

Üdvözöljük *Herzlich willkommen*
 Bienvenue 歡迎 Bienvenido
 Fáilte Karibu Velkommen
WELCOME
 Welkom ようこそ benvenuto
 bem vinda SELAMAT DATANG
 croeso Tervetuloa Dobrodošli

Master of Science in Product and Service Design

Lab of Smart Objects

Open Design module, 3 CFU

A.Y. 2020-2021 – 1st semester - 1st year

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SAPIENZA
UNIVERSITÀ DI ROMA

Schedule - subdraft

Subdraft 1st delivery

5/10/2020	Introduction and Description first Assignment
12/10/2020	Lesson - Primary/Secondary Functions of Products. Application of Primary/Secondary Functions of Products
19/10/2020	Lesson - Personas, Customer Journeys and StoryBoard -PART1. Application of Personas, Customer Journeys
26/10/2020	Workshop
2/11/2020	1st Project Delivery

Required material



Paper-roll, markers, crayons,
highlighters, sticky notes, etc

...



Primary/Secondary Functions of Products

- Primary function relates to a major activity for which a product is intended.
- Secondary functions are the ones that can enrich the primary functions, are considered less important, and can also be adjusted or modified when necessary for the full achieving of the primary function.

Primary/Secondary Functions of Products

Identify Primary and Secondary Functions of Products is an approach that we can either use to **design** a new product or to **analyze** an existing one.

In order to define the P/S Functions, we need to define the **fitness for purpose and for product**, therefore we need to define PERSONAS and CUSTOMER JOURNEY (we'll cover them in the next lesson).

Fitness for Purpose

What should the product do? *what *where *who

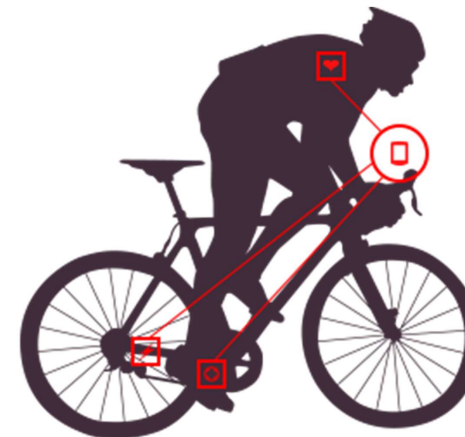


Bike for kids



Bike for adults

Primary/Secondary Functions of Products



Clarifying the

*what *where *who points is the starting point to define the Primary function.

Sequentially, we can focus on the Secondary functions, that can enrich the user experience and even more differentiate the product on the market.

Fitness for Product

How well should the product work?



Cheap racing bike

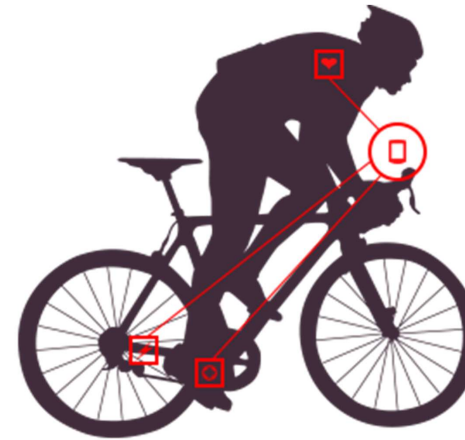


Hi-performance racing bike

Primary/Secondary Functions of Products

Aspects that can affect functions are:

- cost,
- material,
- life expectancy,
- ease of maintenance,
- context of use,
- production processes.



Designing for real Personas



In the design process, to define the list of Primary and Secondary Functions, you must have defined the Personas you are designing for, their needs, and eventually the design solutions to their needs.

The first step is therefore the definition of the Personas.

Designing for real Personas



In the next lesson we'll learn how to use the tools defined as PERSONAS and CUSTOMER JOURNEY.

With these tools you'll "get to know" the User for whom you design. Remember we design for people, humans are at the center of the design process.

Examples of Primary/Secondary Functions



Primary Functions:

- Communicate by voice
- Communicate by text
- Communicate on the go

Secondary Functions:

- Internet
- Navigator
- Alarm clock
- Camera

Examples of Primary/Secondary Functions



Primary Functions:

- Drying hands without paper

Secondary Functions:

- Timer
- Temperature
- Sanitizing

Analysis of existing products

In the following existing products, try to think about what are the aspects that differentiate the pairs of similar products. Remember that aspects that can affect functions are cost, material, life expectancy, ease of maintenance, context of use, production processes etc.

Examples



Examples



Examples



Task 1 and 2

- Identify two existing products of daily life, draw them on your paper roll, and list according to you which are the primary and secondary functions.
- Of each product, speculate what other secondary functions could be added and which sensors that it would require.

