

Seymour Powell at the New Designers Exhibition

Patrick Hunt

At the New Designers Exhibition Patrick Hunt of Seymour Powell led a seminar titled 'From Brief to Completion'. Seymour Powell is a well-known industrial design group which was started 10 years ago and is made up of a team of 20. The following is a case study of product design based on a project with Casio to develop an interesting approach to the problem of digital watch design, geared more to the European market and providing a more upmarket image for the Casio brand.

The G-Shock Thermo watch — a breakdown of the main phases and timings which Seymour Powell completed for Casio's digital watch department.

Phase

Time

1. Briefing

Involving a presentation of SP's work and proposal for using a European design agency

1 week

2. Audit/Market Overview

Including market categorisation of lifestyles, watch styles and trend analysis of product design. In addition, we looked at Casio's strengths and weaknesses as a brand, from a European perspective

3 weeks

3. Design Workshop

This was a new concept brainstorming session conducted at SP (usually we invite the client to participate). We produced approximately 50 new concepts shown as A1 concept sheets.

3 weeks

4. Concept Design

After gauging Casio's reaction to phases 2 and 3 a design direction was agreed. We designed three ranges, and made five proposals for each:

- Thermo G-shock (a shock-resistant, temperature sensing watch)
- Marine Baro (an outdoor, marine watch with weather sensor)
- Race timer (a sports watch to time three cars simultaneously)

6 weeks

5. Design Development

Three directions were agreed including some small modifications. During this phase we fine-tune the designs and make sketch models. At the end of this phase we issue a 'GA' (general arrangement) drawing which serves two purposes — a developmental 'statement' for Casio to make parts drawings necessary for tooling and for model making purposes.

6 weeks

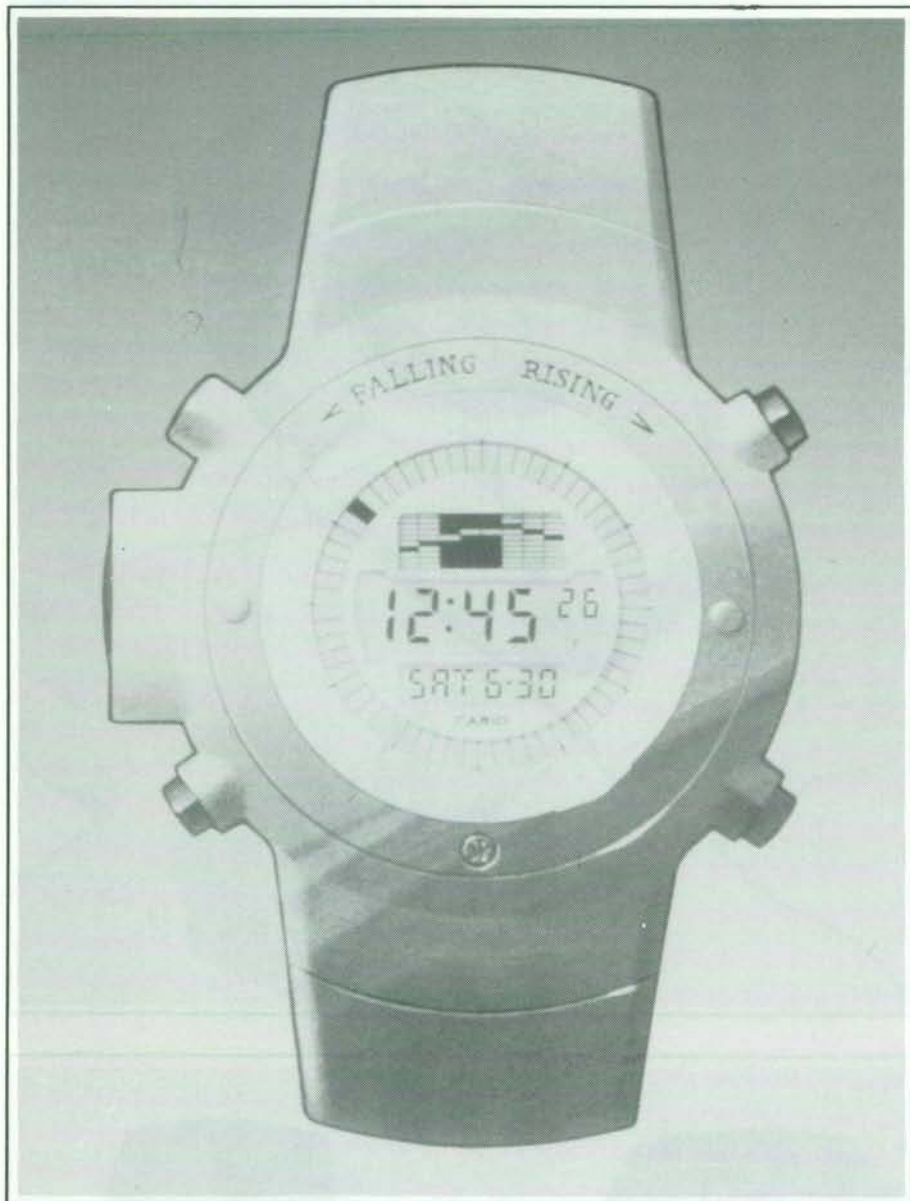
Left: Watch style categorisation

Above right: Workshop Concept

Below right: Modelmaking







6. Colours and Graphics

SP investigated various colour options for the casing and watch face, much of which was done on computer.

2 weeks

7. Model Making

We contracted a British model-maker to execute the three designs and liaised closely during this phase.

4 weeks

8. Liaison to Production

We offered a supporting role to Casio during manufacturing development, often communicating with faxes.

Ongoing

Concept Design 'Marine Bar'