

01: Planning & Clarification

02: Research

Clarify

Into the industry product context and market conditions that drive sales in the product category. This is deliberately broad to establish connections between the consumer, the product, the market and the distribution and sale of the product.

The Project

The Product

The Company

The Market

The Consumer

Research

Technical

Define technical performance requirements and other technical factors such as Standards.

Consumer

Define the consumer and market trends to understand where the product category is moving and identify design opportunities.

Economic

Define the price points and margins along with other economic factors.

Environmental

Define product sustainability in the context of the product category using initial tool sets.

Specify

Should define the following:

Goals

Range

Performance

Programme

Product Strategy

Market Strategy

Scope

Plan

Cost

Resource

Risk

Payback

Communicate

Present

Discuss

Assess

Review

Conclusions

Decision

011: Clarification

Defined Project and its Objectives;
Define and outline the Product, Service, or System;
Detail Company Specific Information;
Define the Markets;
Identify the primary consumers/users

021: Research

Define Customer Requirements
Define Technical Requirements
Define Intended markets, investigate drivers and product positioning;
Investigate competing product price points, performance levels and general attributes;
Document Resource and/or material and production factors;
Investigate Intellectual Property landscape;
Investigate distribution and Supply Chain aspects;
Investigate Environmental Aspects and Impacts.
Research relevant standards and compliance issues for target markets.

022: Definition

Set Design Goals/Objectives;
Define intended product item/range;
Set Performance Goals;
Set Technical Targets;
Define testing & development programme;
Define Product Life Cycle/Product System in relation to user groups.
Define Product Functional Unit;
Define Product implementation strategy
Define the proposed market entry strategy.
Establish environmental characteristics/targets.

023 : Scope

Project plan
Risk Assessment and Management
Financial Assessment (ROI, IRR, NPV)
Resource Requirements
Provisional Costing

024 : Communication

Present the Documented PDS for review;
Management review and clarification;
Assessment of the project viability
Decision to proceed, request further information or to stop.