As we embark upon the second half of the course, the initial background research has been conducted and it's now time to begin to explore actual product possibilities in detail. Each team has been given one major product categories to pursue. Some fruitful areas of investigation incorporating Pactiv and faculty feedback have emerged from the previous semester final presentation. What is required next is to generate a features list within these product areas. Think in terms of what are the product features...and what are the benefits of those features? (This will be covered in a lecture). Once the initial features have been established, the team should begin to conceptualize what the product might look like and how might it work.

The faculty suggests that you begin by creating full scale layouts (schematic) of the envisioned internal workings and/or volumes of the product (may be done in either 2D or 3D). The engineers will need to estimate the internal component parts, their relative size/volumes, and their respective relationship to one another. The industrial designers can then use this as a framework or underlay, in order to begin conceptualizing various design directions.

The goal of this phase is to create a wide variety of unique concepts for different products, building upon the work done at the culmination of last semester. Avoid creating a single idea with multiple iterations of the same idea. In order to accomplish this (if necessary), mix up the features list for each concept, adding or subtracting features to significantly differentiate between concepts. Incorporate the feedback provided by Pactiv management. In doing so, this will also play a meaningful role when these concepts are tested, in the next round of research (Focus Groups). This will help the team determine which features/benefits may be valuable to the potential user group. Begin to think about the user/buyer, and what characteristics and attributes of these individuals will you want in your forthcoming focus groups.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>No. 10 Concept Cards - Preliminary Conceptual Designs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Description</td>
<td>As we embark upon the second half of the course, the initial background research has been conducted and it’s now time to begin to explore actual product possibilities in detail. Each team has been given one major product categories to pursue. Some fruitful areas of investigation incorporating Pactiv and faculty feedback have emerged from the previous semester final presentation. What is required next is to generate a features list within these product areas. Think in terms of what are the product features...and what are the benefits of those features? (This will be covered in a lecture). Once the initial features have been established, the team should begin to conceptualize what the product might look like and how might it work.</td>
</tr>
</tbody>
</table>
| Project Requirements | 1. Develop a features list for each product category.  
2. Create full scale layouts/schematic.  
3. Generate a minimum of 5 (preferably 10), unique product/features design options for the selected product areas. Create concept cards to be used for concept testing in focus group research. These concepts should be presented in Black&White, (devoid of all color - gradients and shadowing is acceptable) as line drawings, perspectives, or digital solid models. However the team chooses to present the concepts, all concepts must be presented in the exact same manner.  
4. Format for presentation/testing should be 8.5x11 landscape. Keep in mind that for the forthcoming concept testing/focus group research, copies of the concepts will need to be prepared as a handout for each research participant. |
| Due Date | Monday, January 16th (Beginning of Week 2)  
Electronic delivery, and be prepared with print outs for Focus Group testing. |