



1. Project code, product name (title) and company (brand) name:

2a. General product (family) description. What does the product (family) do? What is it used for?
or List practical functions (primary/secondary)?

3. Are there forerunner models (which will influence the design – e.g. brand/ function/ styling)

4a. Where is the product typically used (environment) and what is the typical scenario of use?

4b. What are extreme use scenarios affecting the design? (e.g. public object and vandalism)

5. What do you see as points which will make the product successful on the market apart from fulfilling its main function? - What makes or should make your product(s) different from others? (USP)

6. Who are the main competitors for this product? (Consider also products/ services from other areas which might be able to solve the initial problem. E.g. Web services)

7. What is the overarching business, brand and product planning strategy behind this project? What is the motivation - apart from making profit in general. (e.g. reaction on competitor actions or customer feedback, updating product portfolio, re-positioning, expanding into new market segments, showcasing company strengths...)?

8. What should be improved in the new product (e.g. functions/ aesthetic/ cost/ production) based on your current knowledge? Or What are problems with the current product? – Rank priority 1(low) -10 (very high)

Main:

Secondary:

8. If product system consists of several individual parts (not internal components) list all parts which form the complete system. Also name practical functions of product/or each part of the system (indicate what might be secondary functions or features):

| <i>Part name</i> | <i>main function</i> | <i>secondary functions</i> |
|------------------|----------------------|----------------------------|
| a.) | | |
| b.) | | |
| c.) | | |
| d.) | | |
| ... | | |

9. Technology change: Are there any new technologies which might change the product or its use radically compared to forerunners? - (Could your product even become redundant when they come into the market?)

10. Characterize your company and brand (core values)? Which characteristics of the brand should be transported through the product?

11. Describe the aimed product character/ visual impression / mood.

How would you describe the character of the new product (it might be helpful to describe the product as a person with certain appearance and character attributes)? Which analogies/ metaphors or associations should the new product trigger or use? (Also list negative samples and NoNos)

12. Are there CI guide lines (colour/ type/...)which effect the product?

13. Specify target market or potential user group. (Who will buy your product? Who will use your product?)

14. How would you characterize these users/ buyers?

(e.g. Values/ Social class or Milieu/ Aesthetic taste/ Consumer type/ Demographics):

15. What is the aimed retail price for this product (or price range)?

16. Do you consider rental services? How would you charge these services?

25. Restrictions on or preferred materials?

| <i>Part name</i> | <i>preferred material</i> | <i>alternative material</i> |
|------------------|---------------------------|-----------------------------|
| a.) | | |
| b.) | | |
| c.) | | |
| d.) | | |

26. Any preferred production methods for individual parts (e.g. in-house machines planned to be uses?)

| <i>Part name</i> | <i>preferred prod. meth.</i> | <i>alternative prod. meth.</i> |
|------------------|------------------------------|--------------------------------|
| a.) | | |
| b.) | | |
| c.) | | |
| d.) | | |

26a. Are there already specifications or preferences on surface structure or colour schemes?

27a. Which steps of development will be done by the manufacturer? Which will be outsourced?
How does this affect shipping and assembly?

27b. Is tooling done locally or overseas (e.g. China)? If overseas, will the engineering be done there too?

28. What are tooling and production costs for similar products (if known in average)?

Cost per unit:

Total tooling costs:

29. Obviously cost is a important factor, but where would you make compromises in the number of tools or tool parts (injection moulding) or more costly production methods for reasons of design quality?

Part / functional area:

Part / functional area:

Part / functional area:

Part / functional area:

30. Are there any DIN/ ECE/ DOT or other legal restriction or guidelines for the product? Which?
Are safety tests or licensing through TUU or other government organizations required to get it on the market? (e.g. products for children or road vehicles)

31. Do you plan to get the product approved by anyone? (E.g Cancer society, Blue angle, fair trade...)

32. Are there any aerodynamics/ aeroacoustic requirements for the product?

33. Are there patents (right) which might restrict the design or should be used for development?

34. What is your time schedule and what are deadlines because of funding/ trade fairs/ catalogue print/ fixed board presentation/ market launch announced...?

Research phase – finished on:

Idea phase – finished on:

Detailing phase – finished on:

Modelling phase – finished on:

Design model – finished on:

Design freeze and tooling order on:

Prototype – finished on:

Product photos – finished on:

35. Do you need certain types of models, images or animations for marketing/ engineering or in-house design?

35. What is your preferred file format? Which CAD software do you use?

36. Who is managing this project and the 'go-to'-person for any questions around engineering, design and administration?

Name:

role:

contact: