

# OUR INDUSTRIAL DESIGN PROCESS NEW PRODUCT DEVELOPMENT CHECKLIST

This checklist is intended to provide information that can be helpful when planning your new product development project. The more accurate the information, the more accurately you can establish investment, timelines, and expectations.

## 1 PROJECT NAME & CONTACT(S)

A reference project name is one that can be used for communication for everyone involved. This might seem obvious and basic, but can create difficulties if it unclear who owns/leads the project. Provide the primary contact person's address, telephone and email and preferably an alternate contact as well.



## 2 OBJECTIVE

Provide a brief overview of your project objectives. This will help you prioritize development efforts and ensure all teams are working towards the same goals. Is the goal to reduce cost, improve the user experience, improve manufacturing efficiency, incorporate new branding, new features, capture a new market etc.? Is the objective clearly agreed to by all key decision makers?



## 3 SCOPE

Scope. In addition to internal efforts and resources, this refers to what services you need to outsource and how you will engage with a development partner. For example, you might be looking for industrial design concepts and do production implementation in-house. Or, you may want done-for-you ID from concept through production release of final drawings.



## 4 USER FEEDBACK

If you've gathered input from the prospective end user of the product, this guides the industrial design effort in a more targeted direction. Valuable for design development towards meeting the needs and desires of the customer, It also helps you meet your business objectives. If user feedback is not available, you may consider adding a design research effort as part of your development process.



## 5 AESTHETIC GUIDELINES

Guidelines can be helpful during industrial design development if there are known likes and dislikes in terms of product aesthetics among your company's key decision makers. At bare minimum, have stakeholders share images of the kinds of aesthetics they prefer and some that they don't. Not a "must have", if there are strong feelings one way or another, sharing this information can help focus aesthetic development.



## 6 BUDGETS

Budget is crucial when planning the design and development of a new product, especially when partnering with an Industrial Design firm. This will help you review each firm's value proposition and feel confident in your decision. If you aren't able to set an exact budget, set a range so that partners can arrange resources and prioritize certain development tasks to meet your expectations and resolve the project's objectives.



## 7 PRODUCT INFORMATION

Product information including components, CAD files, marketing parameters, competitive information, target unit manufacturing costs, retail price, and other pertinent product-related data you have available for development will help you define your approach to development. For example, does the product need to meet regulatory standards, such as IP, MIL-Spec, FDA, ANSI, JIS, branding, or ingress requirements?



## 8 TIMELINES

A project schedule is important so you understand the major milestones and dates that you need to meet. Do you have a target shipping date? Are there any tradeshows where prototypes might be needed?



## 9 MANUFACTURING

Where will the product be manufactured – United States, China, Mexico, etc.? Do you have preferred vendors or do you need to find one? This can impact the production release package and what's included, file formats, assembly drawings, metric or English dimensioning and other factors. In some cases it's helpful to have a partner to recommend vendors, solicit quotations and liaise with manufacturing during the product ramp up.



For further inspiration on new product design, check out our [approach and process](#).