

Finding concept inspiration



The January 2009 Sneak Peek is the first of a 3-part series on how the Helix design team generates solutions to your product development needs. Concept generation at Helix Design commonly comes in three varieties: "blue-sky" concept generation in two dimensions, more technical mechanical problem solving in CAD, and hand modeling to refine product ergonomics even prior to CAD generation.

Helix's designers are often asked to explore radical new forms and design solutions for a wide variety of markets and industries. Recently, the Helix design team was retained to push the bounds of Lacrosse head gear. Taking cues from current automotive, footwear, and fashion trends alongside user feedback, the team generated numerous forward-thinking lacrosse helmet concepts and design directions. After reviewing these ideas and judging how well each dealt with one or more areas of opportunity or need, Helix design team members took ideas back to the drawing board (or rather, their Wacom Cintigs) and further refined those directions. The final Lacrosse helmet concepts generated by the Helix design team were well-received by our client, and they demonstrate a broad range of thinking in regards to aesthetics, material selection, protection, and visibility.

Product Design

Product Forecasting

Engineering

Prototyping

Story telling through concept sketching

Superski focused on orienting the rider into a more thrilling forward stance

Wave focused on combining

electric power with the

motion of snowboarding

In our second example, the Helix design team was challenged with generating some out-of-the-box concepts for the winter sports industry. Team members again applied their affinity for tracking and forecasting trends in a variety of related and seemingly-unrelated creative endeavors, and applied many of these cues to next generation concepts of existing products and technical proof of concepts. The funneling approach our design team uses to generate concepts—refining many directions down to the most logical and elegant solutions—has served us well over our nineteen year history, and it helps guarantee that our clients only see the concepts that best solve the product development needs they want solved.

For more information on how we might help you kick start your solution generation process, contact the Helix Sales Team:

John Dalessio, Director of Business Development @ 603.836.0289, or

Troy Barber, Business Development @ 603.836.0290

For more information on Helix please visit:

www.helixdesign.com

Thank you for your continued interest in Helix Design. We look forward to working with you sometime soon!

Product Design

conceptiisnowsports

Saber focused on allowing

family teamwork to help

steer snowmobiles

supersk

Product Forecasting

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