

The following document is to aid in establishing a comprehensive design brief. Feel free fill in as is or to cut and paste as you desire.

Bortz Product Design

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Product Design - Initial Brief

Client:
Address:
.....
.....

Contact:
Tel:
Fax:
Email:

Project:

Date:

Product description:

- 1. What does it do?.....
.....
- 2. Where is it used?.....
.....
- 3. Why is it used?
- 4. How is it used?
- 5. When is it used?.....
- 6. What image does it have?
- 7. What benefit does it provide the user?
- 8. What is the product?.....
- 9. Under what kind of conditions is used? (e.g. indoors, outdoors, direct sun, humidity etc.).....
- 10. Product features:
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Production details:

- 1. How many units are estimated to be manufactured?.....
- 2. What is the target unit price of the product?
- 3. What percentage of the unit price does the housing / cover / enclosure represent?.....
- 4. Is there a preferred method of manufacture, if so , what?
- 5. Is there a preferred material to be used, if so, what?.....
- 6. Where is the product to be made? (locally, abroad)

Design requirement:

- Full design service - from conceptualisation to implementation
- Limited design service - concept to final engineering
- Limited design service - single stage e.g. modelling.....

The design cycle normally follows the following stages:

(this does not always move in a linear fashion and stages are looped back on if necessary)

- Brief / Research
- Conceptualisation
- Concept rendering (2 to 3 marker / computer renderings)
- Basic layout engineering
- Foam models
- Concept refinement
- Refine engineering
- Visual / Semi working model
- Final CAD engineering
- Implementation

Additional notes:

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