material cost
static load + mass
LCA + geometry

product form (brand culture)
motion study
animation + multiple array

BUSINESS MODEL - ROI
NPD ROAD-MAP

MARKET-VALUE
DIFFERENTIAL

PERFORMANCE
TECHNOLOGIES

USABILITY VALUE
UX - UI - SX

PRODUCTION
TECHNOLOGIES

USER/CONSUMERS
LIFE-STYLE CULTURE

material cost
static load + mass
LCA + geometry

motion study
animation + multiple array

BASE FRAME
FRAME FEET
MECHANISM CASING
SEAT PAN TRACK

STATIC JOINT DETAILS
FOLDING JOINT DETAILS
SEAT PAN CHASSIS + "RUNNERS"
SEAT PAN
FOOT PADDLES