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[www.helixdesign.net](http://www.helixdesign.net)

• Product Design

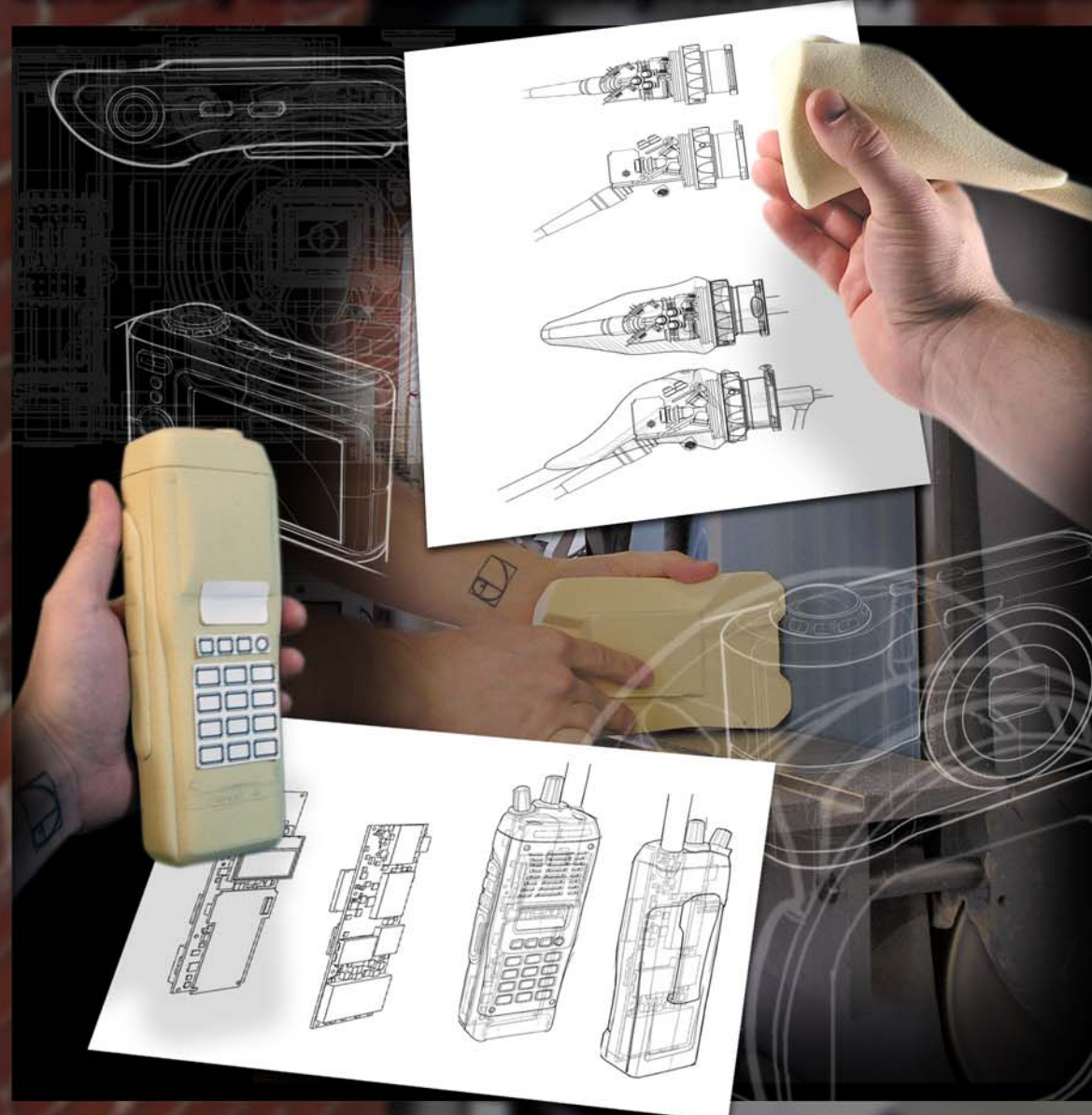
• Product Forecasting

• Engineering

• Prototyping



## Generating foam models throughout concept ideation ...



Over our 20+ year history, Helix Design has been involved in a number of handheld product development efforts where minimizing device size and demonstrating sensible ergonomics were critical requirements. Soft foam models provide an excellent approach to understanding and resolving these requirements early in the project.

Regarding device size, it is not uncommon for component specifications to unintentionally grow products in ways that differ markedly from the expectations of client sales and marketing staffs. Even when internal components and PCB requirements are defined at project inception, it often isn't until appropriate enclosure wall thicknesses are prototyped around internal component configurations that true device size becomes understood. Helix has put new emphasis on using hand-carved foam models early in the development process to help define developing hardware envelopes and confirm product dimensions.

Defining ergonomic solutions is next-to-impossible to achieve without demonstrable physical representation. Helix develops multiple hand-carved foam models early in concept development to evaluate ergonomics and meet user requirements. These can be accurately weighted to further confirm design concepts, while overall product form can also be developed to evaluate aesthetic approaches.

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**... gives realism to concepts while highlighting potential areas of risk.**



As potential design directions progress through the concept generation phase, our designers can add more detail to foam models to aid in concept selection. The addition of colors and parting lines to depict material breaks enhances the sense of realism and can aid in translating the chosen design direction into 3D CAD. In many instances, our clients have used refined foam models in sales and marketing efforts to secure preliminary buy-in by both senior management and potential customers. As tools, hand carved foam models provide great sales and marketing value for our clients. From a risk reduction standpoint, the benefits of augmenting sketch concepts with volumetrically accurate foam models cannot be overstated.

Helix Design has a passionate team of seasoned industrial designers and mechanical engineers who excel at developing products that look great and perform exceptionally well. Working in a wide variety of markets and industries allows us to introduce new materials and processes to our clients that help to further distinguish their products and brands. We offer full-service product development services including design research, industrial design, mechanical engineering, and rapid prototyping. We invite you to call the Helix Design sales team @ 603.644.1408 when you are next faced with a critically important product development need!

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