



mistywest



Industrial Design Capabilities

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We Are MistyWest.

An engineering design consultancy that exists to create an inclusive and prosperous global community enabled by technology, with a focus primarily on developing intelligent connected devices that advance the *UN Sustainable Development Goals*.

Our core areas of technology expertise are **Embedded Intelligence, Deep Tech and Connected Sensors**. We support companies in Mining, Clean Tech and Smart Infrastructure.



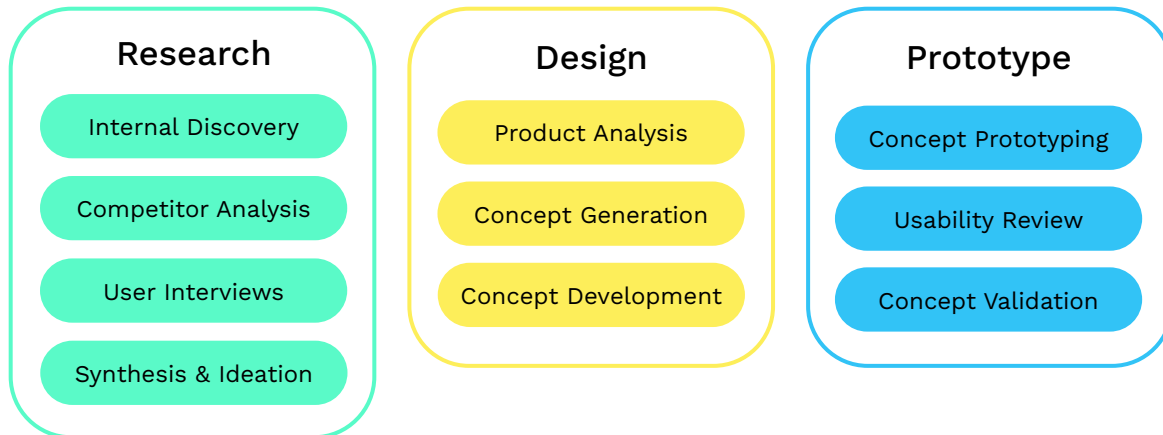
MistyWest is founded on years of successfully solving hard problems across numerous industries. Our multidisciplinary team of engineers, designers and developers provides full-stack hardware solutions that allow our clients to turn concepts into products.



Industrial Design at MistyWest: A 3 Step Process

The industrial design process helps customers identify competitive advantages over other products in the market, and considers the manufacturability and production processes of development.

MistyWest's goal is to design products that are not only functional but also visually appealing, user-friendly, and ergonomic.



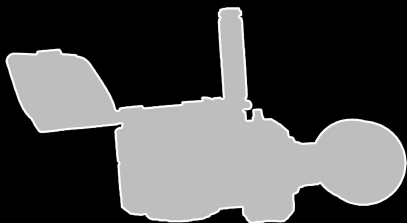


Research

Internal Discovery

Understand the *Existing* User and Market Research

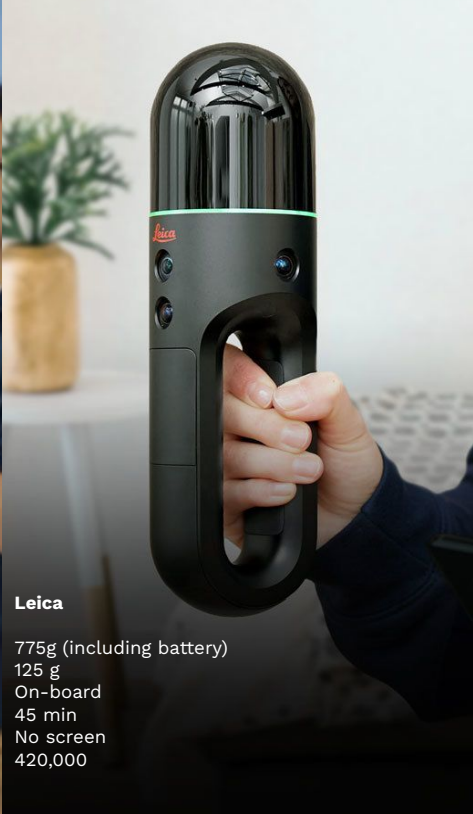
- Avoid learning the same lessons twice
- Surface quiet opinions from across the company
- Inform user research to follow



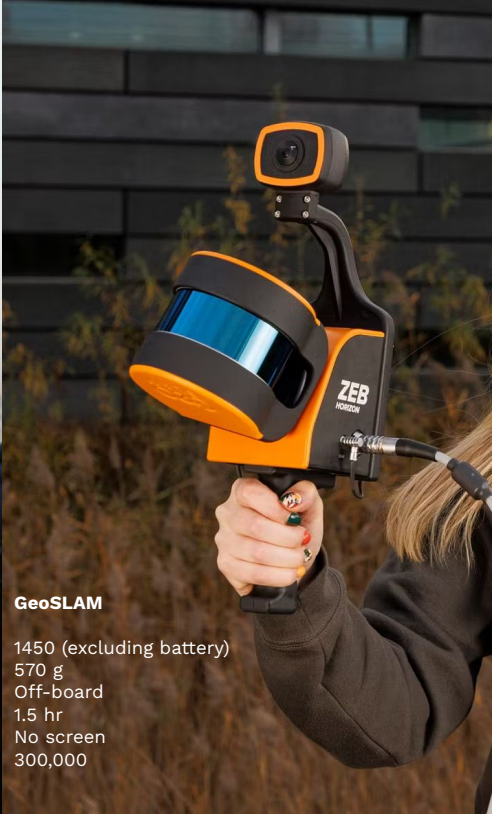
Company	Client
Product weight	3150g (including battery)
Battery weight	680 g
Battery location	On-board
Battery life	3 hr
Display	2x16 LCD screen
Scanner points/sec	600,000



Emesent
1570 (excluding battery)
1000 g
Off-board
4.5 hr
No screen
640,000



Leica
775g (including battery)
125 g
On-board
45 min
No screen
420,000



GeoSLAM
1450 (excluding battery)
570 g
Off-board
1.5 hr
No screen
300,000

Research

Competitor Analysis

Compare Your Product With Its Competitors

- Identify competitive advantages
- Prioritize key product features
- Highlight gaps in market offering



User interviews



Contextual study



Passive camera study

Research

User Interviews

Interview Users In Their Environment

- Understand the people who use your product
- Discover user expectations for a successful product
- Challenge assumptions about users



Research

Remote Interviews

[User interview alternative] Interview Hard-to-Reach Users

- Understand the people who use your product
- Discover user expectations for a successful product
- Challenge assumptions about users

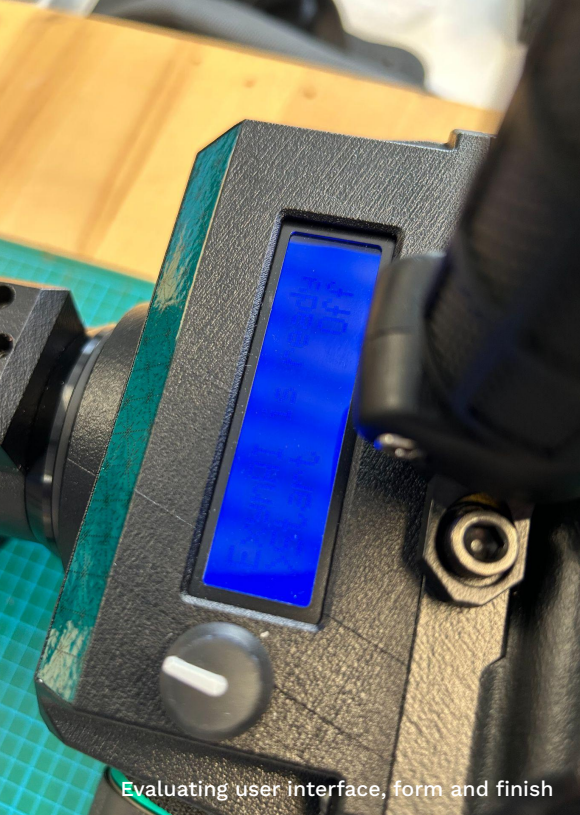


Research

Synthesis & Ideation

Extract Research Findings From Raw Data

- Synthesize actionable insights to address unmet user needs
- Uncover problems you didn't know existed and explore novel solutions
- Evaluate incremental to out-of-the-box ideas for designing a successful product
- Invite input from business and technical stakeholders



Evaluating user interface, form and finish



Cataloguing usability issues



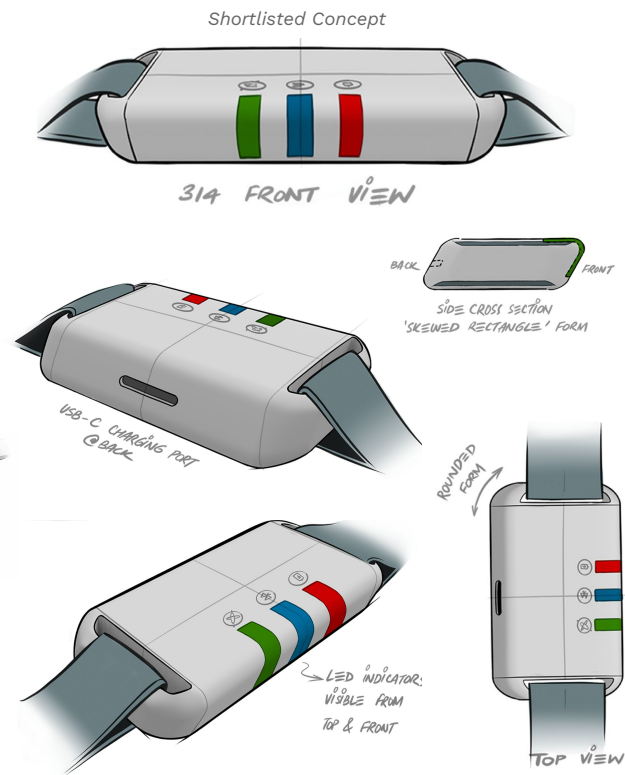
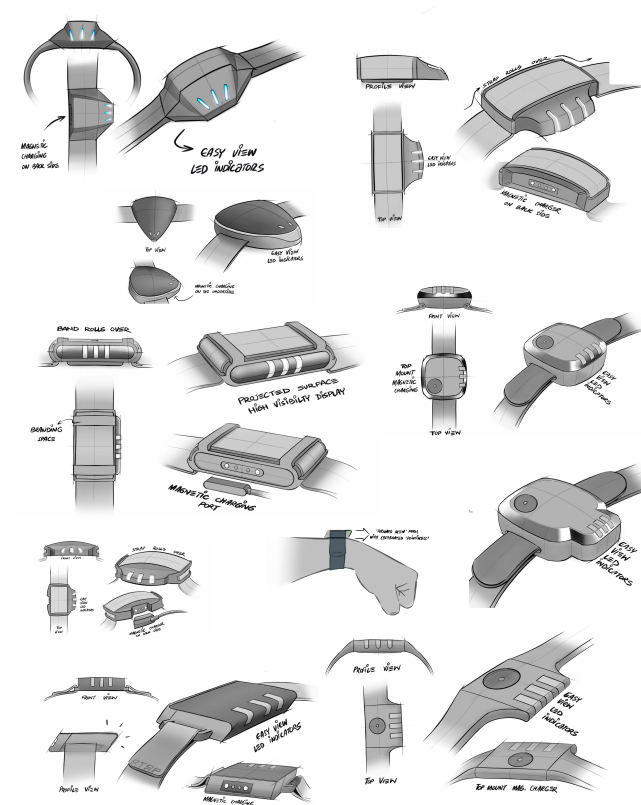
Highlighting area of muscle fatigue

Design

Product Analysis

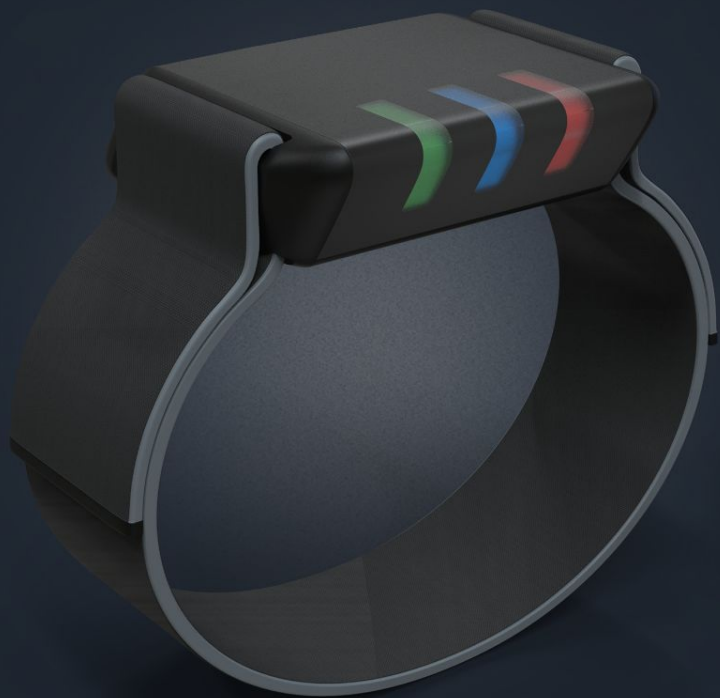
In-Depth Physical Product Assessment

- Identify product usability issues and challenges
- Discover product-based blind spots



Concept Generation

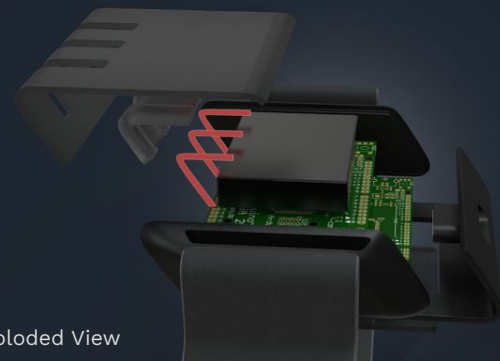
- See multiple product forms quickly
- Down-select from the most compelling concepts
- Get early buy-in for the strongest concept



Perspective View



Orthographic Views



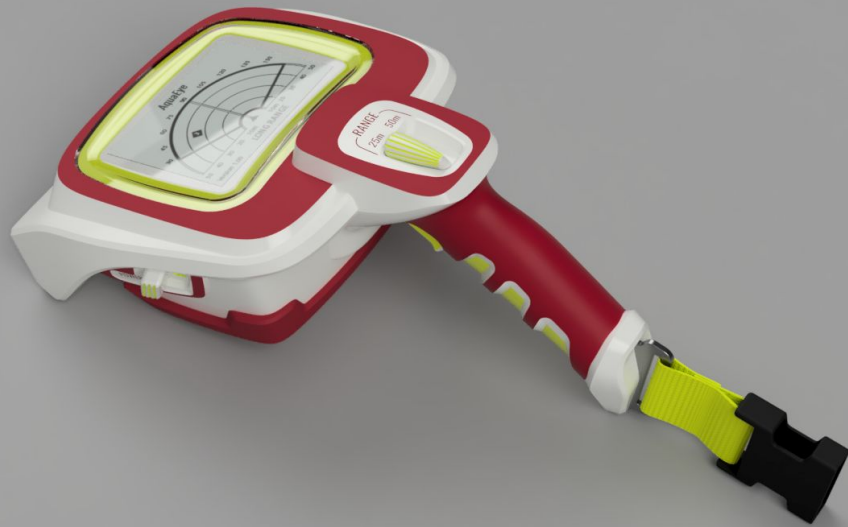
Exploded View

Design

Concept Development

Translate 2D Concepts into 3D Digital Formats

- Predict and mitigate risk through increased realism
- Boost stakeholder confidence
- Share renders, animations and detailed storyboards for internal and external use

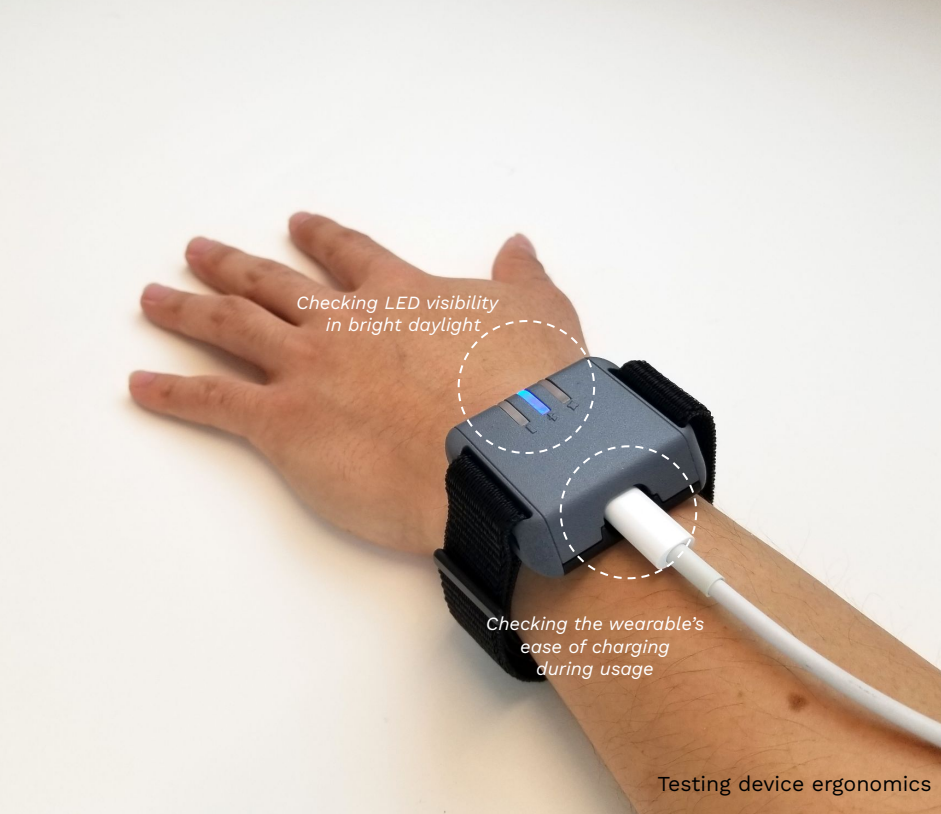


Prototype

Concept Prototyping

Translate 3D Concepts into Physical Form

- Receive quick feedback on a tangible concept
- Test concept viability with minimum investment
- Build hype



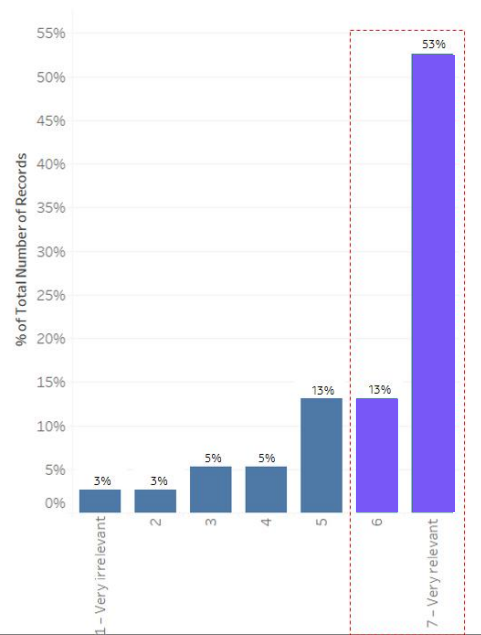
Prototype

Usability Review

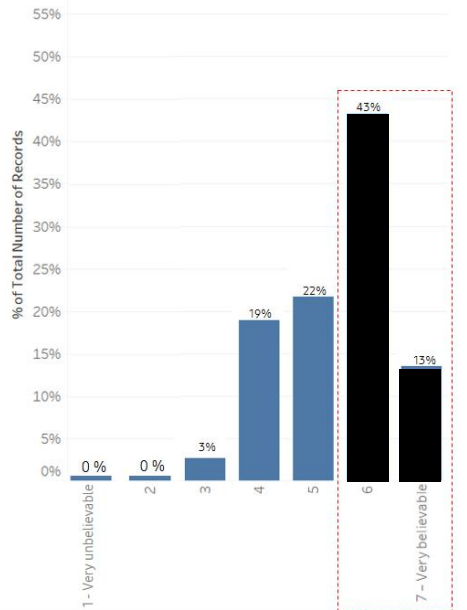
User Interaction Assessment Using Prototypes

- Flag concept usability issues early
- Refine concepts for user acceptance
- Gain confidence in product feasibility ahead of manufacturing

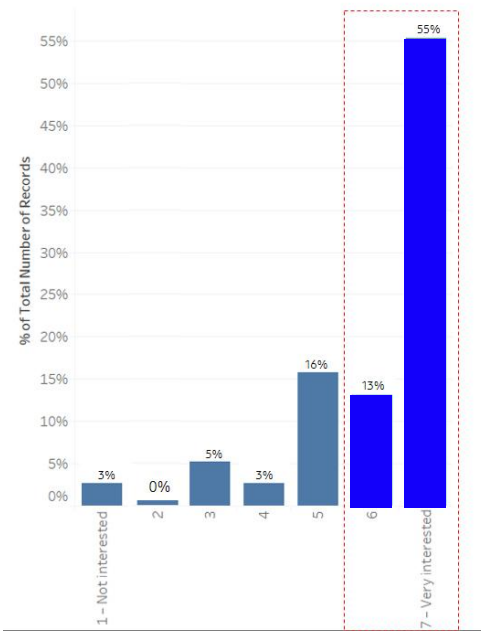
How **relevant** is this concept for your pain point?



How **believable** do you find this concept?



How **interested** would you be in buying this product?



Prototype

Concept Validation

Quantitative Study of User Acceptance

- Test product reliability, believability, and users' willingness to buy
- Predict how well the product will resonate with users
- Scrutinize concept viability before detailed design

Let's make impact.

contact@mistywest.com

 [mistywestvr](#)

 [mistywest](#)

554 East 15th Ave
Vancouver, BC V5T2R5
Canada



mistywest.com



mistywest