



September 2009 Sneak Peek...New Kodak Point & Shoot!



• **Product Design**

• **Product Forecasting**

• **Engineering**

• **Prototyping**

From concept generation snap shots...



Kodak hired the Helix Design team to help them create an appropriate aesthetic and user experience for their next generation 12 megapixel Point & Shoot digital camera. Our primary focus was on look and feel, ergonomics, and preliminary engineering, with final implementation and production to be handled by Kodak. Because we were collaborating with development teams in the United States, Great Britain, Japan, and the People's Republic of China, past experience taught us that generating decision-making deliverables at the conclusion of each phase would reduce risk while driving the process and schedules forward.

Kodak provided Helix with the baseline design, existing component layouts, 3D CAD files from other platform cameras, marketing segmentation descriptors, price points, and permissive cost structure for decorative finishes. We set out to leverage the existing design language in the Point & Shoot family of cameras while incorporating preliminary visual elements generated by the Kodak team. Helix designers focused on a variety of ergonomic and component placement-based challenges often presented by compact electronic devices, chief among them: how to eliminate inadvertent execution of functions when real estate is so limited, and how to make devices look more compact than their subcomponents will allow.

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...to design refinement and form development

Color, material and texture studies



Final design



We conceptually solved each challenge in a variety of ways, and then executed concept solutions presented as computer sketches. After sharing a multitude of design directions with the global Kodak development team, Kodak chose two visual concepts for us to refine further. Because the feel of the camera was just as important as the look, we quickly transitioned the chosen concepts into preliminary CAD geometry to take advantage of our in-house rapid prototyping capability. We then built multiple models to review various aesthetic treatments, interface possibilities, and tactile features. Concept geometry was tweaked and refined and shared with the global development teams to ensure a smooth transition into production and greatly reduce risk that the enclosure would interfere with any technical aspects of the camera's performance.

Helix Design excels at helping companies improve product time-to-market, ease bandwidth issues, or revitalize products that aren't meeting sales goals, need cost-reduction, or need to be ruggedized. If you have needs or challenges in product development, let us execute intuitive product design that gets your products noticed and wins you more business! Contact Troy Barber @ 603.836.0290 when you are ready to get started.

www.helixdesign.com

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