

## **TIPS SHEET TO ACCOMPANY:**

*Product Design* by Paul Rodgers and Alex Milton

### **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

