

PRODUCT BRIEF

FOR PRODUCT DEVELOPERS & ENTREPRENEURS

This paper focuses on the details of the product and its environment. It assumes that your business plan, financing, marketing, and operations are well in-hand. If you would like more information on those aspects, please download our INVENTOR'S PRIMER.

Not all questions below are relevant to all products - but they are great prompts and form the basis of an informed brief. Please capture as much information as possible. Many questions have multiple answers, and there are no right or wrong answers. Although concentrating on the hard facts, this is also about capturing your "product vision".

1. Personal Overview

1.1

What is your expertise in this product category?

1.2

Describe your skills and experience that will help the NPD process? Are you an engineer, marketer, entrepreneur, sales person, financier, etc.?

1.3

Why do you want to develop this product?

1.4

Please describe your previous product development experience.

2. Product Description

2.1

What is the working title for this project?

2.2

What is the product? Please describe what it does and how it does it.

2.3

Who is the target market? Please be as specific as possible, for example "35 year old male divorced scuba diver with one or more teenage children"... this may sound extreme, but it is far better than "everybody".

2.4

What is the product's recommended retail price?

2.5

Are you aware of all the standards the product has to comply with? Please list any relevant standards (AS, TGA, UL, TUV, JIS, ANIS, FDA, etc.) and attach.

2.6

Please list performance requirements. For example "must withstand being dropped from a height of 2 metres onto a concrete floor". Indicate "must have" and "optional" requirements, and try to use specific numbers or descriptions.

2.7

How well developed is the product family / product architecture? Describe the cheaper and the more expensive versions, accessories, consumables, etc.

2.8

Where and how will the product be sold? How will the product be packaged? Clamshell, colour printed box, plain corrugated box, bulk, etc.

2.9

List your competitors and their products. Comment on turnover, market share, positioning (USP, value proposition, etc), and history. Please attach details and/or web links.

2.10

What is the "elevator pitch" for your product? Encapsulate it in one or two sentences... how would you describe it to somebody in 15 seconds?

2.11

Excluding Intellectual Property Protection, how hard would it be for competitors to copy the new idea? Are there high barriers to entry, superior marketing, lower cost, fast market entry, technology lock-in, etc.

3. Purchase Motivation

3.1

What are the purchase motivations for the people who buy these kinds of products and/or use your product (often not the same).

3.2

What are the perceived shortcomings of current offerings?

3.3

Why will people buy your proposed product and not the others in that category? What's your Unique Selling Proposition (USP)?

3.4

Why will people continue to purchase your product? What keeps them coming back?

4. Reliability Engineering

4.1

What is the product's life cycle? Describe the product's journey from rolling off the production line, travelling

to the store, how it is sold (internet, corner store, supermarket, technical sale, etc.), point of sale, purchase decision, unpacking, setting-up, in-use, maintenance and disposal.

4.2

What is the product's expected operating life? Please describe the expected service and maintenance of the product. Is it single or multi-use disposable, sold as a sealed unit ("no user serviceable parts inside"), user, field, "back to base" service, etc.

4.3

Is there an expected duty cycle associated in this product category? Are there "hard" performance requirements?

4.4

How do these products usually fail?

4.5

What are acceptable failure conditions?

4.6

What are unacceptable failure conditions?

4.7

Where is the product used? Please describe the physical environment(s) the product will be used in. On the beach, in an operating theatre, underwater, in a cool room, will it be exposed to salt water, pool-chlorine, etc. This question tells us about UV protection, Electro Magnetic Interference (EMI) shielding requirements, water and object/dust ingress protection (IP rating), noise and cooling/heating requirements, security (theft and tamper resistance), chemical resistance, temperature conditions, etc.

4.8

What are the most extreme environmental conditions the product is likely to encounter? This may not be during use, but during storage or transport.

5. Manufacture

5.1

Do you have a preferred country of manufacture?

5.2

How many do you expect to be manufactured in the first order, the first batches, the first year, and then yearly thereafter? Give expected worst, nominal and best scenarios... do you know how many similar products are sold?

6. Intellectual Property

6.1

Have you done an Intellectual Property (IP) search? Go to our website for links to the Australian, United States and European patent offices. Please attach all relevant results.

6.2

Have you been granted Intellectual Property Protection (IPP), or do you have any pending? If yes, please attach copies.

6.3

Do you have copies of your competitors' Intellectual Property Protection (patents, design registration, etc)? If yes, please attach.

7. Sustainability

7.1

Are there environmental / sustainability issues you would like addressed? Please note that Ideal Industrial follows industry "best practice" for sustainable product design, following principles including "design for disassembly", minimising different materials, using recycled or recyclable materials, reducing part weight and size, etc.

8. Project Status

8.1

Please describe how far down the development path this product has travelled. Is it an idea/opportunity, has a mockup been made, is it ready to be commercialised? Please attach pictures, plans, test results, etc.

8.2

What is the status of branding, logos, graphic design?

9. Project Planning

9.1

What is the budget allocation for design and development?

9.2

What is driving the timing of the project? Tradeshow, overseas trip, launch-date, etc.

9.3

How are you going to fund the design & development? Self funded, part of an R&D program, angel and/or venture capital, inheritance, capital raising, etc.

9.4

Are you planning on receiving any assistance from the government? For example AusIndustry, Austrade, etc.

Please add any other relevant thoughts and information. Don't share this document with anybody without getting them to sign a "Non Disclosure Agreement" (NDA).

When you are comfortable with your product vision, call us to set up a meeting so we can write a Product Development Proposal for you.