THE DESIGN PROCESS.

Philips Design

Designcollection
Flat television range 2008, Consumer Lifestyle Design Team
Eindhoven 2006 - 2008
Deliverable: shared understanding amongst the project team and the client of the objectives and scope of the project objectives

Presentation of the Design briefing

1. INITIATION PHASE.
“Often when I watch TV, I am looking for the most immersive cinematic experience – one that helps me escape, relax and indulge my senses“

“when we don’t watch TV we don’t want to be constantly confronted with it“

“I want a TV with a quite appearance to fit my interior“

Design briefing:

Directly address the emotional interests of consumers and their lifestyles - design a product that fits with consumers interior architecture and offers a more immersive viewing experience.
Research and optimization of the objectives of the project within the marketing, technology and planning constraints

The design team combined market trends, benchmarking activities, consumer insights and visionary design work (roadmaps) to optimize the brief and design requirements for the project.

Timeframe +/- 6 weeks
Benchmarking.
Analysis of competitive environment
Trend research.

Interior Architecture theme definition.
Ideas development and delivery of a design proposal

The design team developed six concept directions within a given bandwidth (design brief). Two concepts are chosen and further detailed after market testing. The first concept ‘Aura’ (later Aurea) describes an active frame idea to bring Ambilight closer to the screen. Aurea was launched in Berlin at the IFA in August 2007.

In the meantime the design team developed the second chosen concept ‘Light Flare’ (later Design-collection) with the idea to create one identity along the consumer electronics portfolio for 2008.

‘Invisible sound’ and ‘Symmetry’ as key consumer insights were starting points for the initial idea - a glass front ‘floating on top of light and sound’.

A ‘flare - shaped’ Ambilight cover, slightly recessed from the front, allows sound output around the screen. Simultaneously Ambilight is guided closer to the screen.

Early meetings with engineering supported a realistic translation of design CAD files into full size mock ups in foam. Renderings and section drawings were used additionally to communicate the initial concept to the management team.

Timeframe +/- 3 months

3. CONCEPT PHASE.
First sketches.
Softer shapes - evolution of previous range
Minimal sound and surround ambilight
Ideation phase

Sketches previous range.
3d cad modeling.

CAD - computer aided design
Three-dimensional definition of sketch direction based on technical specifications

Render.
Design concept.
Form, materials, finish, colours
Foam model.
Review proportions
Extended flare.
Different flare proportions

Mass models.
Test different LCD panels / components
Modelshop.

Internal review.
Corner foam models.
Translation of chosen direction into range build up
Corner hard model.

Material and finish
Colours and paint
Prototype.

42” inch design model for market testing
Ambilight.
First tests with integrated LED lighting
Photography.
Internal review.
Market research preparation
Market research.
Global design tests with potential consumers
Delivery of design specifications

After successful Market testing, the concept models were further developed in a ‘Co - design’ phase with engineering.

In this process technical components and requirements were specified in detail and sound, picture and ambilight were tested with technical prototypes. In parallel the final use of materials and colours was chosen in cooperation with the visual trends department.

The design team was continuously involved during the ‘first off tools’ tests (FOT), literally the first (injection) moulded parts, to assure a successful product assembly.

Timeframe +/- 4 months

4. FINALIZATION PHASE.
Ambilight development.
Further development based on Market test results
Technical drawing.
These drawings define tool making

Back cabinet.
Design of ventilation slots
Codesign.
Design and Engineering
Finetuning of chosen Design direction
Identity element.
Philips signature across the range
0 series.
Final prototype with all components integrated
Ready for technical check
Colour specification.
Definition of colour and grain
Mass production.
Assembly hall in Bruges, Belgium

Final product.
Evaluation of the project deliverable, process and communication (carried out with the client) to be used as input for future projects.

The design team invited colleagues from different design disciplines to give feedback on the design.

5. EVALUATION PHASE.
Final product for sale.
Mediamarkt, 2008
Final product.

www.designcollection.philips.com
Prikkel uw zintuigen


Belangrijkste functies

Ambilight Spectra 3 voor een meelevenende kijkervaring

De dynamische lichtdure van Ambilight Spectra 3, die het beeld omringt, voegt een nieuwe dimensie toe aan uw kijkervaring. U kunt volledig opgepast in het beeld, ...

Perfect Pixel HD Engine voor ongecompliceerde beeldscherpie en helderheid

Perfect Pixel HD Engine staat garant voor een unieke combinatie van verbluffende beeldscherpie, natuurlijke details, leringde kleuren en de vloeiende, ...

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