

### General Information

Company:

Project Title:

Category:

Client contact:

**Client / Corporate profile** Brief profile of your company (background, brand personality)  
*Competitors? How does your product or services differ from the competition?*

**Objective / Vision:** What is the product's purpose, overall goals, vision for the project?

*What problems do you want to solve? Example: New food containing system that is easy to clean and incorporates heating technology, but is still light weight and compact.*

**Purpose:** Where and what the product is used for?

*Explain the environment and context for use and how it may be used in connection with other products or processes. Example: Construction site, scuba diving, school environment, multipurpose.*

**Performance:** What does the product have to do?

*Explain what the primary operating characteristics are. Example: This product is designed to be folded down to fit in a car boot or be non slip.*

**Constraints:** What constraints must the design adhere to?

*Example: It must be a certain size, it must be waterproof.*

**Features:** What additional features must it have?

*Apart from doing its job, what else must the product do? Example: Extra storage, have a carry strap, a tamper proof seal.*

**Aesthetics: What about the look and feel for the user?**

*Is there a product range it needs to match? What brand values need to be reflected in the look and feel? Example: rugged or minimalistic, organic or industrial?*

**Target User: Describe who is going to use this?**

*Detail the demographic, what are they like. Example: 20-30 busy corporate male. Is health conscious and cycles to work.*

**Distribution: Where will it be sold?**

*Example: Warehouse Chain, Boutique, High End Grocery, Internet, etc.*

*Scale and type of production: How much of this product are you aiming to produce and how is production being managed?*

**Level of development: What extent do you want to take the product through development?**

*To prototype stage with the intention sell the idea? Develop to specification to license to investors? Fully develop for a business?*

**Cost: Price you expect or need the product to be produced for? retailed for?**

*Costs should be broken down into:*

- Research / development costs
- Prototyping /testing costs
- IP protection costs (patents, design registrations)
- Capital costs such as tooling
- Manufacturing costs
- Marketing costs for packaging, and promotion
- Distribution costs (warehousing, freight, import or export taxes)

*You will need to consider the selling price expectations of the retailer and identify if there is enough margin between your cost price and selling price to make a good profit and cope with any fluctuations in material costs, exchange rates etc.*

**Schedule : What are your time scale expectations?**

*Any deadlines / trade show dates?*