Input

Aim

Scope

Idea

Target

Troubleshooting

Research

Source Scanning

- Digital Resource Search
  - websites (blog, forum, academic sites)
  - Digital Books. (Access is easy and fast.)
- Physical Resources
  - Library

The data is aggregated.

Target Group

- **Moodboard**
  - Photoshop
  - Indesign
  - Illustrator
  - Diagrams
- **Persona**
  - Diagrams

Storyboard

Diagrams

To observe

- Physical Observation
  - Report
- Digital Resources
  - Video
  - Image
    - Google Maps
- Field Observation

Observing Competitor Products

The pros and cons should be analyzed.

What are the areas where we can make a difference?

The difference can be made by design. In this case, creative techniques should be used in the design.

Adapt | Modify | Magnify | Minify

Substitue | Rearrange | Reverse

DATA COLLECTED

- Notion
- Diagrams

Processing

Converting to Design

The ideas from the research are brought together.

Sketch

- Traditional
- Digital
- Paper / Pen
- Sketchbook
- Procreate

Sketching is not just for creating form, it is also a way of thinking.

Vector

Illustrator

The form in the design is drawn as vector and alternatives are created quickly.

Sketches are continued on the model.

Modelling

- Blender
- Rhino → Surface Modeling
  - Solidworks → Solid Modeling

Output

Preparing a Presentation

- Render
  - Keyshot / Vray
    - Renders are worked in Photoshop for editing
- Image
  - Photoshop
    - Image Editing
- layout
  - InDesign
    - The change in the psd file is defined automatically in indesign.

Presentation is Prepared >

Layouts

- Product Purpose Scope Target Audience
- Moodboard, Persona, Script
- Sketchs
- Product development
- Perspective → Exploded Perspective
- Technical Drawing
- Technical Drawing, Section, Details
- Product User Relationship
- Product Environment Relationship

File Structure

File Structure (Project Name)

- Sketch → sketchbook or hand drawing
- Rhino → Modelling
- Render → Keyshot (Png)
- Print → CAD drawing
- Photo → Mockup, model
- PSD → Layout → page1.psd
- Presentation → Indesign Files ↔ page2.psd, page3.psd, page4.psd

Used Programs

Input → Processing → Output

Drawio	Sketchbook	Adobe Illustrator	Solidworks	Keyshot	Photoshop	Indesign
Process Management	Doodle	Ratio/Proportion	Mechanical	Aesthetic		Progress Presentation
Decisions	Appearance Sketch	Colour	Production			FINAL PRESENTATION
Progress Presentation	Perspective View	Preference	Radius / Champhfer values			
Diagrams	Usage					
OUTPUTS: PNG, SVG, PDF	PNG, PSD, SKBA	PNG, AI	PNG, PSD	PNG, PSD	PNG, PSD	INDD, PDF

piyon.co
Design Studio
piyon.co/design-process
Atahan Göktürk Güner

Design Process V1.3