

Designing a Product Family for Outdoor Living Spaces

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As a graduation project for the bachelor Industrial Design Engineering, an assignment is performed for the company SIL Products. SIL Products, a design and production company of electronic products, is enrolling a new marketing strategy within their company, creating product families within themes. The goal of the strategy is to attract a larger group of customers, gain brand loyalty and sell more products to their largest emptor, Lidl.

Within the assignment, the new marketing strategy is executed for the predetermined theme of outdoor living spaces and the preparation of outdoor living spaces. The aim of the assignment is to (re)design an electronic consumer product within an esthetic pleasing style to make it part of a product family, ultimately allowing it to improve the quality and comfort of outdoor living spaces and the preparation thereof. The goal is to redesign two products of the determined product family.

To select the products of the product family, insight is gained about the experience of users in the outdoor living spaces. The market was segmented in four main segments which represent the outdoor living space market. This is the scope for the experience map which was used to analyze the experience. Eventually, insights were retrieved from the experience, which were used to determine the product family during a brainstorm with the company. Furthermore, the experience map presented an interest of the potential customers in more sophisticated looking and sustainable products.

Two products of the determined product family have been selected to (re)design, the outdoor plug socket and the wall light for security and coziness. An analysis, scenario of use and competitor analysis, has been performed to identify the requirements of the products. Based on the determined requirements, the design phase is performed.

In the design phase, the product family(brand) style, the outdoor plug socket and the wall light have been designed. The product appearance should convey the determined brand values, sophisticated, qualitative/reliable and simplistic. The three different design processes were performed simultaneously and had a large effect on each other to create unity in the style of the products.

The outdoor plug socket is a redesign of an already existing concept. The appearance and usability are improved for the customer to make it a fit their demand for a sophisticated appearance and suitable for all types of surfaces. By including a characteristic shape and highlighting the functionality, it's a distinctive product. For the usability and portability, a spear is included which makes the plug socket easily replaceable and sturdy on all types of surfaces.





The wall light is designed from a new concept. A floodlight is integrated to make it suitable for security lighting. Also, the requirement of cozy lighting is included in the final product proposal. The LED light at the sides of the wall light shines on the wall, which creates an atmospheric environment. The wall light is designed to fit the product family by appearance. The round corners, flat surfaces, colors, basic matte material and gentle light as described in the style collage are included in the design.

All in all, a detailed concept of the product family, brand policy, outdoor plug socket and wall light has been created which accomplish the aim of the assignment, fits the created style of the style collage and fulfills the determined functional requirements of the requirements specification. Also, the methodology of creating a product family is provided to the client, so they can repeat the design process for new themes. Further investigation to the final product design, production feasibility and its technical specification is recommended.

