STANDARD DESIGN PROCESS FOR COMPANIES AND CORPORATIONS

BRIEF & INFRASTRUCTURE
General brief constructed. Separate briefs for other departments - Planning, Marketing, Infrastructure and Research & Development.

RESEARCH
User expectations, product innovations and possibilities determined. Initial market testing.

SKETCHES
Design stage starts. Ideas produced within the limitations of the brief.

3D MODELLING
CAD and 3D modelling for use with focus groups.

PROTOTYPE
First prototype produced after focus group testing, discussions and review.

MECHANICAL DESIGN
Updated design prepared for manufacture.

PILOT PRODUCT
Final reviews and updates (if required), before manufacturing.

Revisions, if required.

Iterations and revisions

PROCESS FOR CREATING NEW PRODUCTS

NEED AND SPECIFICATION
Identify the genuine need and prepare a specification, after consultation with client / vested interests.

RESEARCH BRAINSTORM
The need and specification will lead to more possibilities. The final direction of the design is determined.

RESEARCH AND DEVELOPMENT
Wide range of R&D is initiated, according to the complexity of the product being designed.

INCLUDES

SUSTAINABILITY AND RECYCING

LIFE CYCLE ENERGY ANALYSIS

R&D PROTOTYPE
Working as a design team, carrying out research and development, a 'proof of concept prototype' is produced.
The infrastructure of production is determined.

DESIGN
Work according to the procedure shown above

STANDARD DESIGN PROCEDURE

SKETCHES → **3D MODELLING** → **PROTOTYPE** → **MECHANICAL DESIGN**

PILOT PRODUCT
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Revisions, if required.