



DESIGN RESEARCH

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**DESIGN RESEARCH SCHEME
PERTEMUAN KE-2
GEGGY GAMAL S., S.DES, M.DES
DESAIN PRODUK / FDIK**

DIRECTION

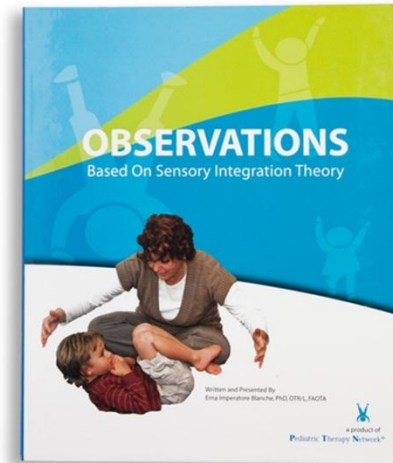
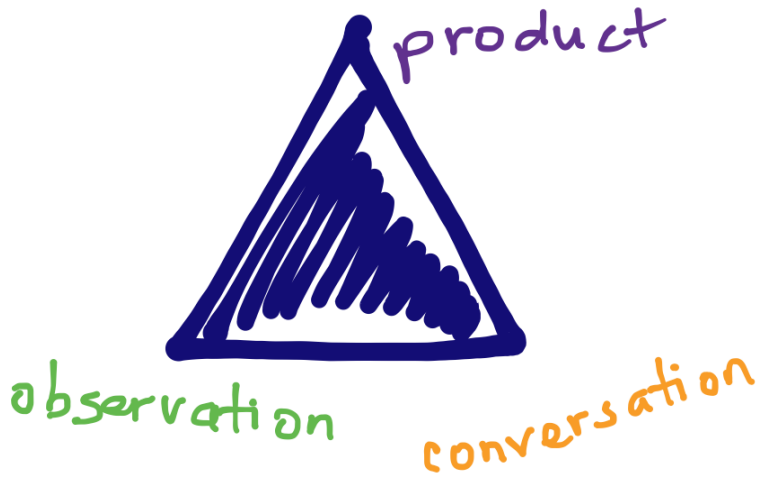
PHASE - ONE

Product Observation

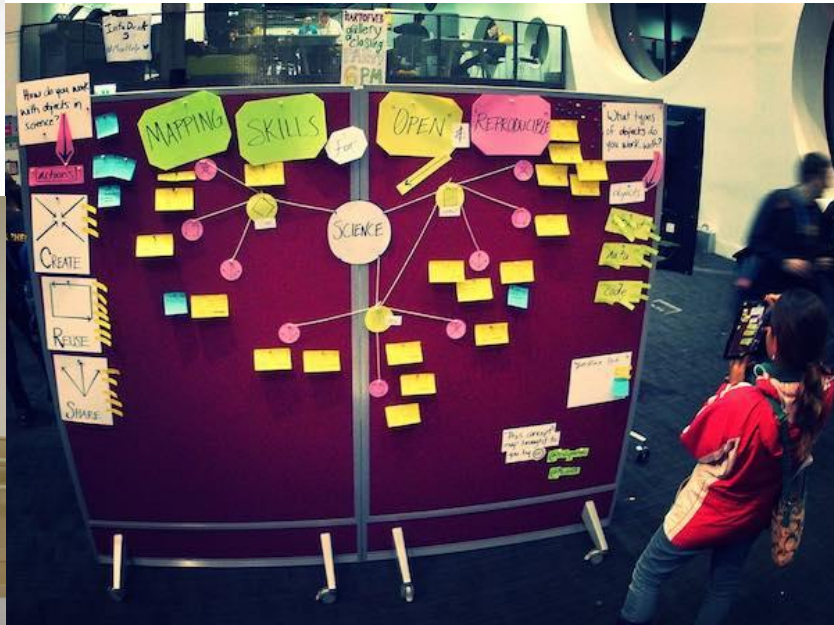
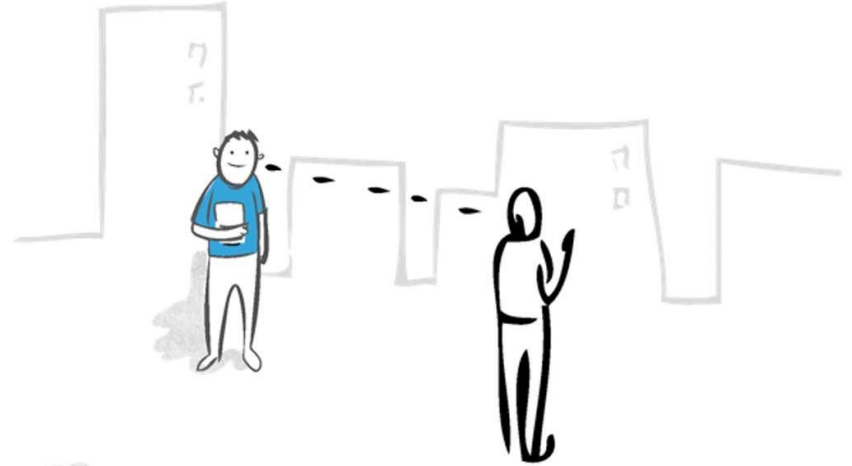
User Observation



Mistaken user behavior was found from user observation. Participants tended to hold the side air port as an alternative handle option when they were pushing planer to a long distance.



Shadowing



Behavior Mapping

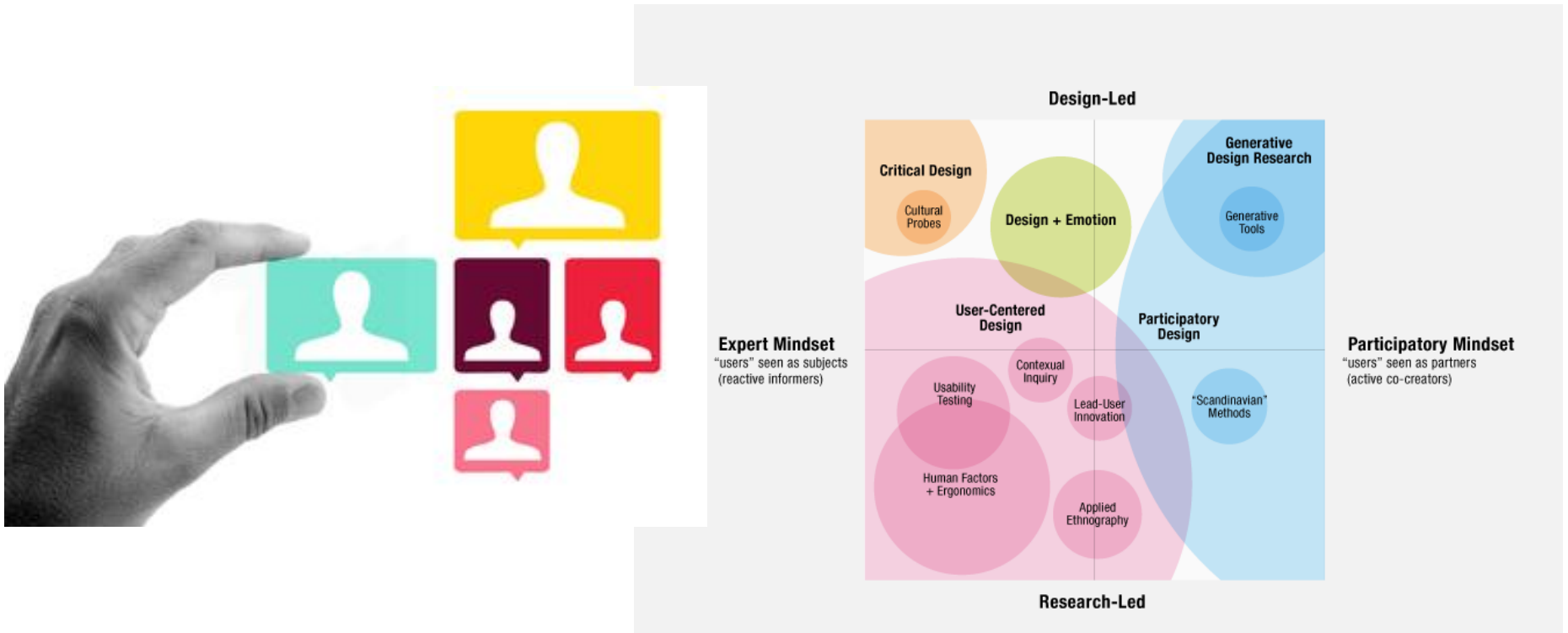
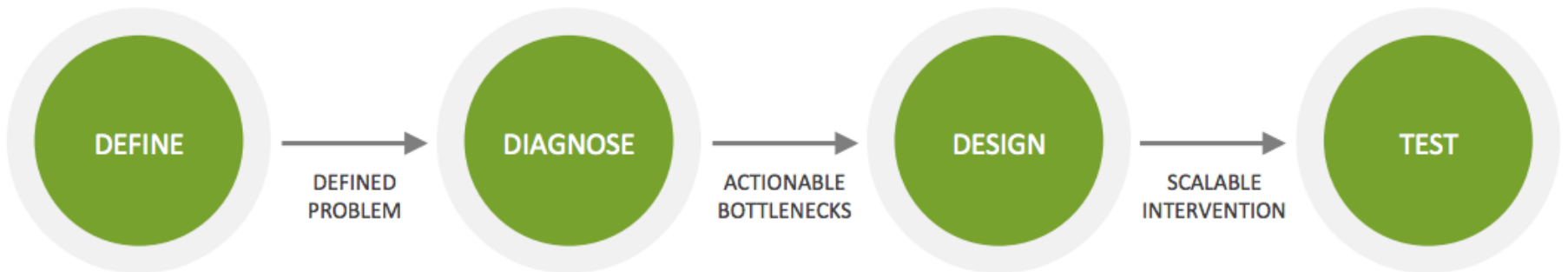
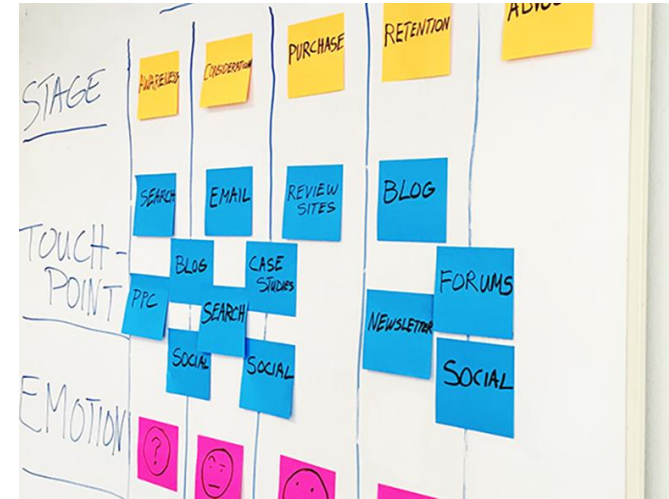
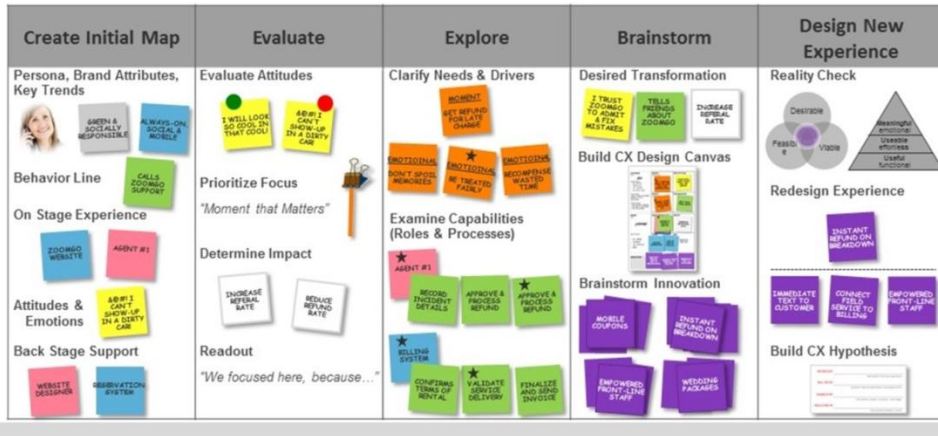


Figure 1: The stages of the behavioral design process



Consumer Journey

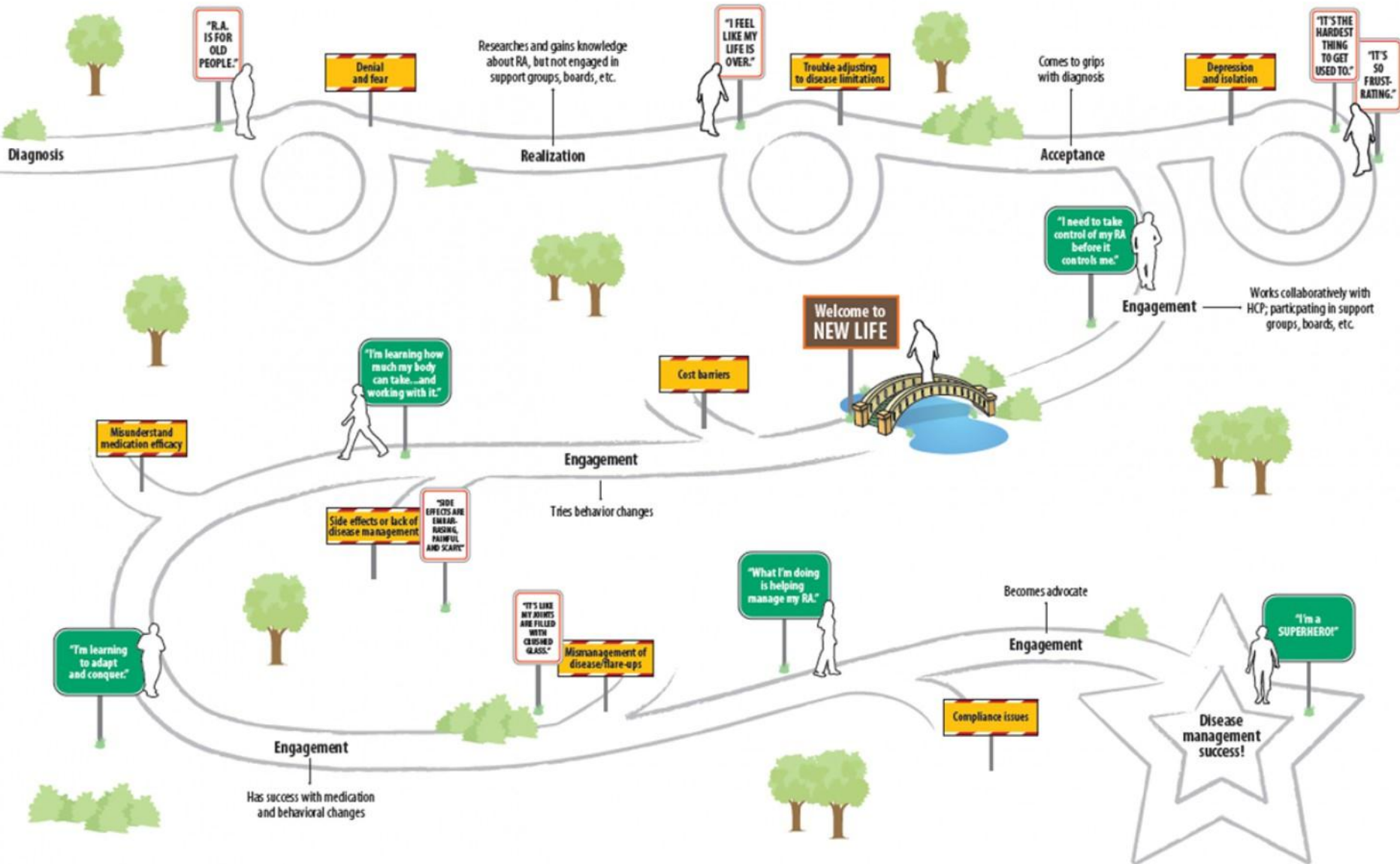
CX Journey Mapping Process



The LEGAL USER JOURNEY



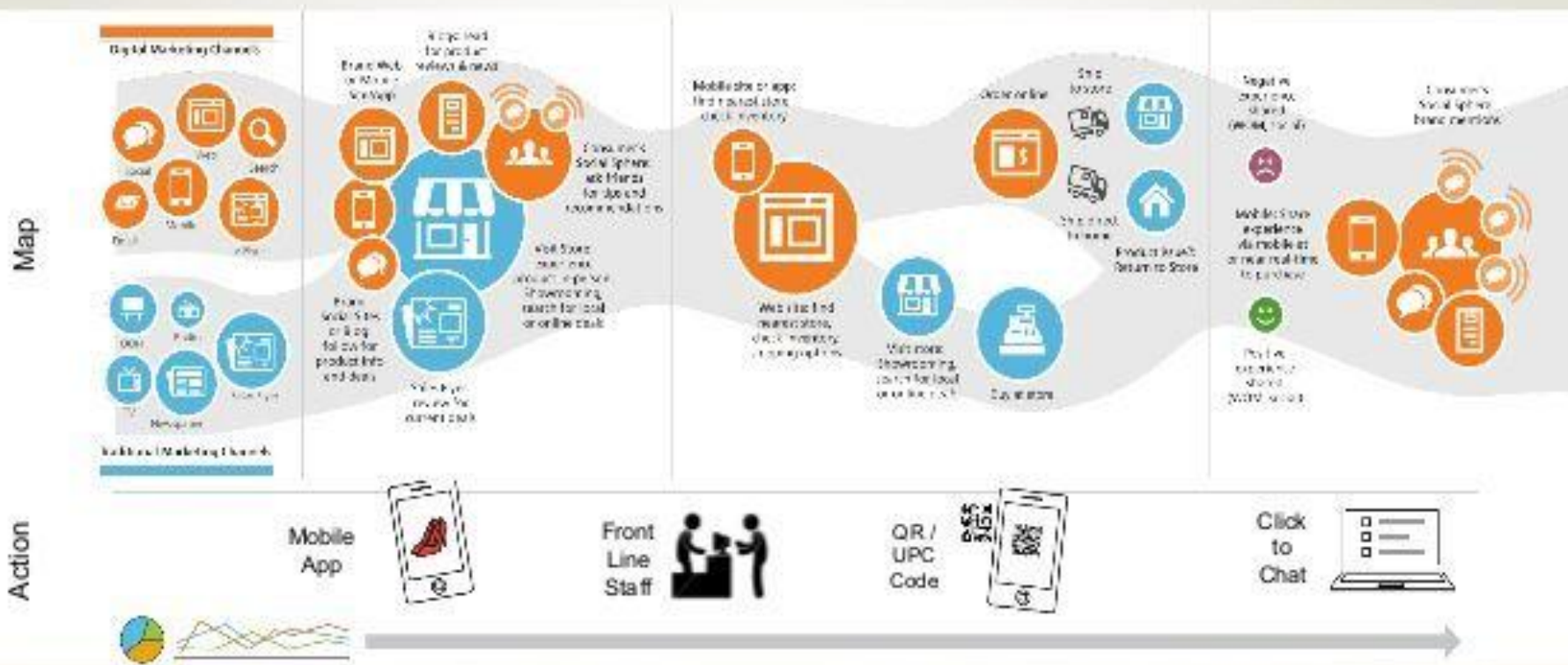
Consumer Journey



Consumer Journey

What is a Customer Journey Map?

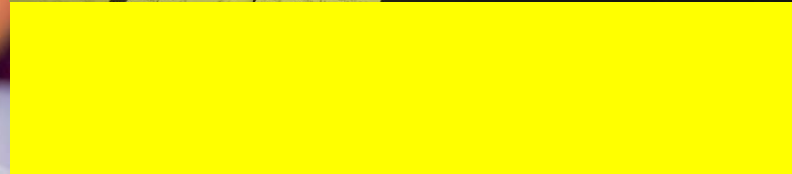
A visualization of a customer's objectives, needs, feelings and barriers throughout the path-to-purchase for a product, service or brand.



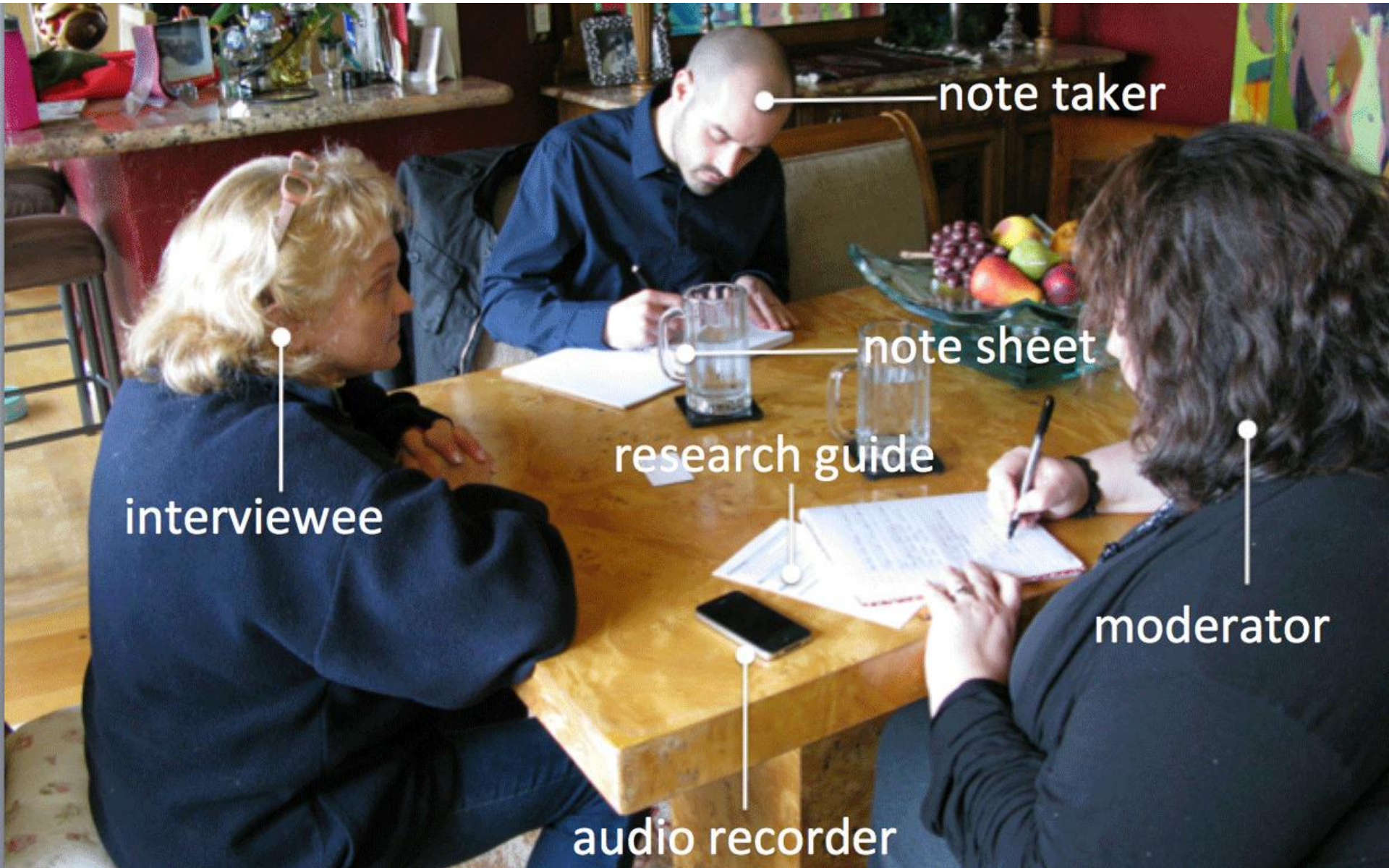
Camera Journal



User Interviews



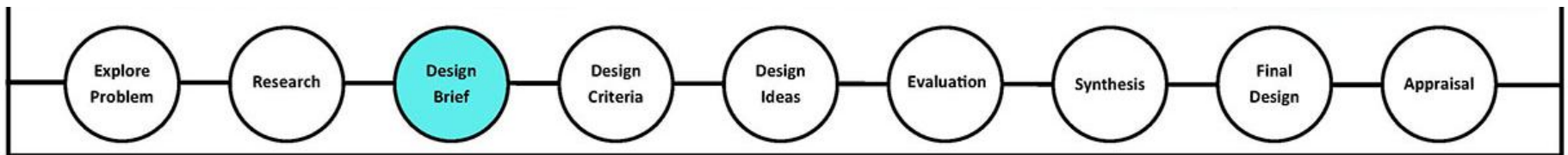
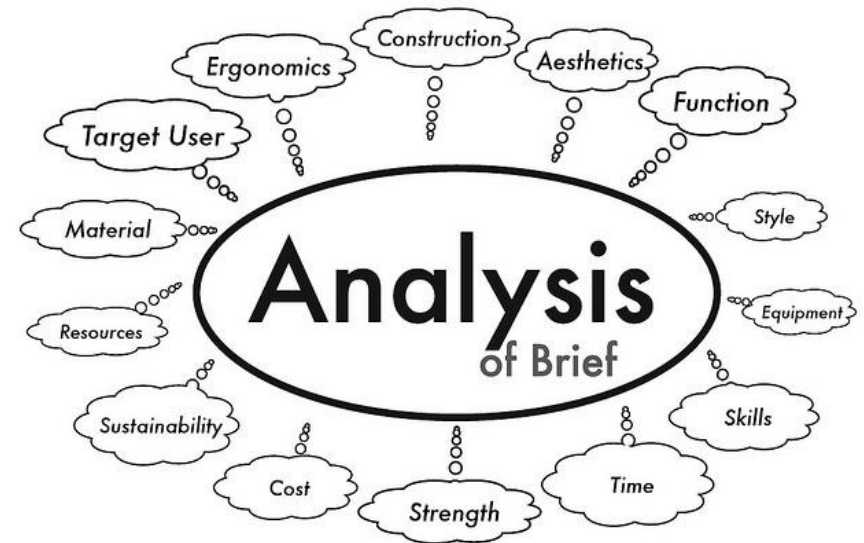
User Interviews



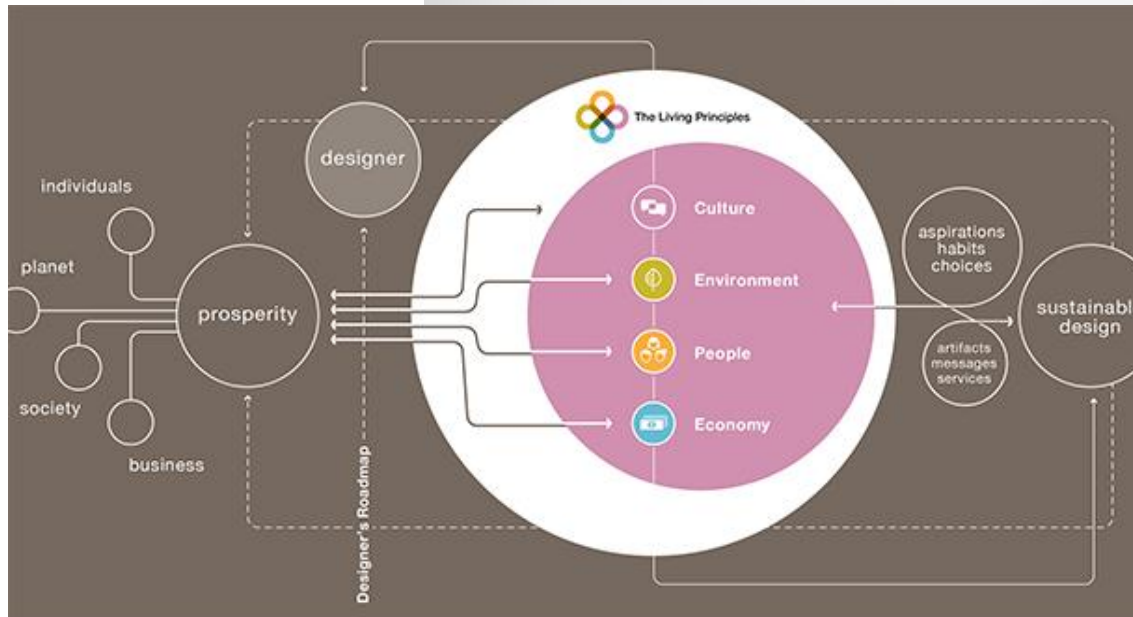
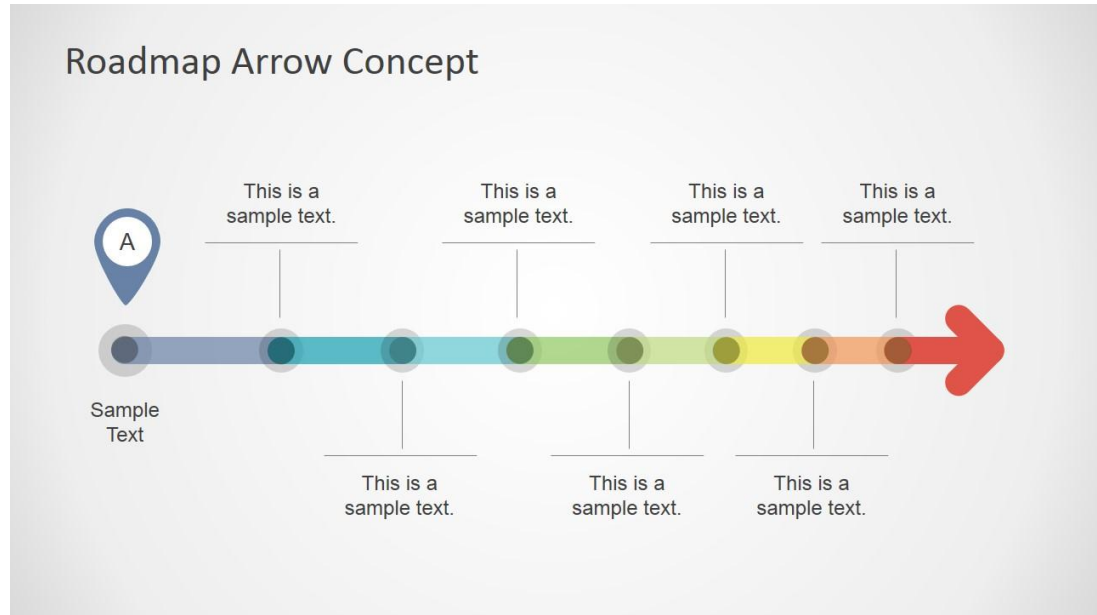
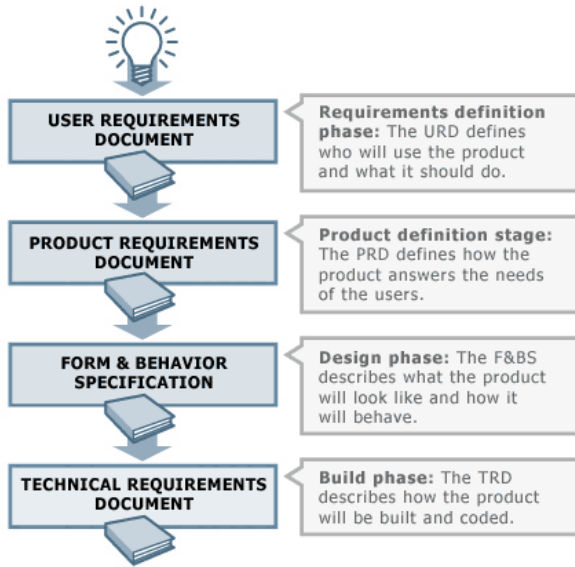
Unfocus Group



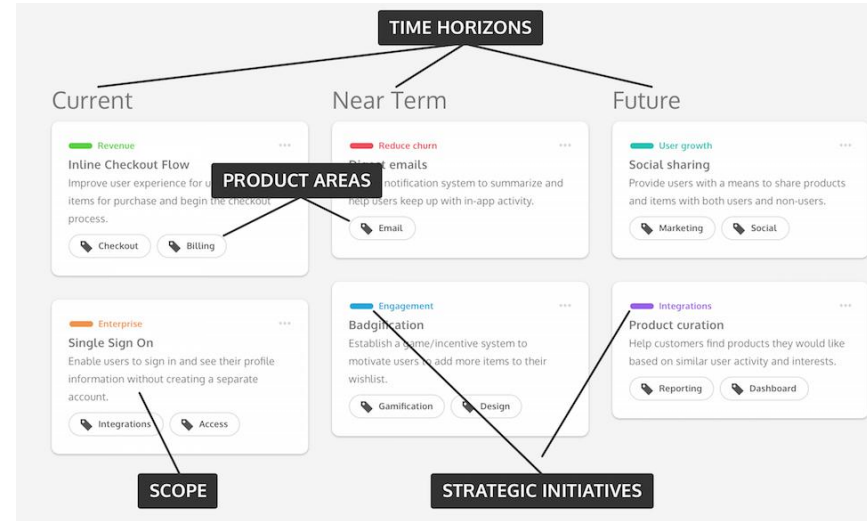
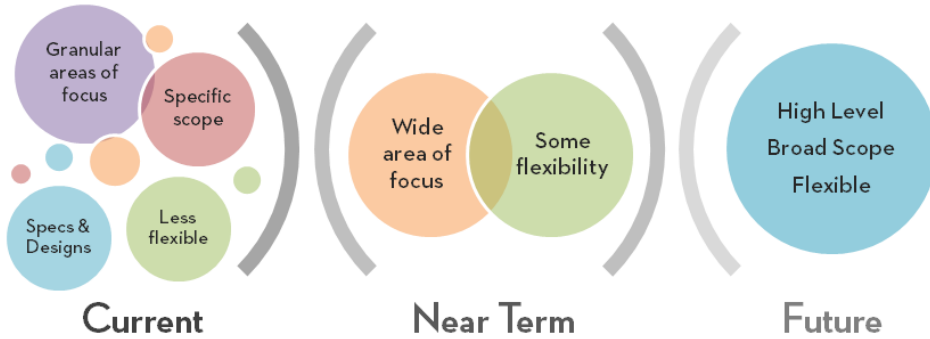
Design Brief



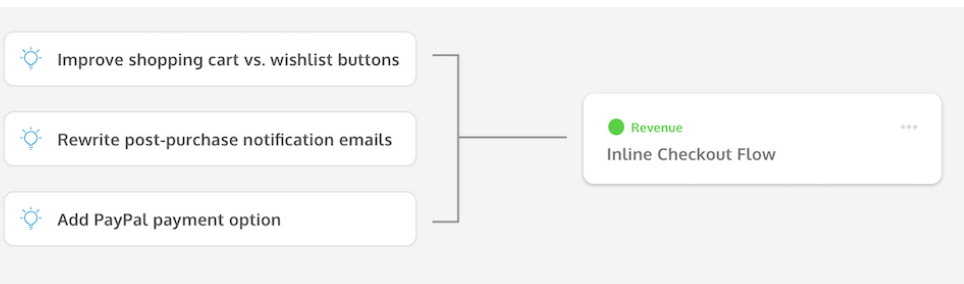
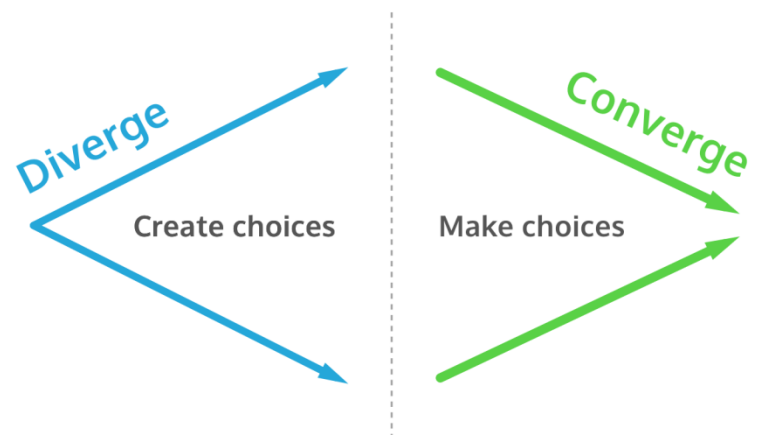
Design Specs



Design Specs



Convergent/Divergent thinking



Product Roadmap Plan

Showing project risk and SWOT Status Update



2017

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

2018

Jan

Feb

Mar

COMMS

PRESS LAUNCH

MEDIA CAMPAIGN

CELEBRITY PARTNERSHIP

ONGOING MARKETING

DEVELOPMENT

MOBILE WEB v1

MOBILE WEB v2

RICH MOBILE WEB APPS

PC PLATFORM v1

PC PLATFORM v2

ONGOING RELEASES

RESEARCH

ANDROID v1

ANDROID v2

ANDROID BAU

KPI

5% MARKET SHARE

15% MARKET SHARE

28% MARKET SHARE

[n]% MARKET SHARE

STATUS

STRENGTHS

- Note 1
- Note 2
- Note 3

WEAKNESSES

- Note 1
- Note 2
- Note 3

OPPORTUNITIES

- Note 1
- Note 2
- Note 3

THREATS

- Note 1
- Note 2
- Note 3

NEW BUSINESS

- Note 1
- Note 2
- Note 3

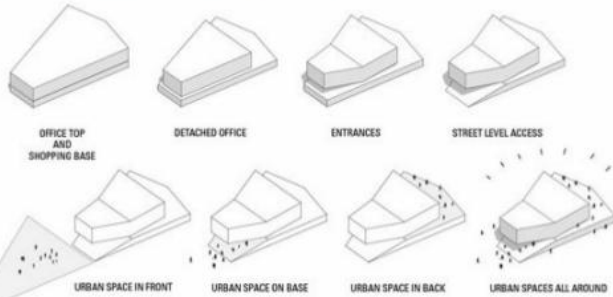
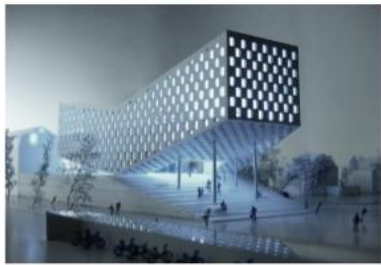
ACTIONS

- Note 1
- Note 2
- Note 3

STRATEGY

- Note 1
- Note 2
- Note 3

Design Concept



6/2016

Arch. Dania Abdel-Aziz

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CONCEPT

2D INTO 3D STRUCTURE

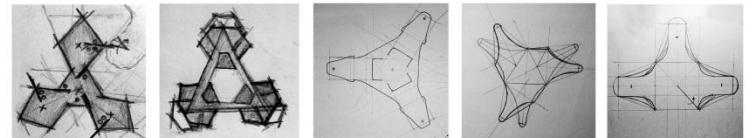
DIGITAL FABRICATION

LIGHT AND MALLEABLE MATERIAL THAT IS SHAPED TO ALLOW STRENGTH, RELYING ON GEOMETRY

IT CAN BE RAPIDLY PRODUCED THROUGH HIGH-POWERED LASER CUTTER

THERE WILL BE LITTLE NEED FOR FORMWORK OR MOULD

THE STRUCTURE WOULD SAVE MATERIALS DUE TO USING THIN SHEETS



STRUCTURE

ROLLED STRUCTURE

OVERLAPPING MATERIAL BASED ON GEOMETRY CAN GIVE STRONG COMPRESSION STRUCTURES

ROLLED TECHNIQUE WILL NOT CAUSE CREASES OR DAMAGE TO THE MATERIAL

IT ALLOWS FOR MULTIPLE TIMES OF DISMANTLING AND ASSEMBLY

STRESSES

THE COMPONENTS TOGETHER SHOULD STRIVE TO WITHSTAND COMPRESSIVE AND TENSILE FORCES

SITE ANALYSIS

EXISTING TREES

SEEKED TO CREATE A FOCAL POINT WITH A TREE

THE PATHWAYS

CREATES SHORTCUTS OR INTERLOOPING PATHS

ROAD AND NOISE

BLOCK OUT THE NOISE FROM ROAD

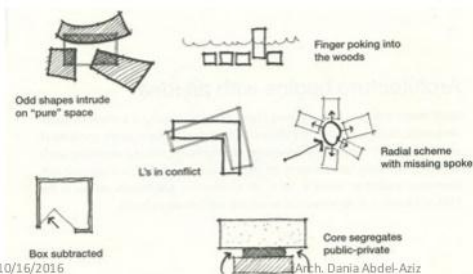
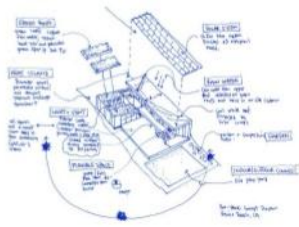
VIEWS

TOWARDS THE INNER TREES



How can I express a concept?

2. Parti: a type of diagram that serves as a general idea to figure out a building's program or layout. They are usually in the form of quick sketches or even 3D models.



10/16/2016

Arch. Dania Abdel-Aziz



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THE BEGINNING.....

PURUSHA- A SELF CONSCIOUSNESS

PSYCHOLOGICAL

MAN

PHYSICAL

SUSTAINABLE LIVING..... DEVELOPING AND BALANCING ALL 3 FACILITIES

UNIVERSE

NATURE

BUILDING

MAN

THE HOUSE TO BE WOVEN INTO THE STRANDS OF NATURE.....

SPACE ENDLESS.....

LIFE OVER CONVENTION

AIR

CONVECTION

FIRE

CONVECTION

WATER

ABSORPTION

COVERAGE OF ALL FORMS SERVICES

PRODUCTION

CONDENSATION

EARTH

THE GREEN ROOF RISING FROM THE GROUND

THE GREEN BACK 10% OF THE EARTH ENCAVATED

CLOSING THE LOOP...

NATURE NEVER WASTES ANYTHING. IT USES ALL ITS WASTE AS A RESOURCE FOR ANOTHER PROCESS THEREBY COMPLETING THE CYCLE WITH NO RESIDUAL WASTE LIKE WASTE CYCLE, PLANT CYCLE, AIR CYCLE, ETC... FOR THE BENEFIT OF EVERYBODY. IT USES MINIMUM AMOUNT OF ENERGY IN ALL THESE PROCESSES. IN THE PROJECT ALL THE SERVICES HAVE BEEN DESIGNED TO GO TO USE ALL THE WASTE AS A RESOURCE TO CLOSE THE LOOP.

COMPLETING THE CYCLE...

THE TECHNOLOGY... LEARNING FROM ... NATURE...

THE HOUSE TO BE WOVEN INTO THE STRANDS OF NATURE.....



CONCEPT

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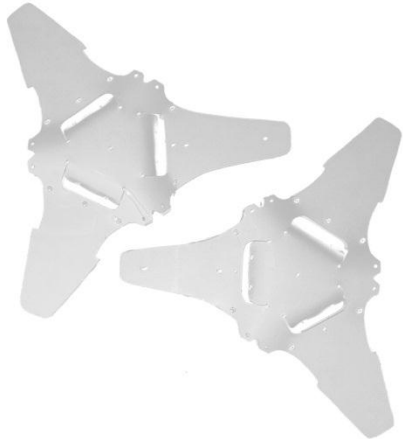
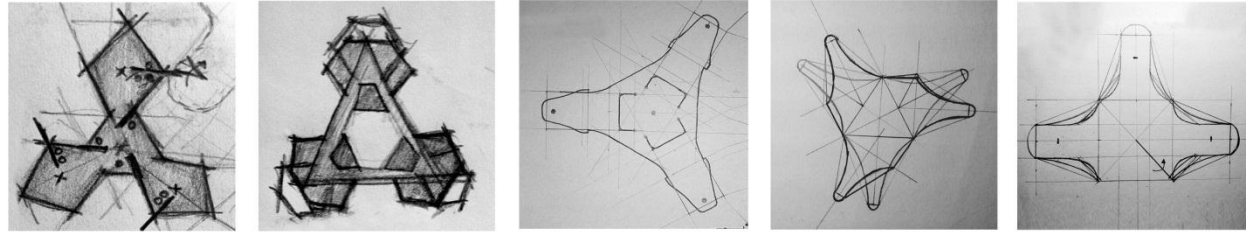
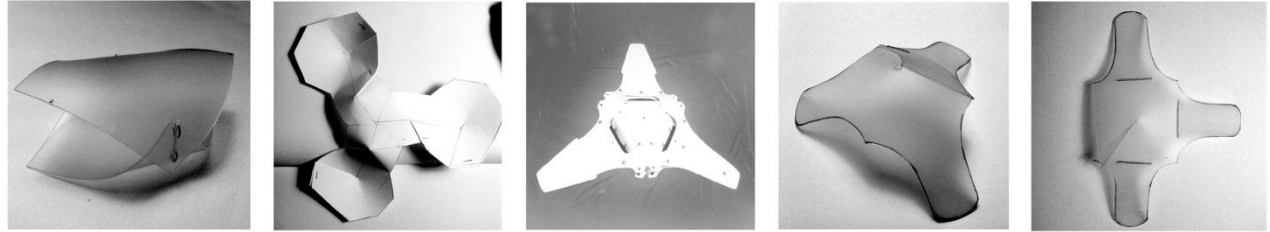
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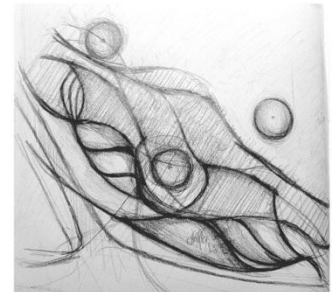
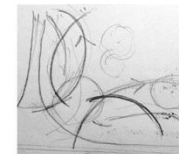
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ROAD AND NOISE

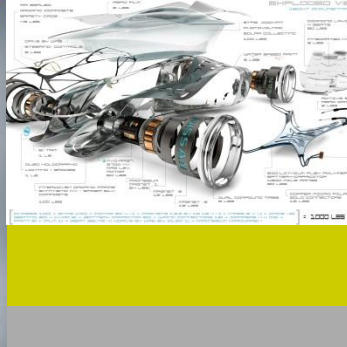
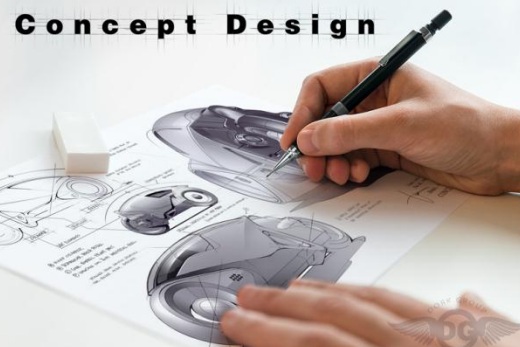
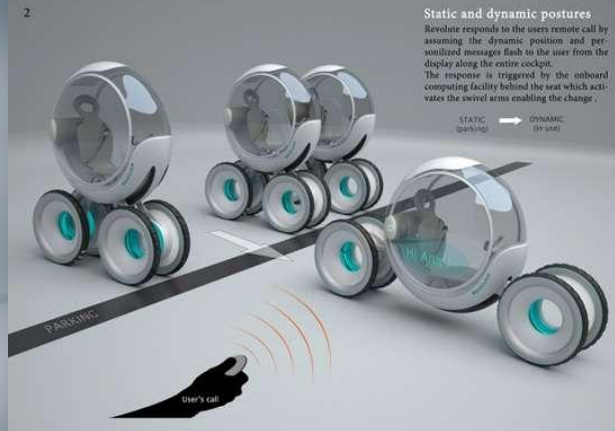
BLOCK OUT THE NOISE FROM ROAD

VIEWS

TOWARDS THE INNER TREES

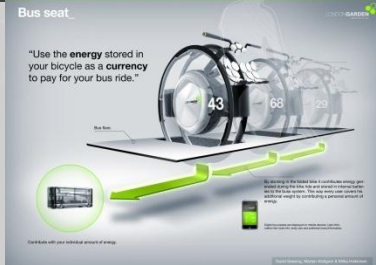


Design Concept



Design Concept

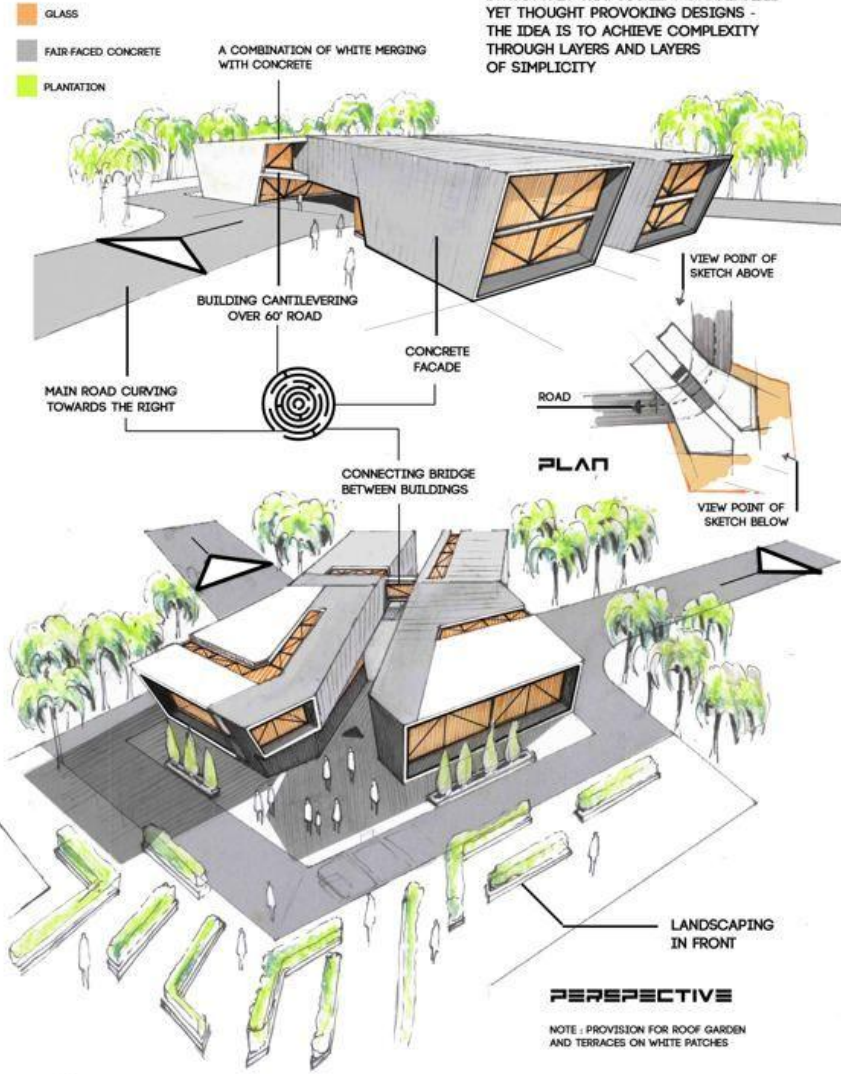
Multiplicate the vegetal support in town - Vegetal Desk #2



DESARC
STUDIO+

OFFICE BLD.
PROPOSAL

THE CONCEPT IS TO MOVE TOWARDS DYNAMISM AND CREATE FORMS AND STRUCTURES THAT AMPLIFY SUSTAINABLE YET THOUGHT PROVOKING DESIGNS - THE IDEA IS TO ACHIEVE COMPLEXITY THROUGH LAYERS AND LAYERS OF SIMPLICITY



CITYLIGHT Street Lamp

CITYLIGHT is a hybrid urban illumination system driven by two distinct sources: human-power and electricity. The lamp uses energy saving LED as light source to replace traditional bulbs. Located in public areas, the lamps are connected to outdoor fitness facilities which carry and transfer human power generated to the light system. The interactive linear lighting pattern in the central of the pole indicates if the LED lamp is being charged by human-power and presents current battery status, which encourages people to participate the green exercise.

