



Oliver Neuland Design
est. 1998

OND aims to be part of a long-lasting research and development partnership. We offer expert knowledge in industrial design, product innovation, visualization and enhancing creativity. While partnering engineers focus on the issues of functionality and manufacturability, we make sure the human (user) side of interactions with products are well considered. How the product solves the users problems and serves their needs. How it feels while using it. How it explains its use. How it communicates its inner qualities and your brand values to the user. How it becomes an appealing object of desire and suites its environment. OND helps shaping a product to suite the user and creates profit for the manufacturer and its brand.

INDUSTRIAL DESIGN AND INNOVATION CONSULTING THROUGH:

- + **Process management** & advise
(esp. development team coordination)
- + Professional moderation of kick-off, ideation (creative) and co-creation **workshops**
- + **User research** (initial insight & concept feedback) including interviews, focus group sessions
- + Ethnography (Emersion) and user observation
- + **Developing a clear design brief** and task (through the modules above)
- + Video documentation & editing

- + **Idea sketching & rendering**
- + **Form-giving** (aesthetic, ergonomic, semantic, functional) including mood & feel testing
- + Defining and testing functions from user perspective
- + **Illustration** of scenario of use (Storyboarding)
- + Illustration of technical principles
- + **Surface modelling** (CAD-work)
- + Mock-up **testing and prototyping**
- + Automotive **clay modelling** & reverse engineering (external)
- + Technical data set creation to prepare tooling & production
- + **Material & colour** suggestions

- + Competitor review & market analysis
(as supporting third-party view)
- + **Trend research**

OND works with a German partner studio (Formsprache Gestaltung) and selected other experts on a case to case basis.

DATA EXCHANGE & SOFTWARE:

IGES, STEP, 3DM, DFX, OBJ, STL as well as all Adobe CSS and MS Office files. Most work is done in **Rhino3D, Photoshop, Illustrator**, KeyShot, Premier Pro, MS Office. If required we also work with SolidWorks, URay, Maxwell, FinalCut Pro, 3D StudioMax...and others.

OND also owns a PP3PD Up Printer and Repman **3D printer** for printing prototypes in ABS & PLA.

WHAT IT COSTS:

Work can be commissioned per project phase and according to a written offer. Fees in NZ Dollar:

Creative and consulting work	115.-/hour
Support & preparation work	75.-/hour
Workshop or Seminar	1200.-/ half day
	1800.-/ full day

(incl. prep. time & full written documentation)

DEALING WITH IP:

All by OND created IP remains with OND until signed over with an invoice and its full payment.

+ **Inclusive rate** (see above)

IP usage rights of final selected concept signed over with payment of invoice.

+ **Success rate**

Initial lump sum as basic compensation and 3-5% royalties per sold unit - base on recommended whole sale price.

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Product Development ::: Industrial Design
Innovation management ::: Idea Visualization
16 Domain Crescent ::: 0881 Auckland ::: New Zealand
Innovation neuland-design.de ::: 0064 9 5503758