

Product teardown

Part of a benchmarking process

teardown exercise

practice the process: relevant to sketch models

learn about products related to your idea area

observe design details

practice secondary research

organize information so others can understand it

practice organizing team to work quickly

Product teardown

Deliverable from each team at end of class

a white pegboard display that allows one to...

easily understand the product

easily see what parts are in the product

obtain specified information about the parts/product

Product teardown

Example: roto-tiller



Product teardown

Resources for each team

resources

a product to teardown (on team table)

safety glasses (yours for the term)

white peg board mounted to team table

zip ties and foam mounting tape

baggies for small parts

guidelines for identifying plastics (also on website)

magnets and lighters for materials identification

scales for weighing parts

guidelines for estimating costs (also on website)

your iPhones/Androids with HP ePrint Home & Biz (network 2009photo, 4"x6")

product and part information stickers

Product teardown

Product information sticker (2, one needed)

product name:

target customer:

you will want pictures of the assembled product (and in use as appropriate)

retail cost:

images at key disassembly states

estimated production volume:

packaging and the unpacking experience are part of the product

location of manufacture:

estimated labor cost:

cost of the most expensive part:

Product teardown

Part information sticker (100, as needed)

part material:

method of manufacture:

estimated manufacture cost:

number of times used in product:

for every answer indicate your confidence

guess

hunch

educated estimate

know/verified

Teardown exercise

Getting started

- i) go to your team area in the lab
your product and materials are on team table
- ii) put on your safety glasses
- iii) develop a work and management strategy
- iv) complete the deliverable
- v) tool officers have your tool kit combination

enjoy the displays!