Industrial Design & Consumer Experience Solution

DESIGNING PRODUCTS THAT STAND OUT FROM THE COMPETITION

This solution enables:

- Efficient product design from ideation to detail design and validation using a unique technology
- Innovation freedom by capturing ideas in natural, intuitive ways
- Speeding up the product development process and avoiding design flow interruptions
- Sharing a product’s emotional content in the conceptual design stage with consumers to measure their reactions and capture their expectations
- Reviewing design alternatives quickly, at any time, by using real-time and photorealistic renderings
- Integrating material compliance and environmental impact studies, early in the product development process
CONSUMER IS KING
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 Products with stylish design and innovative usage are the first to leave the shelves, leaving behind bulky, outdated merchandise. Due to increasing demands for esthetically 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.

Industrial Design and Consumer Experience Solution Overview
As part of the Dassault Systèmes’ comprehensive Product Lifecycle Management (PLM) V6 offering, the Industrial Design and Consumer Experience solution enables industrial designers and product creators 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 virtual clay modeling approach, or start the product ideation process using available shapes to shorten the design cycle.

Express creativity
The Industrial Design and Consumer Experience solution feels like an extended arm for the designers to express their creativity freely while combining visual appeal with product usability and performance aspects. The “consumer experience” feature enables the designers to simulate product behavior in the first moment of truth (i.e. in the store) and the second moment of truth (i.e. in use) in order to analyze how the product will be perceived and used by consumers.

Capture and experiment with many ideas
A robust set of dedicated design applications of the Industrial Design and Consumer Experience solution helps designers to explore and test with unrivalled freedom, many ideas in the early conceptual phase. Benefiting from products under the CATIA®, 3DVIA®,和ENOVIA® brands, product designers can capture ideas quickly and experiment with new concepts for the right market. Designers can make changes at any time throughout the design process to discover opportunities with each option and help build strong product portfolios.

The Industrial Design and Consumer Experience solution includes:
• Concept Ideation and Creation
• Industrial Design
• Materials and Color Management
• Design Review and Validation
• Consumer Lifelike Experience

Fast and interactive design review
Dassault Systèmes’ PLM technology leverages 3D as a universal and natural language that includes in the product creation process all product development stakeholders — marketing, design, engineering, manufacturing, procurement, and end-users. Design reviews are easier with clear communication using interactive 3D models, resulting in faster decision-making and more opportunities for innovation. Design maturity is accelerated and costly late-cycle changes minimized when products are imagined, built and shared across concurrent engineering teams.

Same creative and engineering tools
Understanding the unique needs of creative people has been the key driver for Dassault Systèmes to deliver the Industrial Design and Consumer Experience solution. Design is not a linear process. It calls for flexible tools that correspond to the way creative people work. This solution brings together the art and science aspects of product development with unprecedented ease by delivering the most exhaustive set of creative and engineering tools in the market today.