

FEEDBACK FOR ARCH DESIGN STUDIO

ORIGINAL BRIEFING

"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."

USER INSIGHTS:

User features:	Interests/Hobbies:	Design preferences:
- Increasingly long lives, close to 85 years live expectancy - Larger elder population than ever before, upsided-down age pyramid - Struggles not to be left behind in a fast-developing technological society - Difficulties to keep in touch with their relatives, isolation - Reliance on other people for many daily activities or bureaucracy stuff	- Going for a walk, watching tv, reading physycal newspapers, having lunch or meetings with realtives or friends, having phone calls with them - Will to keep their routines and lifestyle, they already know what works for themselves! - Some popular hobbies might be: reading, painting, writing, taking pictures or filming	- Highly intuitive designs, strong association to "form follows function" philosophy - Classical and already known materials, such as leathers, wood, metals... - More prone to buy or discover new products by traditional marketing, for example tv, radio, magazines or newspapers - Preference for physical resources rather than digital, specially handmade objects

COMMENTS

- Accurate application and use of given indications and insights, knowing how to turn them into design features
- Good overall fulfillment of requirements
- Fantastic combination of intuitiveness and dignification of product
- Great grabbing and usability ergonomics for target user
- Appropriate button disposal, but may be interesting to add a colour code on them to ease their distinguishability
- Universal aesthetics and good choice of materials
- Great sizing to carry and use, but it may have been interesting to study the incorporation of a strap to avoid slipping out of hands
- Nice proposal of colour palette and two options, might led to further personalization and range of choice
- Very consistent and clean renderings, good choice of perspectives. The use of the same angles for both options helps to compare and analyse them.
- Accurate blueprints to build the prototipe, although it might have been useful to be more accurate about which option we had to model or the most recommended one

OTHER THOUGHTS AND OBSERVATIONS

Great use of new technologies, such as AI, in the concept generation phase as well as in the final concept reveal

Fantastic attitude towards the challenge

Remarcable effort in communication

Very good time management and realiable objective fulfilment in the scheduled deadlines

Extraordinary ability to adapt to knew fields and projects

For the next time, we would have appreciated to be given a more precise briefing, as we had to come up with the specific idea ourselves

Usually in product design the client provides the designer with a specific set of requirements, so it would have been very useful to get them from the beginning as well

Although the use of AI is really interesting, we would have thanked to see more sketches, since it allows better control and communication most of the times, and it is a great way to get into the design mood and come up with innovative ideas

Great investigation and contextualization tools, the moodboard and pictures you showed about your environment were very interesting and expressive, as they allowed us to get a better insight of the target user and market

TO SUM UP, A GREAT PLEASURE TO
HAVE SHARED THIS PROJECT WITH
YOU!

