



PROTOTYPE 1

Prototype 1 develops and brings to life Concept 2 on page 3. It essentially incorporates the Apple Light Bar and a holographic keyboard which is projected from the bar itself. The product prototype was relatively simple to create in inventor with numerous chamfers and fillets being applied to a long rectangular prism.

This design allows the user to utilise the very visual features in the lightbar (including touch ID, slide control, etc) whilst still using a device that is very light and looks ‘sleek’ and modern.



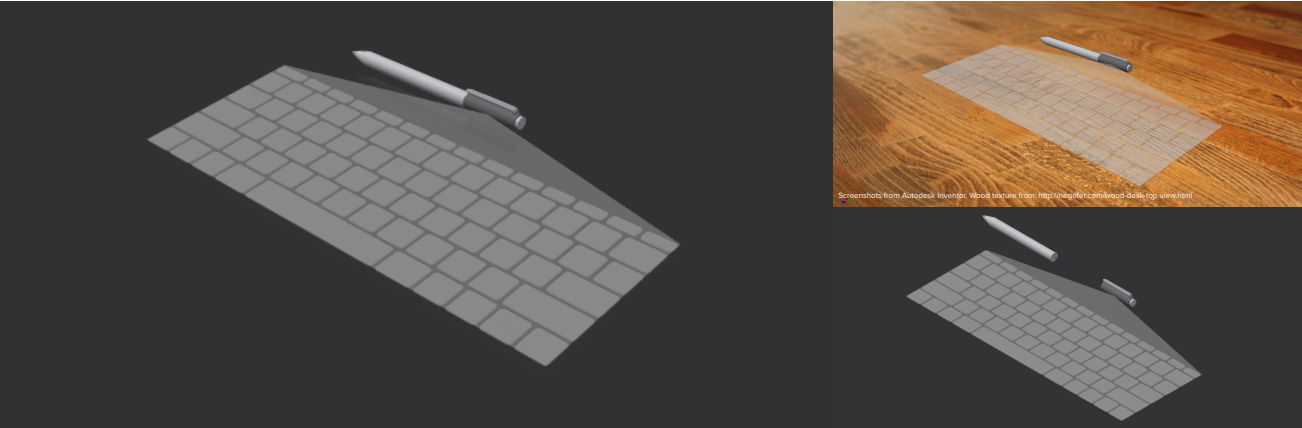
Target Market Reception

In the secondary survey, the respondents voted more favourably towards Prototype 2 however Prototype 1 was still received with satisfaction from some. The table to the right summarises the general response from the 30 respondents in regards to this prototype design.

PROS	CONS
Distinctively Apple	What the touchbar allows the user to do is possible on a device like an iPad.
Light & compact design	
Very user friendly	The projecting lens make not be able to get high enough off the flat surface

PROTOTYPE 2

The concepts that explore and further develop the Apple Pencil (namely concepts 4 and 5) were the most detailed concepts. These concepts were the most original and creative designs and were what I thought met the task brief the best. The design is highly compatible and is also a continuation of an already existing Apple product.



Target Market Reception

65% of the respondents said that they would be more inclined to buy Prototype 2 over Prototype 1. The common theme across the responses were in comment to portability. Again the table to the right summarises the comments / feedback my by some respondents.

PROS	CONS
Very light and portable	Lights and sensors in the lid / cap may not be powerful enough to project an adequate size keyboard
Multi-purpose product	
Sleek and modern look	Doesn't resemble the current Apple pencil

PROTOTYPE ANYASIS

The survey data collected is essential to the development of the Apple product, particularly in its later stages. Regularly touching base and conferring with a closed group of individuals who fall in your target market can significantly improve the design. Out of the two prototypes, prototype 2 was received more favourably amongst the target market.

65% of the survey group said they would be more inclined to buy **Prototype 2** over prototype 1

Whilst considering and weighing up the prototypes I briefly considered combining the two prototypes into one single design. This further concept would involve the stylus / pencil being inserted into the ‘light bar box’ in prototype 1. However on reflection the design would have had too many parts and would therefore perhaps lean away from what Apple are about.



The survey response reports showed how both prototypes were not fails and how both solved the initial design problem and would somewhat succeed if released to consumers. Despite this being the case, I decided to further develop Prototype 2 not only because more potential consumers voted for it but because of it’s portability and uniqueness.

DEVELOPMENT OF PROTOTYPE 2 (SCAMPER BRAINSTORM)

In the process of refining and further developing prototype 2 I considered many aspects to the design through the use of the SCAMPER brainstorming tool. I would later select some of these changes below and carry them through into my final design(s).

S

Substitute
The clip attached to the lid / cap could be substituted by a different style of clip

C

Combine
Combine the look and feel of the current Apple Pencil design into the product design (i.e. make it look more Apple)

A

Adapt
Instead of the clip / lid coming off the pencil the lights & sensors responsible for the keyboard projection could simply be in the pencil body.

M

Minimise / Maximise / Modify
The pen could be slightly thicker and in turn shorter in length

P

Put to Another Use
The smartpencil design could also incorporate other Apple features within the pencil (including Siri, touch ID, flashlight feature, Apple pay, etc)

E

Eliminate
Designers could eliminate the entire pencil feature and the design could simply be a cylindrical prism shaped device.

R

Rearrange
The ‘control button’ seen in Prototype 2 on the end tip (opposite end to the ‘writing end’) would be relocated elsewhere — possibly on the side of the pencil

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