DESIGN FOR MANUFACTURE
About Me

Founder

Design Director

moms®

Design Director

Founder

moms®
70 SKU’s per Quarter
2 parts

Startups and design

Nuts and Bolts
Startups
Save up for design

“Coming up pretty soon.”
Dollars now
Dollars now
Thousands Later
How can design save money?
Designers like ambiguity
We’re sensitive artists
We’re sensitive artists

“That Blue isn’t blue enough”
It’s actually a bit more Cerulean than Teal
We’re sensitive artists

“That Blue isn’t blue enough”
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“What if it wasn’t?”
Blow it up! Get it out of my face!
“That Blue isn’t blue enough”
It’s actually a bit more Cerulean than Teal

“What if it wasn’t?”
Blow it up! Get it out of my face!

“Does it have to be like that?”
I just, like... don’t get it
But we’re also Canaries

This is the part where you get sensitive...

Have you actually tested?
Do you want the truth?
Are your costs in-line?
What’s it made out of?
Who can help us?
Does it work?
Does anyone even want it?
This isn’t about shooting holes in your dream
It’s about breaking and rebuilding
Anecdote #1
Anecdote #1

“We don’t have money for tooling”
Get Creative (Off-The-Shelf)
Knowing the constraints, for $3,348 of Design
We saved $25,000
Of tooling...
(AND IT LOOKS AWESOME!)
Knowing the constraints!
“Here is one of the few effective keys to the design problem — the ability of the designer to recognize as many of the constraints as possible — his willingness and enthusiasm for working within these constraints. Constraints of price, of size, of strength, of balance, of surface, of time and so forth.”

— CHARLES EAMES
Study the Constraints...
(and tell them to everyone)
Anecdote #2
Anecdote #2

“We’re not committed to the idea yet”
Oh Really?
(that’s kinda
the point)
We want to make a medical device
Cool!
Here’s a few days of Design work and Visualization
Ohhhhh... Actually an App is going to be much better.
Explore it early and scrap
Anecdote #3
Anecdote #3

“This isn’t the final. It’s not done. It will be better.”
Maybe not...
After digging in on the project for a different area, we decided...
YOU CAN’T BUILD THAT!!!
As in unmoldable, materials won’t get that thin, breaks everything
Build it (craft Time)
Have hard conversations.
Be Honest.
Anecdote #4
Anecdote #4

“We’re not ready to share it yet. With manufacturer's, sales team, or humans ”
You know who knows how to make stuff?
You know who knows how to Break stuff?
Talk to the Vendor
How do I find a vendor?
Make friends
Join Groups...

MANUFACTURE OR INDUSTRY BASED
Do the legwork
Left turn!
Elijah’s guide to making things Real

(and real good)
ALIGNMENT (LINE THINGS UP)
Alignment
(Line Things Up)
ALIGNMENT
(LINE THINGS UP)
Beauty Gap
Beauty Gap
Beauty Gap
Pick one thing to celebrate
Use Multiple Materials
Use Multiple Materials
Use Softgoods
Use Softgoods
Play with Scale
Play with Scale
Play with Scale
Buy Things that are similar and take them apart!
Or watch videos of other people doing that.
Thank You!
Go Make something great!