

Criteria for a Shorter Product Design Brief

Don't use this criteria type for your current Assignment
It wouldn't be appropriate

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A product design brief is a document employed during NPD serving as a central meeting place for the various requirements of an NPD project, such as product development objectives, descriptions of the target market, current industry trends,

.....competing firms and offerings, relevant technical or technological specifications, timelines, production objectives, budget and success metrics, along with product design and attribute details-e.g. shape, branding, dimensions, materials, personality, and so on..

(Phillips, 2004; Bruce and Daly, 2007).

Potential Elements of a Short Product Design Brief

product design brief

elements

A) background

B) the requirement

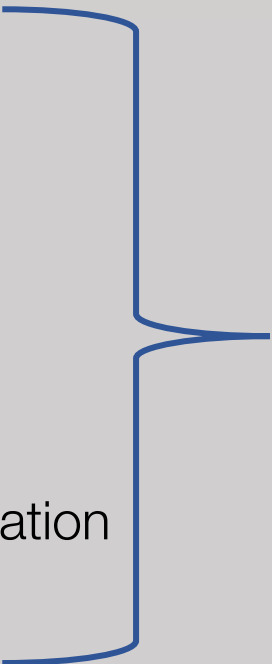
C) competition

D) product description

E) technical specification

F) manufacturing specification

G) timescales



collectively seen as just seven elements.....possibly

The header features two large, glossy, grey spheres on a dark grey background. The sphere on the left contains the text 'Criteria for a Short Product Design Brief' in white. The sphere on the right contains the text 'product design brief' in white.

Criteria for a
Short Product Design Brief

product design brief

A) Background

This could include company information and current position within the market.

B) The requirement.

This should include marketing background, strategic objectives, and consumer profiles supporting the requirement, as well as setting outline/target production and retail cost projections, along with sales forecasts.

C) Competition

Examples of existing product, competitor background including sales figures where available.

D) Product description.

A clear outline /description of the new project. This section should include aspirational qualities for the product/s.

E) Technical specification

This will be a specification for the performance of the product and include any necessary standards, along with details on internal components relating to the product/ product range.

F) Manufacturing specification

This will outline the manufacturing processes

Preferred manufacturing options based on machinery, and capacity.

Material specification.

Standard material sizes, billet, tube, extrusion, sheet, etc. based on optimizing standardised sizes, and economy of purchasing quantities.

G) Timescales

Project timescales and timeline



Criteria for a
Short Product Design Brief



product design brief

An example of a typical brief supplied by MDI.

For confidentiality reasons certain information has been removed.



background



product design brief

- [REDACTED] is the market-leading brand in salt & pepper mills and is synonymous with innovative design, product performance and quality.
- Extensive range of mills, from traditional to contemporary designs, has something to suit every table setting.
- [REDACTED] is brand leader in the UK with a 60% share and exports to 42 countries worldwide.
- [REDACTED] is renowned for its design and style leadership.
- [REDACTED] is now investing in the premium sector of the mills market with its new range offering premium product performance and aesthetics.



requirement
target market



product design brief

- Primary 35-55 year old females/males. AB, C1 consumer groups
- Expert cooks
- Those who want the best performing mills possible
- In particular, US consumers who shop at premium gourmet/housewares stores such as Williams Sonoma, Sur la table and Zabars
- Premium department stores such as Ahlens in Sweden, De Bijenkorf in Holland, Glasmagasinet in Norway



requirement
positioning

product design brief

- Mature
- Formal
- Expert cook
- Premium finish
- Very best that you can buy
- Elegant
- Sophisticated
- Luxury



requirement
objectives



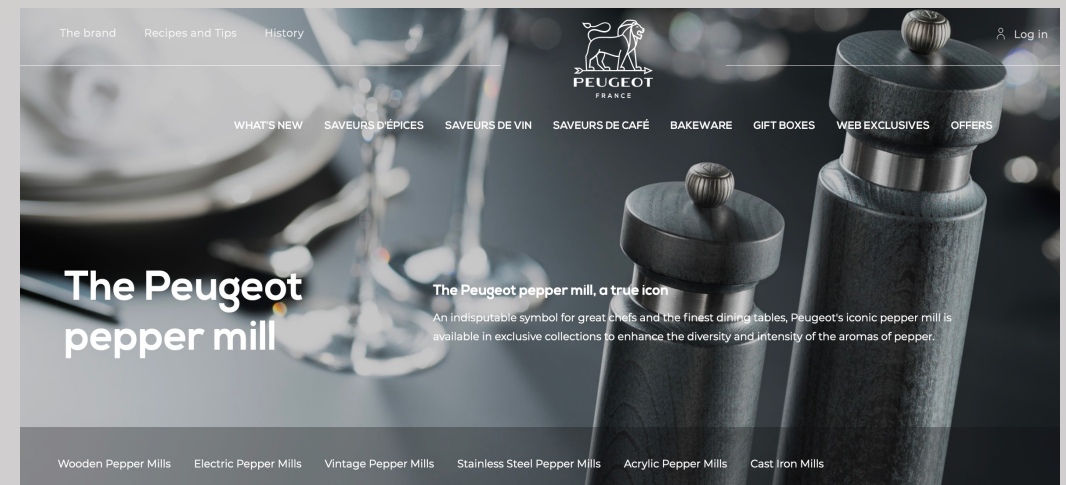
product design brief

- To grow sales in international markets
- To enter the premium wood capstan market by bringing to market a range with added value aesthetics, finish and performance to take the (company name) brand to new levels.
- Target retail cost outline.
- Target production cost outline.

competition

product design brief

- “....we want to replace Peugeot mills in certain retail outlets worldwide...”



- Peugeot market a range called Paris that we are particularly targeting. The range comprises Paris Naturel, Chocolat, Laqué rouge (polyurethane finish) and Laqué noir



product description



product design brief

- A single capstan design in different heights
- More contemporary than current (company name) capstans and the Peugeot Paris but the design should still be safely empathetic to tradition.
- Feature a new premium knob not the usual (company name) knob
- The design should not have any external sharp edges, it needs to accept a polyurethane finish
- The shape needs to work at the following heights:- 12,18,22,28,40 and 50cm



product description



product design brief

The design will be offered in the following finishes:-

- Natural beech
- Dark wood
- Polyurethane black and red
- The (Company name) logo will be printed on the mill similar to Peugeot using a pad printing machine.
- Consider where the logo will be printed.



technical specification
manufacturing specification

product design brief

- Pepper mechanism
 - All pepper mills will offer a high performance carbon steel Professional mechanism, giving the best grind performance (more grounds per turn than any other mill) and most consistent grind over time. (It will require a larger bore size than normal therefore please bear this in mind when designing the mill)
- Salt mechanism
 - Salt mills will feature a stainless steel mechanism which is currently being performance tested



timescales

product design brief

- First stage visuals w/c 19th xxxxxxxx
- Final design - TBC
- Tooling - TBC
- In stock xxxxxxxx