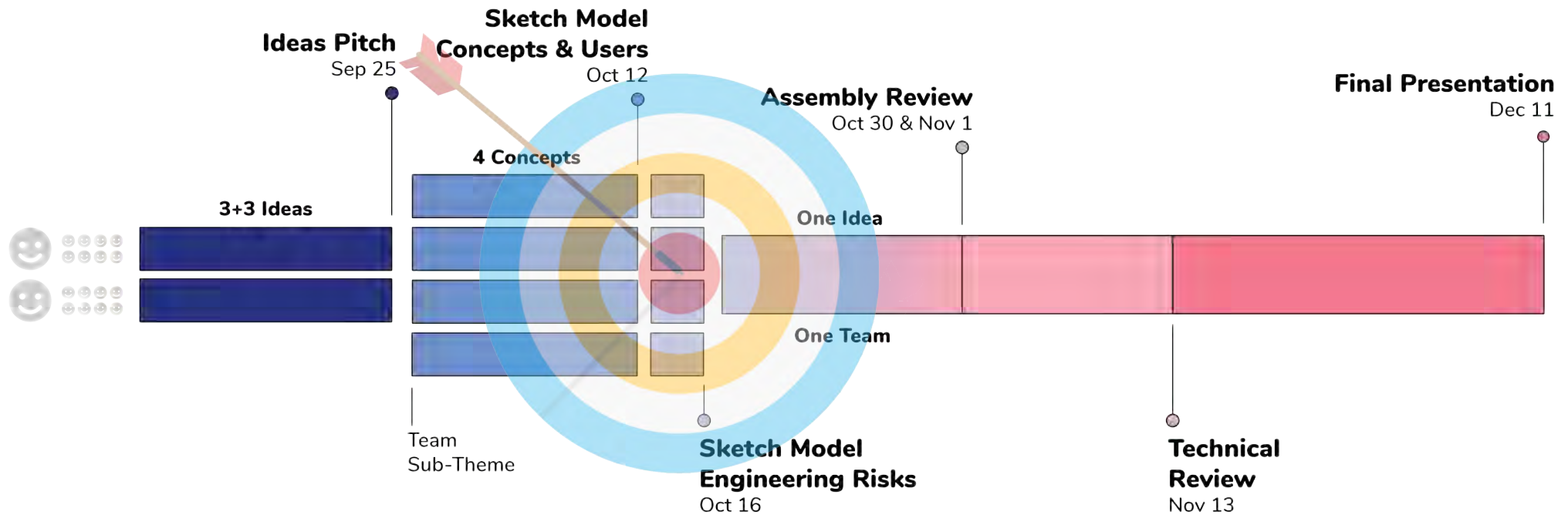


life is not a dress rehearsal

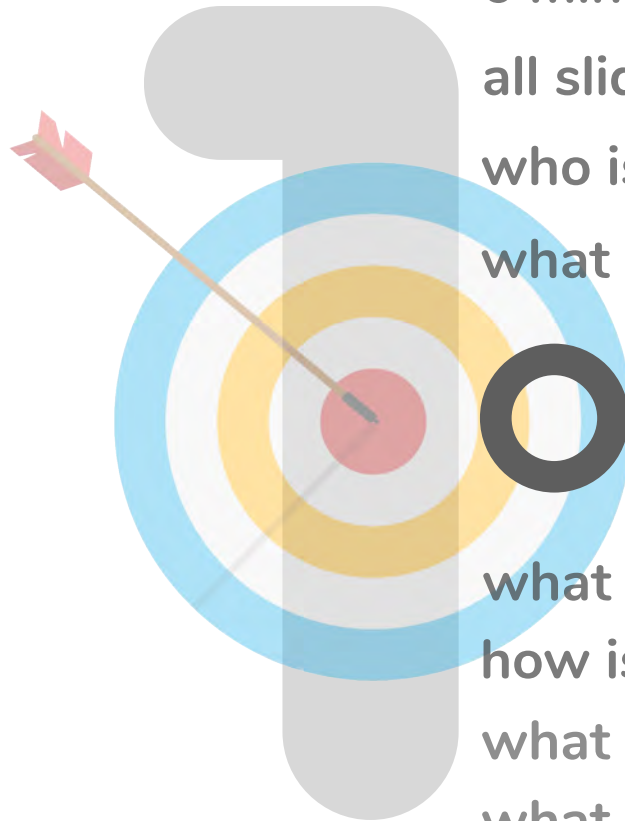


Rose Tremain 1943-present, historical novelist



Process

concept generation phase



6 min per section, 2 Q&A

all slides on presentation computer

who is the user?

what is the user's need?

October 12

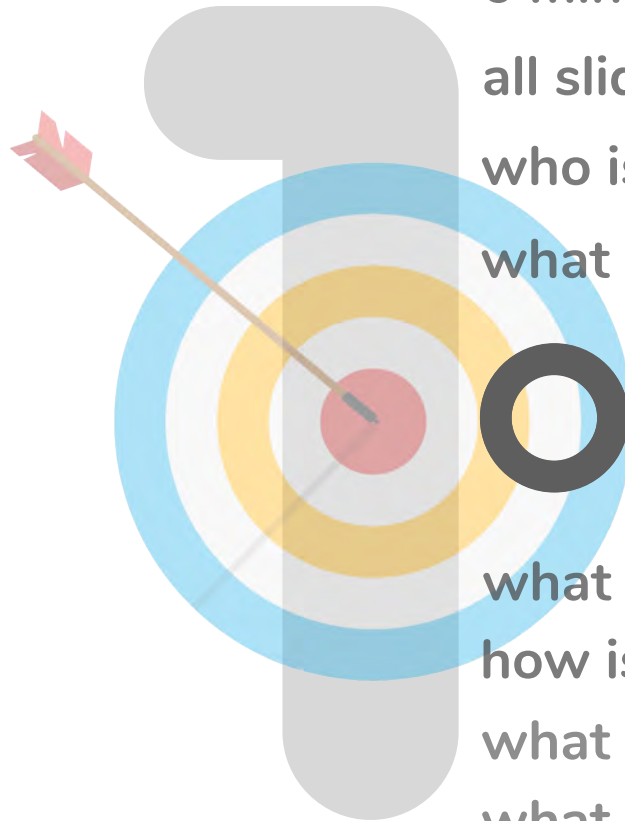
what is the concept and vision?

how is it used?

what are your key specifications?

what is your competition?

sketch models part 1



6 min per section, 2 Q&A

all slides on presentation computer

who is the user?

what is the user's need?

October 12

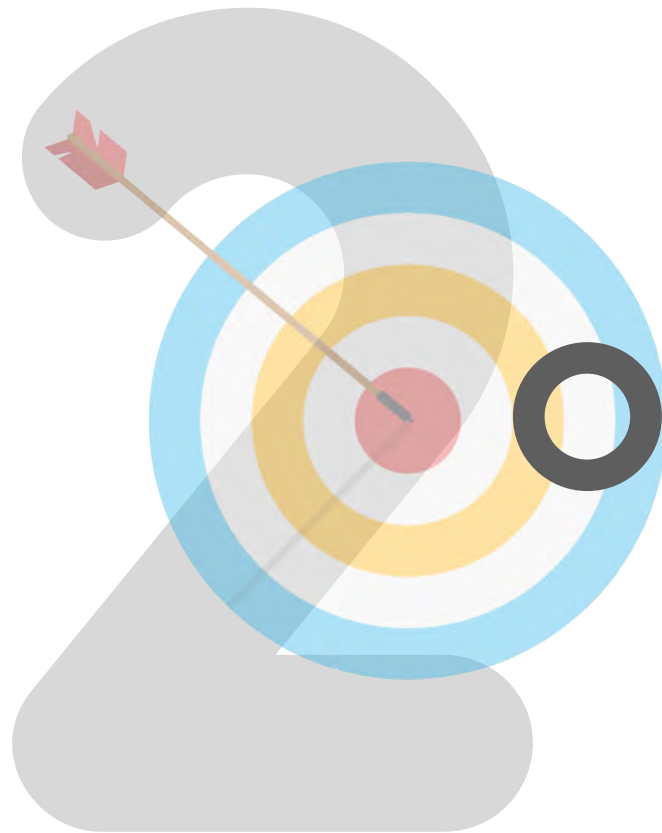
what is the concept and vision?

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what are your key specifications?

what is your competition?

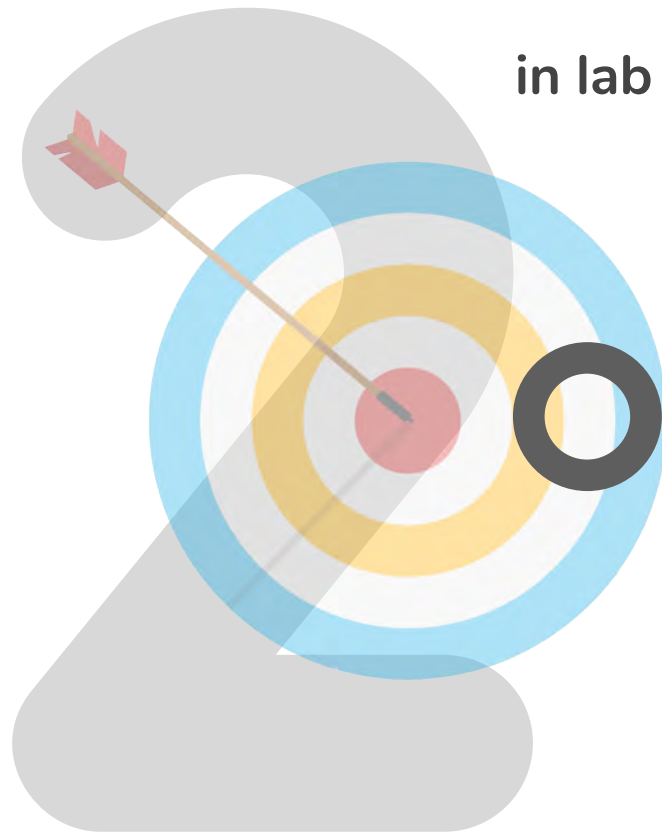
sketch models part 2



October 16

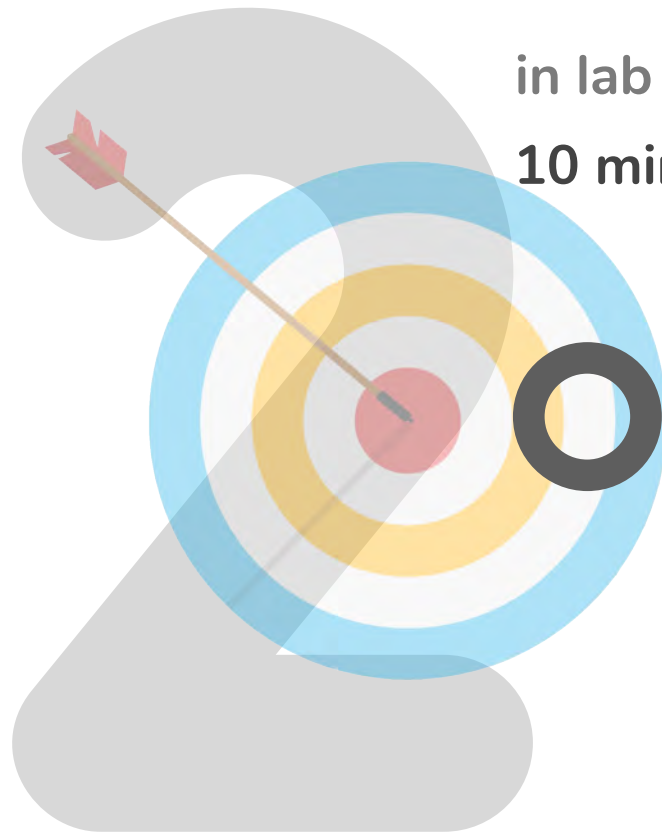
sketch models part 2

in lab or suitable testing area



October 16

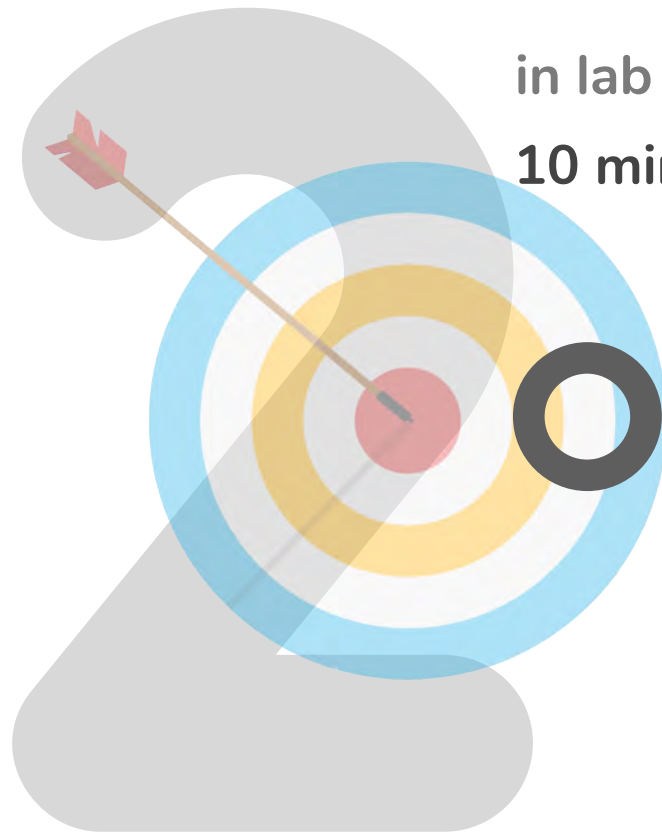
sketch models part 2



in lab or suitable testing area
10 minutes per section

October 16

sketch models part 2



in lab or suitable testing area
10 minutes per section

October 16

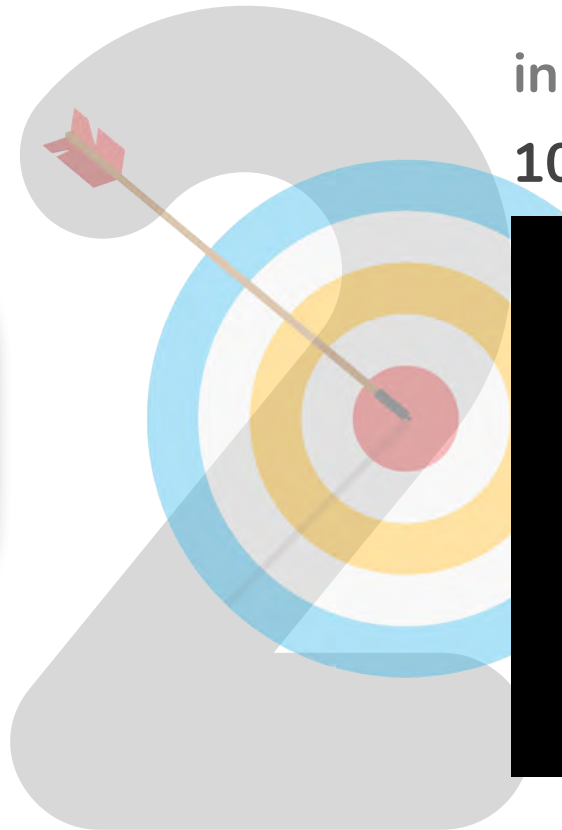
sketch models part 2



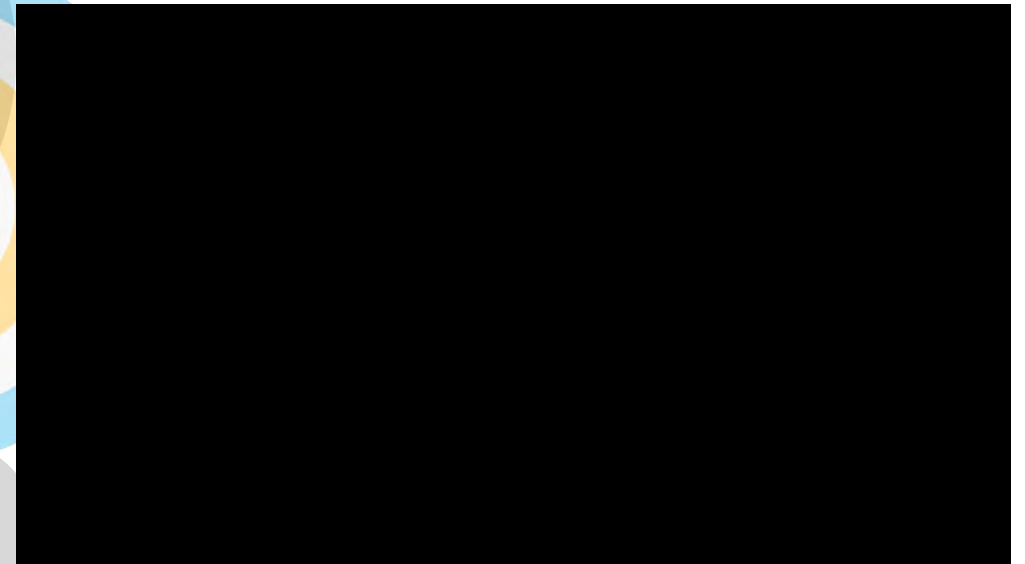
in lab or suitable testing area
10 minutes per section

October 16

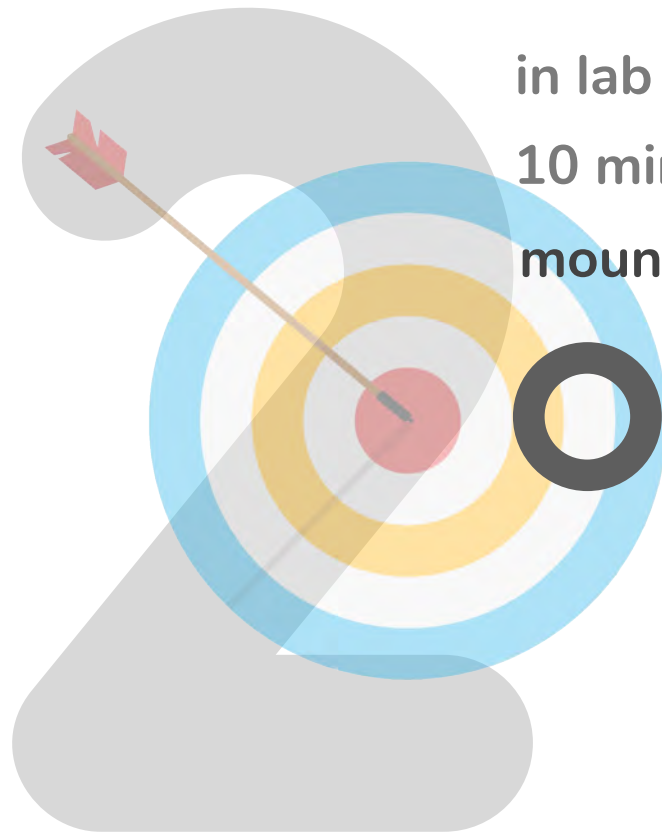
sketch models part 2



in lab or suitable testing area
10 minutes per section



sketch models part 2



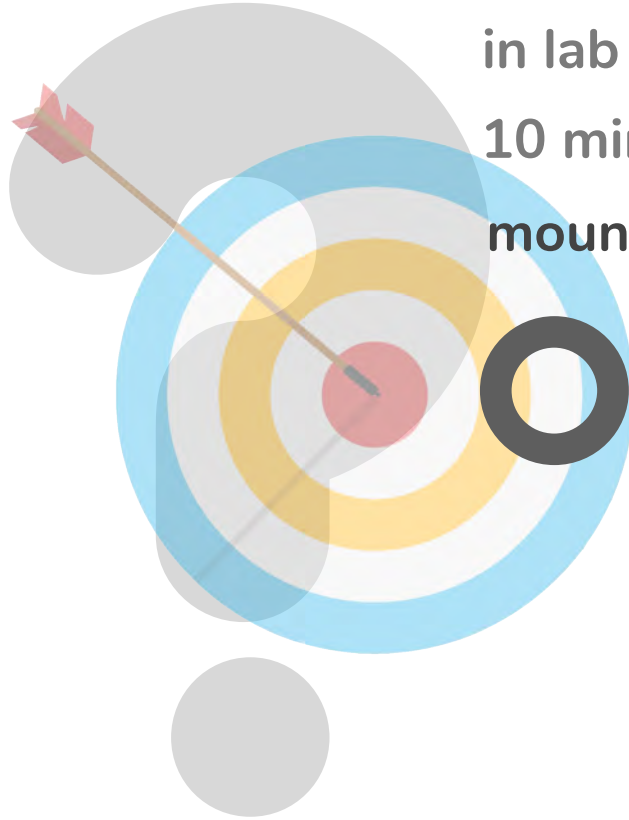
in lab or suitable testing area

10 minutes per section

mounted product contract

October 16

sketch models part 2



in lab or suitable testing area

10 minutes per section

mounted product contract

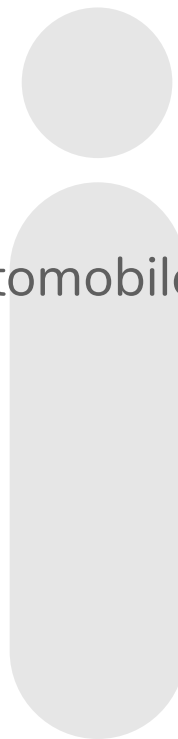
October 16

sketch models part 2

product contract



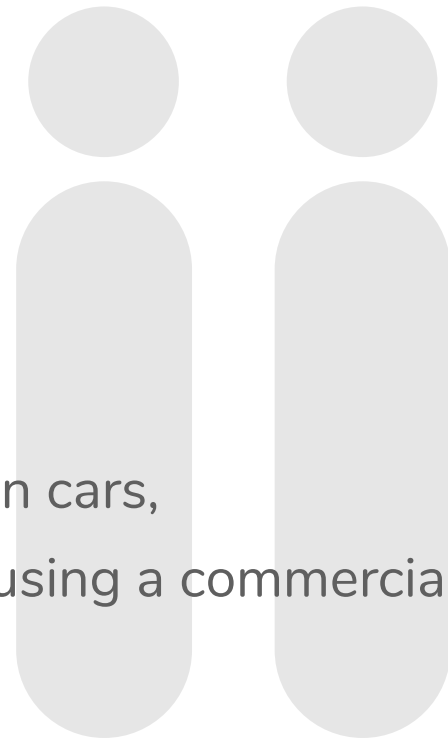
description: portable electric device for lifting automobiles

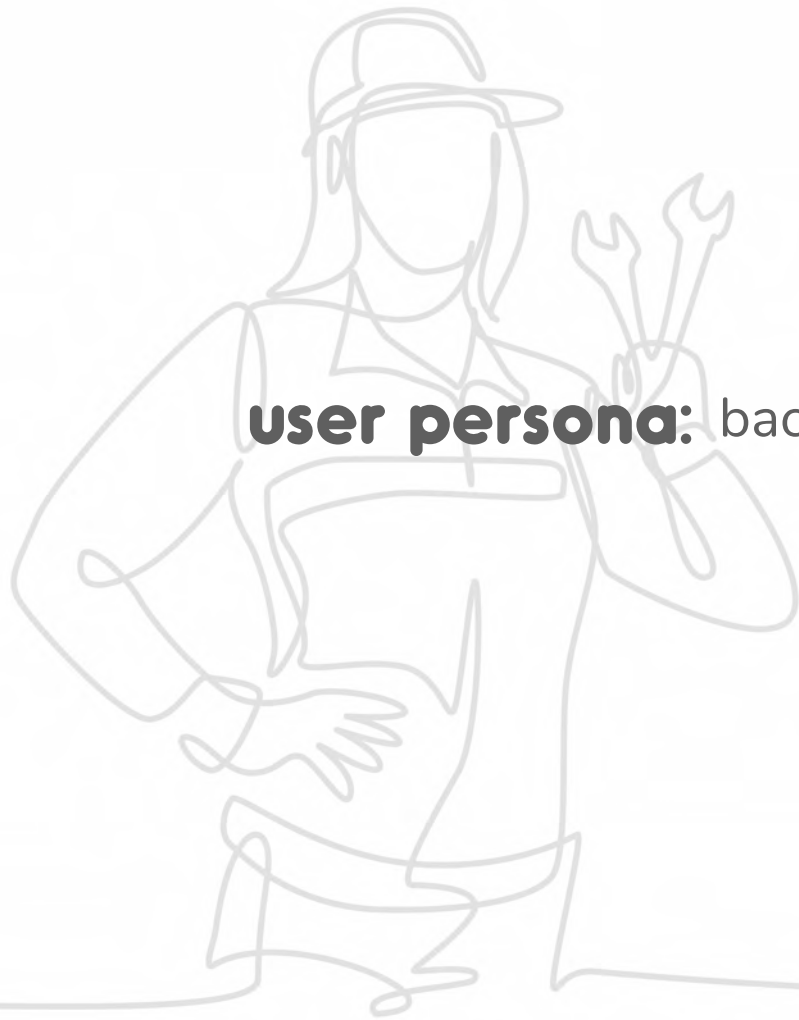


what is your product?
who is your user?
why would someone want this?
where and when used?
how does the user benefit?

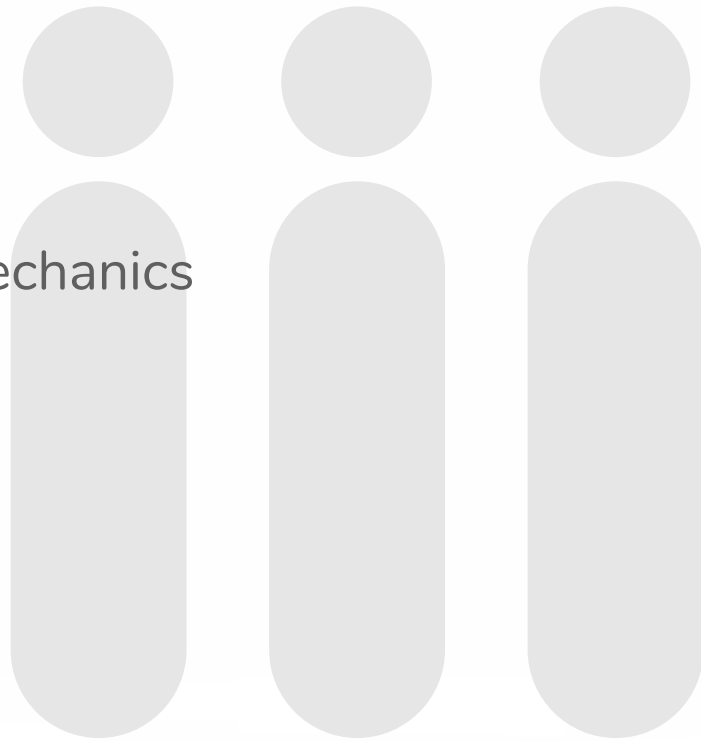
value proposition:

RISE is a portable automobile lift
that allows amateur enthusiasts to work on cars,
on weekends at home, as comfortably as using a commercial lift





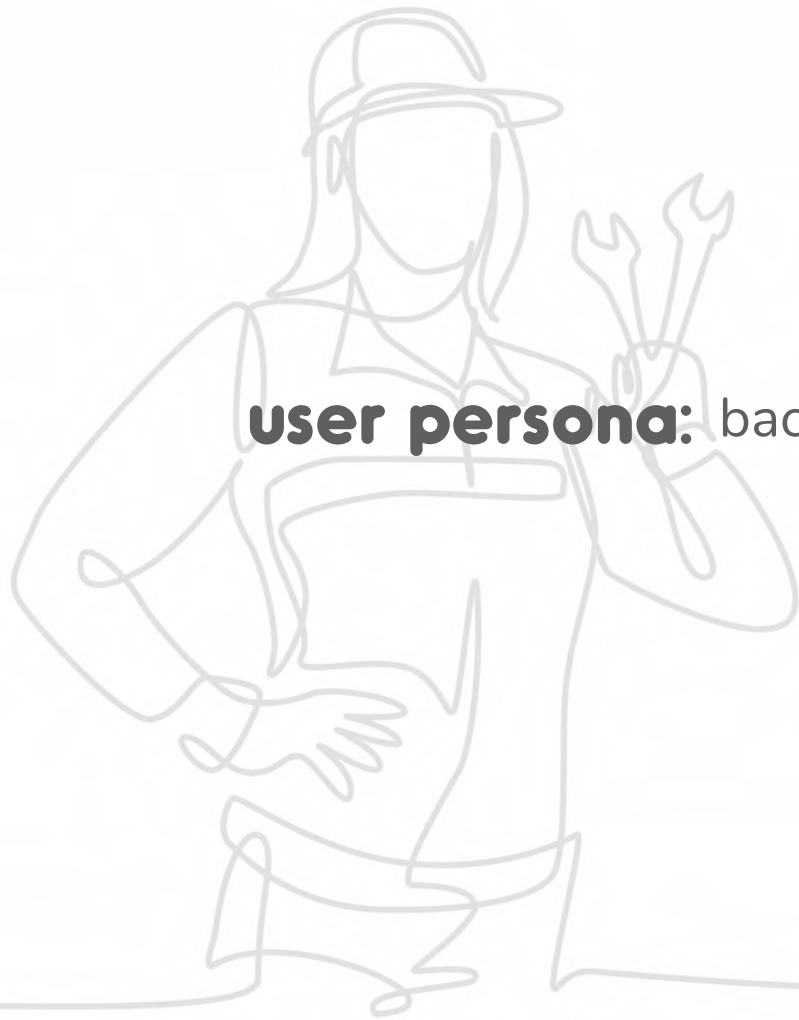
user persona: backyard mechanics



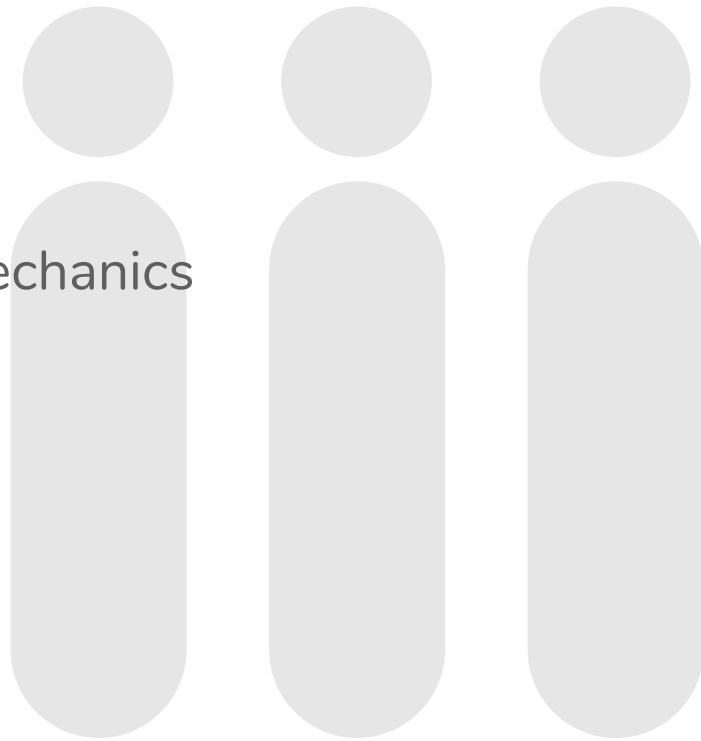


user empathy and interviews

7:00 PM Tuesday in 3-370



user persona: backyard mechanics



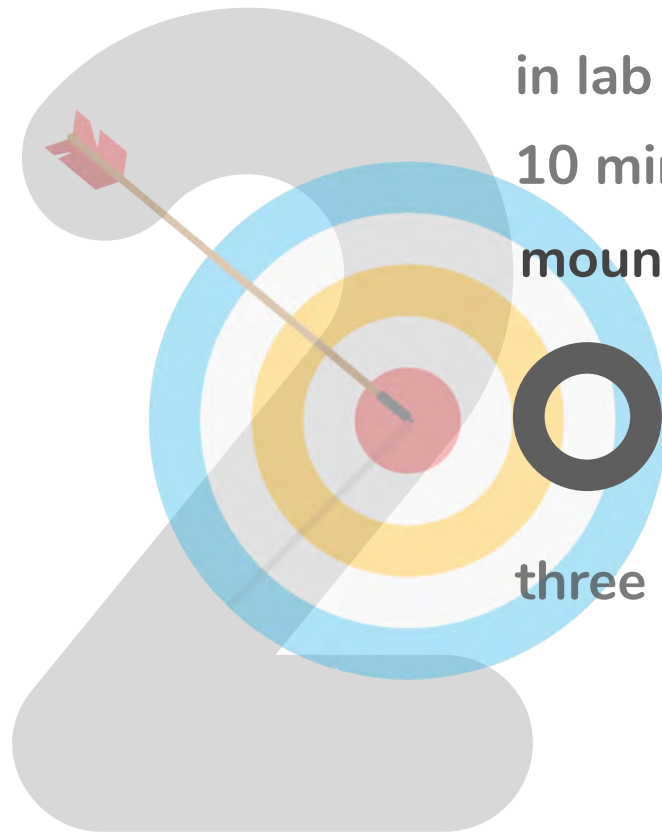
specifications

user need	product attribute(s)	engineering specification(s)
can be easily transported	weight	total weight less than 40 lbs
is easily stored in the home garage	size	less than 24" x 24" x 24" in smallest configuration
can handle most repair situations	lifting capability	more than lift 15 cycles for a 3000 lb automobile with external power
can be used on many uneven surfaces	stability	3000 lb vehicle raised 16 inches will not tip under 400 lb side loading



product contract





in lab or suitable testing area

10 minutes per section

mounted product contract

October 16

three sketch models per concept

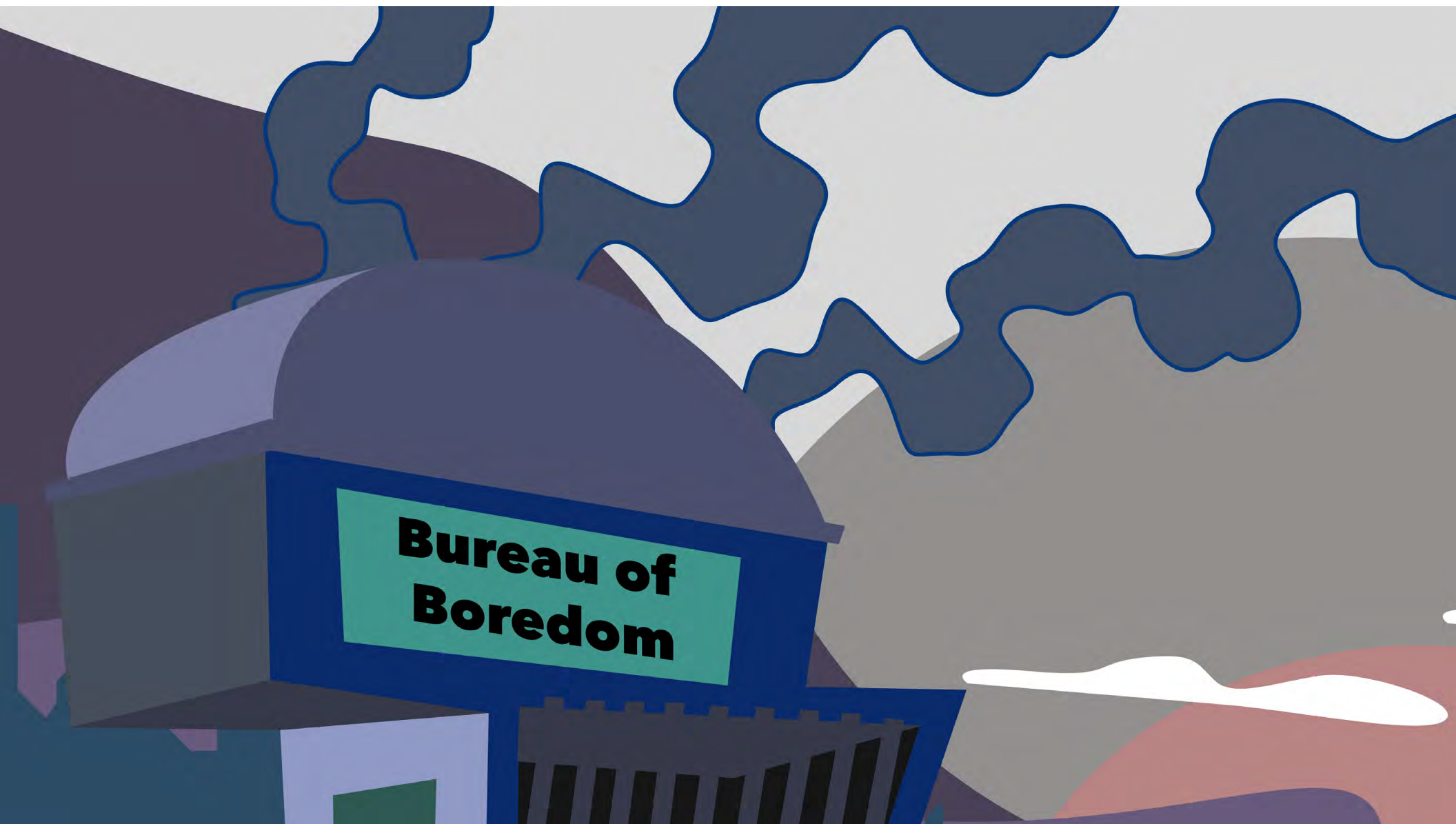
sketch models part 2











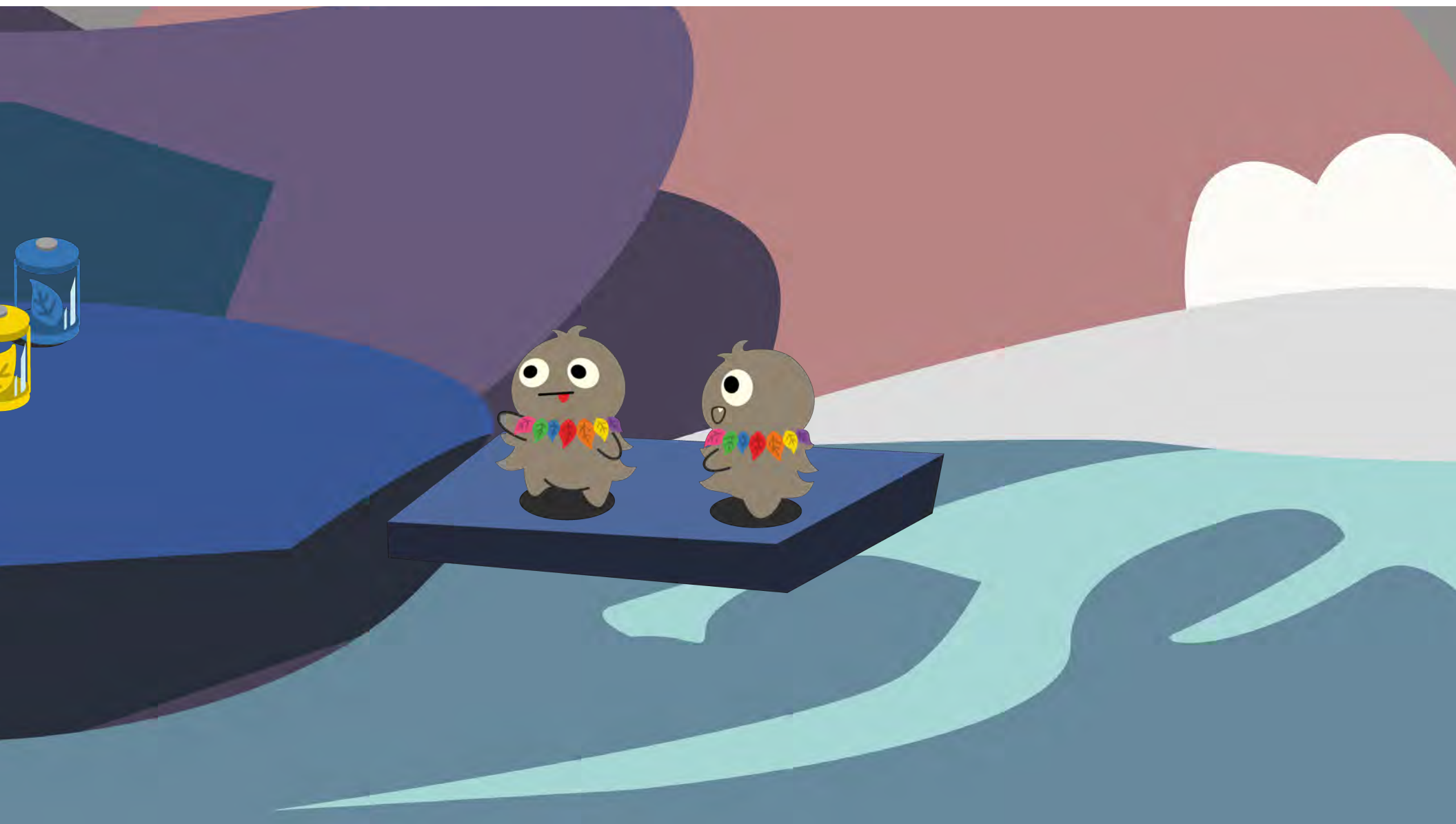


























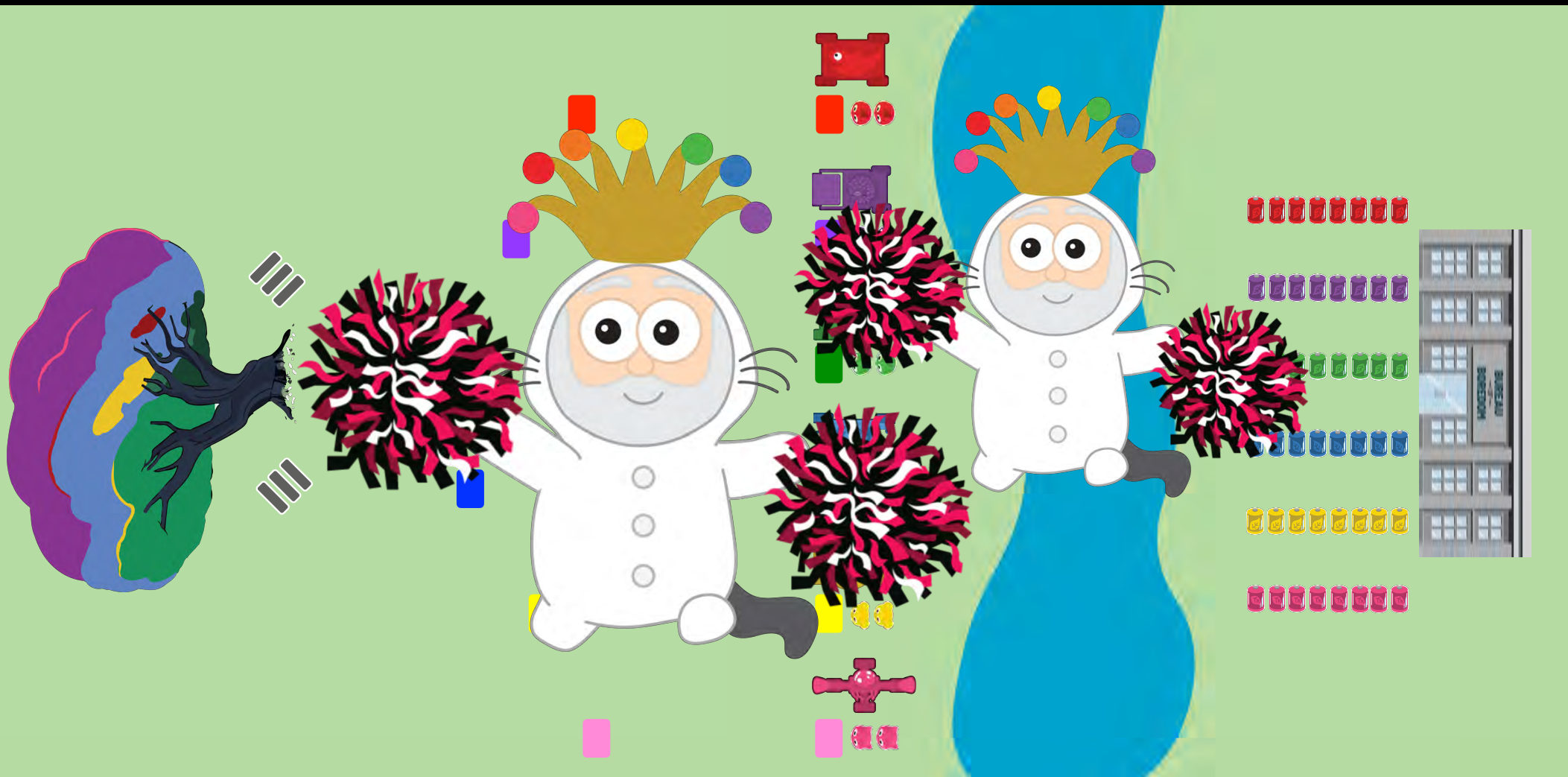










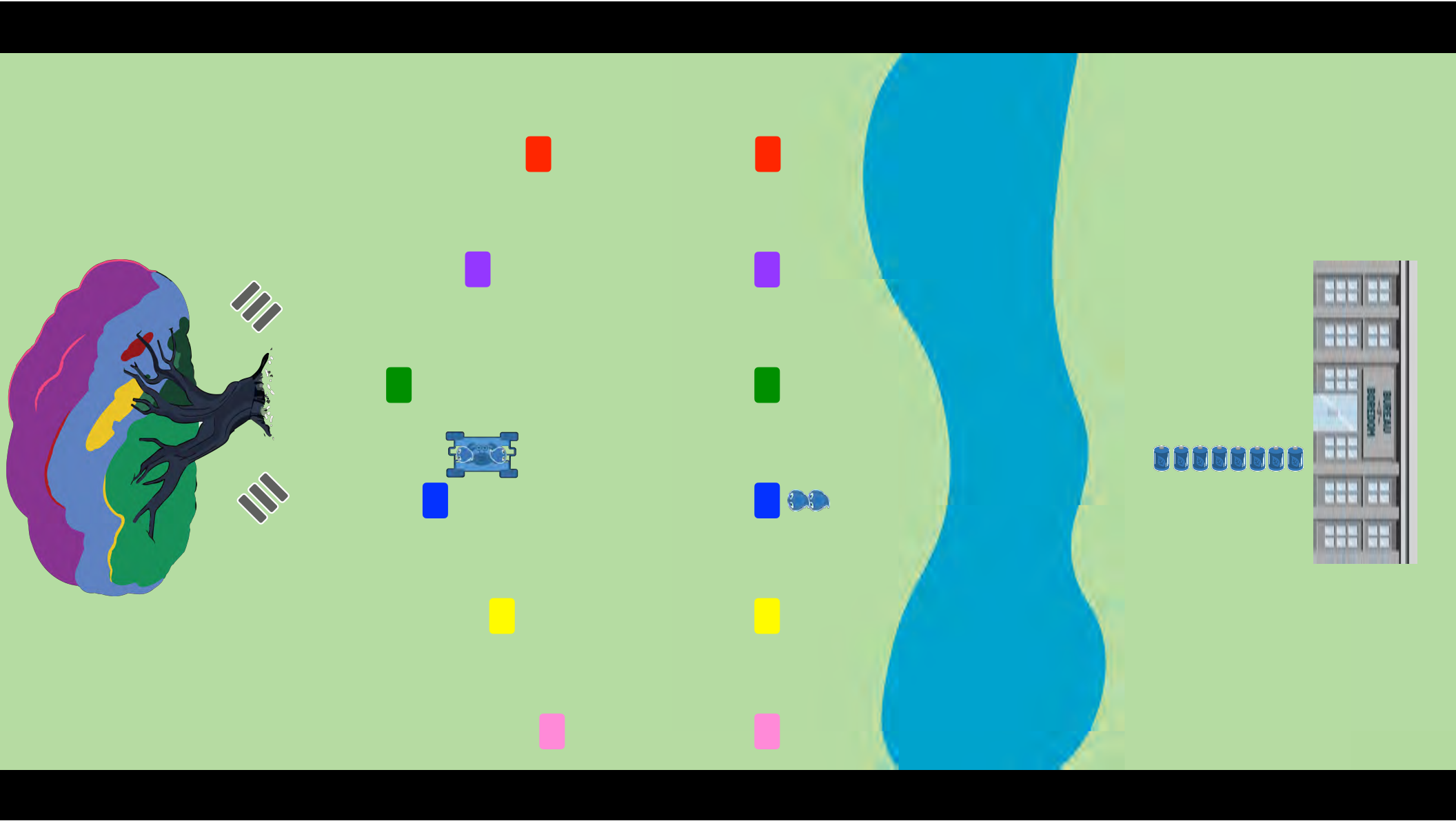


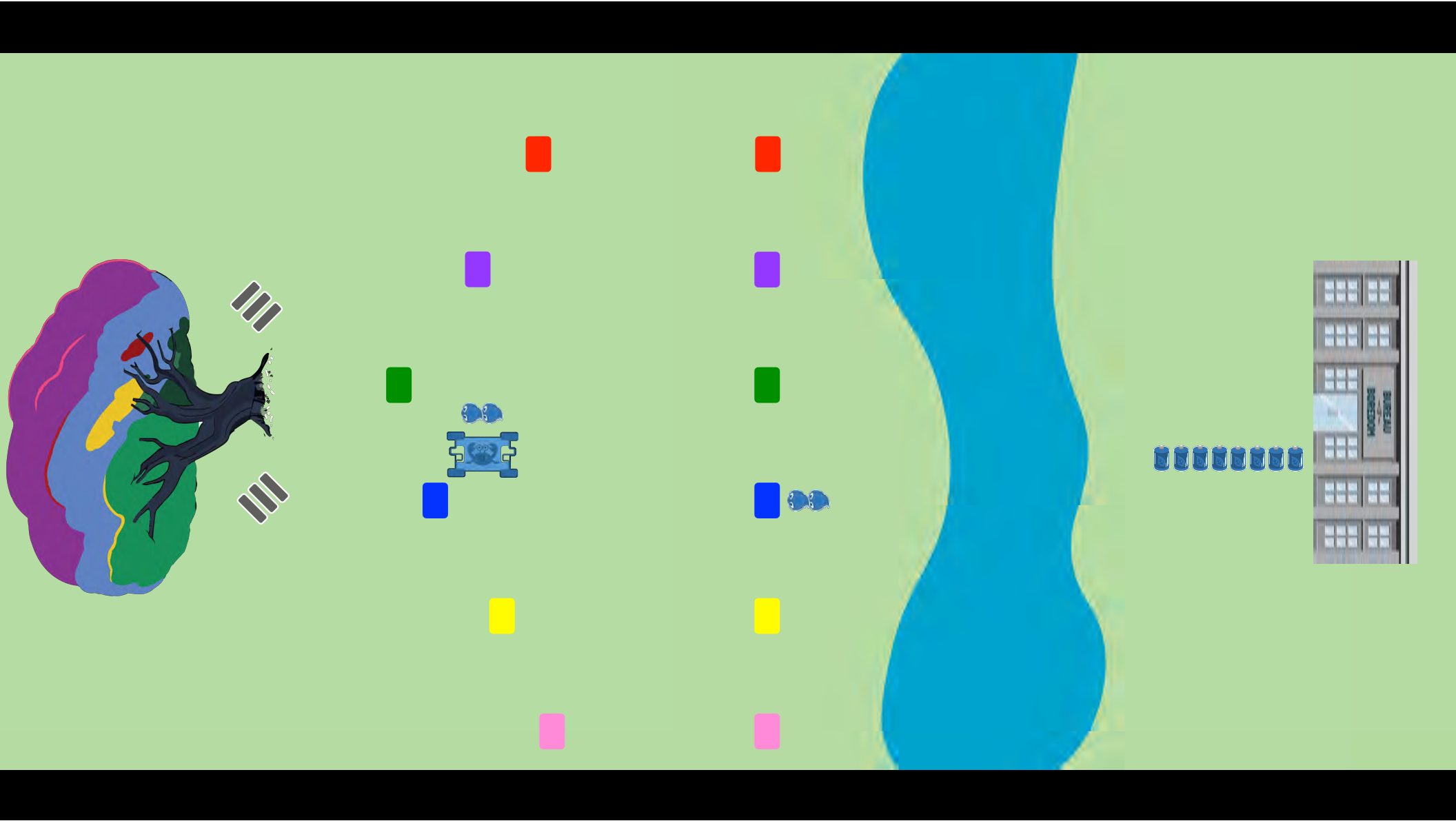




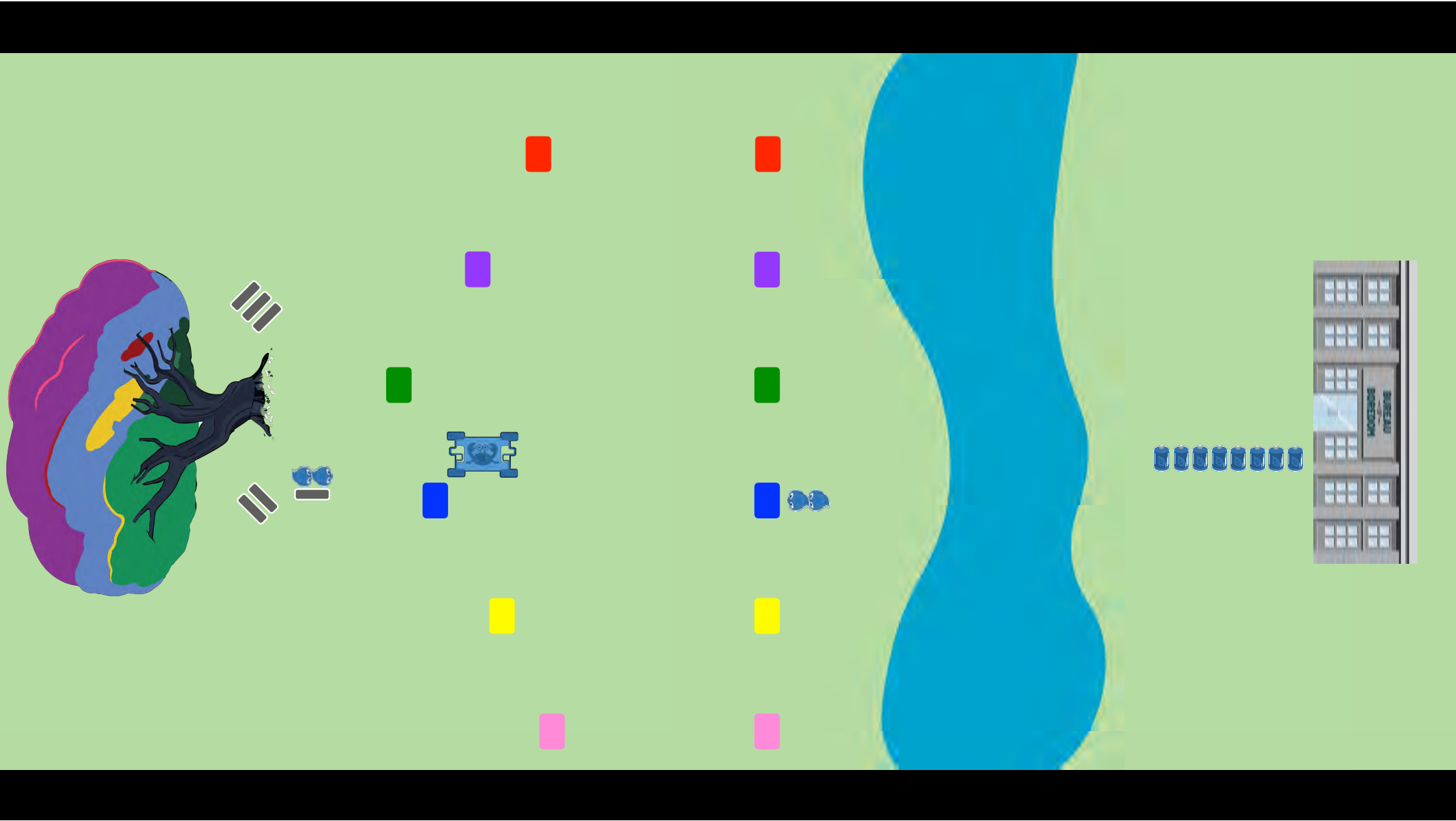












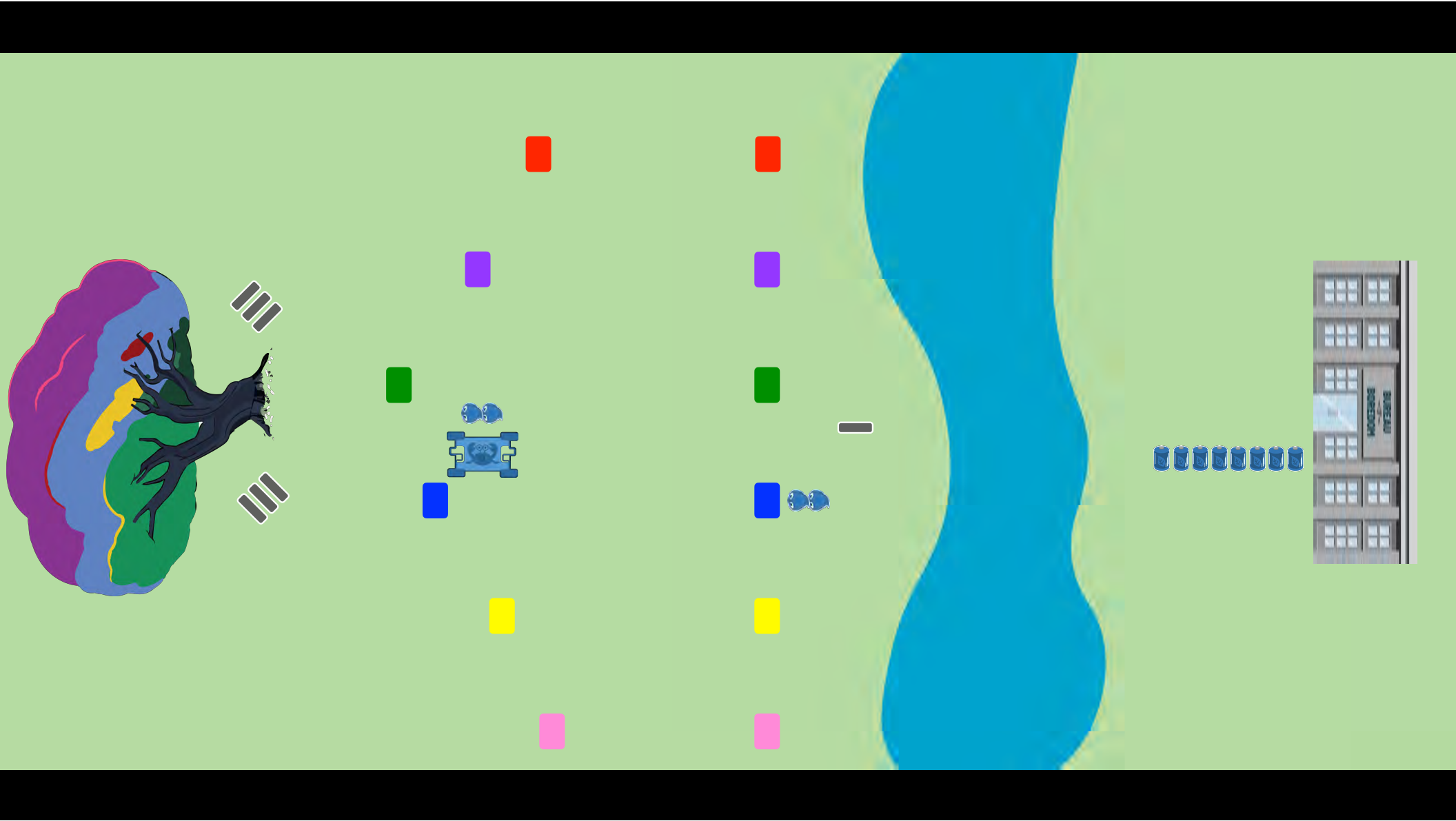




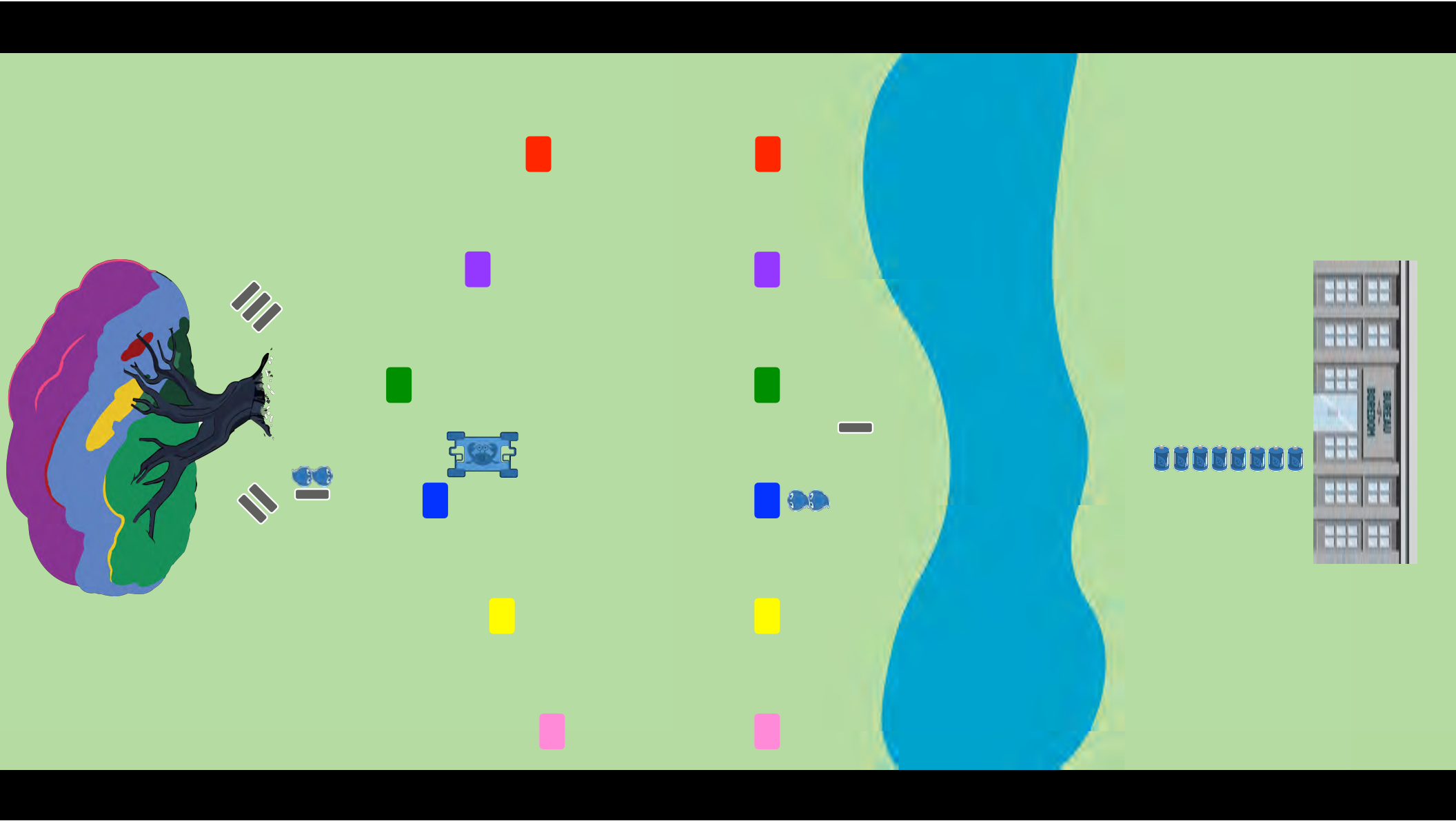


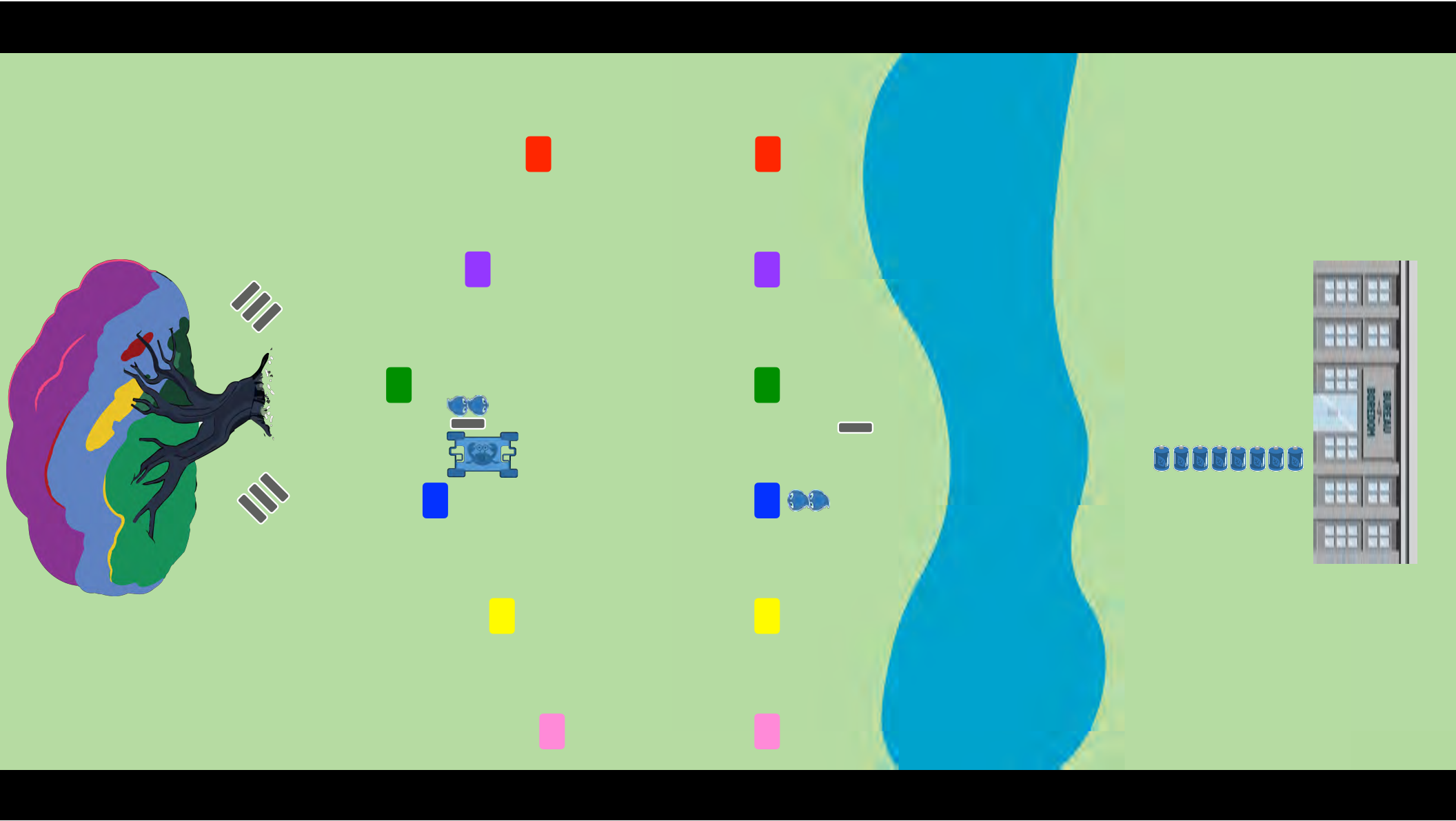










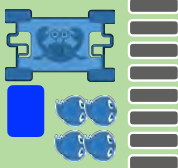




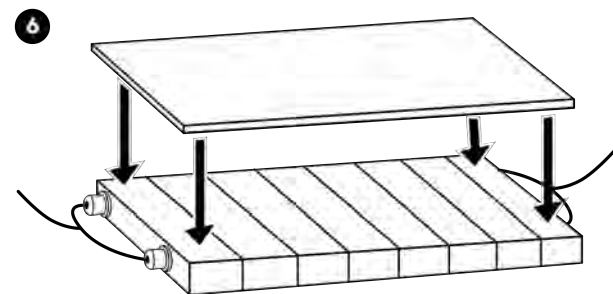
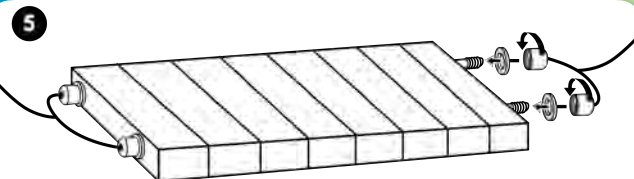
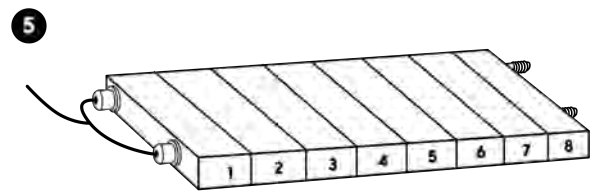
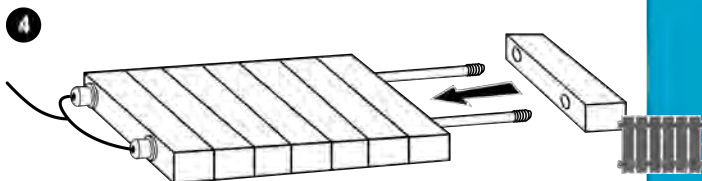
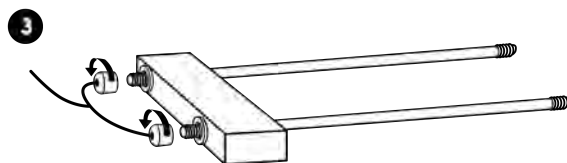
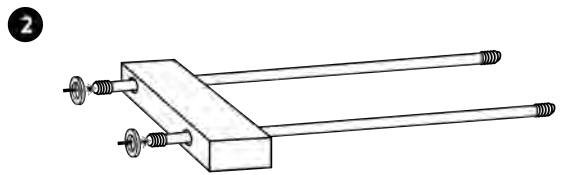
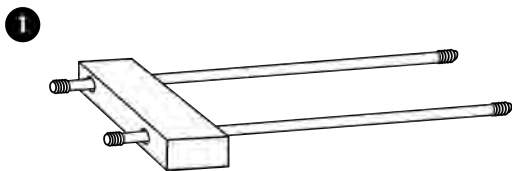
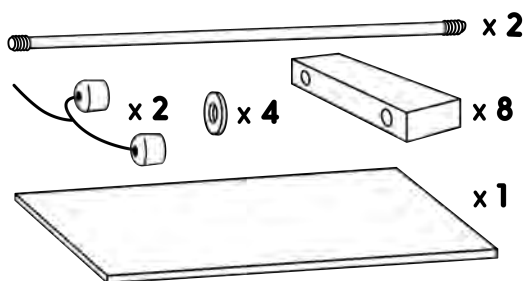




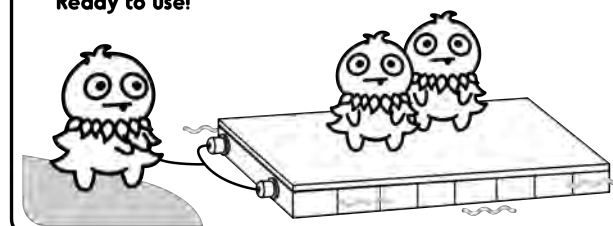


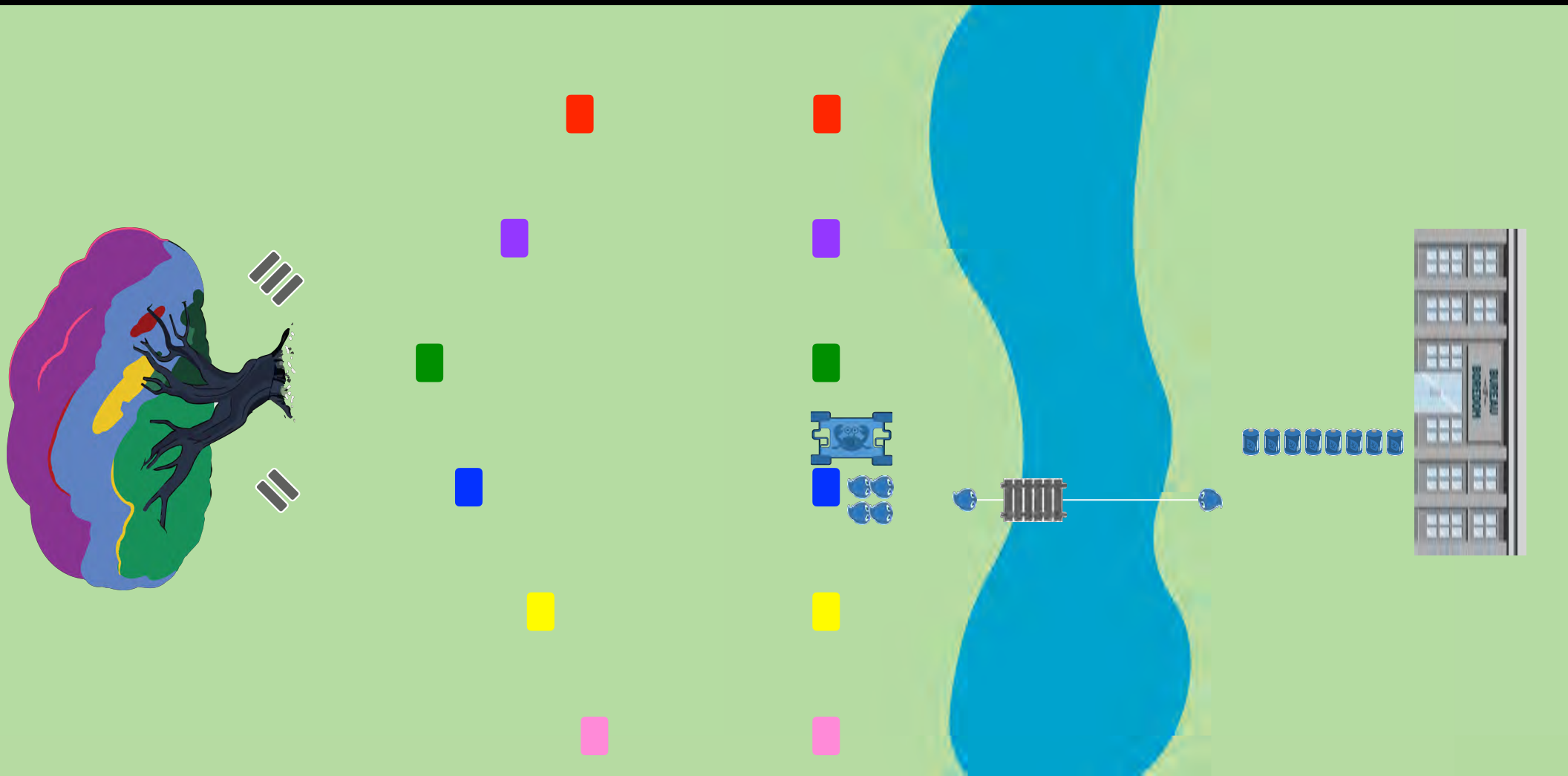


2.009 2023 Build Challenge Flotte



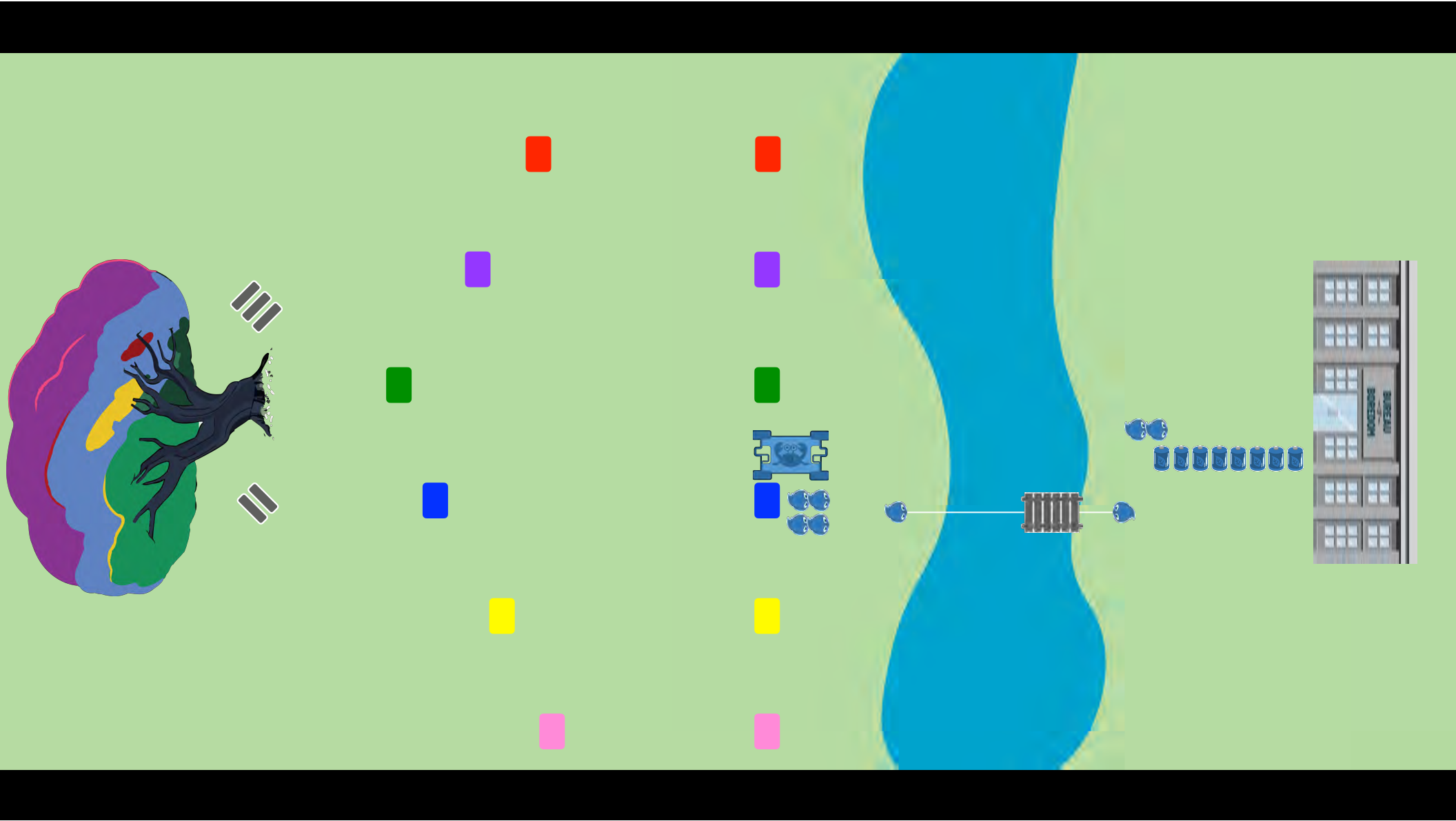
Ready to use!





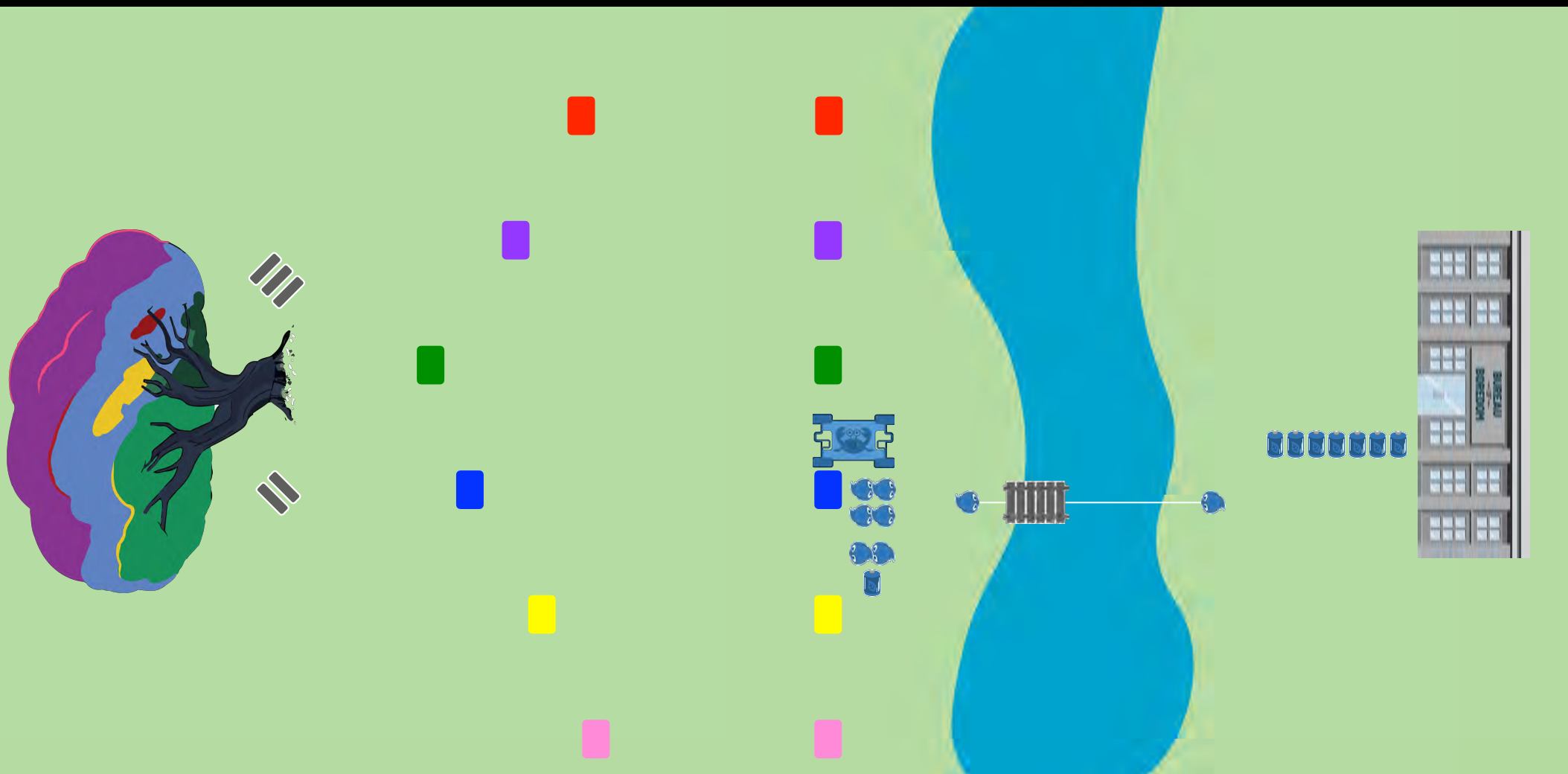


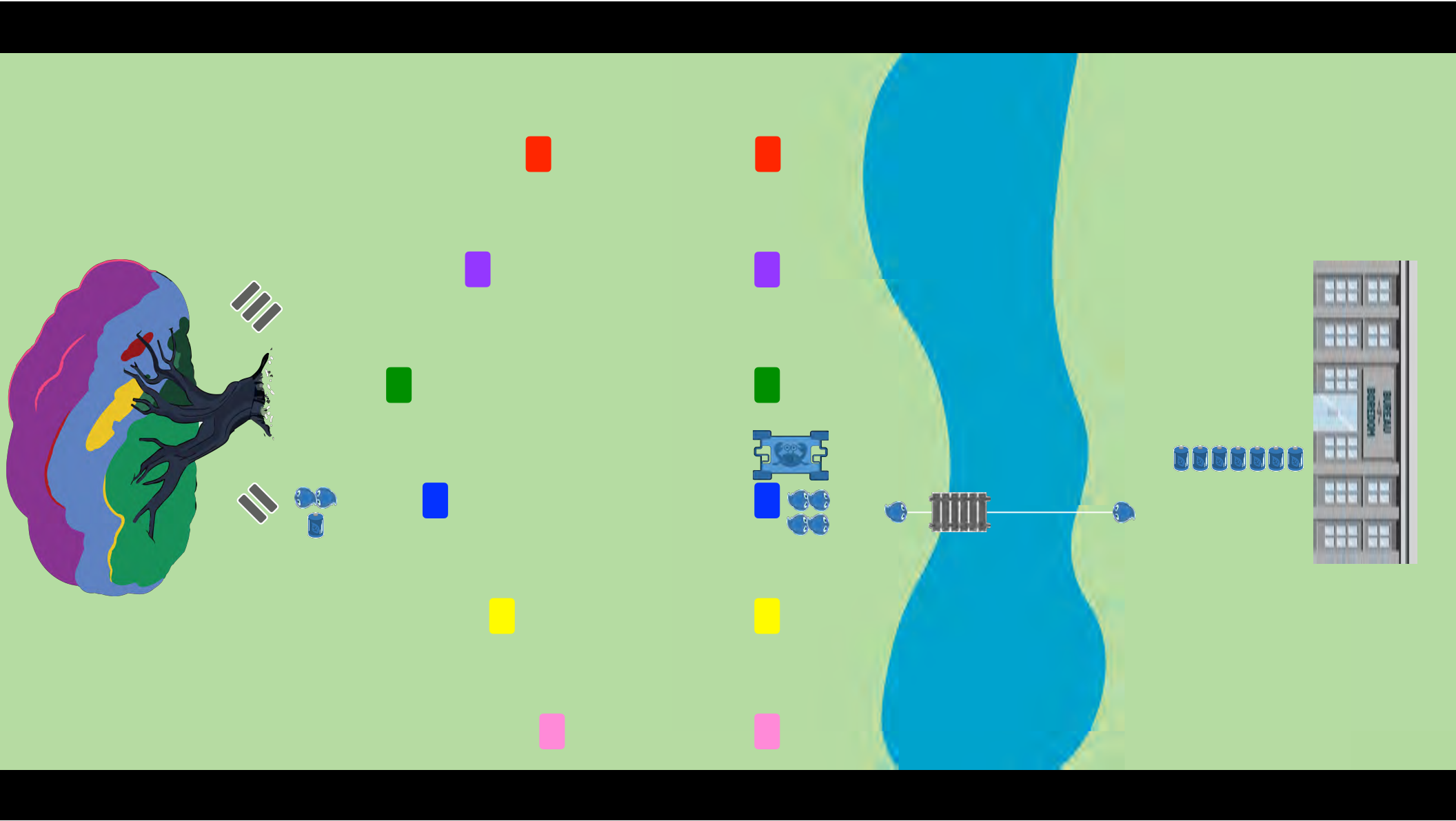


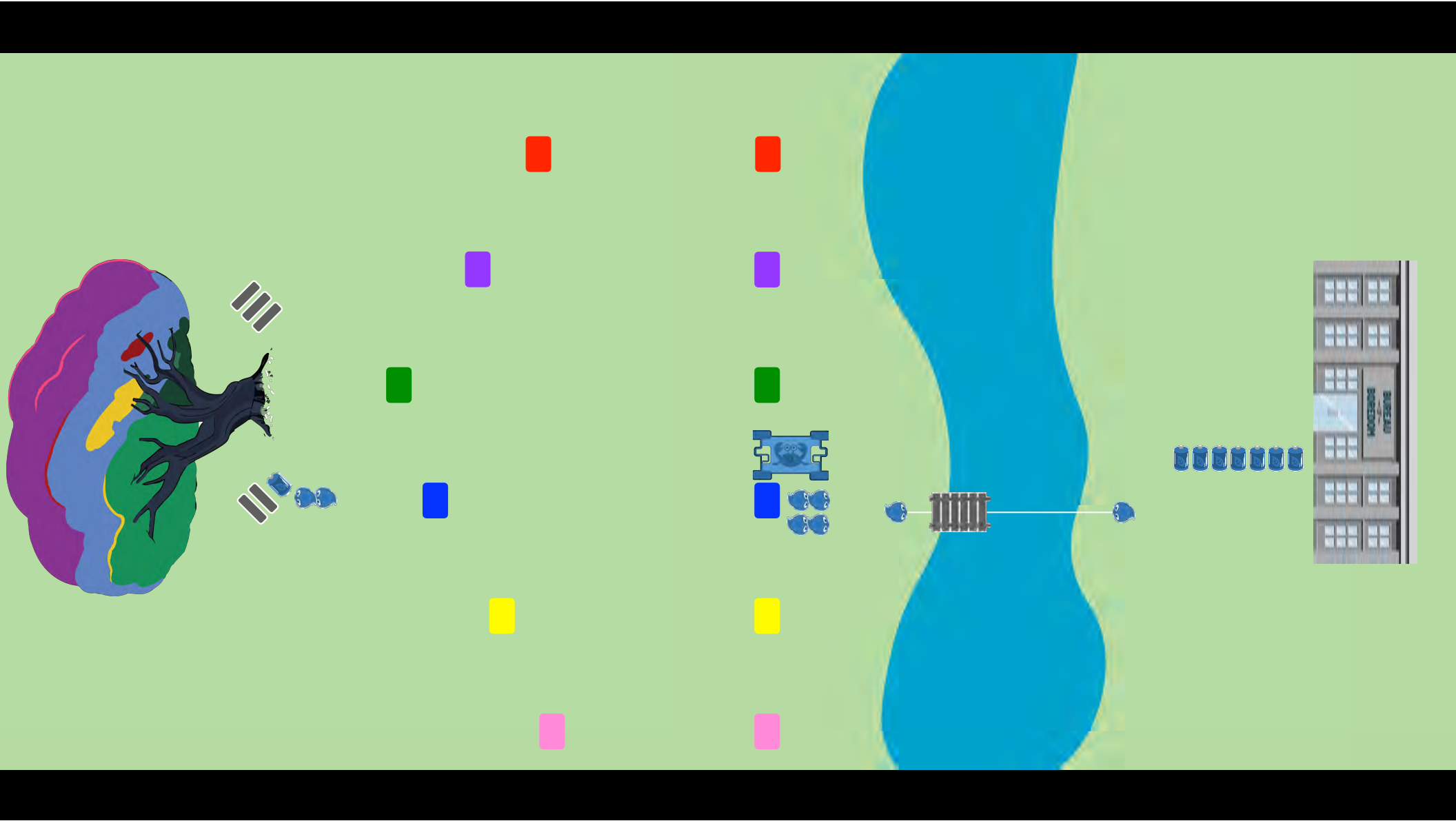


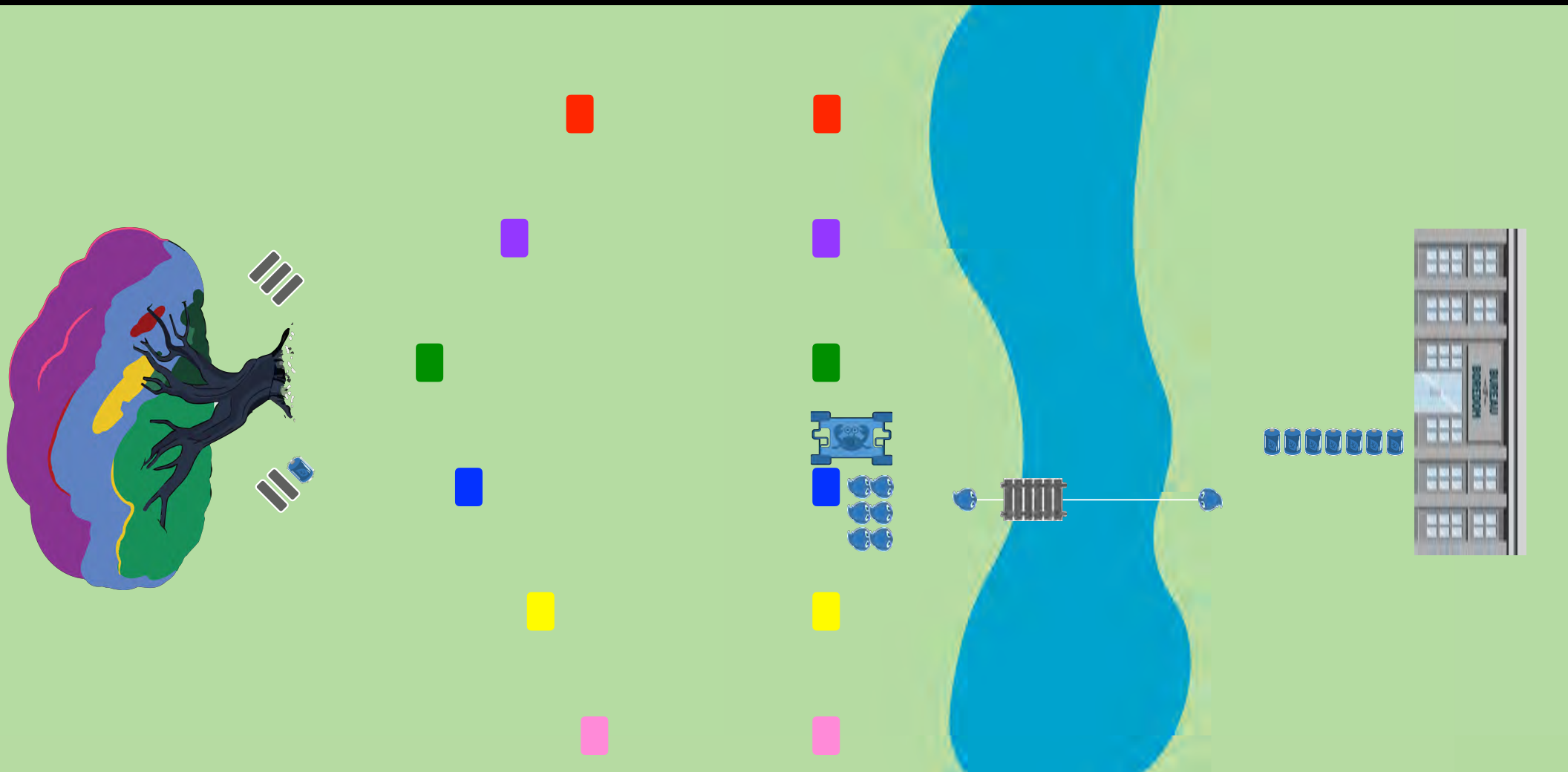






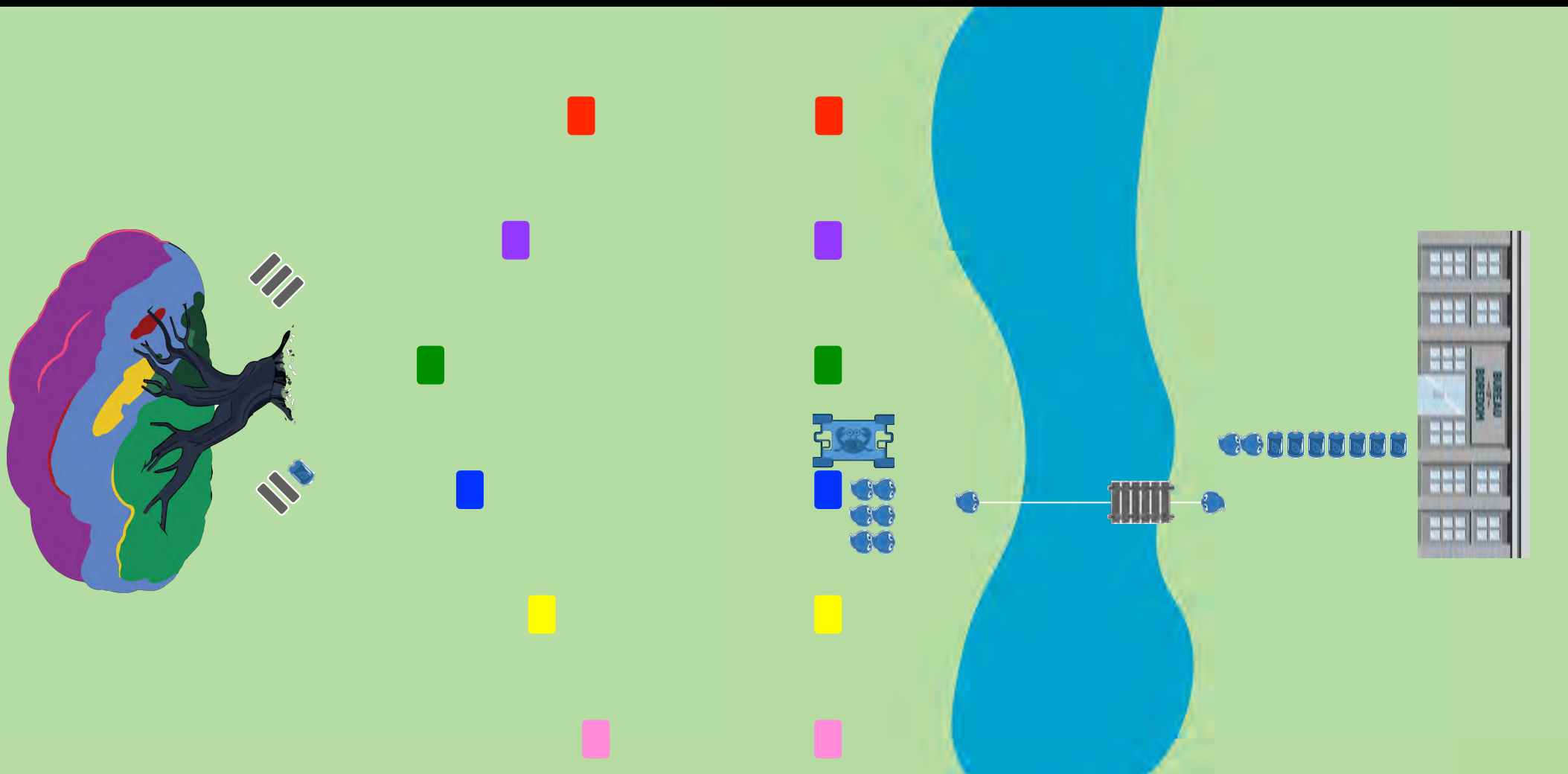


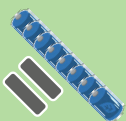
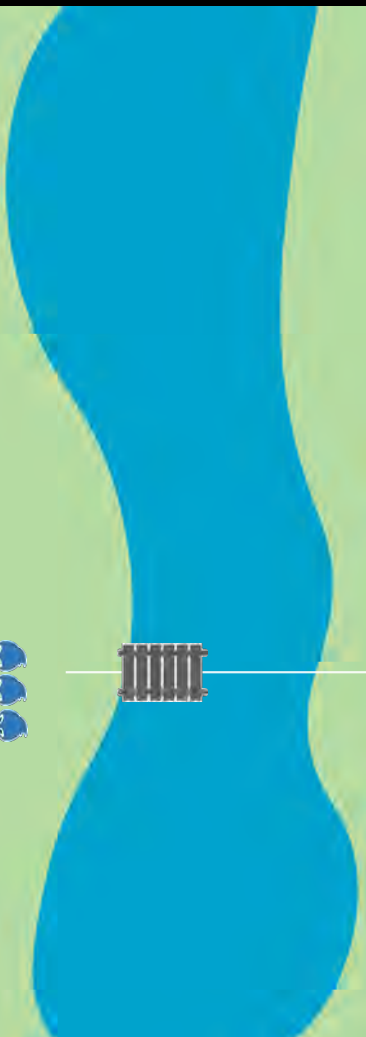


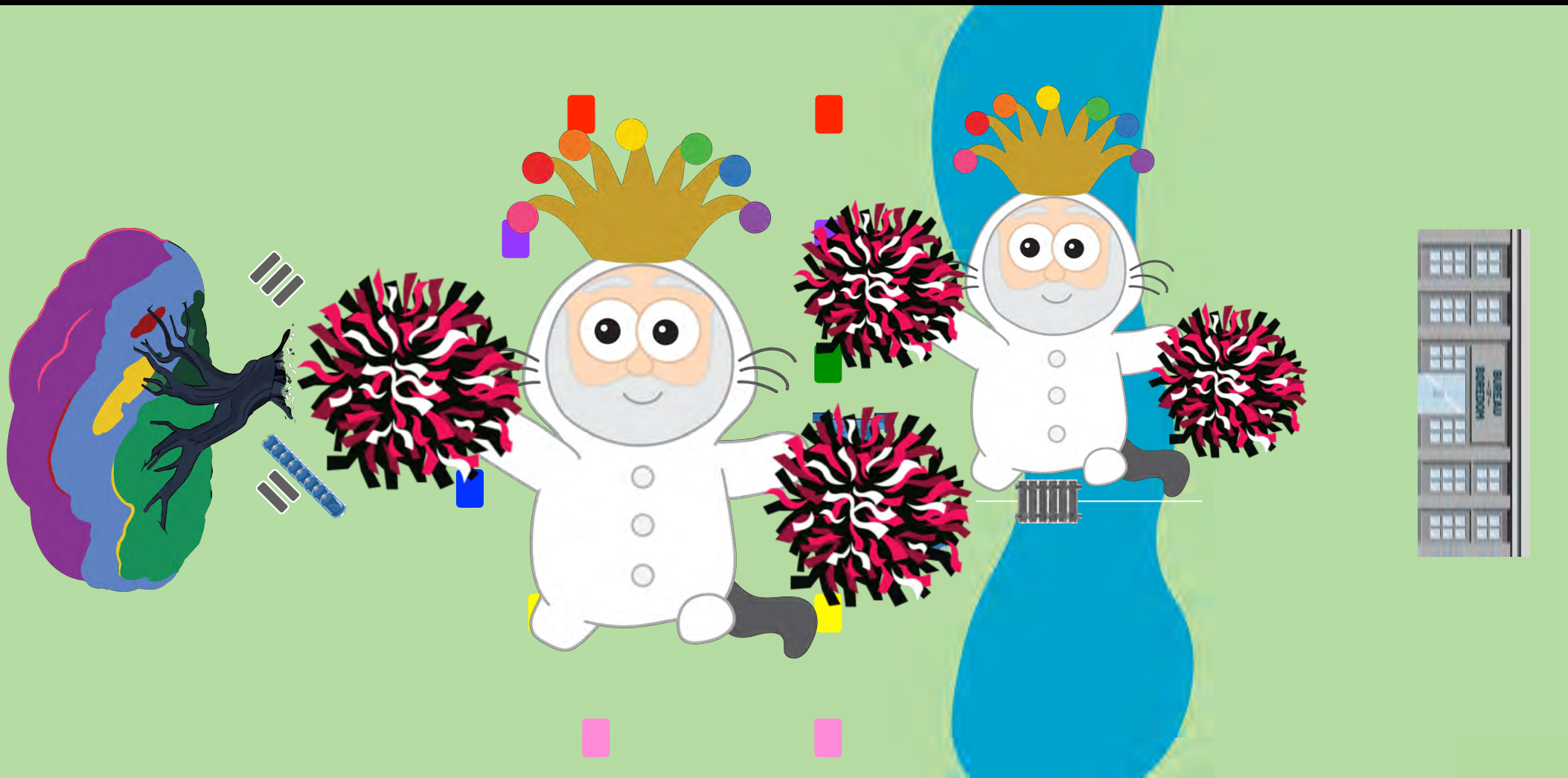




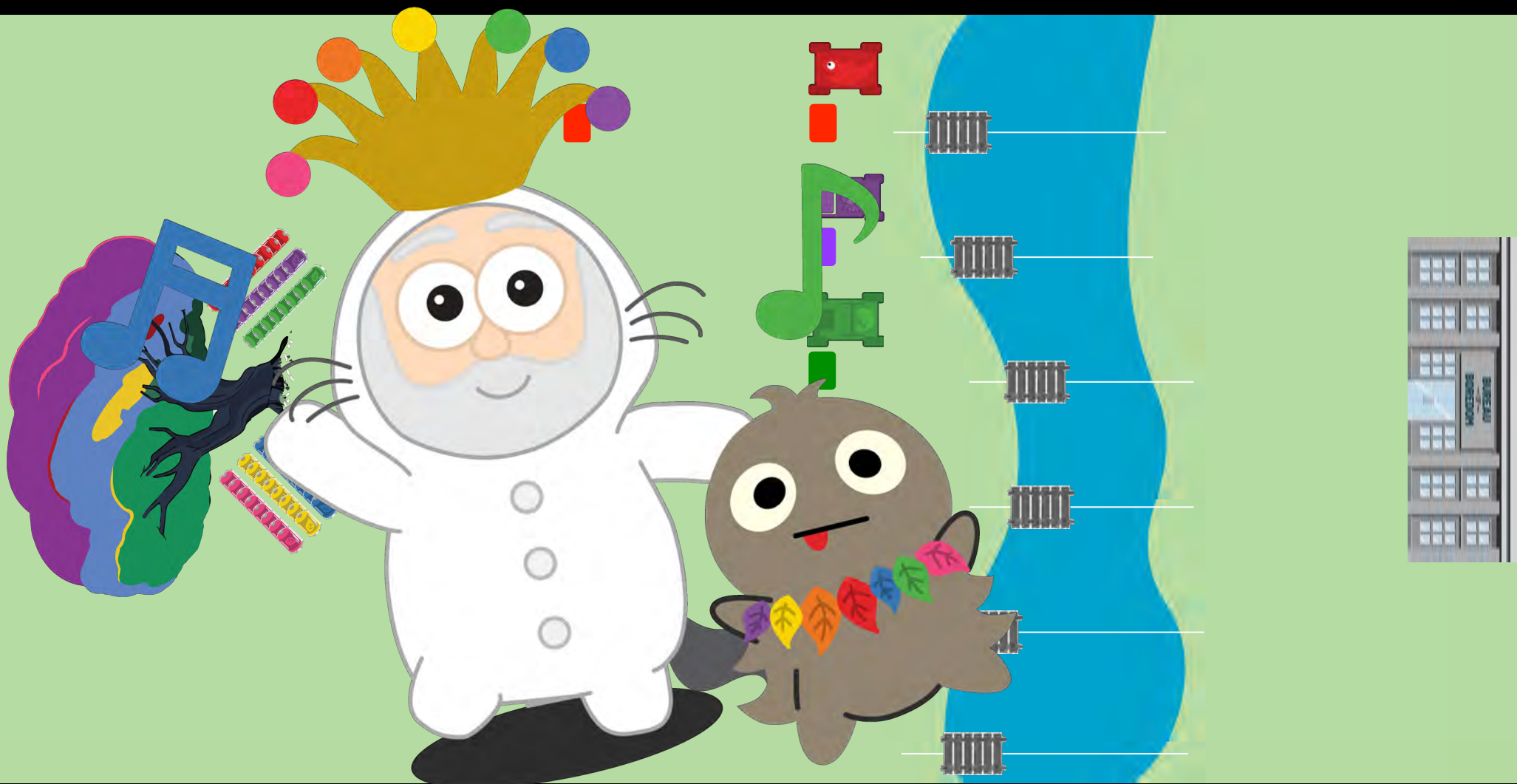


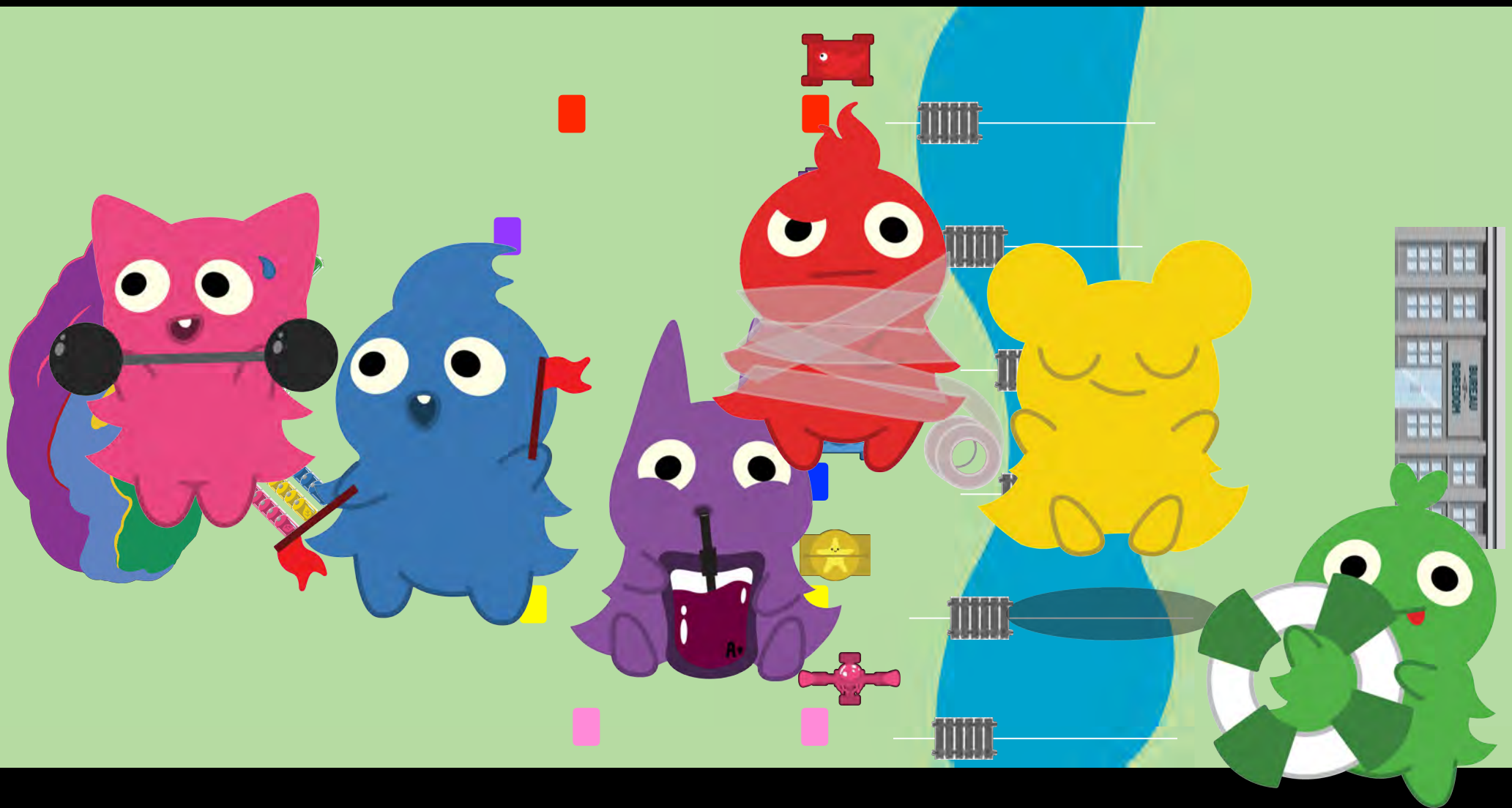














we will play **safely**

we will **not** be maniacs

we will **take turns**

we pledge



we will play **safely**

we will **not** be maniacs

we will **take turns**

we will **retrieve** our mojo

we pledge



we will play **safely**

we will **not** be maniacs

we will **take turns**

we will **retrieve** our mojo

we will **help** with cleanup!

we pledge



ideate.

model.

test!

