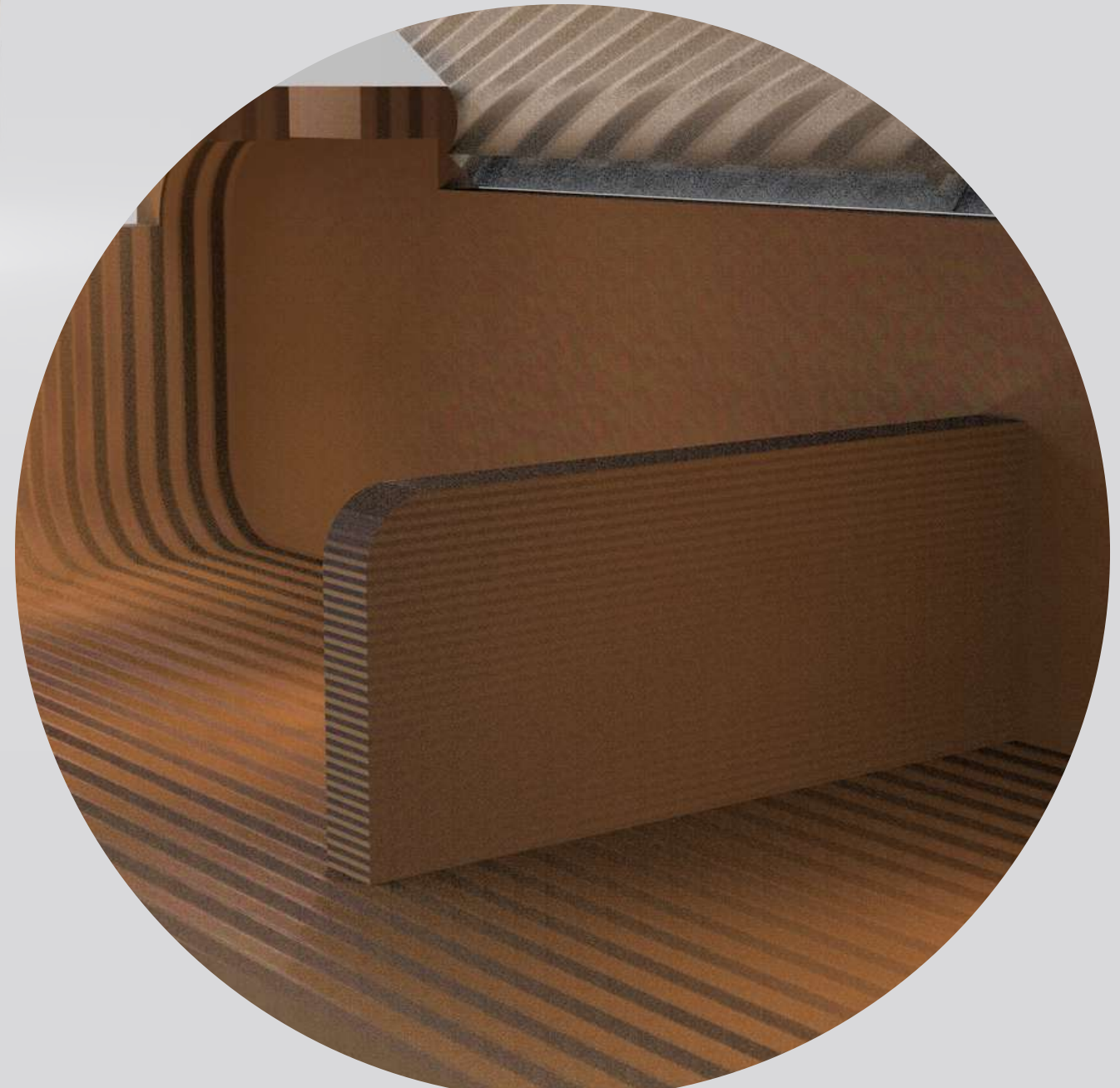
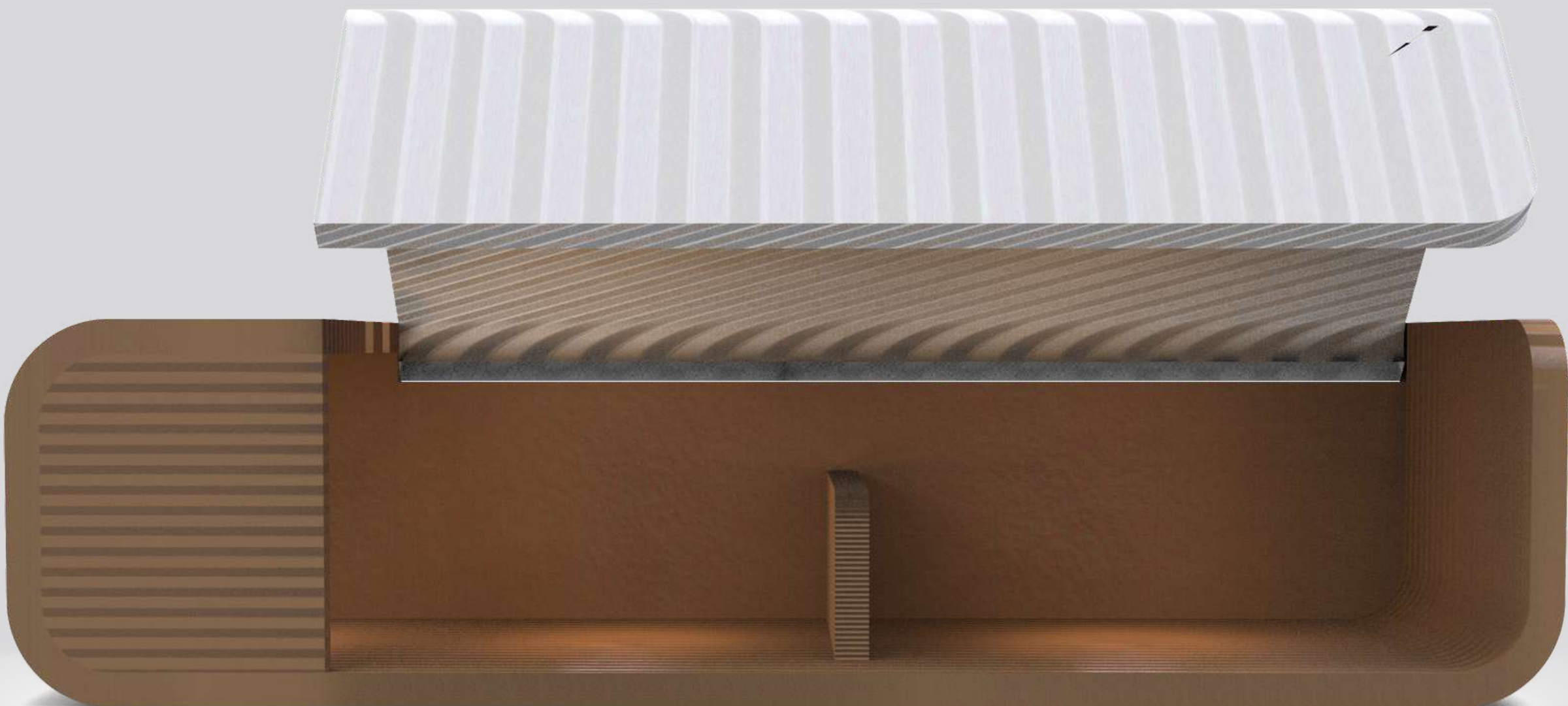


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INSIDE



RP CLEAN



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