

## Conceptual Design and Consumer Experience

Deliver virtual design experience that anticipates customer expectations to help design products that stand out from the competition.



### Highlights

◆ V6 PLM provides a unique technology to support ultra efficient product design from ideation to detailed design and product validation

◆ Increase innovation freedom by capturing ideas in natural and intuitive ways

◆ Speed up product development process and avoid design flow interruption

◆ Share product emotional content with consumers in the conceptual design stage

◆ Review various design alternatives quickly and at anytime

◆ Integrate material compliance and environmental impact study early in the product development process

No industrial sector has penetrated our way of life more than electronics. Electronics are becoming more and more pervasive as a common enabler across industry sectors and a key driver of innovation. Every day we discover that electronic systems have entered a new industry segment, driving the market differentiation of a new product.

IBM provides solutions, developed by Dassault Systèmes, for High-Tech manufacturers of electronic components such as silicon wafers, semiconductors, optoelectronics systems, information storage systems and instrumentation systems. Furthermore, our customers include major users of these components and systems, such as consumer electronics, telecommunications, computers, industrial equipment, medical devices and specialized electronics supply chain for automotive, transportation, aerospace and defense.

In today's highly competitive consumer electronics market, consumers are increasingly discriminating when it comes to distinguishing high quality designs. Products with stylish design and innovative usage are often the first to leave the shelves, leaving behind bulky and outdated merchandise. Due to increasing demands for more aesthetically pleasing products that deliver the best features, designers need a fast, simple, and user-friendly solution to develop products that consumers want. Having the ability to capture market requirements and the toolset to imagine, create and experience the product prior to market brings significant competitive advantages.

IBM's V6 PLM solution for Conceptual Design and Consumer Experience is specifically developed for industrial designers and product creators who seek to increase brand identity and create products that stand out from the competition. With this solution, designers can imagine and shape their next products with a unique and intuitive virtual clay modeling approach, or start the product ideation process using available shapes. IBM's Conceptual Design and Consumer Experience solution feels like an extended arm for the designers to freely express their creativity while combining visual appeal with product usability and performance aspects. The "consumer experience" feature of this solution enables product designers to simulate product behavior in the first moment of truth (in the store) and the second moment of truth (in use) to analyze how the product will be perceived and used by the consumers.

The robust set of dedicated design applications of IBM's Conceptual Design and Consumer Experience solution helps designers to explore and test many ideas in the early conceptual phase with unrivalled freedom. Designers can make changes at any time throughout the design process to discover opportunities with each option and help build strong product portfolio. IBM Product Lifecycle Management (PLM) solutions leverages 3D as a universal and natural language to enable all product development stakeholders - marketing, design, engineering, manufacturing, procurement and even the end user - to be included in the product creation process. Design reviews are easier with clear communication using interactive 3D models, resulting in faster decision making and more opportunities for innovation. When products are imagined, built, and shared in a concurrent development team, design maturity is accelerated and costly late cycle changes can be minimized.

Understanding the needs and concerns of creative people has been the key driver for IBM to deliver the solution that meets their expectations. Design is not a linear process and calls for flexible tools that correspond to the way creative people work. IBM PLM solution brings together the art and science aspects of product development with unprecedented ease by delivering the most exhaustive combination of creative and engineering tools in the market today.

### Sub-processes

Conceptual Design and Consumer Experience solution includes:

- ◆ Concept ideation and creation
- ◆ Industrial design
- ◆ Materials and color management
- ◆ Design review and validation
- ◆ Consumer lifelike experience

### Products

This solution is supported by:

- ◆ Collaborative Innovation with ENOVIA
  - ENOVIA Unified Live Collaboration
  - ENOVIA Live Collaboration (CPF)
  - ENOVIA Live Collaboration for Workgroups (CPW)
  - ENOVIA Governance
  - ENOVIA 3DLive (LIV)
  - ENOVIA IP Lifecycle Management
  - ENOVIA Engineering Central (ENG)
  - ENOVIA VPM Central (VPM)
  - ENOVIA Design Central for CATIA V5 (DC5)
  - ENOVIA Collaboration for Adobe Illustrator (ADI)
    - ◆ Virtual Design with CATIA
    - CATIA Shape
    - CATIA Rendering (REN)
    - CATIA (Concept Design (IDE)
    - CATIA Concept Shape Industrialization (FSD)
    - CATIA Mechanical Surface Design (SUR)
    - CATIA Reverse Engineering (REV)
    - CATIA Generative Shape Optimizer (GSO)
    - CATIA Imagine & Shape (IMS)
    - CATIA Mechanical
    - CATIA Live Shape (LSE)



IBM Corporation  
Software Group  
Route 100  
Somers  
NY 10589  
USA

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