

product design **project III**
report
by

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project guide
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Approval sheet

The product design project titled
“Design of watches for youth”
by Yogesh S. Patankar is approved for the
partial fulfillment of the requirement for the
Post graduate degree in Industrial Design.

Project Guide

Chairperson

Internal examiner

External examiner

Date

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“Design of watches for young people”

In every day life we wear, carry many things along with us for example watch, mobile phone, pager, valet etc. .The important thing is watch. By looking at the time in watch, we decide many things and follow many schedules. Watch is not only time showing instrument but also carries lot of individual attachments to it. It reflects the personality of person who is wearing it. There is lot of aesthetic quality involved in it other than functionality.

I have taken project named “Design of watches for young people”. The market is ever changing and new fashions trends are being set up. The young people are always looking for new things and they are very keen to follow new fashion trends.

There is lot of challenge in designing watches for young people as it involves designing for continuously changing need.

The project work will involve study of new products and its formal characteristics, parallel products used by youth. The work also involves image mapping and identifying elements, which defines youthness of watch .Much of stress will be given in formal, aesthetic aspects of watch design

Finally, the output of project will be design of watches considering the youth segment in the market. Physical models will be done to conclude the project.

1 Introduction

1.1 Early Time keepers



Man's first sundial



Saxon sundial on Kirkdale church in Yorkshire

Since long time man is trying to note time. He tried lot of ways to measure time, many thousand years ago shadow cast by stick in the ground was used as time keeper. Indian fakirs and Tibetan priests used special sundial sticks. In ancient Greece time was sometimes calculated by the length of shadow thrown by a column and measured in terms of man's steps. An obelisk sundial was put up by Emperor Augustus in 27 BC on the campus Martius in Rome, which tells time there to this day.

All sundials and sun clocks have one disadvantage that they cannot be used in cloudy weather or at night.

Early Time-keepers



A garden sundial of 1718



The Obelisk sundial erected in Rome by Emperor Augustus

Water clock was invented in Egypt where time was measured by how much water flowed out of a pot through a small hole. The use of water clock was wide spread not only in Egypt but also in Syria, Babylon and Phoenicia which we call now as Middle East. Small bowls with a hole were also used to keep short times in special cases. Water clock also has disadvantage that suffered from freeze in winter.



Egyptian water clock from karnak Temple, 1415-1380BC



Water clock in Egypt

Another way of reckoning time was by wastage, that is to say by discovering how long it took candle or incense, or oil to burn away. The ancient Chinese sometimes reckoned time by how long it took specially prepared incense to burn away.



'Sinking bowl' type of water clock

Oil clock told time from wastage in 18 th century



Chinese incense clock



a set of four sand -Glasses made in 1720

Last are sand or hour glasses in which time is determined by quantity of sand passing through a narrow neck between two bulbs of glass.



A set of sand glasses in brass frame



Sand -glass which belonged to Mary queen of scots

Why do we need a watch?

Everything in universe has specific time period. Every event happens with certain time period. Each living, non living thing has got life span. Time never stops for any object whether living or dead. Once the moment is over it is lost forever.

Nothing is immortal. Man also has got specific period through which he develops from child to adult and at the end he dies and goes back to nature. During life cycle man does undergo various changes. He has to perform certain tasks for his survival and growth. Here he needed to follow schedule. Man with his supreme brain and desire to conquer nature developed language, technology and started living in houses, growing crops, he started living in families. Families form different societies and culture came together. Along with culture came festivals and rituals.

Nature has got particular life cycles and seasons so as the human body. Between a full day and night body undergoes cycle of rejection of waste, acquiring energy and taking rest. Man again needed a schedule to follow these daily activities. He needed a reference with which he can do his activities.

With all such needs man developed a concept called time. Time is important part of human life, without which he cannot do his day to day regular activities. No school, college, office will run. All transport facilities like airplane, train, bus will stand still. There will be no festivals, rituals, crops if there is not a concept of year, day etc. Without time man's life will be very empty, lost in space and confused.

There are various definitions of time; out of which one is “the parameter that distinguishes separate events as observed by any Entity”. Only discovering the concept of time was not enough, people needed the instrument to keep track the time. They called this instrument as watch. When you say watch the first meaning comes to mind is look attentively, observe with attention, be vigilant, check, to keep eye and try etc. Various attempts were made to measure time and keep the track of time. Development started from vary primitive like sundials and sun sticks to water clocks, sand clocks and then gradually advanced to weight driven mechanical clocks and then to spring driven clocks, pendulum clocks. In the late 1800's pocket watch was very famous. But in the first world war in early 1900's soldiers felt a need of watch that can be seen easily and from then wrist watch became very popular.

What is a watch?

Time is most important parameter of science .The three parameters mass, length, time are basic units of physics. Time is indirect component in velocity, acceleration, force, weight. Time never stops for anybody .Time is precious for every living being. Once the time is lost, cannot be recovered. Every season in nature has definite period so as with man he makes timetables, schedules to arrange his work for day. Every school runs on specific time so as trains, buses, radio, transmission. Man is so related to time, without time he will be lost. Our ancestors has been working on measuring time since many centuries, they tried various techniques for reckoning time. Now we have very accurate watches like quartz watch, digital watch, water proof watches etc., the watch we see now is evolved from various steps in several centuries. It gradually upgraded from big sundials, waterclocks to mechanical spring driven clocks in 15th century. Then gradually came to table clock with advancement of technology. After revolution in digital technology invention of wrist was made and we got real compact and precise watches.

Watch is not only time showing machine, it has something different attached to it .The person wearing it has emotional attachments to it. Watch reflects the personality of man wearing it. Watch comes in various shapes, price ranges, sizes, qualities. Every person wants to be different from others .So they also want their watch look different. Watch market has various sectors like sports, formal, young etc. In each sector the design changes according to behavior and need of user.

The project “Design of watches for young people” involves work in first understanding what is youth? What are their characteristics? How they are related to fashion? Then talking with actual youth to get some more ideas and views for design. Using this base knowledge ,concepts for watches will be done.

Inferences:

Watch making history is very old , lot of tries have been done to achieve to a stage of wrist watch.

Need of a watch came from man’s requirement of keeping schedules and things on right time.

Watch is not only functional product but also a aesthetic product in which lot of personal image is attached to it.

2 Youth & Fashion

Every person is different; one cannot find exact similarities in two personalities. The hobbies, relationships, behavior, liking, disliking, thinking changes from person to person. People have always tried to be different from others. They always want to show their existence in society. Whatever there is in market is never same, they all differ from each other. Every product has some variations to suit the changing needs of people. At particular time products will have same characteristics, look, style we call this as Trend. Trend is fixed for some time period and it continuously changes. The change in present trend can be considered as fashion. For example in 70's people used to wear bell bottom pants that is trend of bell bottom pants and now it changed to jeans pant, a new trend. The change here from bell bottom pants to jeans pant is fashion. Fashion always brings changes in market. People always look for new fashions. Fashion repeats after some time period, it completes circle and goes on again. One can never say that what type of fashion will come, it totally depends on how people change the trend.

Young mind is exactly same, it is never stable. They have just come out of school, childhood days with lots of ambitions, trying to do new things, achieving goals. They can not remain at one place. One time they may keep beard on face, second day they may come up with clean shaved face. Exactly similar to fashion, youth has got characteristics of dynamism, change, new etc. Many times youth are called as trend setters in market.

The transition period of childhood phase to adult phase is called as Youth. During this period people have both characteristics of child as well as matured people. On the other side they also want to show that they have grown enough to handle situations on their own. They are always willing to take risks, challenges. The youth behavior is very complex, full of contradictions. When talking to friends they may be using very casual, funky, careless language but when it comes to their career they become very serious and highly focus oriented. On one side we will see them sitting outside college with friends, missing classes but same time at the time of examination working very hard.

People always try to benchmark some personality, follow popular people. They get affected with the thoughts of great people, impressed by clothing style, hair style of pop group, dancing style of Michael Jackson. The distinguishing character of people is they want to look like Michael Jackson but they don't want to be exact copy of them. People always create their own identity in that. Young always want to go with the present trend but the same time creates something different so they get noticed.

Youth always create some different images, they may keep different shapes of beard, Long hairs or no hairs at all, color their hairs or carve various names on their head. The message is always clear that ***I am different and I want to be different***

Inferences:

Trend is present style in products and change in trend is fashion

Fashion never remains stable, it's always changing and unpredictable.

Young always want change in life and products so they are closely related to fashion.

Youth want to be different from others and they want to create their own image in people.

3 Products used by youth

Youth use, carry, wear many products and accessories in day to day life. The products used by them are

Shoes
Belts
T shirts/ jeans /trousers
Specs
Bracelets
Chains
Rings
Helmets
Sandals
Ear rings
Hair clips
Necklace

Watches are to be designed for youth. So it becomes important to understand what are the products used by youth specifically? and what most attracts them? What young people like in present market? To understand the basic difference between products used by youth and people from higher age group images from different sources were collected. The images are closely analyzed to identify the difference and specific points. The characteristics were drawn out which makes them specific for youth.

Most of the products are closely related to latest fashion and follow present trend. Most of them wore to attract others. So they have bright colors and lots of graphics on it for example the t-shirts. The products like shoes and sandals are never with simple plain color but they have some elements like different color patches, frills, graphics, different material, elegant 3-d curves on them. The products like belts, bracelets, earrings, and necklace have lot of ornamentation, unusual shapes, trendy designs.

T-shirts



Bright colors

Graphics

Combination of two or more colors

Attraction

Spectacles



Makes an fashion statement

Use of colorfull glass

Nice gentle curves

Helmets



Designs made to stand different in crowd

Dynamic lines showing energy

Complicated shapes

Belts,lockets



All of them have common element of breaking away from normal

Use of beads is common

unusual shapes are used

making a statement of fashion

showing distinctiveness

Shoes



Bright, fresh colors

Complicated surfaces

Play of colors and textures

No single and plane surface

Inferences:

Exercise was done to understand the basic difference between products used by youth and products used by higher age groups.

Youth products have bright colors, use of graphics, trendy designs and always have some attractive elements.

They are not simple, traditional, orthodox design but always have some newness in it.

4 Present Watches

Watches come variety of designs. The watches are mainly divided into following categories

- 1 Sports watches
- 2 Formal watches
- 3 Complicated watches
- 4 Digital watches
- 5 Digital/ analogue combination watches

Many brands like Swatch, omega, Tissot, rado, Casio, Nike, Tag-Heuer, Timex, Longines etc come up with hundreds of designs for different users. Their are watches for all age groups like children's watch, middle age group, youth watches etc. To design watches for youth i need to know what are the characteristics in present watches which make them youth like. The exercise was aimed to draw out distinct features of each category which makes it different from other watches. Watch images of different brands were collected from internet, pamphlets. They were put in respective categories and then studied deeply to get the differences. These characteristics will be used in further analysis. For example the watch in sports category is more of rugged, strong , big look. The formal watch is much more simple and orthodox nature.

Sports watches



Properties.

- Rugged
- Masculine
- Strong
- Bold promising elements
- Discontinues lines
- Complicated look
- Strap treatment

Digital and analogue combination watches



- Complicate look
- Casing mostly multi colored
- Dial very complicated design
- Hands prominent

Formal watches



- Simple
- Integrated form
- Stable form
- Simple continuous lines

Complicated watches



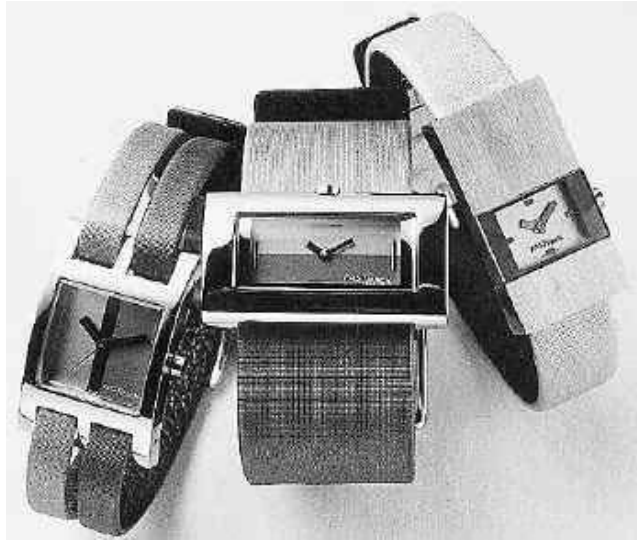
- Very complicated visual elements
- Strong look
- Metallic finishes
- Various features added

Digital watches



- Enhancing the display
- Beautiful color combination
- in absence of hands,dial shape can be varied
- Lot of elements are used around dial

Indian watches



- stylish
- metallic finishes
- Unisex watches
- mostly unique designs

Titan Industries

Inferences:

Exercise was done to understand the basic difference between watches and their categories.

Sports watch are more rugged, strong, big as compared to Formal watch which is simple, traditional, clean watch

In Fashion watches much more freedom is taken in form generation.

5 Categories of watches to be designed

Present watches come in various types and they are targeted for different users. Now in the category of youth itself one can find various categories. Their may be youth going to office, youth going to college or youth in sports. The requirements of every youth in these categories are different from each other. It will be a good idea if we address these different types with different categories. Also from the study of present watches and their categories i am defining five categories for youth watches to be designed.

- 1 Formal watch for youth
- 2 Sports watch for youth
- 3 Fashion watch for youth
- 4 Ladies watch for youth
- 5 Unisex watch for youth

Youth have very complicated nature. They behave in very different manner. One can find variety of types in youth. Some of them like to remain different from others always looking for change in life. Some of them are very active, playing variety of sports and always moving with energy. Some of them are very serious about carrier, working hard to achieve goals. Watches for youth should satisfy all of these varieties. In youth there is varying pattern of selecting products. It depends on their backgrounds and effect of other external factors .To understands the behavior of youth and their complex nature a user survey was done. The main aim was to understand youth attitude and characteristics of youth. Their general view, selection criteria in watch and other parallel products. Youth from different backgrounds, different streams and different communities were selected and interviewed. The user survey was done at various places like medical, engineering and Commerce College. Total 25 young people were interviewed, questions according to questionnaire were asked. There responses were noted down in very crisp, brief points. Afterwards the interviews were critically analyzed and conclusions are drawn about youth likings and there general behavior, attitude.

The questions asked were related to their general life , routine of the day in home and college. Their selection criteria's for products they use. Their general understanding about youth and fashion. Following is list of questions asked.

- 1 What are fashion accessories you wear?
- 2 What are the factors you consider while buying these accessories?
- 3 Why do you wear accessories?
- 4 What is Fashion & Trend? (Few words)
- 5 What is youth as per you? (Considering yourself)
- 6 What do you think about keeping own image? Importance in life?
- 7 Are you going for Branded products? Why?
- 8 What generally youth like most?
- 9 What fascinates you most in market?
- 10 Why do you wear a watch?
- 11 What do you think about your watch?
- 12 What should be a watch for youth according to you?
- 13 What are your suggestions for designing a watch for youth?

Youth is a phase in which man/woman transfers from childhood to adult phase. This phase is very complicated to understand. Here youth are required to take lots of important decisions on their own. They are not looked upon as child but expected to show some characteristics of adult. At the same time they are not viewed as adult. Youth behavior is unpredictable; it is full of complexity, uncertainty, contradiction.

Through the user survey one thing emerged out is every youth has different principles and understanding in life. They are different in various aspects but there is some commonality in their nature. Out of them, one most common thing is enjoyment in life. They want to enjoy every single moment of their life. Most of the time they will be freaking out in their colleges, enjoying life, doing crazy things like keeping long beard, blond hairs, funny clothes etc. That becomes part of their life. They become very careless, tension free.

Second commonality is Contradiction. Though they are very careless many of the times, they become very serious when required. They study hard to pass through hurdles of exams. Everyone has focus in mind and they go ahead with it. Contradiction in behavior is always seen in youth. They may use very loose language while talking in group but become very polite in front of parents. Youth are symbol of energy, activeness, adventure. They are ready to take any challenge in life and always want to solve problems, take decisions on their own. They may take parents proper advice and permission.

Change is major quality of youth. They want constant change in life. Change could be environment, clothes, hairstyle etc change. This need for constant change brings various fashions and trends. Every young mind wants to be different from others. They want to stand out in crowd. They cannot remain stable at some point for long time. This again triggers creativity in them. They think differently to fulfill their desire of looking different. To divert the attention of crowd towards them they can do anything, some of them remove hairs, some color hairs, some write names on their head etc.

Youth want fashion but which is not copied from west or bollywood. They take inspiration and create their own things. According to them, fashion should suit your body; it should be comfortable to you. Youth accept drastic change in fashion; they are ready to adapt new things.

How to apply user survey analysis to design of watches for youth?

Characteristics of youth are

*Joy, Fresh, New, Happy, Energetic, Excitements,
Ambitious, Adventurous, Childish, Naughty, Anger
Careless, funky, Strong, Dynamic, Fantasy, Aspiration*

After interviewing 25 young people, many important observation came out .Young mind's behavior is very complex. They have lot diversity in their behavior. Though they are different in many criteria, there is some commonality. The project of design of watches is entirely concentrated on Form generation and visual elements. To generate a form we should have some base and direction. The method of form generation can be based on user analysis.

After analyzing each interview, going behind the views of all youth we find lot of similarities in different natures of youth. They are *Change, contradiction, complex, love, enjoy, focus, matured, energetic, and adventurous*. These attributes can be used in generation of form.

The visual elements to enhance the form can be easily taken from products and accessories used by them. Many of users gave suggestions in design of watches which can be used in design.

Some of the attributes like energetic, explorative, adventurous, aspirations can be taken as inspiration to generate form.

After noting down each user's view about all categories set of points written down .

Formal watch:

After doing the user survey and analyzing them I got general understanding about what youth feel about watch and other products. What are their likings in watch. But as described in earlier chapter I have divided youth segment into five different categories. In the first user survey there are no clues drawn about these categories. To overcome this gap another user survey was done. All the cares were taken while selection of users as per previous user survey. Total 20 users were interviewed. The questionnaire was changed as per the focus. This time questions were focused more towards specific things rather than general views. Questions related to their present watch and future, dream watch was asked. They were explained about each category of youth and then asked about watch for each category. Users were asked to define the formal, sports, ladies, fashion and unisex watch in their views.

- Formal is simple, neat, clean, not odd look
- Formal watch for youth should be different but not going too far
- Watch should be simple, not much happening inside the watch
- Basic shapes like circle, ellipse are preferable
- Date, day, numbers should be shown
- Strap simple , mostly black, brown leather material
- Dial colors may be blue, white, black

Ladies watches:

- Delicate, thin, small dial shape
- Some curiosity in watch needed
- Should attract attention of other girls
- Strap can be like bangle watch, bracelet or thin rods
- Graphics can be used
- Colorful watch- pink, blue, red colors can be used

Fashion statement watch:

- Funky shapes different than basic shapes like rectangle,
- Square, circle etc.
- Numbers and time can be represented in different way
- Should follow present trend in the market

Sports watch:

- Basic shapes like circle, ellipse are used
- Big, strong, rugged look
- Features specific to type of sports should be given
- Dial can have complicated look
- Preferably digital
- Strap can be have hook loop arrangement

Unisex watch:

- In-between watch
- Not too much ladies and not too much gents watch
- Mostly square and rectangle shapes are used
- Proportion of belt and casing important
- Metal straps can be used

Inferences:

Youth have very complicated behavior

They show a lot of contradiction

Youth are symbol of energy, freshness, adventure.

Youth always want a change in life.

According to users

formal watch is simple, orthodox, neat, clean

Sports watch is rugged, big and strong

fashion watch can be different, odd shape, colorful.

Unisex watch in-between watch.

“To design watches for young people”

User Profile

- User group identified is young people of age between 18 to 25 years.
- They like to wear things which are new in market. Many things they were are trendy and oriented towards new fashion.
- They like to wear and carry things which suit their personality, which fits on them, which is comfortable to them.
- Young people always want to do things different from others. They want to stand in the crowd, want to get noticed always.
- They have their own life in college environment, always want to enjoy every moment of life.
- Normally they have their own group in college, each group has some norms about how to behave in that group? And everybody follows that.

-
- At times youth are very careless and tension free but they become much focused when required.
 - Watches will be designed keeping youth in mind specifically. Some of the suggestions given by youth in user survey will be used for design.
 - The design of watch will be done considering five major categories

- 1 formal watch
- 2 Sports watch
- 3 Unisex watch
- 4 fashion watch
- 5 ladies watch

Design of watch

- Design of watch will be done considering basic standard movements and the form will be developed on it.
- Care will be taken for design of knobs, dial, strap, back side of watch, buckle to create harmony with overall form.
- Graphics elements will be used to enhance the design.

Form generation

- Form generation will be done with most of the focus on aesthetics and visual characteristics.
- Identifying some characteristics of youth behavior from user analysis and using them for basic form generation. The identified characteristics are change, focus, love, enjoy, contradiction.
- Some of the characteristics of youth like cheerful, adventurous, new, fresh, aspirations, ambitions, energetic will be used in form design.
- Youth always need something which attracts attention of others so that point will be always kept in mind while generating forms.
- Series of watches will be designed for both male and female in categories mentioned above.
- Some form exploration will be done by taking inspiration from other products which youth are using.

8 Designing for a Brand

Branding means using a name, a slogan, or a symbol for a design or a combination of all to identifying a product. These brands often stand for quality and continuity, but also for a certain life-style. Branding also supports to differentiate from competitors and often leads to a strong connection between brands/ companies and customers. Especially for young consumers brands are very important to be part of a community.

Nokia Mobiles



Coming soon



Before doing an exercise of Brand identity for any company the choice of company is very important. As watch is totally different product associated with personal image the choice of company should be done carefully.

To begin with i considered four different companies like

- 1 Nokia
- 2 Omega
- 3 Nike
- 4 Siemens

All four companies were studied in depth to understand the brand identity strategy . Study was done by going through their corporate objectives, principles, CEO's message to people and their present product range.

Nokia:

Nokia is leader in mobile phones and information technology. Their mobile phones are examples of good technology. Nokia is operating into only one product that is mobile. Mobile is very personal product so Nokia is already in maintaining personal image. The new product watch will not be of great help to them in showing their image. So Nokia was dropped for further development of watch concepts.

Omega: Omega is one of the prestigious brands of swatch watch group since last 150 years . Their brands like constellation, seamaster, speed master and de-ville are most prestigious brands .Omega stands for quality, reliability and it is targeted mostly for high class people. A new watch for them is not different thing as they already have lot of ground work and brand identity programs. So Omega was dropped for concept development.



Omega Watches

Nike:

Nike is world leader company in sports equipments , eventually their main product is sports shoes but slowly they started their spreading their hands in lot of businesses like watch, sports accessories, golf sticks, golf balls, basketballs, bags, t-shirts, wrist bands etc. Mainly nike is dealing with sports and people attached to sports. Their researchers work day and night to give ultimate comfort to sports person and also longer life, durability. Their products are stylish and very trendy. Maintaining Brand identity is main concern for Nike which they do it very well for all of their products. The users targeted are only sports person and the Nike watches are very well in maintaining that brand identity. So Nike is also dropped for further development.



Nike Products

Siemens: For 155 years Siemens has been leader in manufacturing world class solutions in Electrical and electronics engineering. They are versatile players catering to many fields like information and communications, automation and control, power, medical solutions, transportation and lighting. Siemens is known for its excellent quality, precision and excellent customer service. Innovation, quality, experience and reliability are the common denominators behind siemens name in all of businesses. Their is lot of scope and challenge to maintain Siemens Brand identity. Siemens is not producing watch so watch for them is new product. As far now except mobile siemens products are very serious products so with the watch Siemens creates new niche market for them selves. Also to design a watch ,requirements are different than Siemens brand identity . There is lot of challenge in maintaining the same brand identity in watch. Siemens want people around the world to perceive Siemens as a provider of life technologies—products, systems, and entire infrastructures that are essential for people and societies everywhere. Siemens is company which always looks for new business and penetration in foreign markets. The strategy for this is to follow the local specification and fulfill local requirements. Beacuse of all above reasons **Siemens was chosen for concept generation.**



Siemens products

Siemens has definite strategy to position their products in the market. Each product in Siemens wide range of products is positioned differently. Watch for Siemens is like a new family member. It should not look like an odd member to them. People look towards Siemens as a good example of engineering, innovative technology. Siemens is known for its excellent quality and precision in products also they provide good service to customers. The watch for Siemens should reflect the image of Siemens. It should make the same statement as other products of Siemens are making. Siemens should be able to show the people their qualities through watch.

The products like motors, switchgears, transformers they are very serious products and they show a lot of precision in it. On the other hand the mobiles are towards maintaining personal image and they have an element of fashion and good aesthetics. So Siemens can either show simple, serious, good engineering watch or it can reflect the qualities of mobiles. Watch becomes a tool to make an impression in people's mind about Siemens brand image. Siemens has a wide spectrum of product and watch should fit in this wide spectrum as a part of it. So Positioning a watch in Siemens should be done very carefully.

The project deals with design of watch for youth. The requirements of youth watch are totally different . They are more towards fun, fashion, trendy look, style and personal image. Though Siemens is known for its serious, simplicity, quality, technologically superior products we have to change some of its qualities to suit to the requirements of watch. Siemens watch will be showing some image of siemens but as well as it will show the elements of youthfulness. The definition of Siemens has to be changed according to watches.

*List of characteristics and Attributes defining **Siemens***

Simple
Integrated
Compact
Elegant
Serious
Awesome
stylish
precision
perfection
continuity
dynamic
versatile
rugged
reliable

Inferences:

watch for siemens should show the Image of Siemens that is Serious, precision, technologically perfect watch.

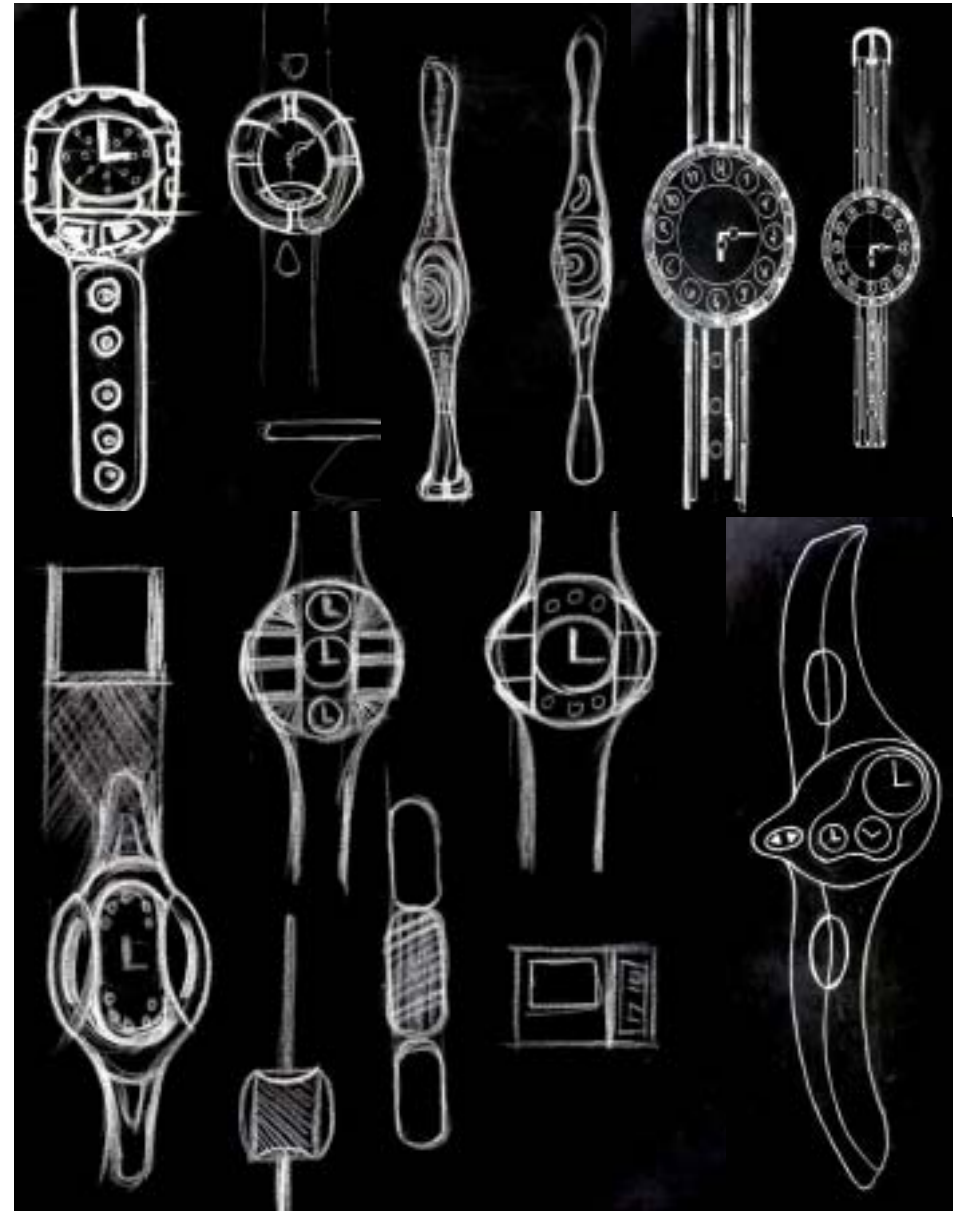
Siemens Corporate objectives should be changed to satisfy the requirements of youth watch.

Watch can be designed using the objectives of siemens or taking clues from Siemens products.

9 Concept Generation

Concept generation started with initial sketching and doodle making. This stage was of exploratory stage where i did lot of exploration in form generation and making change in basic watch ,way of using watch. After this initial stage i started working on concepts in various categories which i described earlier.. Finally brand identity was chosen as base approach to generate concepts. All the concepts are designed under this area of Brand identity for Siemens. While generating the concepts guidelines for five categories are followed plus keeping in mind the brand identity for Siemens. Everywhere effort is taken to make watches youth specific. In between some concepts were done using theme Like 'Speed' for all categories.

Intital sketches and doodles



Concepts on Brand Identity for 'Siemens'

Watch to look like Siemens family member though it is introduced newly to Siemens family following three ways are possible

- 1 Watch for Siemens is totally new product as addition to their eight different sectors in market. Siemens has definite plan to position their products in market. They have set goals and principles to achieve targets. Their products make statements in people's mind. Watch should follow that same language and also make same kind of statements. It should not be come a alien element to their family.
- 2 Watch can designed based on visual clues from Siemens range of products. These visual clues may be visible or invisible. The visible clues are drawn from existing products of Siemens and invisible clues are drawn from Siemens to personalities talk, consumer reviews or interviews of people attached to Siemens.
- 3 Finally drawing out objectives which define Siemens as a whole. These objectives are very specific to them and represent them.

As described earlier concepts on Siemens Brand identity follow rules for five categories. These rules were identified from User survey .During user survey , user's were asked about different categories and their thoughts about characteristics of all categories. After getting all the user views about categories i drawn out conclusions. The differences were taken out from user survey. Watches are designed for youth so these watches should be different from watches of higher age groups. That distinctness was identified and described one by one as follows.

Formal watch:

The word formal means arrangement of elements in precise, regular way. The person is looked as formal when he/she comes in regular, systematic, clean appearance. Formal is following some specific rules and procedures which have come from ages of practice. Watch to look formal should be able to show strong logic and rules in arranging elements. Youth going to offices cannot wear very funky watches, which is unacceptable in offices. They need a watch which suits office environment as well as showing the characteristics of youth. Watch should have elements arranged in particular, logical fashion but should have still some influence of present youth products. To a certain extent formal watch for youth can have base form of higher age groups but certain elements may be incorporated to create identity of youth.

Sports watch

Energy, dynamic, fresh, speed, athletic, fitness, power, stamina, adventurous, strong are the words associated with sports activity. The person in sports has to be 100% fit and powerful to come on to the top and win the competition with others. The watch for sports person should reflect these distinct properties. Normally many features are incorporated in sports watch like chronometer, digital analog watch etc which makes dial design very important. The casing and strap should be able to depict sports qualities like strong, rugged, energetic, dynamism. For example the ruggedness can be shown by texture and ribs on the surface.

Fashion statement watch

Fashion is changing the old practice and bringing totally new things in use. Change is fashion. Life span of fashion always varies it may be one year, one month. It changes according to changing needs of people. Fashion statement can be achieved by following the latest trend in the market. Youth watch, making a fashion statement should have latest trend reflected into its design. There will be lot of freedom taken into design of form. Breaking away from normal, radical change in form will make new fashion statement. This can be achieved by studying the trends in market and picking up clues from other products which youth are using.

Unisex watch

Products suitable for both male and female are called as unisex products. The distinct property is they are blend of masculinity and femininity. The products should have mixture of properties like strong, delicate combined together. It shows contradiction, one side it may have smooth gentle curves and other side it may have straight discontinuous lines. This can be achieved by changing masculine watch towards feminine watch and vice versa .Somewhere in the middle of changing process we will reach to the unisex watch. Carefully playing with colors will enhance the design of unisex watch.

Examples are: T-shirts, pen, spectacles, trousers, perfumes etc.

Ladies cum bracelet watches

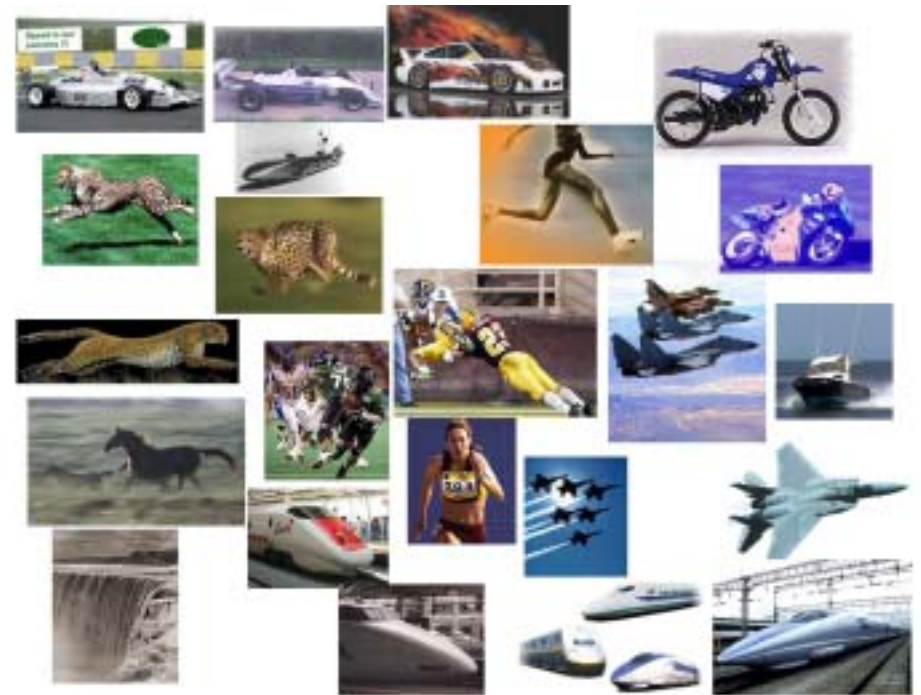
Ladies watches in today's scenario are looked as combination of watch and bracelet. So it becomes a functional as well as aesthetic product. Young girls are full of energy, freshness, beauty. They like to look neat, clean and fashionable. They spend lot of time in enhancing their image and beauty. They are much concerned to maintain their figure. They want to wear new clothes, new fashion in market. They are much more concerned about beauty rather than function. Watch should be feminine, delicate, sleek and going with the present trend. Their should be clear harmony in design of dial and strap. Proportion plays a very important role. While femininity means soft, gentle and organic curves on the other hand youthful is a dynamic, active & somewhat strong/ forceful visual features. Eventually the challenge is to depict youthful and dynamic femininity.

Using Theme of “Speed” in concepts

Characteristics of youth are energy, fresh, power, strength, adventure. The theme ‘speed’ best represents all of this characteristics. Speed is related to swiftness, dynamic, vigorous activities which are again main characteristics of youth. The procedure followed was to collect images which best represents speed and then drawing out important characteristics and visual clues. These visual clues will be used in design of watch. At the same time these watches are for youth so youth elements are important in watch.

The visual clues drawn are,

- 1 Dynamic lines
- 2 Directional forms : the elements are arranged in particular 3 Direction
- 4 Pointed forms
- 5 Sleek form
- 6 3- dimensional organic smooth curves



Attributes:

Dynamic
Energetic
Directional
sleek
aggressive
muscular

Inferences:

Watch design on five different categories. Each category has distinct properties which is used in watch design.

Speed is more related to properties like dynamic, energetic, power which are again characteristics of youth.

Concept 1

- Simple arrangement of elements
- Use of basic geometric form
- The dots on dials catches the attention
- Siemens colours like blue, white are used
- Style is given by the Buttons and area covering dial
- Leather strap can be used

Precision

Simplicity

Stylish

Trendy



Concept 2

- Symmetric arrangement of elements to show the precision and simplicity.
- Freedom shown by four squares at the four corners on dial
- Youth element brought by the four corner rectangles around dial
- Leather strap is used



Concept 3

- Basic Geometric form ellipse is used
- Steel strap is used to show formality
- Symmetry is followed
- The curves and dots on dial gives very trendy look

Neat
Clean
Simple
Logical
Symmetry
Integrated
stable



Concept 4

- Form derived from basic circle and square
- Dial very specific for office environment
- Direction is created using the square
- The half circle elements on periphery also Denote direction
- Strap having square indentation to give trendy look
- Digital time, day, date shown
- Leather belt used to show formality

Simple
Precise
New



Concept 1

- Concept based on Theme Of “Speed”
- Unusual form
- Interest in dial using progressive forms
- Dynamic lines
- Directional form
- Elements on dial in geometrically increasing order to show the changing nature.
- Pointed elements for theme of speed



Concept 2

- Different idea of time showing
- Visual clues from game of dots and cross
- Cloth strap can be used to give trendy look
- Fresh colours like blue, purple, sky blue are used.

Alterable
Unorthodox
Freedom
Unsteady
Unstable
Unpredictable
Influential
Trendy



Concept 3

- Style is brought by small bristles on strap
- The elements on the casing are taken from Siemens mobile showing identity of Siemens
- The ellipse on the top and elliptical dial again characteristic of siemens mobiles.
- Elegant curves are used.

Stylish
Simple
Elegantness



Concept 4

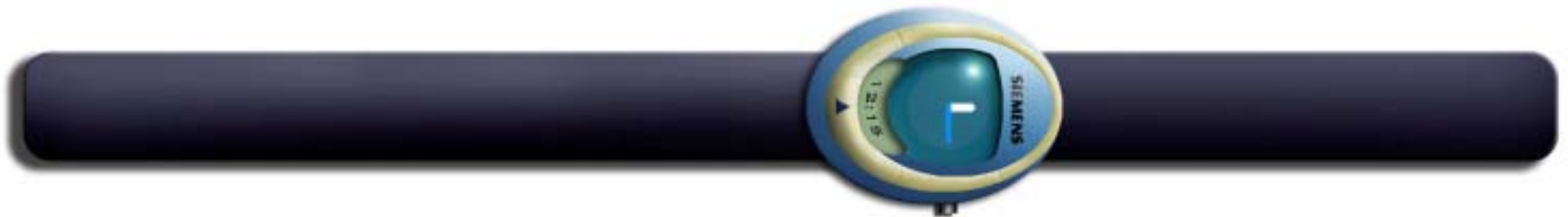
- Wrist band watch
- Unpredictable patterns on strap
- Plastic material like rubber can be used to give different experience
- Changing nature of elements on strap
- Thin metal strip covered with rubber can be used as strap

Alterable
Unorthodox
Freedom
Unsteady
Unstable
Unpredictable
Influential
Trendy



Concept 1

- Elegant curves
- Masculinity given by elliptical surface around dial
- Ellipse is base form which is very common for siemens mobiles
- Trendy colors are used.
- Overall smooth form and curved dial gives feminine characteristics to watch



Concept 2

- Form is evolved from trapezium
- Strap width is increased in proportion to casing.
- Visual elements are used to show dynamism
- Straight line used in contradiction to curved line
- Both feminine and masculine nature is shown through lines.

Stylish

Dynamic

Blend

Integration

Masculine as well as feminine



Concept 3

- Hexagon and circle are blended together to give in between form
- Large radius is given to show softness in form
- Ribs are present only on the part of circle
- Curves on dial
- Numbers are written in odd fashion to show freedom
- Hook loop arrangement for strap

Contradiction

Blend

Integration

Masculine as well as feminine



Concept 1

- Concept based on theme of “Speed”
- Strong ,ruggedness shown by ribs on dial and strap
- Display tilted to show direction and dynamism
- Interest on dial casing created using another curved element which enhances the directional form
- Digital display
- Wider strap to show masculinity
- Overlap created to break continuity and create dynamism

Rugged
Strong
Masculine
Tough
Dynamic



Concept 2

- Proportion of belt and casing is important
- Ribs on casing and on strap gives rugged look
- Numbers are big to increase the readability
- No complicated look

Rugged
Strong
Masculine
Tough



Concept 3

- Big, bulging form is used
- Functionality is given importance
- Strap is given treatment to show ruggedness
- Hook loop strap is used-user survey
- Element on dial gives trendy look

Rugged

Strong

Adventurous



Concept 1

- Concept based on theme of “Speed”
- Sleek, delicate form used
- Dynamic lines on strap to show both femininity and speed
- Directional central form
- Digital Display tilted to show dynamism
- Switches carefully used again to show direction
- Continuity of curve dial casing curve and strap curve
- Hook loop strap used

Delicate
Sleek
Feminine
Organic
Gentle
Soft



Concept 2

- Feminine colors are used
- Thin strap
- Ornamentation is given on strap
- Thin, sleek hands
- Curved elements on dial casing

Delicate
Fresh
Sleek
Feminine
Thin
Gentle
Smooth



Concept 3

- Curiosity is brought in dial-user survey
- Thin, delicate strap
- Feminine colors

Delicate
Fresh
Sleek
Feminine
Organic
Thin
Gentle
Soft
Smooth



11 Final Concepts

After doing the exercise of concept generation next stage is concept finalization. I have designed series of watches in total five categories. Each category has specific characteristics on the basis of which concepts were generated.

Method of selection will be identifying the criteria in each category and then comparing the respective concepts against those criteria. Ranks can be given from 1 to 5 where 1 is bad , 3 is OK and 5 is excellent. The criterias defined are as follow

Sports watch

Strong
Rugged
Readability

Formal watch

simple
Neat
Youth element

Ladies watch

Feminine
curiosity
colours
form

Fashion Watch

newness
change from old
fashion element
visual elements

Unisex Watch

Femininity and masculinity balance
colours
Form
proportions

Concepts are finalized using the criteria defined earlier. Tables are made to rank them accordingly. Concept which gets highest score is finalized.

Fashion watch

	Concept 1	Concept 2	Concept 3	Concept 4
new	5	5	3	4
Change	5	5	4	4
fashion	3	3	4	4
Visual elements	4	5	3	4
Total	17	18	14	16

Formal watch

	Concept 1	Concept 2	Concept 3	Concept 4
Simple	5	4	5	4
Neat	5	4	4	4
Youth element	4	4	3	5
Total	14	12	12	13

Unisex Watch

	Concept 1	Concept 2	Concept 3
Femi & Masu Balance	4	3	5
Fom	3	4	5
Colours	4	3	4
Proportions	4	3	3
Total	15	13	17

Sports watch

	Concept 1	Concept 2	Concept 3
Strong	4	3	3
Rugged	5	3	4
Readability	3	4	3
Total	12	10	10

Ladies Watch

	Concept 1	Concept 2	Concept 3
Feminine	5	4	4
curiosity	4	3	3
colour	3	5	3
form	5	4	3
Total	17	16	13

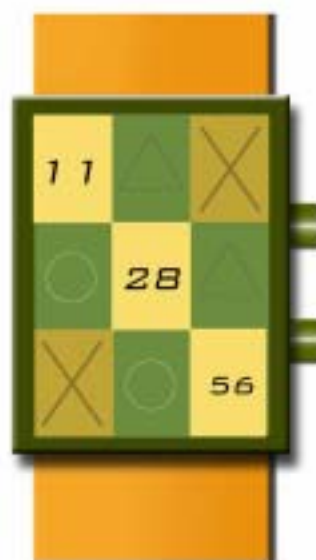
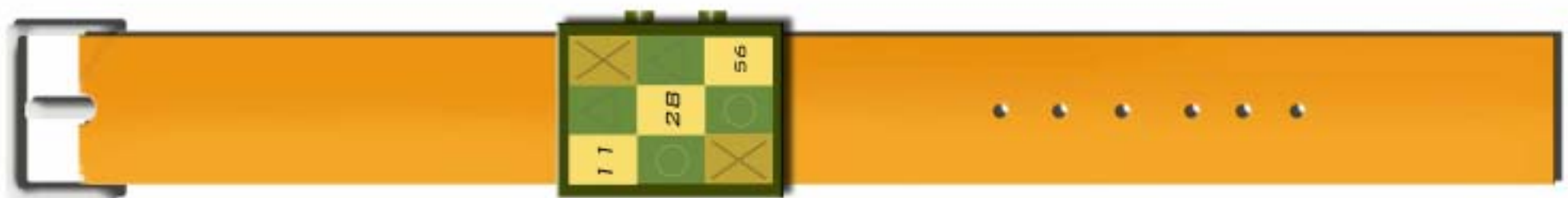


Harmony

Basic shape ,circle is used
Symmetry is followed
Analogue and digital watch
Circular elements on dial gives
youthful look
Steel or leather belt gives formal
look



The final colour scheme was decided using Rhino3-D model. These are some views of watch rendered in Rhinoceros and 3-D max software.



Grace

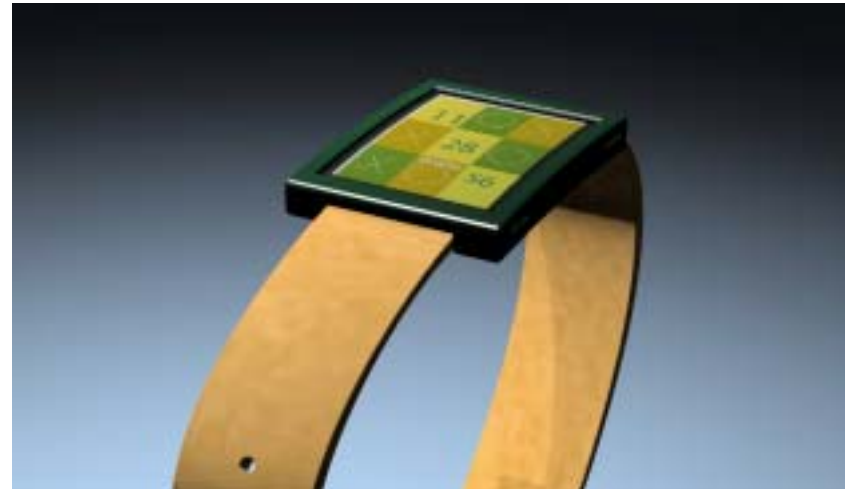
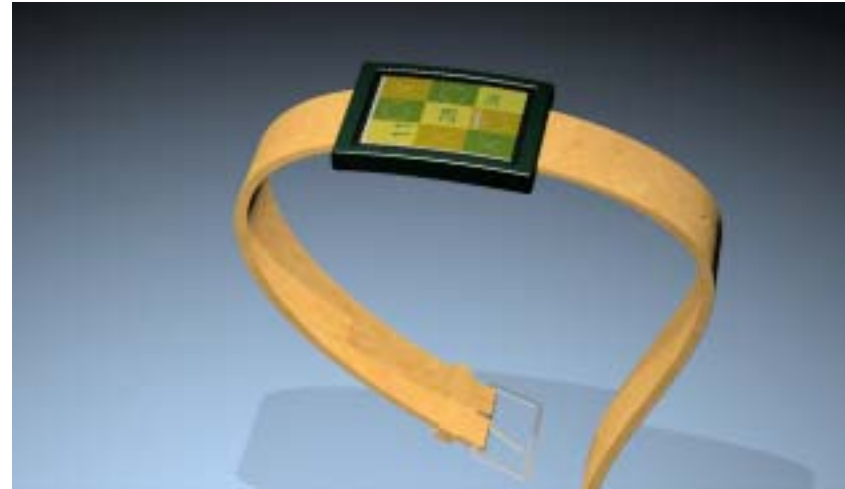
Digital watch different from normal

Visual clues from game of dots and cross

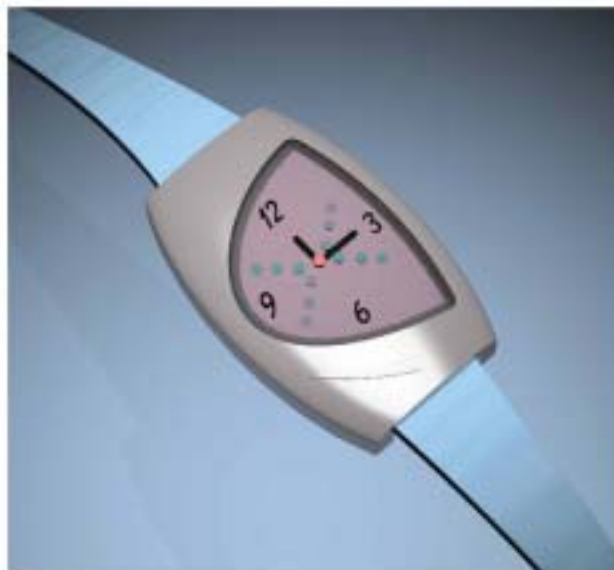
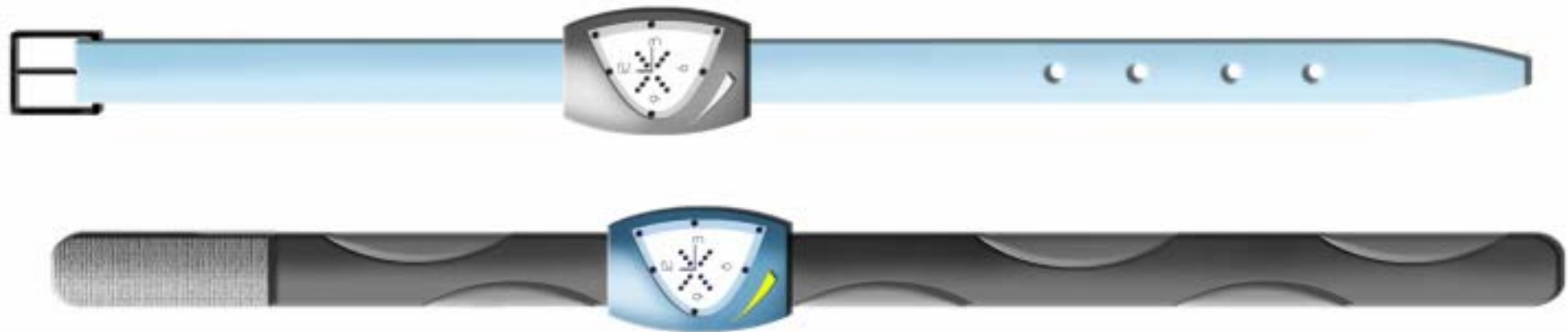
Cloth strap can be used to give trendy look

Fresh colors like blue, purple are used.

Grace

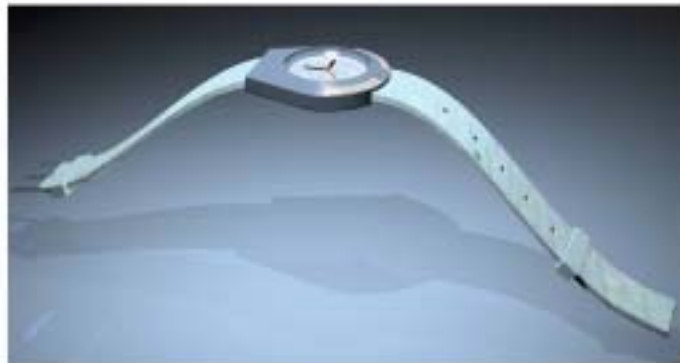
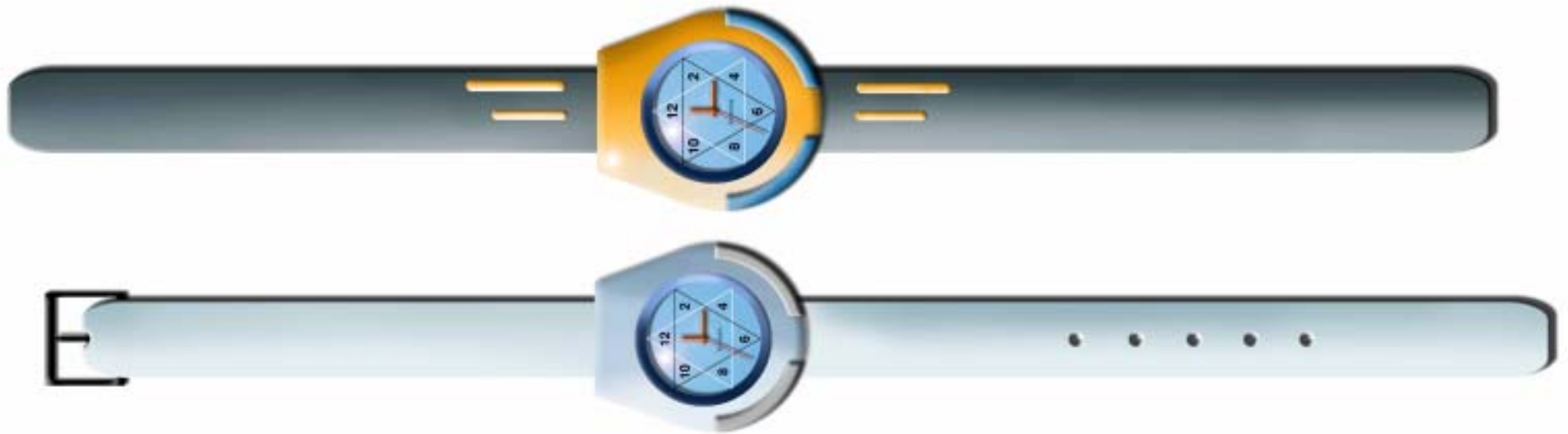


Rhinoceros 3-D model
3-D max rendering



Dew

- Sleek, delicate form used
- Dynamic lines on strap to show both femininity and speed
- Continuity of dial casing curve and strap curve to create interest

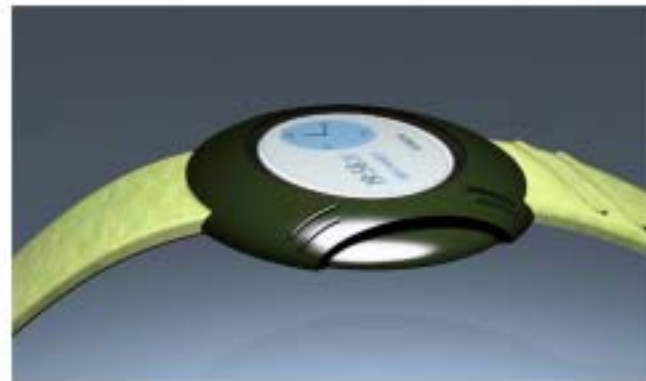


BLEND

Hexagon and circle are blended together to give in between form

Large radius is given to show softness in form

Ribs on casing show masculinity



ZIPPY

Strong ,ruggedness shown by ribs on dial and strap

Display tilted to show direction and dynamism

Function is more important than aesthetics

Wider strap to show masculinity



Grace

Harmony

Dew

ZIPPY

BLEND



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