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Executive Directive:

Woodway is interested in improving its position in the Club Fitness market through improved curb appeal and intuitive functionality. The final product appearance needs to attract users, specifically women, which make-up 70% of the club market users.

Other important goals of the project include:

- * No Increase in Final product Cost
- * Reduction in product assembly time
- * Control of Tooling and material Costs
- * Final Tool-ready design must be completed in (9) Months

PHASE I INDUSTRIAL DESIGN



Form Exploration:

Homework:
Market Exploration, Fitness Club Visits, and user interviews

Results:
With great consideration for the customer's manufacturing capabilities, C2R developed various combinations of new product offerings that make the world's finest treadmill more appealing to the masses.

Timing: 15 business days



ID Refinement:

Phase 1 concepts have been reviewed and distilled by the entire project team. The team consisted of all decision makers for all major disciplines including: Executives, Marketing, Sales, Engineering, Purchasing and manufacturing.

Preferred features and aesthetic cues have been identified and final design reconfigured.

Timing: 10 business days

PHASE 2

PHASE 3

ID Final Release:

Upon final design approval from Woodway, C2R identified sources capable of meeting the customer's stringent cost and timing needs.

Due to the considerable detail within the ID sketches, C2R was able to deliver a cost and timing matrix for all components from (3) proven supplies.

Timing: 15 business days

