**From briefing to marketing: Internet Screenphone**
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INTERNET SCREENPHONE: a new project answering needs of our technological world in which the necessity to be very often in contact with the net is the start for the ideation of innovative products. Designers must pay attention to this mutant contest turning their strengths towards the rising outlook.

The study is about a communication instrument because it is necessary to get into this new reality to conceive answers concerning everyday life of man. The developed design can be considered as a "pilot-project", which subject is a not yet great distributed product typology.
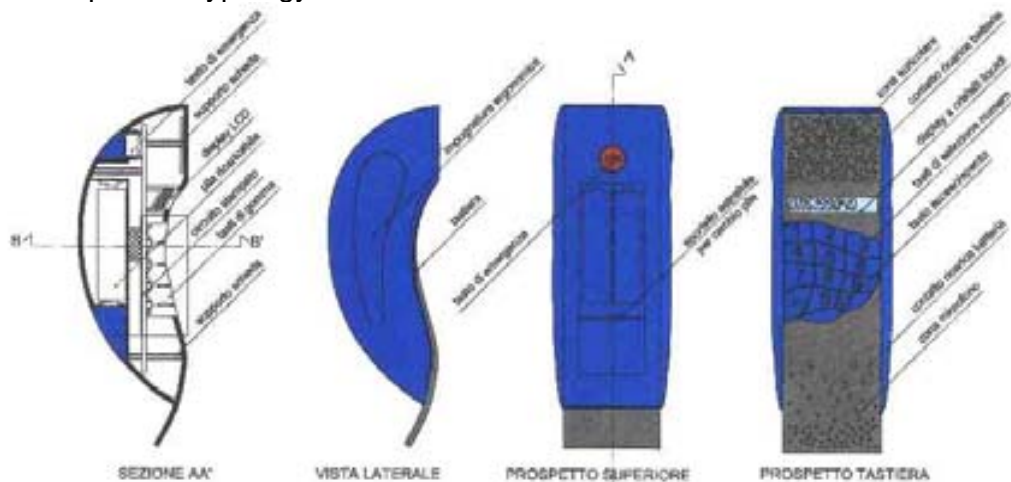

The cordless

The very first approach was about the telephone history, operating a selection of the most significant exemplars, symbols of the change of style evolution. First telephones had separated microphone and receiver, so they needed both hands to do the telephone calls; next phones were more advanced having unified microreceiver and a style like today's phones. The Bakelite came further transforming phone design and developing towards shapes destined to industrial production. But, during pop period, phone has been contaminated getting unusual shapes (shoes-phone, apple-phones, Snoopy-phones) showing how the image of a technical object could be influenced by the trend of the period.

Then the analysis has gone to the actual production, concerning both telephones and all the objects completing this big market (Personal Digital Assistants, Organizer, cellular phones,…) in order to have a better consciousness and to guess futures tendencies.

Having clear the operating contest, the work has gone to the brief definition, finding the design guidelines. The exam has been about the technical and functional aspects joined to use and the ergonomical aspects linked to man and to his habits. For this purpose, it was necessary to carry out tests on three-dimensional work models to check the relation object-hand and object-face, trying to get the best performances connected with the end user.
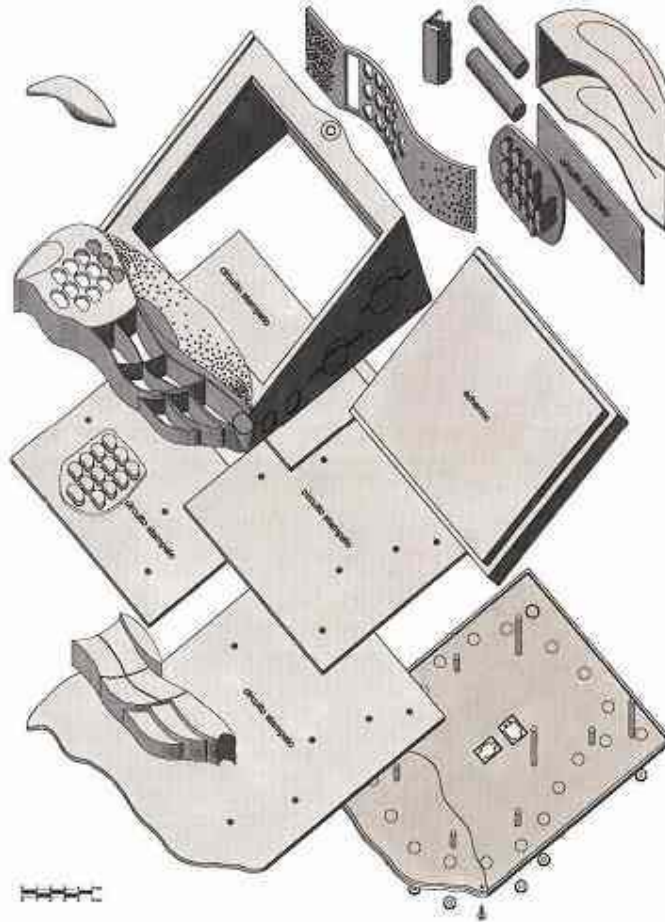
The costruction scheme

The design was set to the definition of two models: the first one direct to people which don't use technology habitually, the other one to more technological users needing powerful instruments. The target consisted in reaching a friendly design, attracting a potential buyer and, making him interested, induce him to use it keeping the attention towards technical problems.

The final product is composed by:

- the base, provided with LCD screen to see the face of the interlocutor and the Internet pages;
- the keyboard to select the most important functions, on which is inserted the optical pen;
- the cordless magnetically reached to the base.

The chromatical difference between the components emphasizes the presence of a rigid structure, tied to production standards, quite different from more sinuous parts in contact with man; the most flexible and ergonomical part is attached like "alien" to the anonymous geometrical part in a symbiotic penetration.

The Internet Screenphone