



Product Design and Creativity

Specialist in industrial design (automotive, household appliances, green technologies, etc...), our team designs innovative solutions and scalable adapted to your projects.

You benefit from a reinforced approach in intellectual and artistic property.

AET offers a suitable design management to your product studies, in accordance with your marketing and development services.

AET DESIGN MANAGEMENT

- > Development of a design specification
- > Competition analysis
- > Analysis of the trends of the universe
- > Analysis of stylistic trends
- > User behavior analysis
- > Level of innovation possible
- > Functional specifications
- > Definition of the architectures product in term of use and ergonomics



DESIGN STUDIES

- > Animation of creativity sessions
- > Define product architectures in terms of use and ergonomics
- > Argument and compare in semantic and visual form
- > Propose universes adapted to the product
- > Present innovations
- > To offer relevant human machine interfaces
- > Formalize concepts by offering materials, appropriate colors and graphics
- > Validation grids (advantages, disadvantages)

PRODUCT DESIGN

- > Integration of technical and industrial constraints
- > Integration and application of functional and corporate graphic charters
- > Study and control of the cost price
- > Respect of intellectual & artistic property rights
- > High definition rendering
- > Realization and presentation of aesthetic models hyper realistic

The +AET

- > A flexible and complete approach to the extent of your needs
- > Appropriation and understanding of the universe concerned by your product
- > A customer-oriented approach

Photos : istock