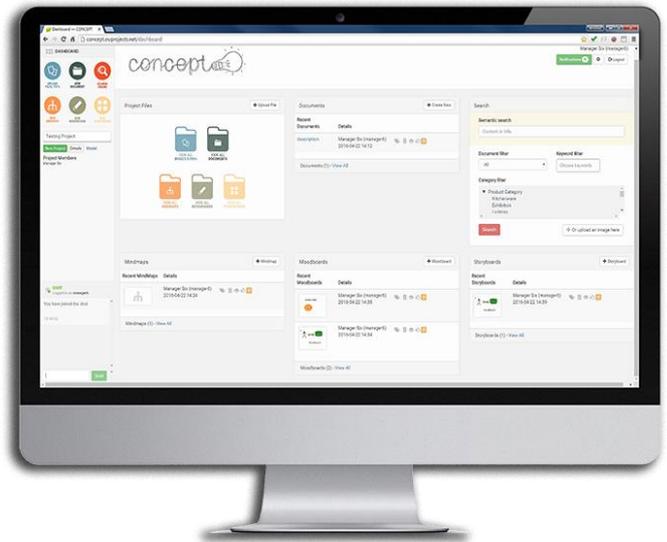


## The CONCEPT Project Delivers

CONCEPT offers a suite of software tools to support professional product designers during the early stages of the design process.

The project applied a user-centered design methodology to establish the needs of designers, and develop detailed specifications for the new collaborative software. The platform aims to actively support the creative process by helping designers locate and share imagery, brainstorm and evaluate ideas, and track the development of projects.

The CONCEPT platform has integrated a number of functionalities to assist designers. The platform includes tools for supporting the early stages of design, such as brief analysis, mind-mapping, mood-board and storyboard tools, accessed via the ConCEPT dashboard interface. The platform also includes a project management tool allowing users to set up new projects, assign roles to collaborators and set up a timeline for visualising deadlines and milestones. Significantly, CONCEPT includes an novel and advanced image search engine, bundled alongside semantic annotation functionalities.



**login**

After the three-year project duration, it is expected that this platform act as a first step for further development in enhancing early stage design. The selection and integration of open-source tools in the CONCEPT platform was therefore a high priority. By combining further research outcomes, and exploiting emergent technologies, the platform may be developed further in the future.



**dashboard**

Offering collaborative solutions to designers that can also enhance their creativity is a complex and invaluable process. CONCEPT provides its potential users with a collaborative platform that facilitates interactions in distributed and multidisciplinary teams, and increases the efficiency and quality of the outputs during the early stages of the product design process.



**brief analysis**



**mind-map**



**sketch**



**mood-board**



**story-board**



**file management**



**upload files**

**First version of CONCEPT open source platform**

**AVAILABLE: <http://concept.euprojects.net/>**

## Evaluation of the Platform

Several pilot projects and scenarios have been developed to help with the evaluation of the platform. The pilot projects are:

### 1. 'Smart breathing trainer'

**Type:** Industrial

**Where:** Greece

**Objectives:** To design a smart breathing trainer - a system that allows users to train their breathing whilst receiving feedback and data visualisation from their smartphone or tablet.

### 2. 'Product design for virtual environment'

**Type:** Industrial

**Where:** Spain

**Objectives:** To design an industrial environment viewer that allows users to interact with a 'virtual kitchen' whilst receiving feedback via their experience. Combine virtual reality and HMI (Oculus Rift) to provide clients with an adaptable product to design their own kitchen through multimedia contents.

### 3. 'Design of a piece of smart clothing to help an elderly person faced with numerous problems'

**Type:** Academic

**Where:** Netherlands

**Objectives:** To design a piece of smart clothing to help an elderly person faced with numerous health problems. The student designers are inexperienced, but are less constrained in their choice of tools. They are 'digital natives' - natural social network communicators who are eager to experiment with new collaboration tools.

### 4. 'Domestic ceramic and homeware product development'

**Type:** Academic

**Where:** United Kingdom

**Objectives:** To trial the platform in a professional product design consultancy. Feedback was sought from the perspective of the design manager, studio manager, individual designers, and design teams in their collaborations with stakeholders.

## ConCEPT workshops

A CONCEPT plenary meeting took place in June, hosted by Virtualware in Bilbao, Spain. The team engaged in a business model canvas activity workshop which explored potential pathways for the exploitation of the CONCEPT product. The platform interface and integration of its components were discussed, and the pilots and evaluation tasks were put into context.

## PD+I Conference



product design community.

At CONCEPT's team were on hand to discuss their experience and record feedback. The CONCEPT team also delivered a presentation at the conference. We offered an overview of the platform, and a live demo showing the functionalities and tools.



In May, CONCEPT participated in the Product Design and Innovation (PD+I) conference in London. PD+I has been a leading event that provides an annual forum aimed at product design industry

booth, delegates could try the platform and the professionals, showcasing news, trends and innovation in the field. There are few events aimed specifically at the

## CONCEPT Partners:



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