



machineart

17 Slacktown Road  
Suite 3  
Frenchtown, NJ 08825

Industrial Design  
Product Development

908. 996. 7210

## Design Services

**Machineart Industrial Design** provides new products design and development services. Our focus is on concept development, visual brand identity, parts engineering and prototyping. Additional services include user interface design, product graphics, and packaging design. Projects range in scale and complexity from full product development programs to specific support tasks. We customize each project to meet a client's needs without insisting on a full range of services. The following are our core capabilities:

### Industrial Design

#### User Needs Research

*Information is gathered about users' wants and needs and the environment in which the product will be used. It builds the foundation for idea exploration.*

#### New Concept Ideation

*Opportunities for innovation are brainstormed and explored via rough 2D and 3D sketching.*

#### Product visualization

*2D & 3D renderings and mock-ups are made to communicate the concept, visual trends, ergonomics, and material and manufacturing possibilities.*

#### Design language development

*Product brand image is explored and developed into a set of distinctive visual characteristics for application to a whole product line.*

#### Human factors

*How the product fits the user is analyzed and optimized.*

#### User Interface

*The presentation of information and navigation within an intelligent device is developed to achieve an intuitive user experience and a distinct appearance.*

## Product Development

#### Parts engineering

*Plastic and metal parts are designed into assemblies and detailed for production processes*

#### Materials analysis and selection

*Appropriate materials are selected to suit the application and meet cost objectives*

#### 3D CAD documentation

*Parts and assemblies are built in 3D space and documentation made for production.*

#### Prototype making

*Functional and appearance prototypes are made in our model shop using rapid prototype plastic and metal components sourced from service bureaus. We have painting facilities to finish prototypes to a production-looking level.*

## **Point of Sales Packaging**

### **Graphics, form and structural design**

*Concepts are developed to explore how a product is shown, protected and explained to the customer.*

### **Parts engineering**

*Plastic, paper, and corrugated board parts are designed into assemblies and detailed for production processes.*

### **Sample prototyping**

*Packaging is made by hand and with rapid prototyping processes to test functionality and point of sales impact*

### **Manufacturer sourcing**

*Potential manufacturers are qualified and production estimates obtained.*