

PERTEMUAN 10

DSP309 DESAIN INDUSTRI 1

Concept evaluation

Once a suitable number of concepts have been generated, it is necessary to choose the design most suitable for to fulfil the requirements set out in the PDS. The product design specification should be used as the basis of any decision being made. Ideally a multifunction design team should perform this task so that each concept can be evaluated from a number of angles or perspectives. The chosen concept will be developed in detail.

One useful technique for evaluating concepts to decide on which one is the best is to use a technique called 'matrix evaluation'

With matrix evaluation a table is produced listing important the features required from a product - usually this list is drawn up from the important features described in the product design specification. The products are listed across the table. The first concept is the benchmark concept. The quality of the other concepts are compared against the benchmark concept for the required features, to help identify if the concept is better, worse than, or is the same as the benchmark concept. The design with the most 'better than' is likely to be the best concept to develop further.

Most people who use the matrix technique will assign points, rather than simple, better, worse, same, so that it is easier to identify which concepts are the best. It is also likely that some features of the design will be more important than others so a weighting is used.

Daftar Pustaka:

1. VAKEPPA, 2000, *Product Semantics*, UIAH, Helsinki, Finland
2. Alastair Fuad-Luke, 2006, *The Eco-Design Handbook*, New edition, Theme & Hudson, London.
3. Butler, Jill, Holden, Kritina, , Lidwell, William, 2004, *Universal Principle of Design* , Rockport Publisher, United States of America
4. PENA & PARSHAL, 2001, *Problem Seeking*, John Willey & Sons Inc. USA

5. *CUFFARO, Daniel, 2006, Process, Material, and Measurements, Rockport Publisher, USA.*