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## Design Brief Guidelines

**Iss 1** - 130309

## **1.0 Preparation**

- 1.1 Preferred project start date.
- 1.2 Interim deadlines - e.g. exhibitions, block model or working prototype.
- 1.3 Check lead-times on specific processes and components.
- 1.4 Launch date.
- 1.5 Who will be responsible for design and marketing decisions on the project?

## **2.0 Marketing Issues**

- 2.1 Why are the products being developed?
- 2.2 Will the product be part of a family or stand-alone?
- 2.3 If the products are part of a family please provide current literature
- 2.4 What is the intended position for the product in the existing market place? Where is the current position?
- 2.5 What are the past and future trends within the market?
- 2.6 What are the users perceptions of these products? Will your product change this; and if so, how?
- 2.7 What are the best features? Can those features be incorporated into your products? How will your product differentiate in the market? What is the cost price of the product? What is the estimated component breakdown?
- 2.8 How will the product be marketed? What are the branding requirements? - Visual, corporate, culture, trends, colour, logo, family characteristics, etc.
- 2.9 What are the key words that the product should convey? i.e. tough, feminine, professional, adventurous, etc.
- 2.10 Are there any patents pending or trademarks involved?

### **3.0 Functional Issues**

- 3.1 How is the product used? Storage, preparation before operation, frequency of use, operation procedure, operation environment, service after use, long term service and maintenance.
- 3.2 What are the ergonomic requirements and user interface data.
- 3.3 Environmental issues - materials, product markings, secondary material uses, disposal and recycling.
- 3.4 What CAD facilities need to be considered?

## **4.0 Technical Issues**

- 4.1 What components are to be accommodated?  
What are their functional requirements?  
Are there functional grouping of components?  
Can you provide dimensions of components, mounting requirements, operation requirements - RFI shielding, heat dissipation, humidity, vibration and connection requirements.
- 4.2 What are the overall product dimensions?  
Optimum size and weight.
- 4.3 Production volumes per year? Where will the product be manufactured /assembled? Will you be using existing suppliers?
- 4.4 Working life of product?
- 4.5 Time between service - who will service the product?
- 4.6 Tooling budget and amortisation period for tooling?
- 4.7 Target manufacture cost per unit? External part estimated costs?
- 4.8 What production and assembly facilities are available in house?