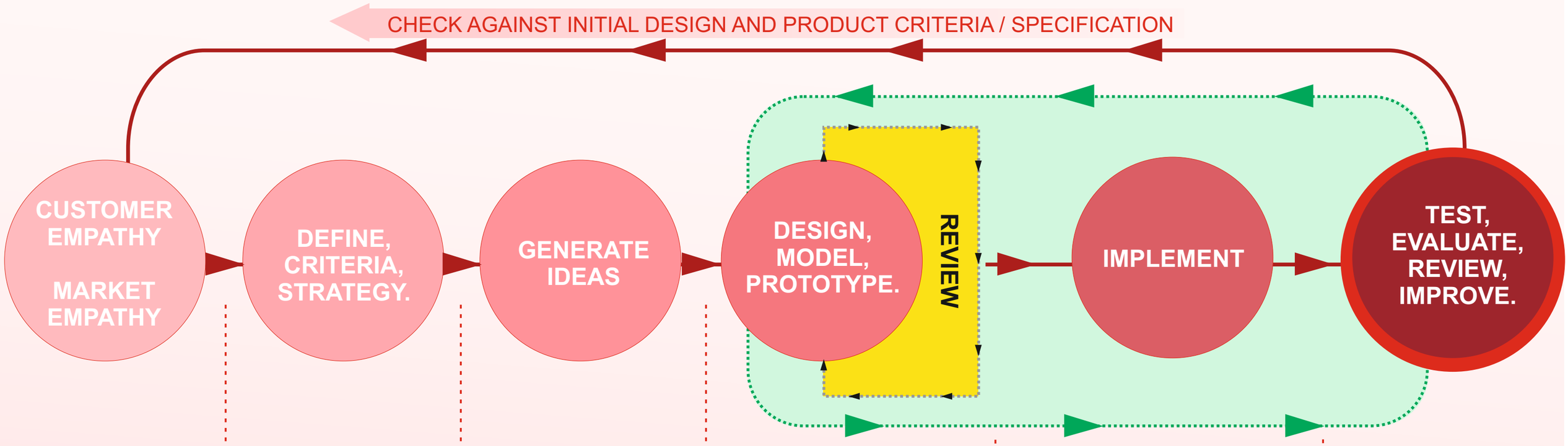
INDUSTRIAL AND COMMERCIAL DESIGN PROCESS

V.Ryan - The World Association of Technology Teachers



- Research user needs.
- Look at existing products.
- Define the direction of market research.
- Surveys and questionnaires.
- Client and ‘potential customer’ views.
- Rich picture / mind maps.
- Define product development strategy.

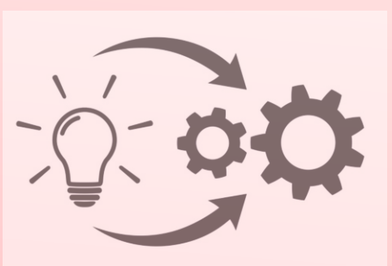
- Organise the design strategy and implement.
- State success criteria.
- Determine resource requirements and time scale.
- Define techniques for gathering information and research outcomes.
- Create customer profile.
- Product a clear, written specification.

- Team work - design a series of potential solutions.
- Annotated sketches.
- CAD models.
- Team discussions and meetings.
- Initial feedback to client.

- Physical models.
- Specialist model makers involved.
- Focus group reviews and design team reviews.
- Stake holder discussions.
- Peer reviews.
- Stakeholder reviews.
- Technical feasibility.
- ‘Show and tell’ - review.
- Report on progress to management.

- Manufacturing procurement.
- Supplier contracts.
- Production planning.
- Skills and training requirements for the workforce.
- Factory production starts.
- Finance and banking arrangements.

- Test and evaluate through; user testing, focus group testing, random public testing.
- Compare solution against product specification.
- Data analysis.
- Product audits.



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