

TIPS SHEET TO ACCOMPANY:

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Writing a product design brief

- Consider the following questions:
 - *Who is the product aimed at?*
 - *What are the anticipated production volumes?*
 - *Does it have to conform to any statutory or voluntary standards?*
 - *What does it do and how does it function?*
 - *Why is it better than your competitors' products?*
 - *Which components are contained within the product?*
 - *Is the product a stand-alone item or part of a larger group or system?*
 - *Are there environmental considerations (life cycle, recycling, waste, energy use in production)?*
- Make sure that the marketing part of the brief describes and includes the following:
 - anticipated product, its functionality and its market positioning with respect to the product's main competitors and brand imperatives
 - may include a 'wish list' of functions and features, as well as customer 'must haves'
 - recent consumer research findings
- Make sure the technical part of the brief specifies and includes the following:
 - the constraints on investment for new tooling, existing parts or components that need to be reused
 - a preliminary PDS covering performance, cost and intended manufacture, and standards that need to be respected
 - clarification or defining of key functional criteria that are likely to influence a future design
- Make sure that the sales part of the brief covers and includes the following:
 - all aspects relating to sales and distribution including the product's Return on Investment (ROI) and sales planning (targets and forecasts)
 - may cover key account needs and commercial implications for the new product in the context of other products in the manufacturer's line up
 - documents and reports that illustrate research into social, economic and technological matters

