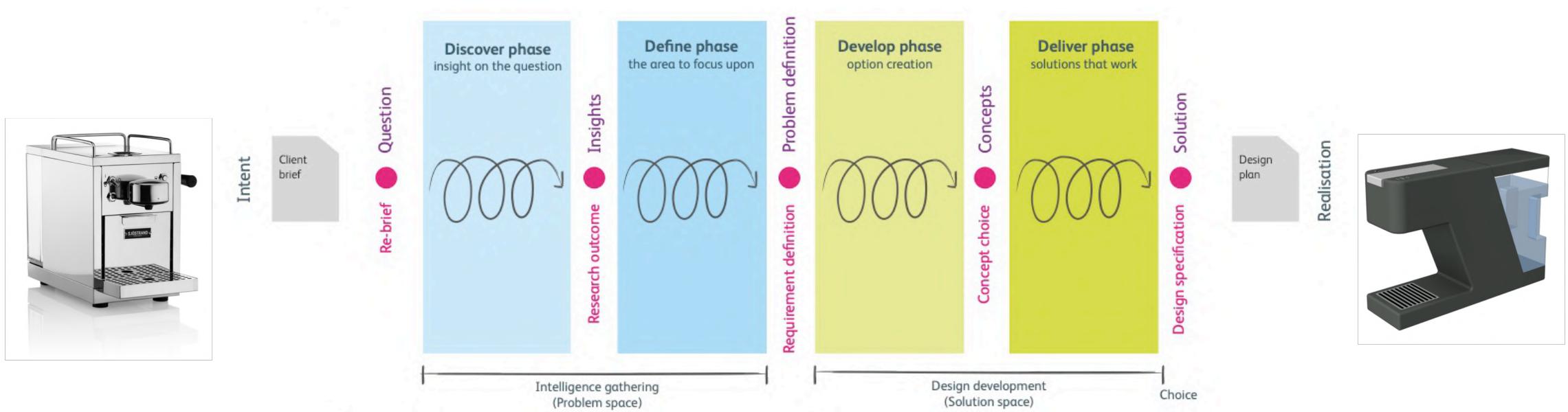


# Emma

by Studio Terra  
Sahar, Thierry & Vivian

# Overview



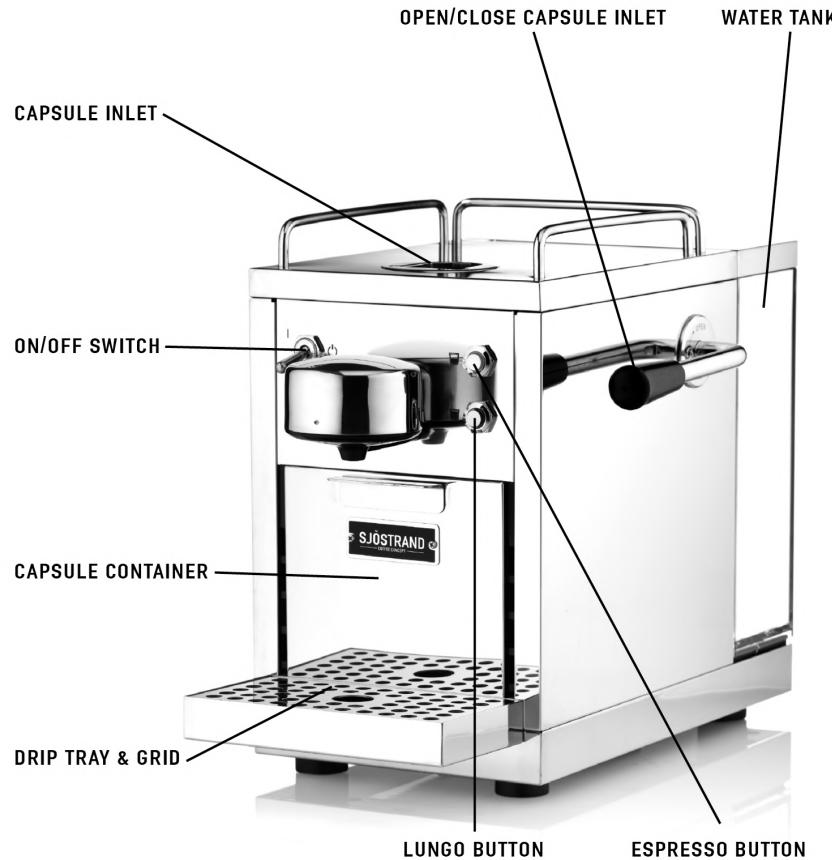
# Discover

- Autopsy
- Competitor Comparison
- Try It Yourself
- Interview
- Moodboard
- Function Analysis
- Product Semantics

Discover  
Autopsy  
Try It Yourself  
Interview  
Moodboard

# Product Autopsy

Discover  
Autopsy  
Try It Yourself  
Interview  
Moodboard



# Try It Yourself

Discover  
Autopsy  
Try It Yourself  
Interview  
Moodboard



# Interview

Discover  
Autopsy  
Try It Yourself  
Interview  
Moodboard



# Moodboard

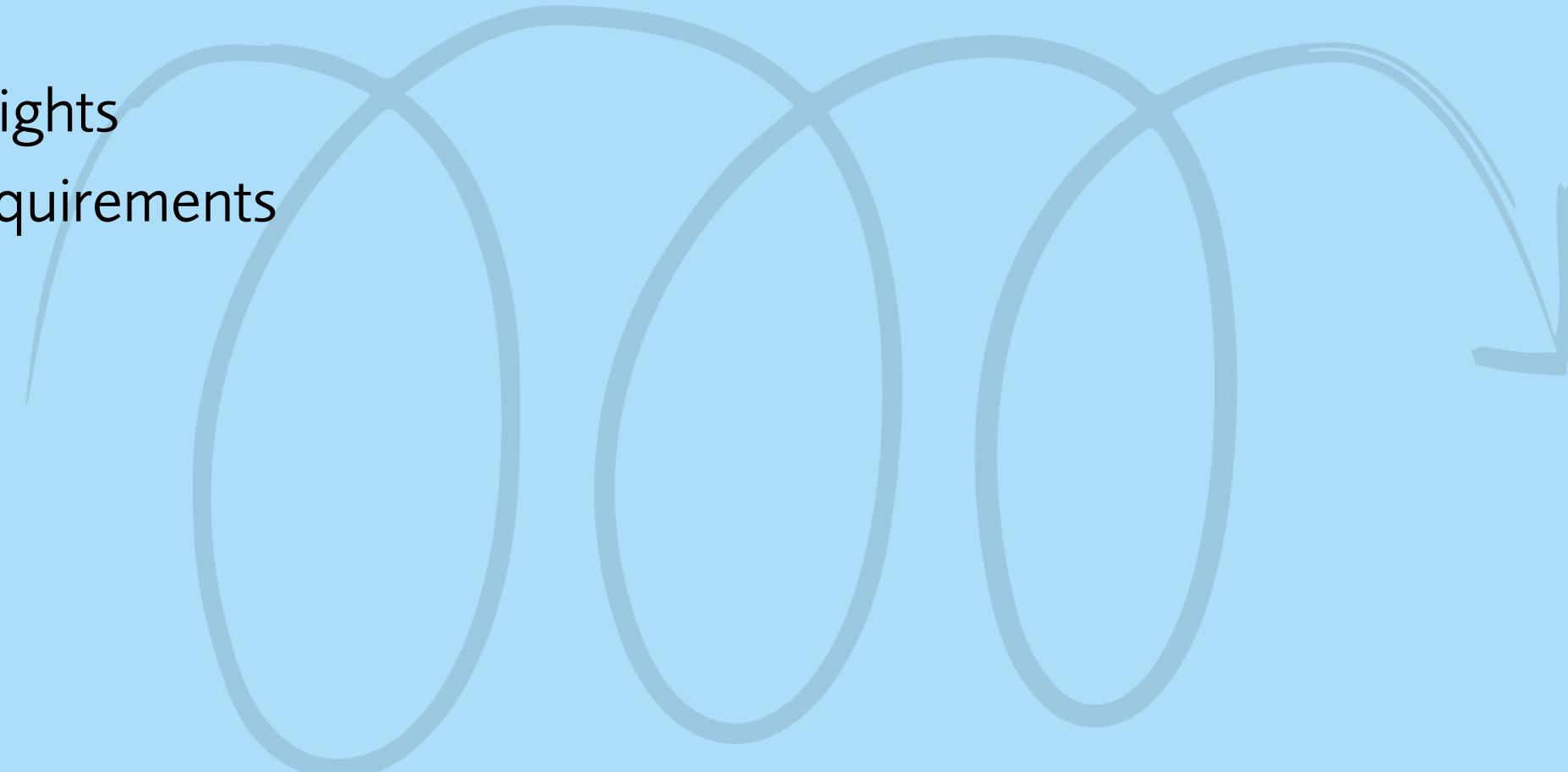


Discover  
Autopsy  
Try It Yourself  
Interview  
Moodboard

Define  
Insights  
Requirements

# Define

- Insights
- Requirements



# Insights

- Functions
- Material
- Appearance
- Operation



# Requirements

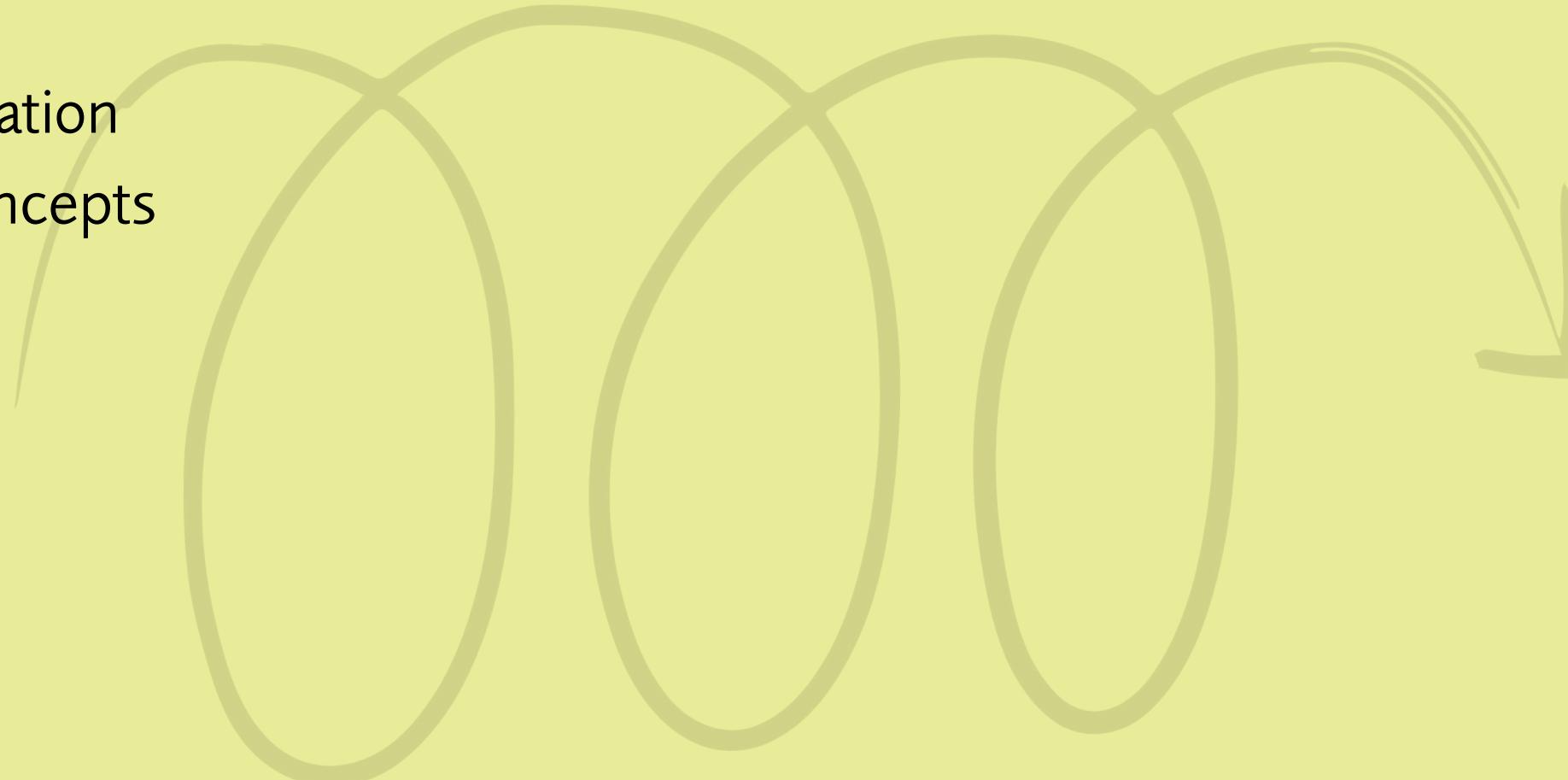
Define  
Insights  
Requirements



# Develop

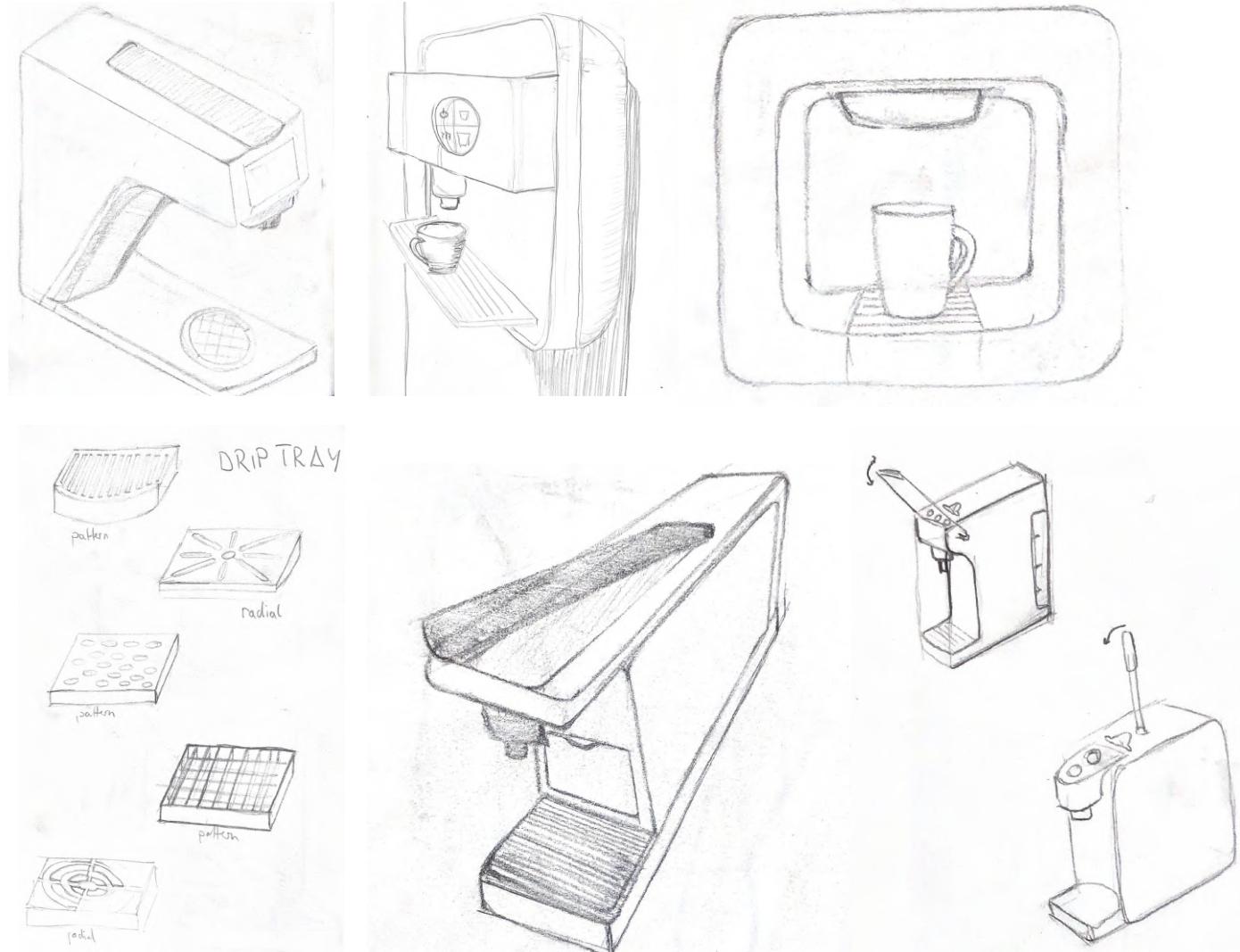
- Ideation
- Concepts

Develop  
Ideation  
Concepts



Develop  
Ideation  
Concepts

# Ideation



Develop  
Ideation  
Concepts

# Concepts



Daisy



Charles



Emma



Steve

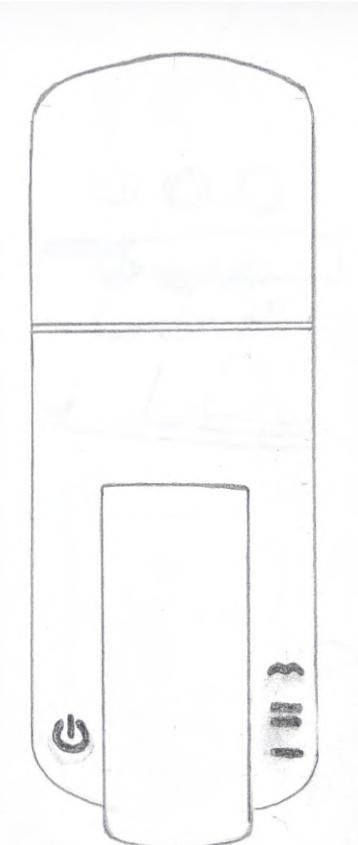
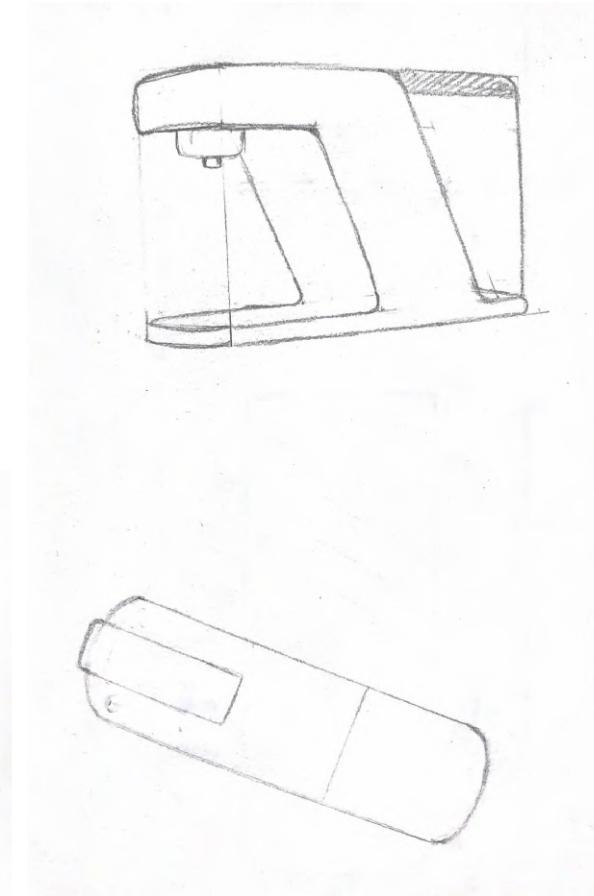
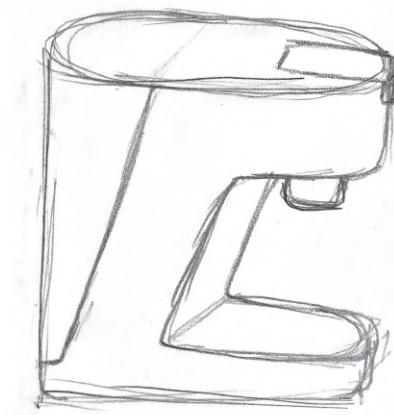
# Deliver

- Solution Brief
- Final Solution
- Materials

Deliver  
Solution Brief  
Final Solution  
Materials

# Solution Brief

Deliver  
**Solution Brief**  
Final Solution  
Materials



# Final Solution

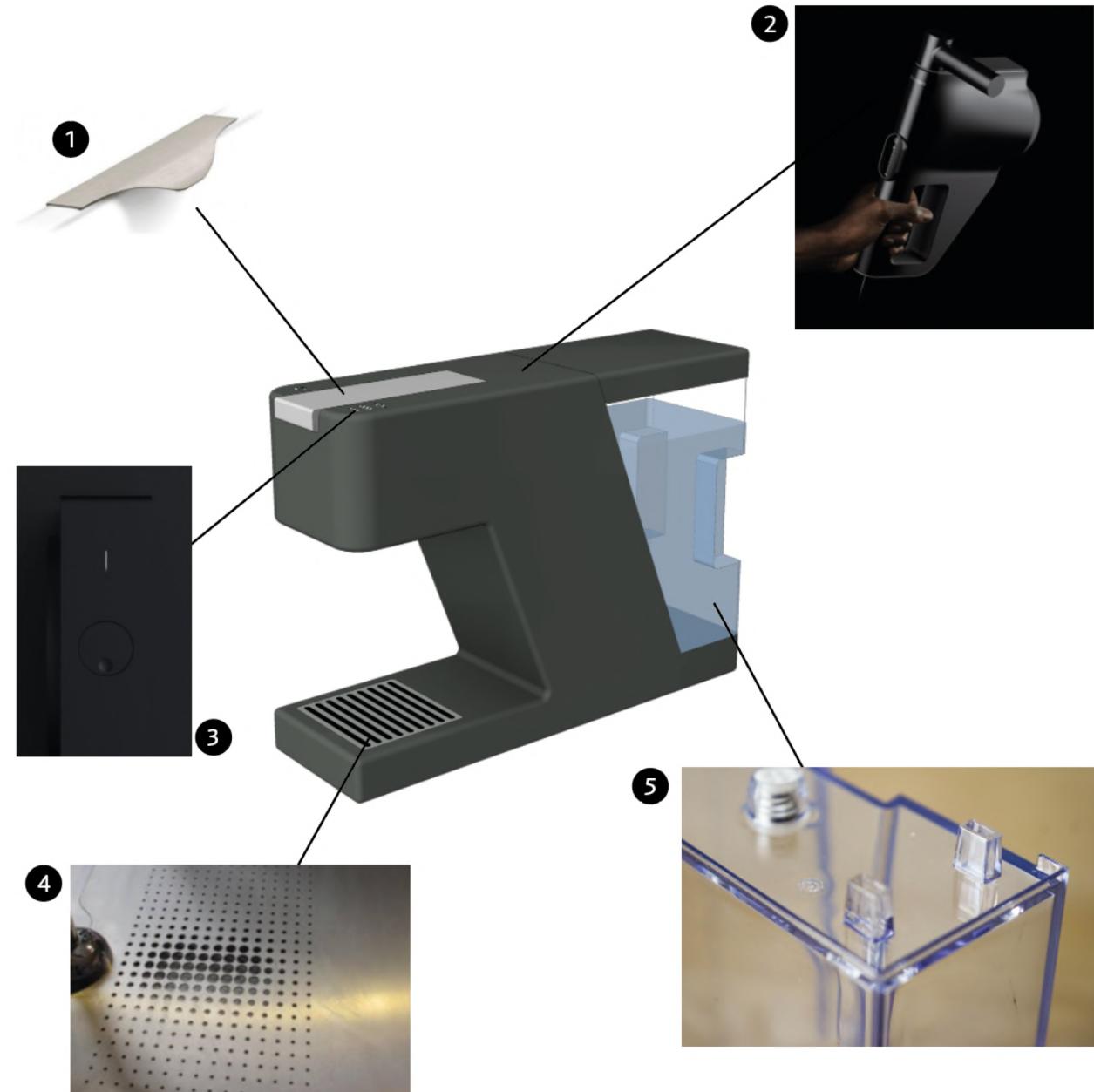


Emma



Deliver  
Solution Brief  
Final Solution  
Materials

# Materials



Deliver  
Solution Brief  
Final Solution  
Materials

