

**Design a
stylish Watch
(Live Fully)**

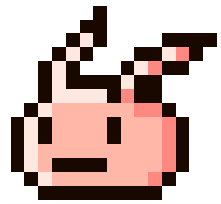
VWC 3026
PROJECT SKILLS

FINAL REPORT
PRESENTATION

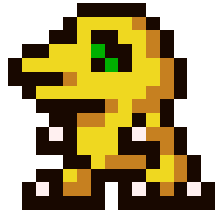
**-Group 2-
The RE:Under**

Name	Student ID	Class	Role
Chong xxxxxxxx	1803xxxxxx	FS113377-3A	Leader
Cheung xxxxxxxx	1803xxxxxx	FS113377-3A	Member
Lai xxxxxxxxxx	1804xxxxxx	FS113377-3A	Member
Leung xxxxxxxx	1803xxxxxx	FS113377-3A	Member
Wong xxxxxxxx	1982xxxxxx	FS113377-3A	Member

Presentation Outline

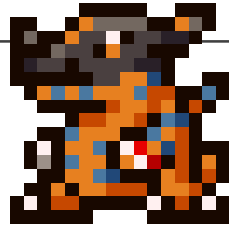


Background



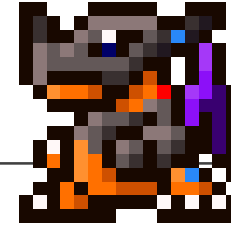
Findings

- Market Research
- Customer Survey



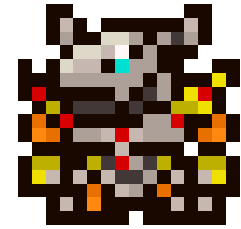
Discussion

- Description of Proposal
- Suggestions
- Required Resources
- Implementation Details



Challenges

- Possible Challenge
- Solution



Conclusion

- Summary
- Expected Outcomes

the Re 底

Background



The Hong Kong Watch & Clock Design Competition

◦ As the students of Youth Collage

Theme of Design : **Live Fully**

◦ Awake yourself with the most precious moments and demonstrate on your design with the idea of living fully
/jīng cǎi rén shēng/

【精彩人生】



Findings - Market Research

on 3 related products in the market - *Features*

AQUA TERRA 150M Quartz 28 MM	TISSOT T-Race Chronograph	Classicist Quartz Leather Watch
Diamonds	Scratch-resistant	Rectangular
White dial	Black dial	Silver white dial
	Black strap	Brown strap
	Sapphire crystal	


OMEGA


TISSOT


SOLVIL_{ET}TITUS

Findings - Market Research

on 3 related products in the market - *Specification*

Diameter: 28mm	Diameter: 43mm	Diameter: 30x44mm
Bracelet steel	Silicone strap	Mineral Glass Strap
Case: Steel	Swiss quartz	Thickness: 7.6 mm
Between lugs: 14 mm		width: 22mm
Water resistant: 15 bar	Water resistant: 10 bar	Water resistant: 3 ATM
Crystal: Domed scratch-resistant sapphire crystal with anti-reflective treatment on both sides	316L stainless steel case with black and rose gold PVD coating	Material: leather
		



Findings - Market Research

on 3 related products in the market

Watches

Brands	 OMEGA	 TISSOT	 SOLVIL ET TITUS
Price	HKD \$32,400	HKD \$5,150	HKD \$1,106
Size	28mm	47.6x43x12.3mm	30x44x7.6mm
Weights	N/A	110g	N/A

Functions

Water Resistant	○	○	○
3 Hands	×	○	○
Chronograph	×	○	×



Findings

- Customer Survey

- ◆ in the Hong Kong Watch Clock Fair
- ◆ from 8 to 12 September
- ◆ 100 questionnaires
- ◆ Google Forms

Marketing research

*Required

Your age: *

Below 18

18-24

25-34

35 or above

Your gender: *

Male

Female

How often do you wear your watch? *

Always

Sometimes

Never

Submit

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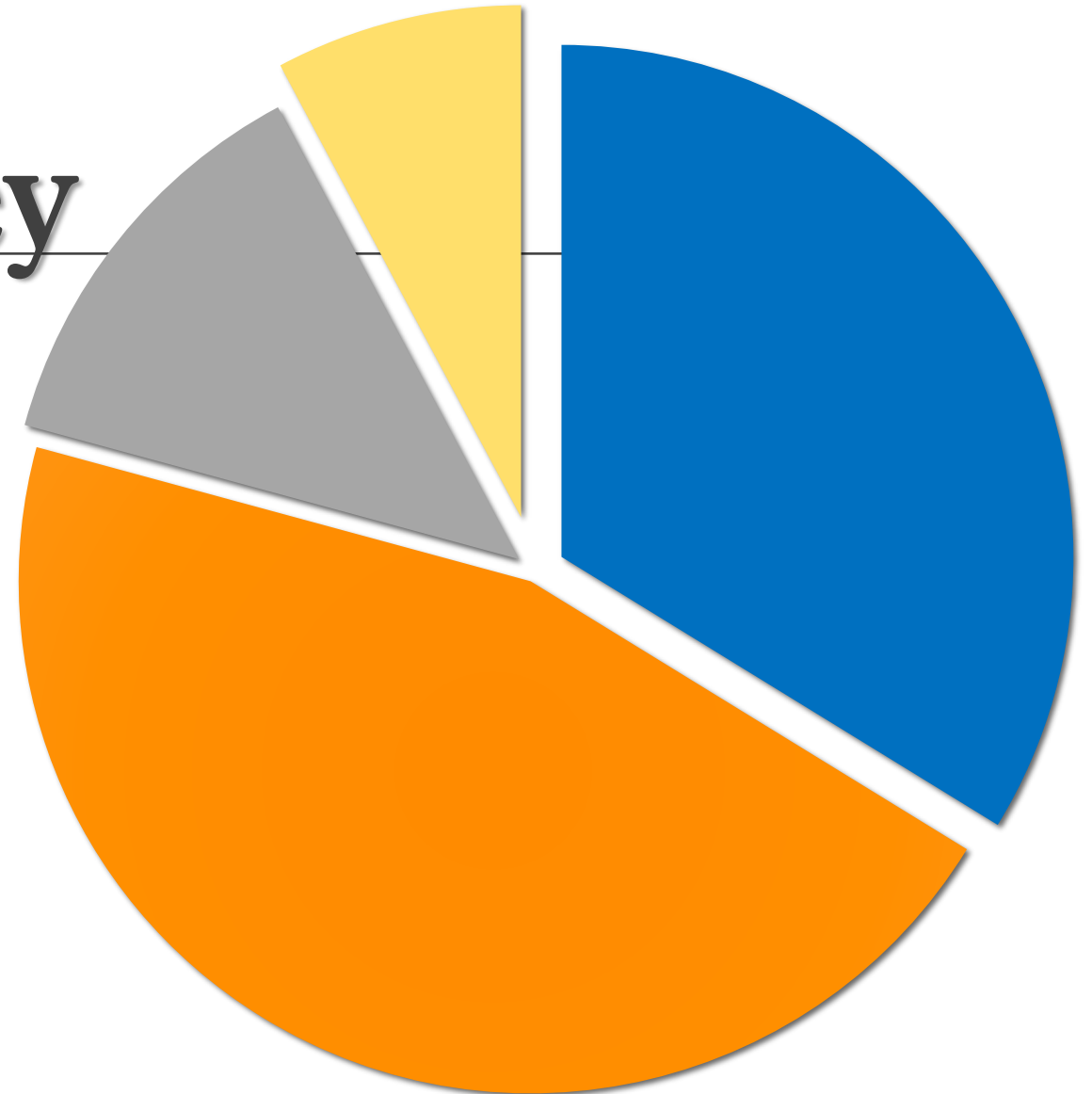
Google Forms

Findings

- Customer Survey

Diagram 1:
Age distribution

- Below 18
- 18-24
- 25-34
- 35 or above



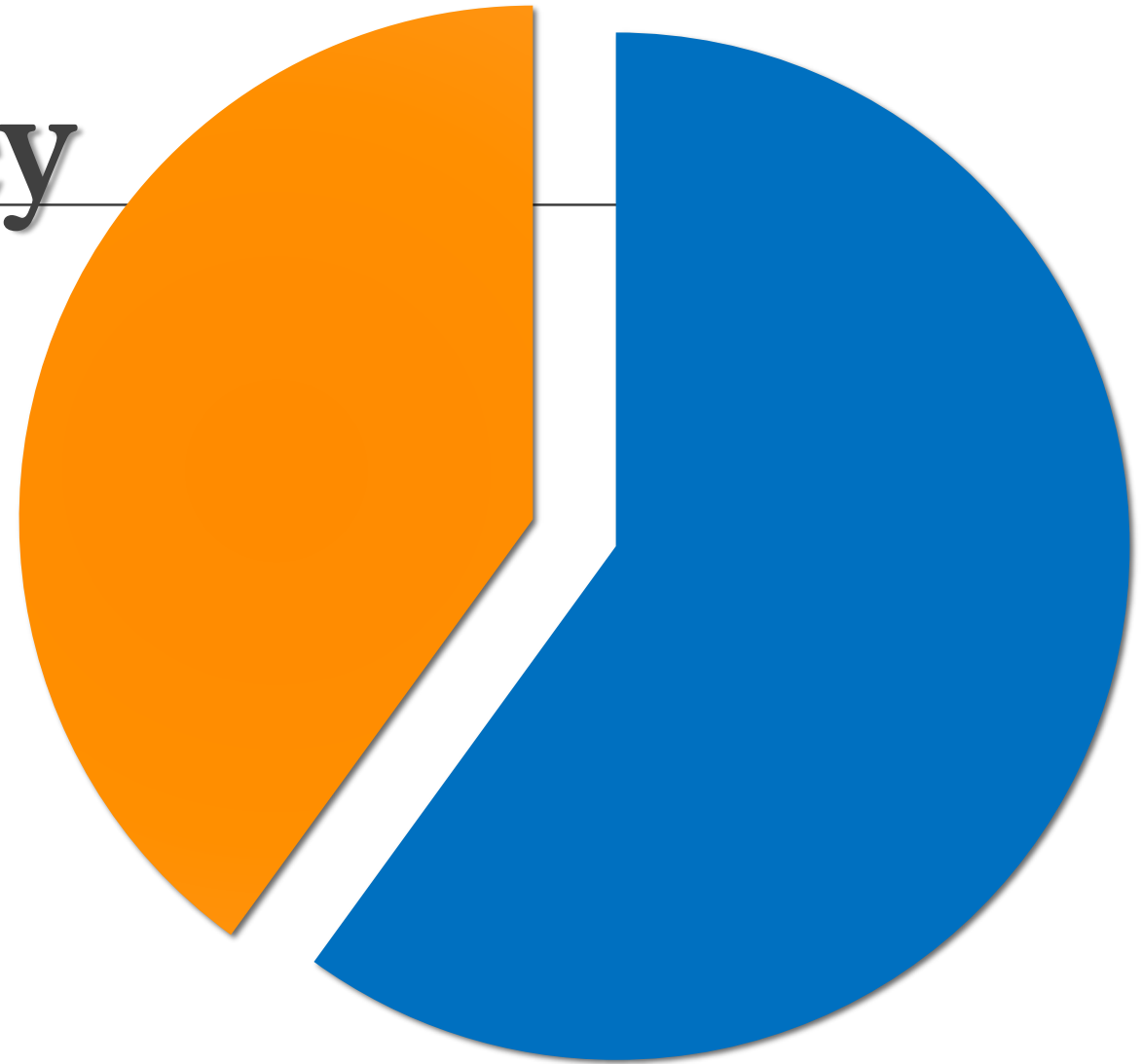
Findings

- Customer Survey

Diagram 2:
Gender of the respondents

■ Male

■ Female



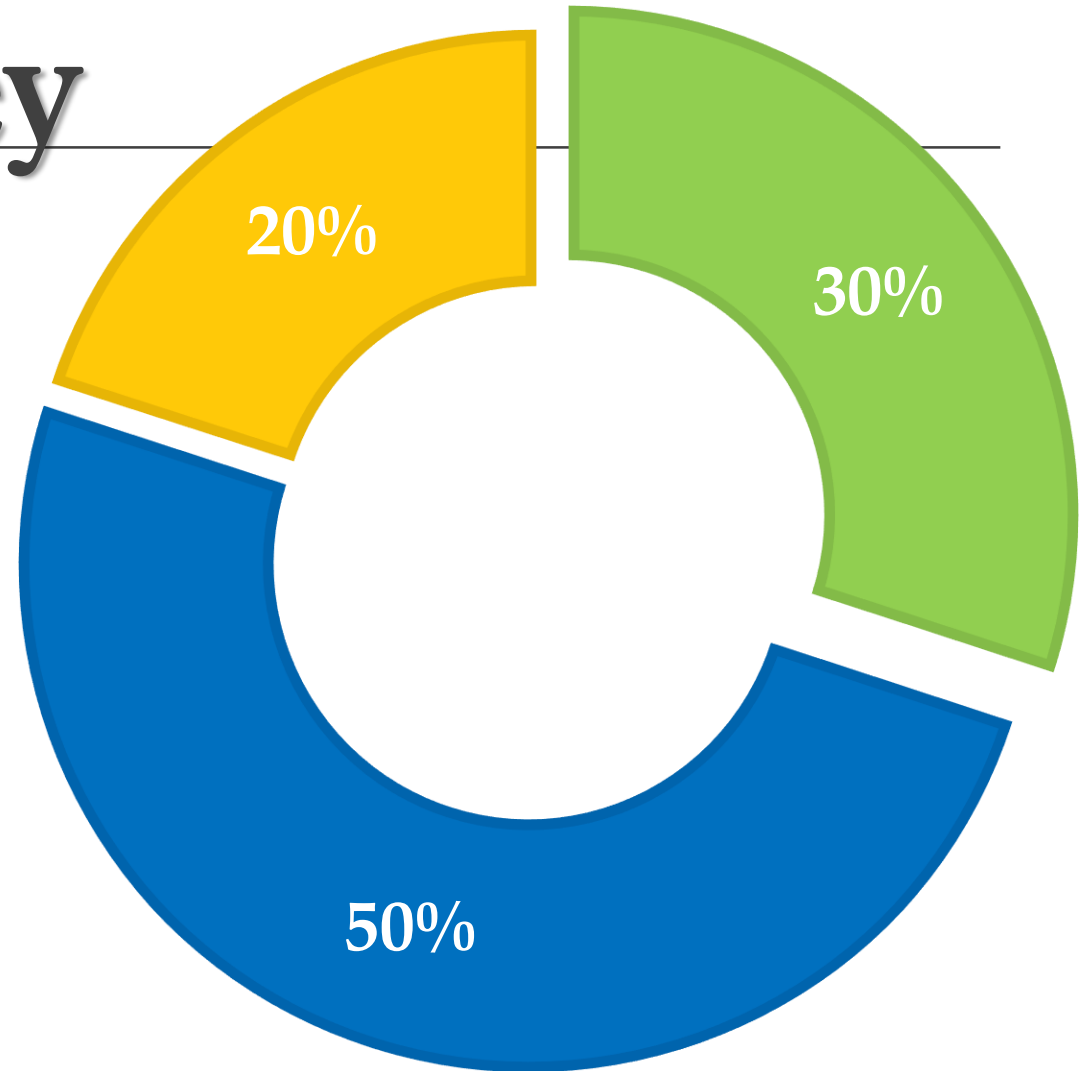
Findings

- Customer Survey

Diagram 3:

How often do you wear your watch

- Always
- Sometime
- Never



Discussion - Description of Proposal

Target Customers

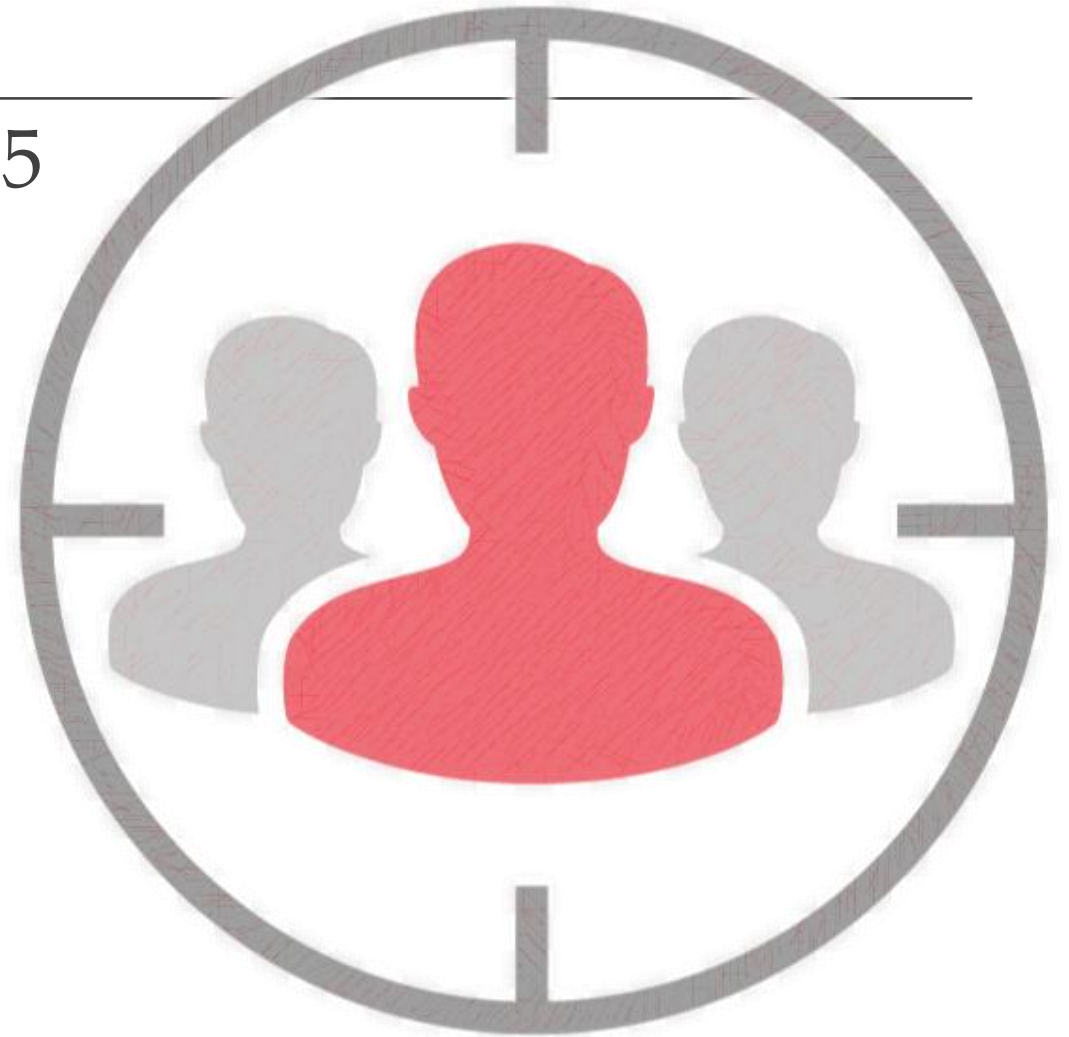
- teenagers aged between 17 and 35

Look for

- trendy
- good value for money
- eco-friendly

Sold at

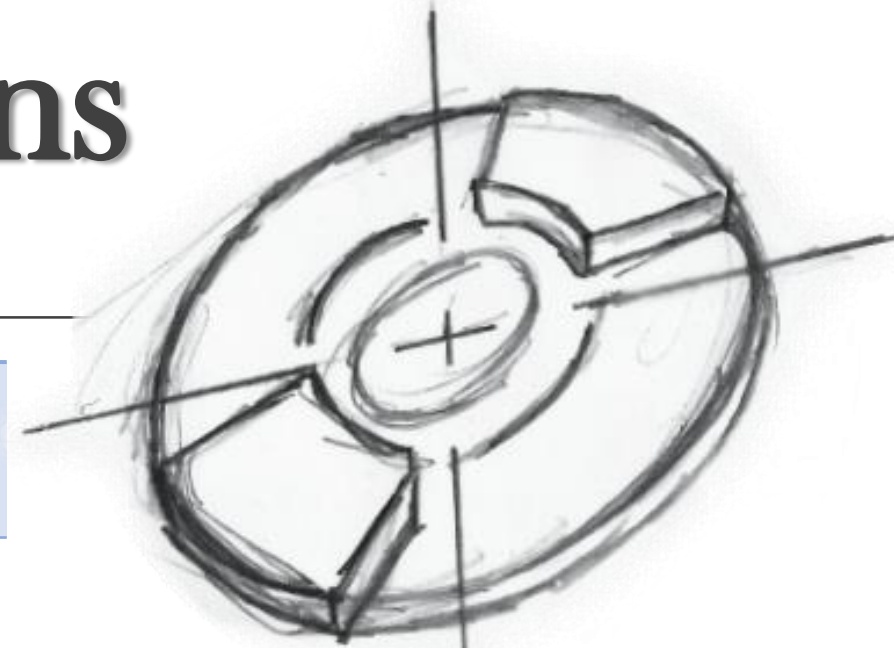
- major watch retailers
- online shop



Discussion - Suggestions

Product Specifications

<i>Product Type</i>	Quartz movement	<i>Feature</i>
<i>Strap Material</i>	High tensile silicone	Round
<i>Case Diameter</i>	42mm	Clear Case
<i>Case Thickness</i>	10mm	Multi-Dial
<i>Water Resistant</i>	3 ATM	No hands



theRe 底

Discussion - Required Resources

OBJET

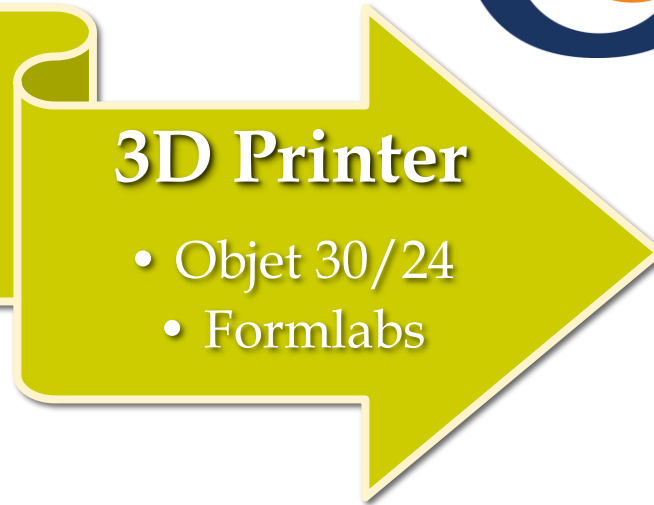


3D SOLIDWORKS



Software

- Solidworks



3D Printer

- Objet 30/24
- Formlabs

formlabs 

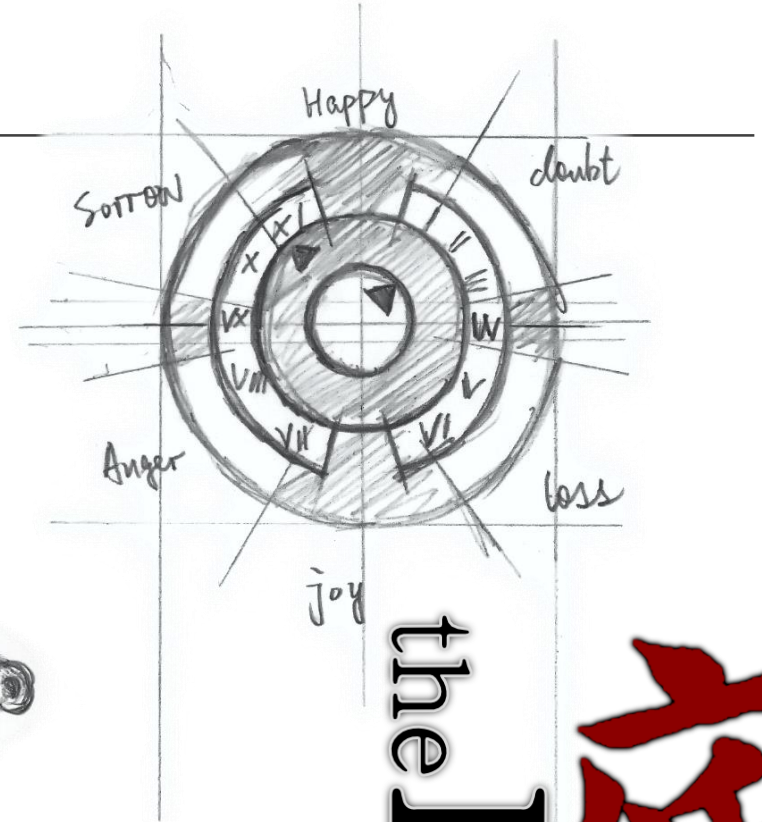
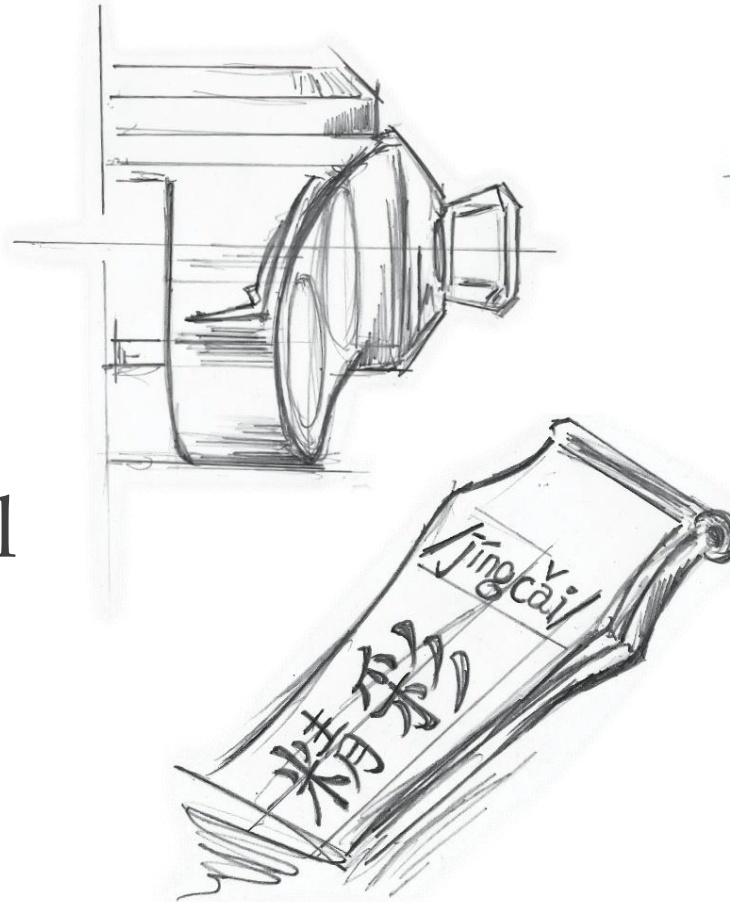
Discussion - Implementation Details

Sketch Designs

3D Drawings

Design Concept

- Life is Strange,
world is wonderful



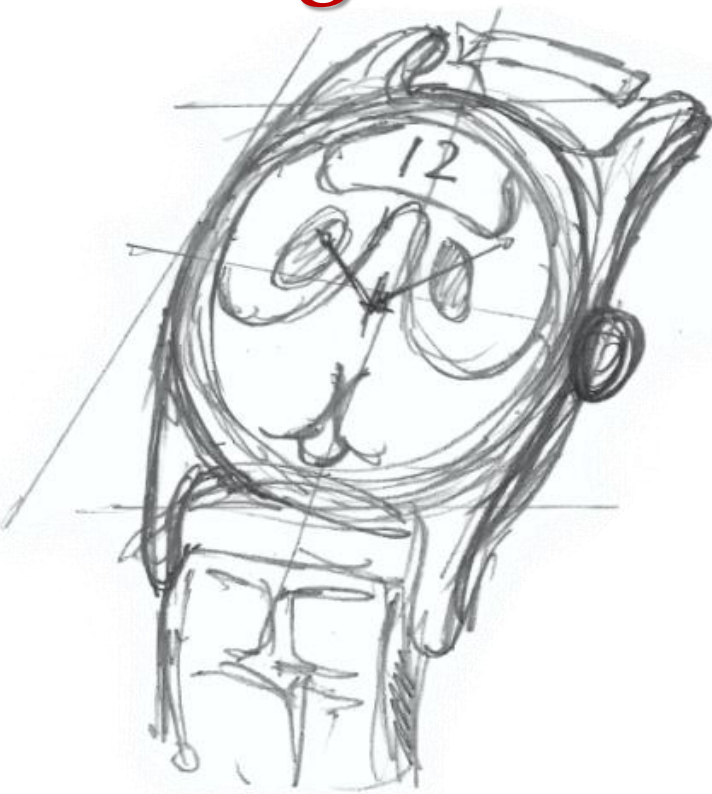
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Discussion - Implementation Details

Design Concept

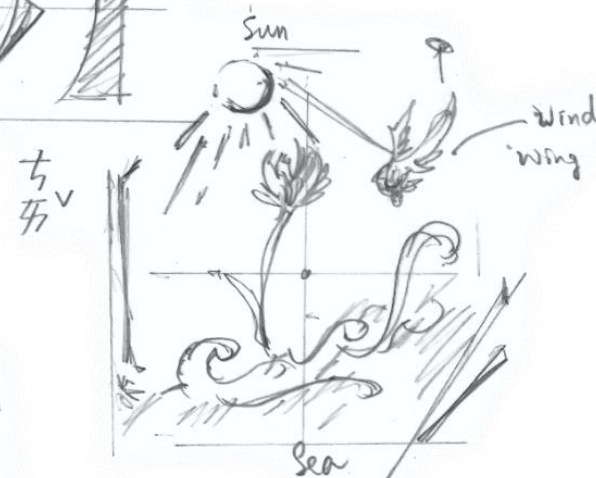
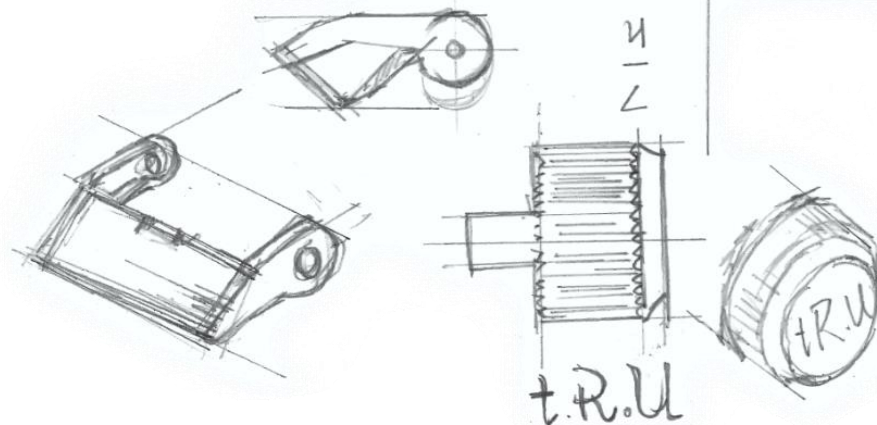
/jīng cǎi/

【精彩】



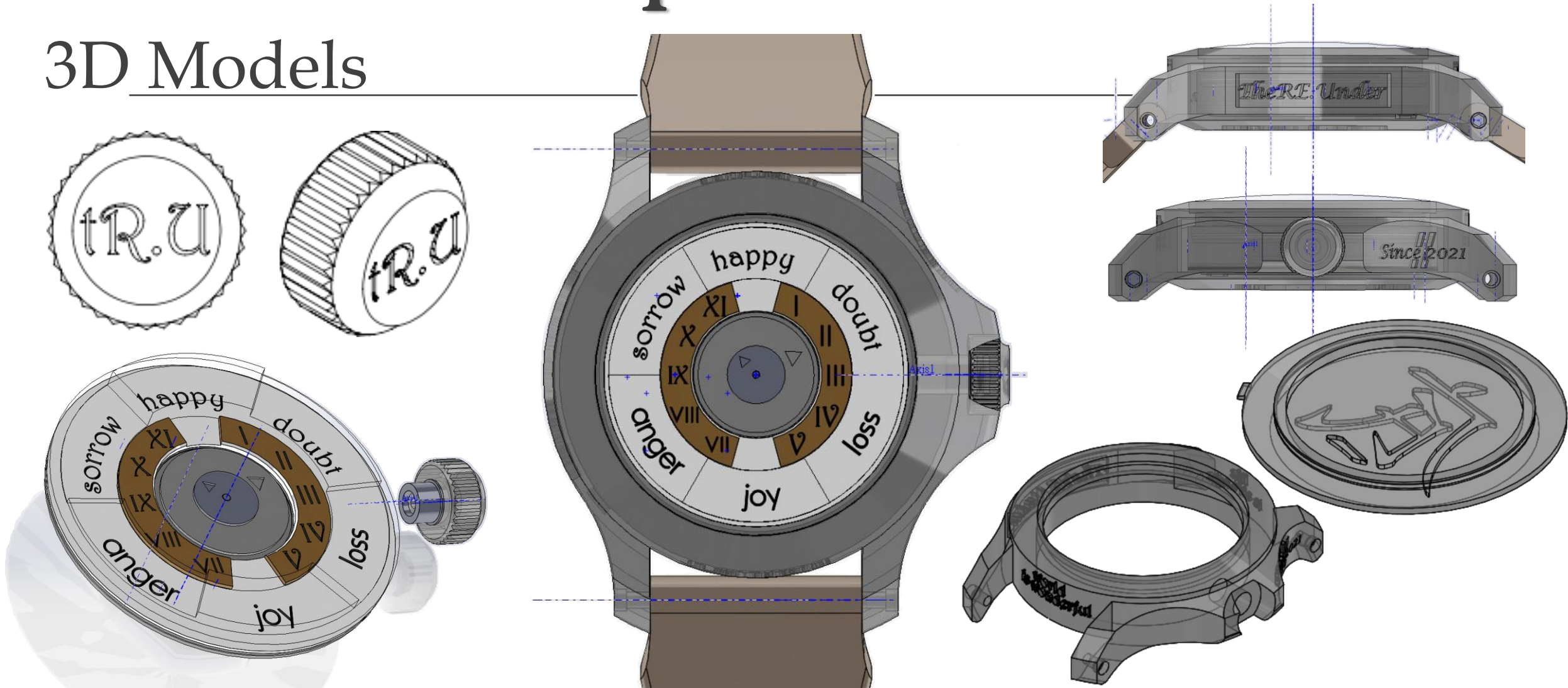
Life is strange
World is wonderful

jīng Cǎi
【精 彩】



Discussion - Implementation Details

3D Models



Discussion - Implementation Details

3D Models - Assemble





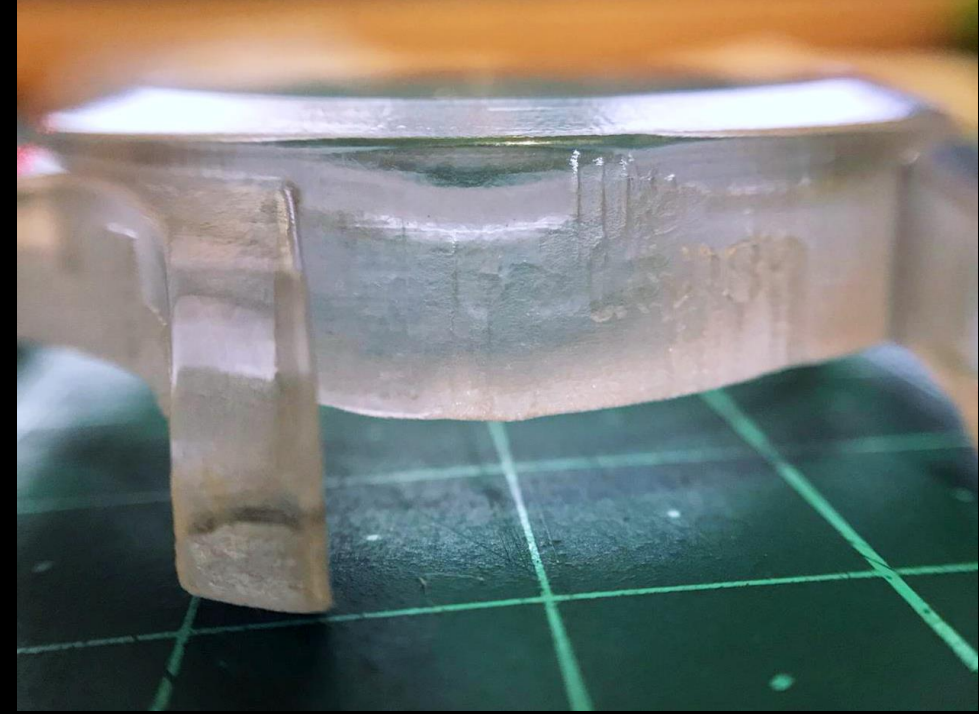
Challenges
Possible Challenge
Design - Sizes were wrong

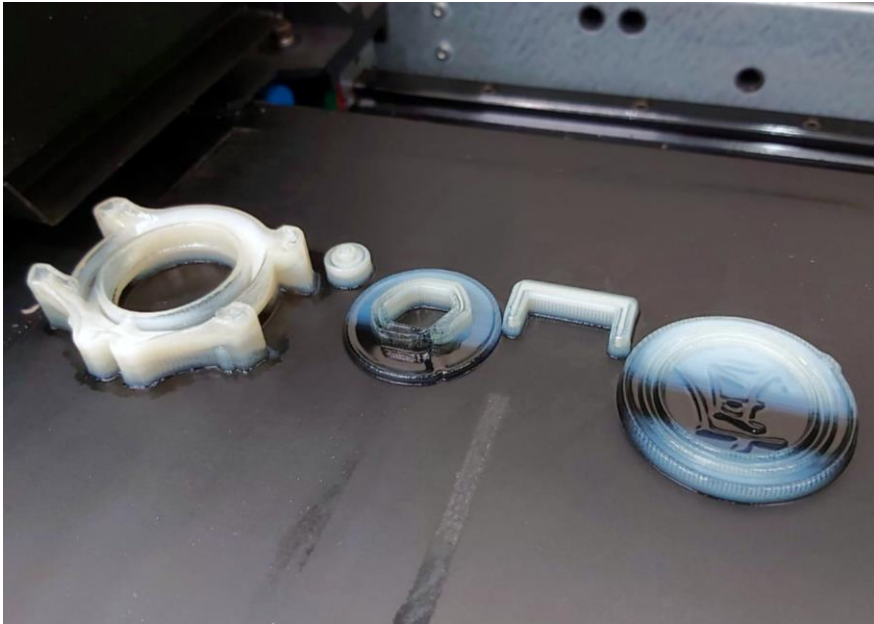
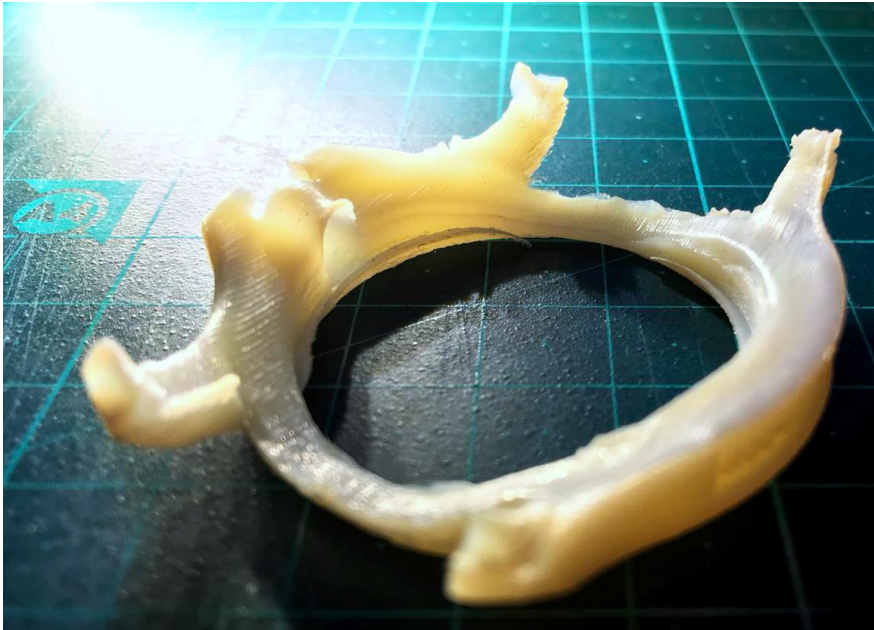
Challenges

Possible Challenge

3D Printing issues and Painting

- Many defects were found





Challenges

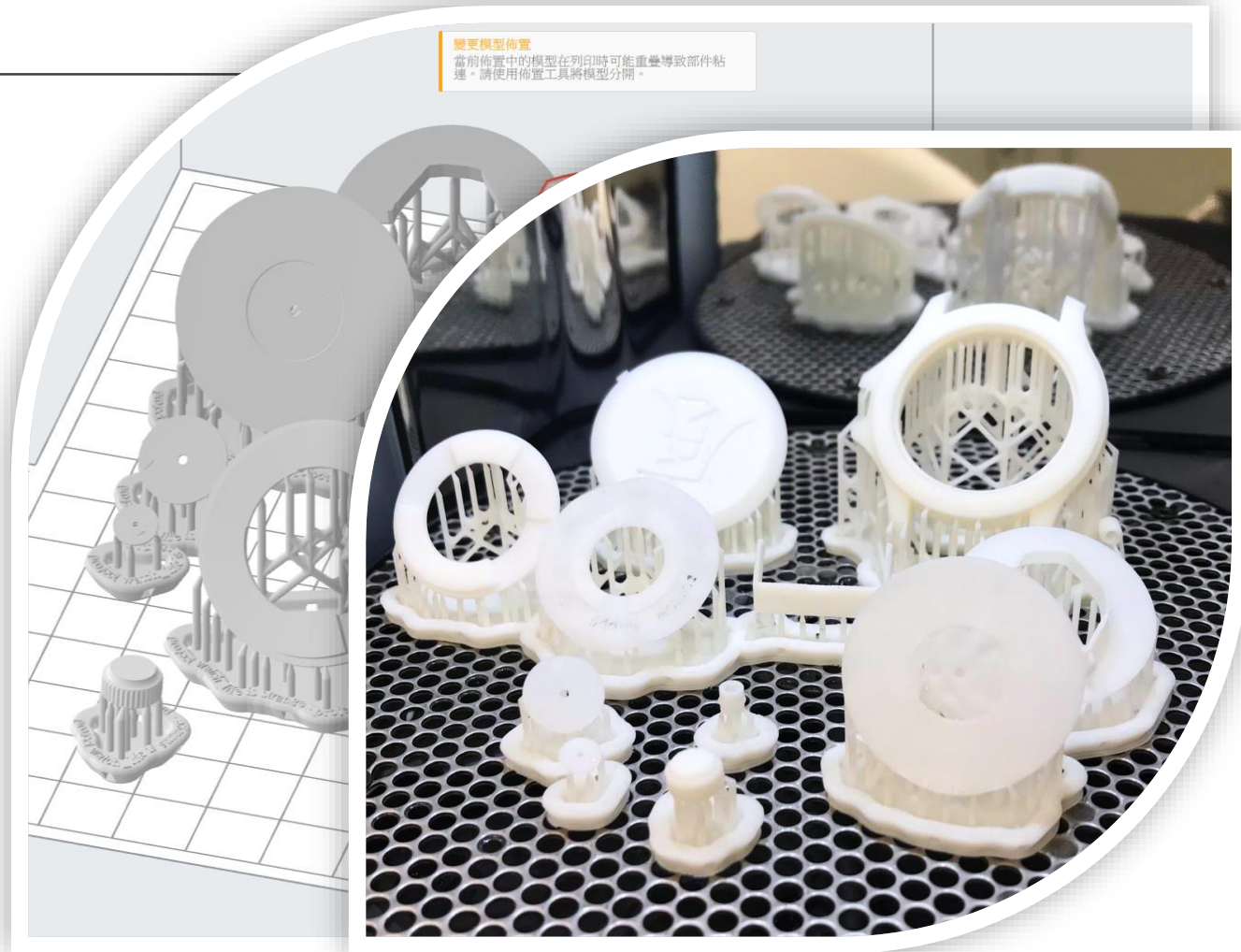
Possible Challenge

Resources

- Materials are expensive

Challenges - Solution

- ✓ Work hard to correct the repeated mistakes.
- ✓ Minimize our defects to avoid wasting resources.



Conclusion - Summary

Designed a **WATCH** for joining
the Watch and Clock competition

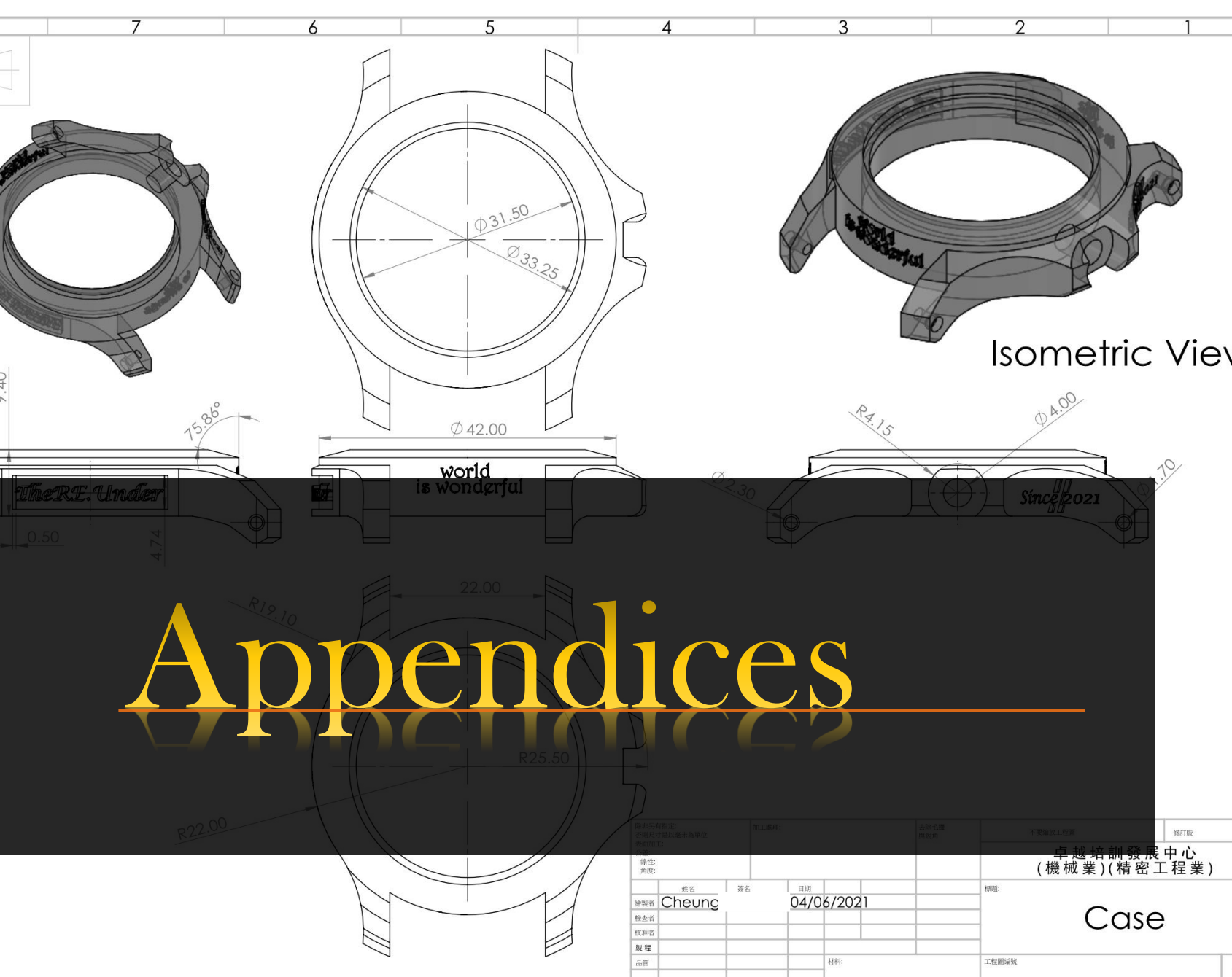
Win the prize from the competition

Team Working

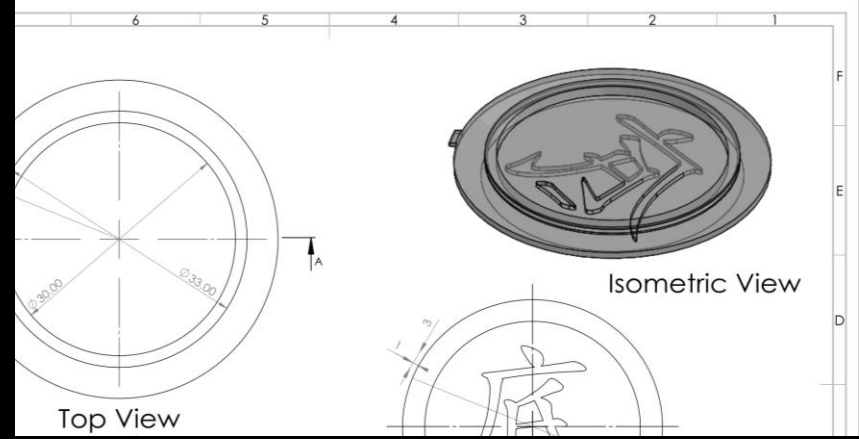
Product Development

Conclusion - Expected Outcomes



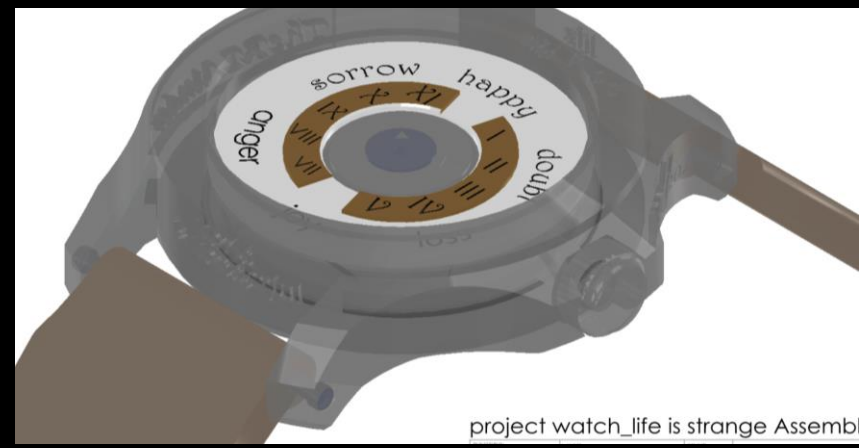


Isometric View

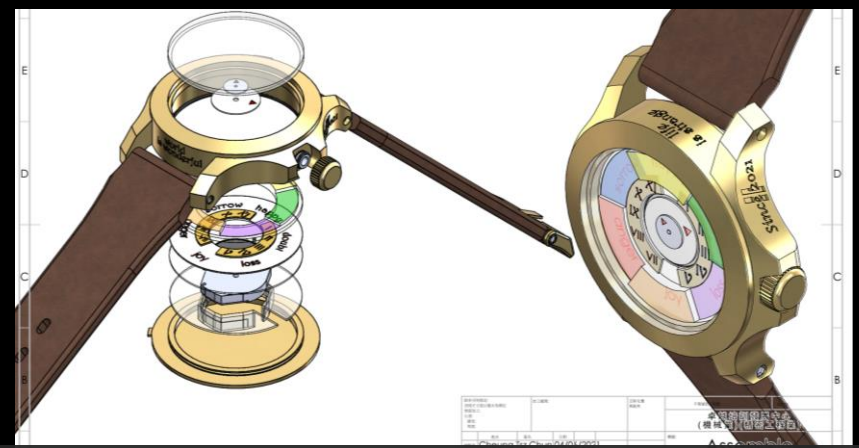


Top View

Isometric View



project_watch_life is strange Assembly



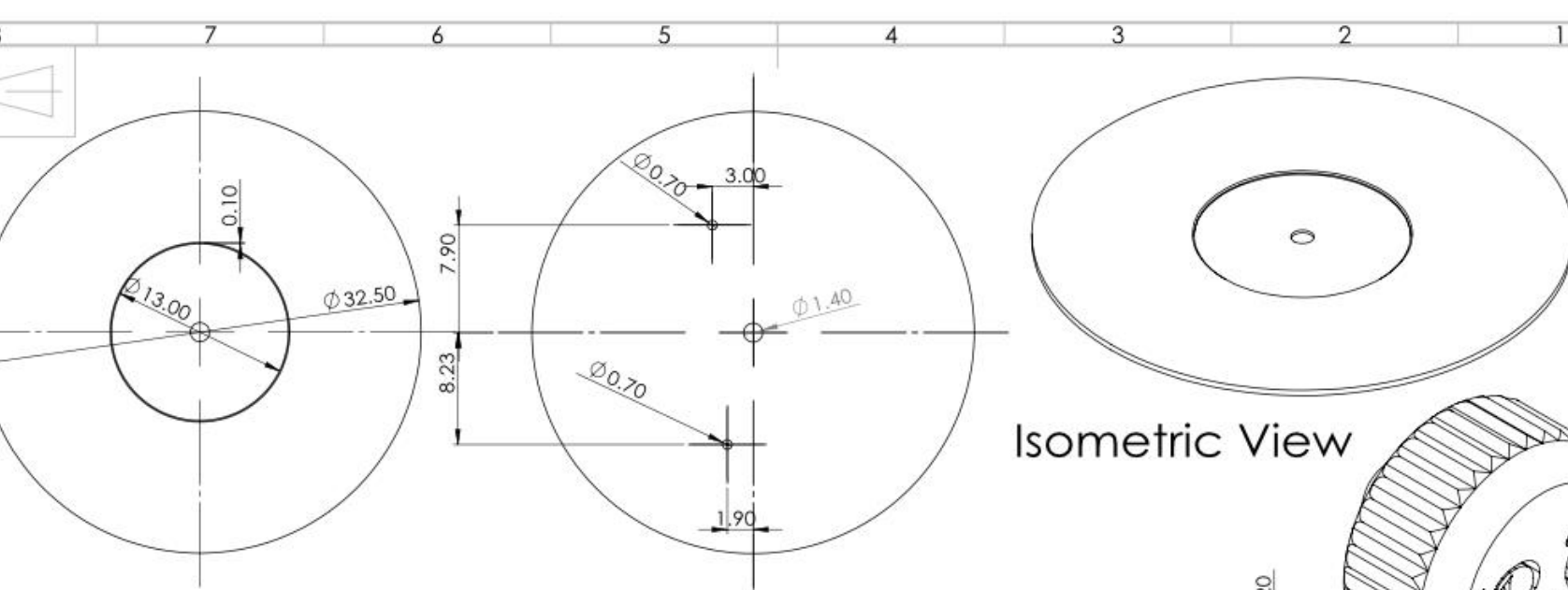
watch_life is strange

Appendices

繪製者: Cheung 檢查者: 核准者: 製程: 品管:		姓名: 日期: 04/06/2021	標題: Case 工程圖編號:
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卓越培訓發展中心
(機械業)(精密工程業)

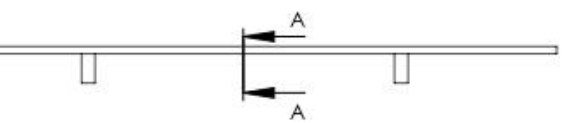
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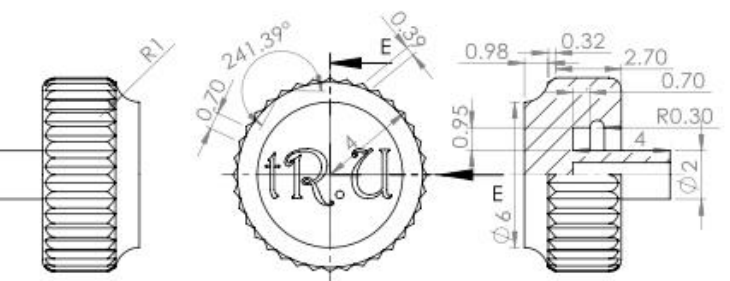
Top View

Back View

Isometric View

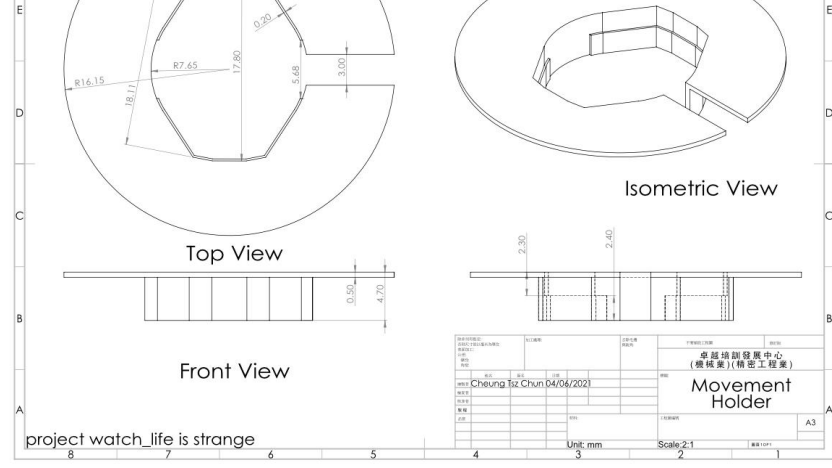


Section A
Scale 4 : 1



Section E
Scale 5 : 1

繪圖日期: 04/06/2021 繪圖者: Cheung 審核者: 製程: 品管:		加工名稱: 日期: 04/06/2021 材料:	名稱: Dail & Crow 工程圖號:	圖號: 10P1 Unit: mm Scale: 2:1
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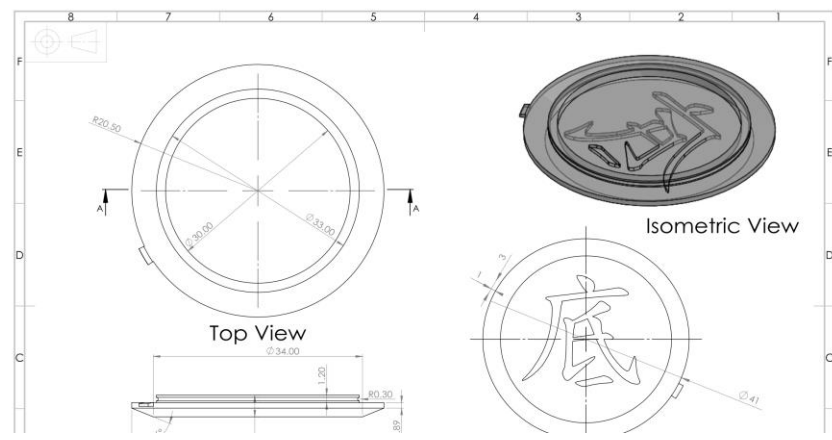
Top View

Front View

Isometric View

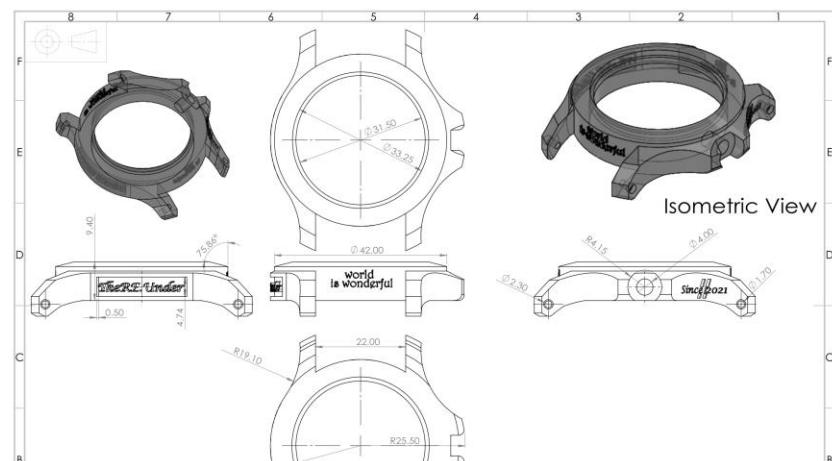
繪圖日期: 04/06/2021 繪圖者: Cheung 審核者: 製程: 品管:		加工名稱: 日期: 04/06/2021 材料:	名稱: Movement Holder 工程圖號:	圖號: A3 Unit: mm Scale: 2:1
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project watch_life is strange



Top View

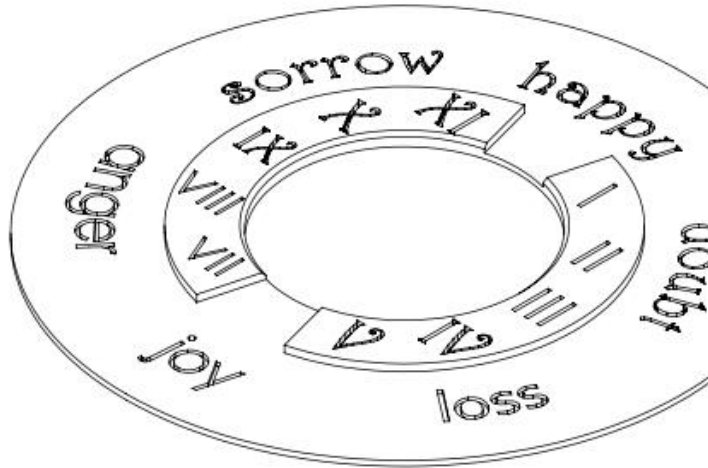
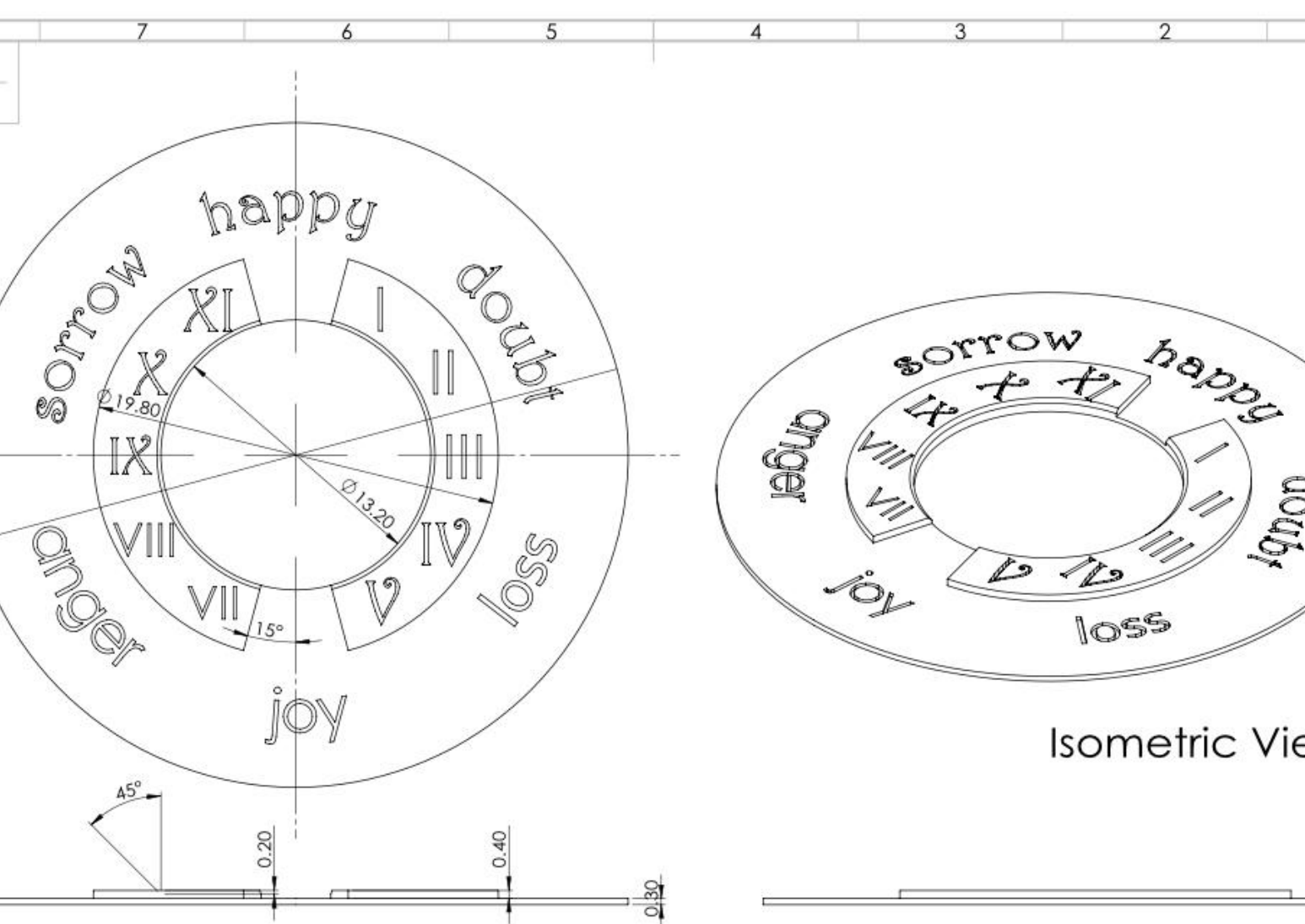
Isometric View



Isometric View

Dail & Crow

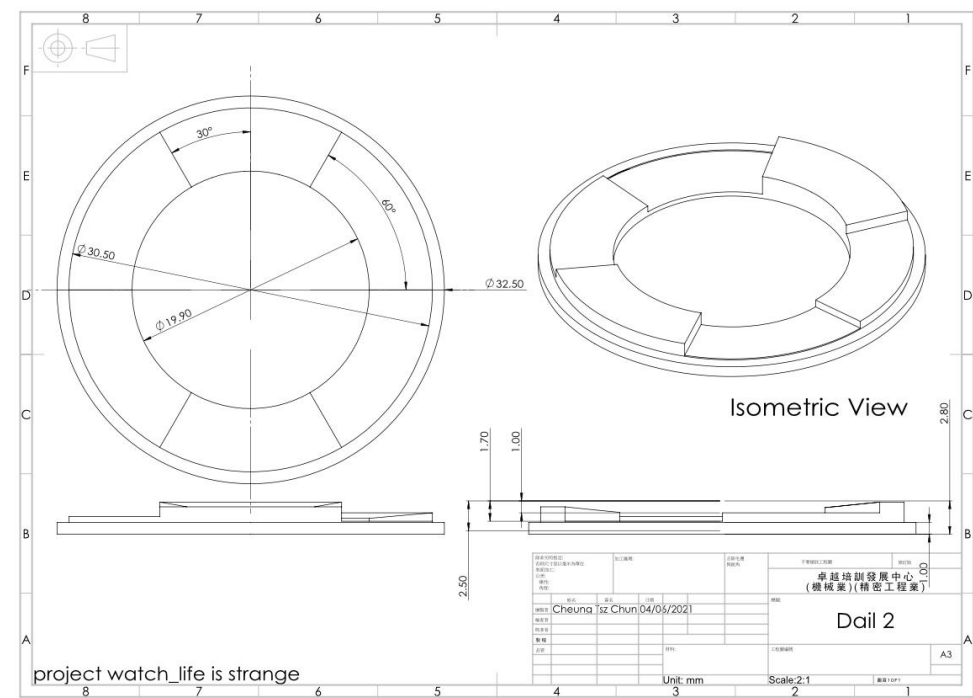
ct watch_life is strange



Isometric Vie

繪圖說明: 若無尺寸即以毫米為單位 數量加工 公制 單位 內徑		加工說明:	材料名稱:	不銹鋼加工
繪製者: Cheung T 檢查者: 批准者: 日期: 1/05/2021 圖號: 總裝:		日期:	圖號:	卓越培訓發 (機械業)(精密工程業) Dial 工位編號:
Unit: mm		Scale: 2:1		

watch_life is strange

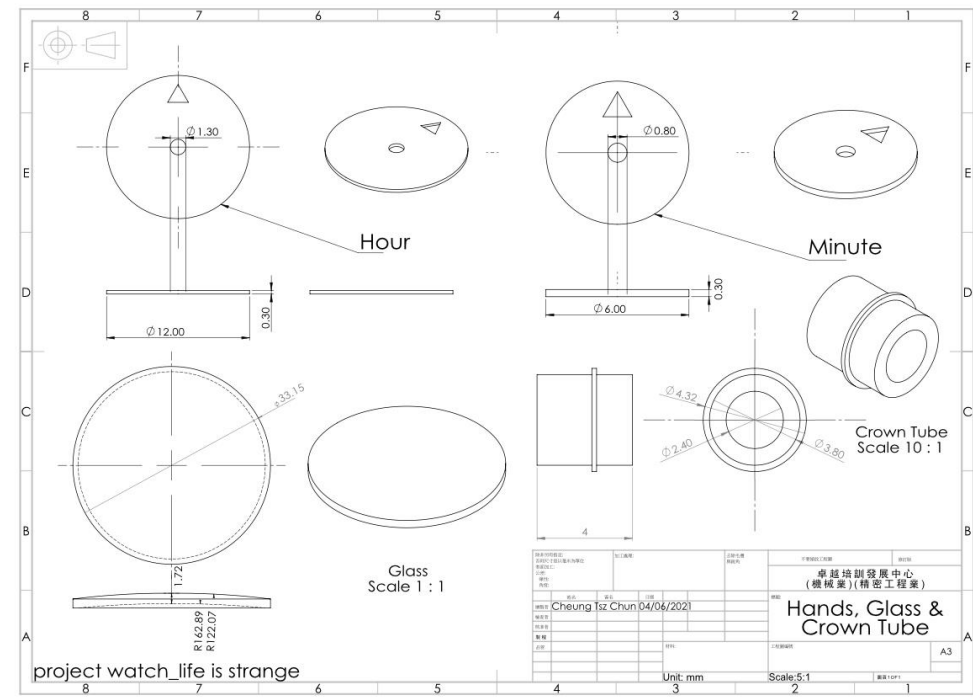


Isometric View

Dial 2

project_watch_life is strange

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繪製者: Cheung Tsz Chun 日期: 04/05/2021 圖號: 總裝:		日期:	圖號:	卓越培訓發 展中心 (機械業)(精密工程業) Dial 2 工位編號:
Unit: mm		Scale: 2:1		



Hour

Minute

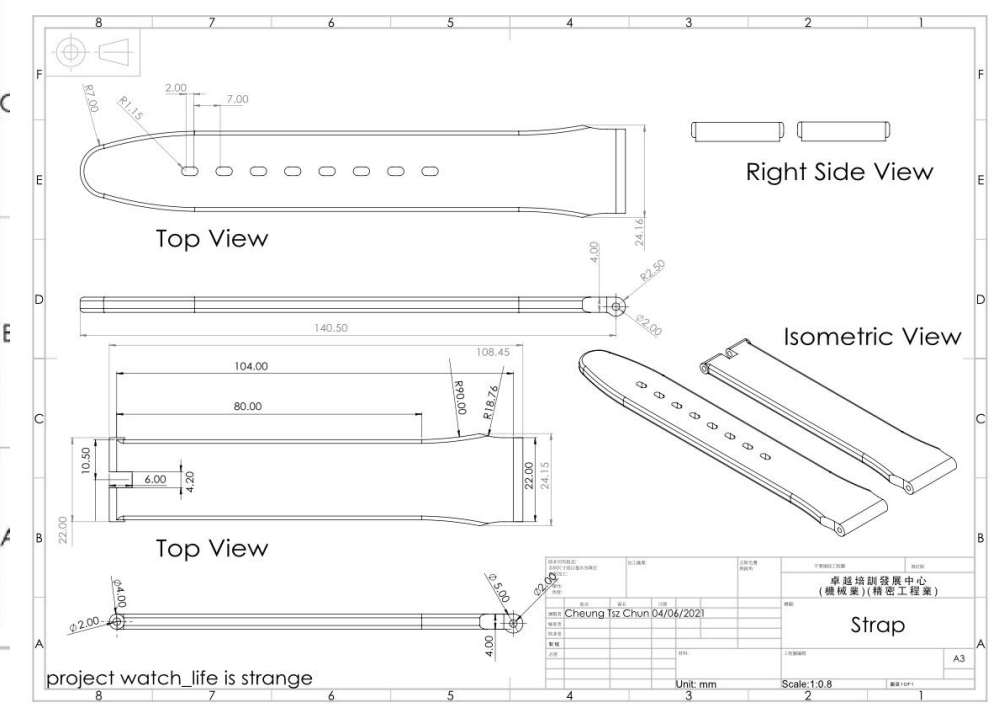
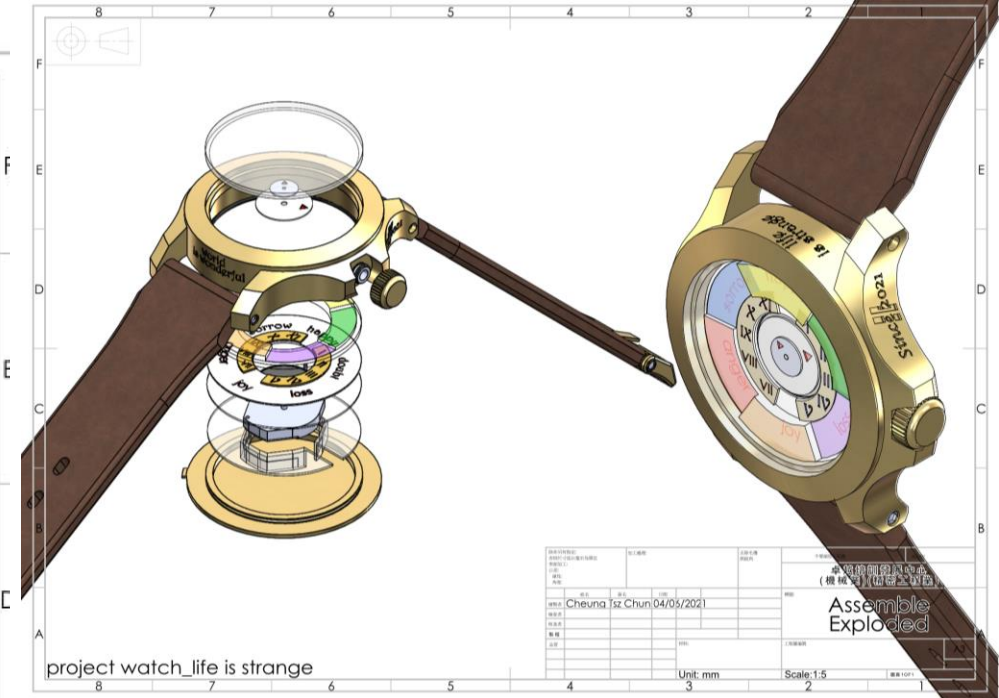
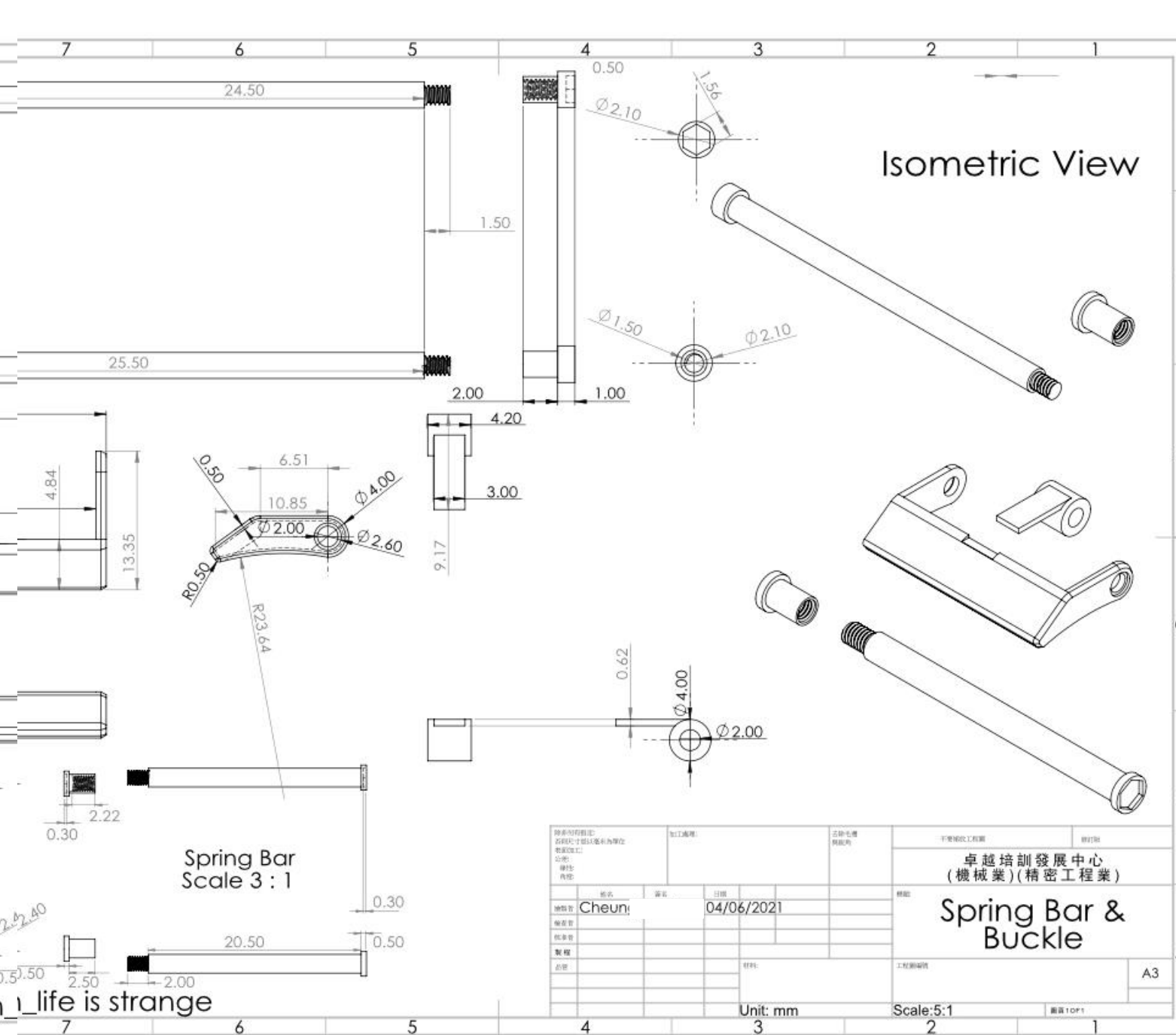
Crown Tube
Scale 10:1

Glass
Scale 1:1

Hands, Glass &
Crown Tube

project_watch_life is strange

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繪製者: Cheung Tsz Chun 日期: 04/04/2021 圖號: 總裝:		日期:	圖號:	卓越培訓發 展中心 (機械業)(精密工程業) Hands, Glass & Crown Tube 工位編號:
Unit: mm		Scale: 5:1		



References

Marketing Research

<https://www.omegawatches.com.hk/zh/watches>

<https://www.tissotwatches.com/zht-hk/>

<https://www.solvil-et-titus.hk/zh-hant/>

Customer Survey – Google form

<https://docs.google.com/forms/d/e/1FAIpQLSdW9mpuxvLpT2udj2FdkgEzrM14lwtT-OYXDC7RkDehYodW3g/viewform>