

Need/Opportunity



All products start off with a need, a problem that needs to be solved.

This could be something that has been around for a long time, but an opportunity has come up that allows someone to solve it.

Design Brief

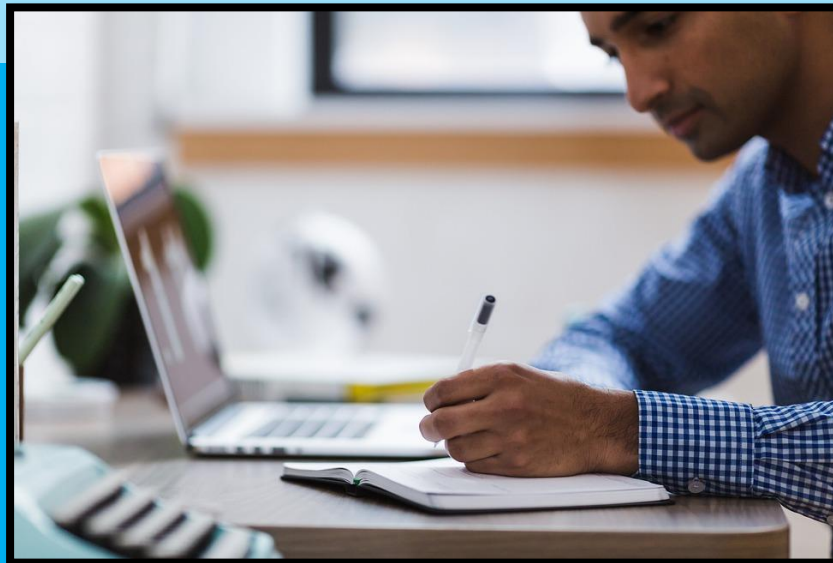


Design Briefs contain information specific to the product such as requirements, materials that can be used, budget and even a time constraint.

Investigation/Research

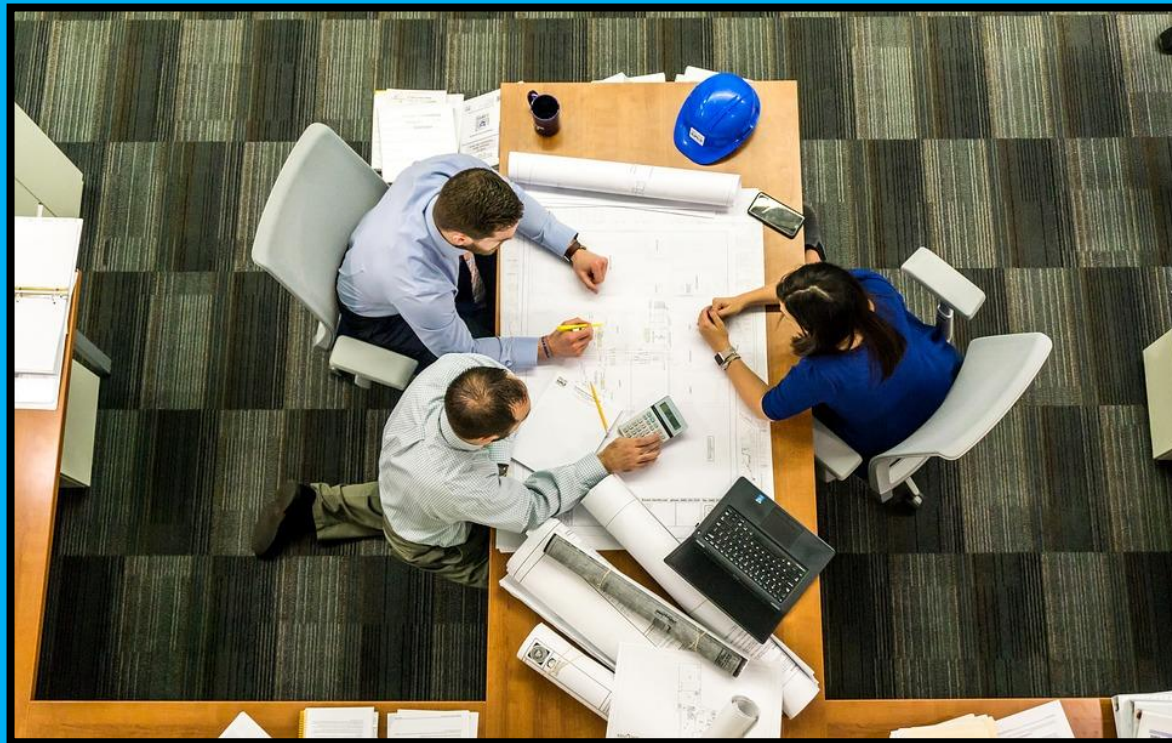
The next step involves collecting information.

This may involve talking to the target audience, looking up information or seeing what technology is involved or resources that are available.



Devising/Planning

Designing starts with rough sketches and brainstorming but over time the design gets more detailed and includes specifications.



Producing

The product is made according the exact specifications in the design.



Evaluate

The product is reflected on to see if it meets the design brief. The builders look to see if they can improve the product or process.



The design process is not a straight line, it is a cycle that goes back to any step at any time.

