Bag design, Bag pattern making and prototyping + 4 P's in marketing (fundamentals)

An introduction to product design, design brief, design strategy, design thinking...

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Remember, every company is unique, so you can take these steps and morph them into whatever works best for YOU and YOUR BRAND.

Here are the 9 steps involved in the Design Process:

Mood Board / Ideation / Inspiration
Fashion Illustration / Sketches
Technical Sketches
Tech Pack
Sourcing
Sampling
Fit & Review
Design Approval
Production

THE DESIGN PROCESS

1. Mood Board, Ideation, Inspiration
2. Fashion Illustration or Sketch
3. Technical Sketch
4. Tech Pack
5. Sourcing
6. Factory, Sampling
7. Fit & Review
8. Design Approval
9. Production

A design brief is a vital document used to help communication between yourself and your chosen design agency.

A good design brief will put everyone on exactly the same page, aligning expectations, and making sure both parties understand the goals and objectives of the design project at hand.

It's an essential tool for Marketing Departments to use when kickstarting a new design project.

A design brief is **a written document for a design project**, which represents the business need for the design and the designer. It is usually focused on the desired results of design, rather than aesthetics, which is really up to the designer
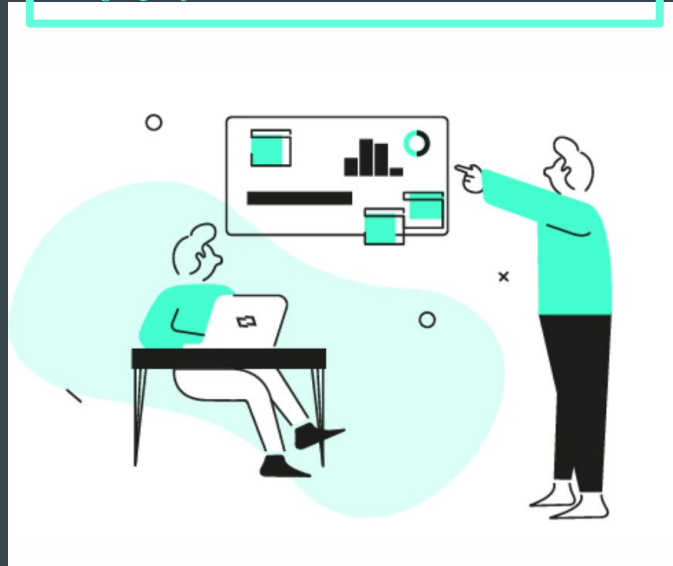
The design brief is the first part of the design process and a clearly written brief will help define goals, avoid misunderstanding, set standards and act as a reference point for both client and agency.

Designers need direction, it is not enough to say "you're the designer, we'll leave it to you", or, " it needs the wow factor". As designers we love to solve problems and a simple, clear brief will help focus our thinking allowing us to be more creative.

The Design Brief

A brief essentially outlines your expectations for the project. It contains definitive information, such as the due date and number of designs required, but it can also include inspiration and a general 'feel' for the collection.

WHAT IS A DESIGN BRIEF USED FOR?

A design brief is a written document that businesses use to communicate their requirements with a handful of selected design agencies.

Typically, it's a Company Director, Marketing Director, Marketing Manager, or Marketing Executive that is tasked with writing the design brief. A design brief is a **top level overview of the project** at hand, that can be used to help external branding and design agencies to understand more about your business and your plans.

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A good design concept and design brief solve big complex problem.

Both design brief and design concept are the solution to a complex puzzle. If you're creating a project, you probably have project goals and objectives that define what would make the project successful. You have a list of needs and wants. You have a budget, a rough timeline, and a site. All of this project information combines to form your project requirements, which a design concept and then design brief must provide for.

WHY IS A DESIGN BRIEF IMPORTANT?

1. They know about your industry
2. They know about your company
3. They're excited about your project…. Expectations- customers- number of designs- brand aesthetic- do and don't- retail prices

WHO SHOULD WRITE A DESIGN BRIEF?

If you or your company are looking to partner with a design agency on a project, then you need to write a design brief.

It's important to keep in mind that your design brief should highlight the problems you're facing. Not the solutions you need.

You focus on the problem, and let your agency focus on fixing it for you.

WHAT SORT OF PROJECTS ARE DESIGN BRIEFS USED FOR?

- Branding and Rebranding
- Website Design
- Ecommerce
- Architecture
- Interior Design
- Fashion Design
- And more.

Chances are, your design brief will come in useful across most design related industries.

WHAT SHOULD BE INCLUDED IN YOUR DESIGN BRIEF?

- An Overview of Your Business
- The Objectives of Your Design Project
- Your Target Audience and Market
- The Problem You're Facing
- Project Specific Information
- More About Your Business
- Competitor Information
- Project Timescales
- Project Budget
- Contact Information
- How the Project will Be Awarded
- Required Response

CONCLUSION: HOW TO WRITE AN AWESOME DESIGN BRIEF

Your design brief is a tool to be used when **sourcing** an agency and building **out** your design project.

Quite often, it'll be added to or modified. And that's exactly how it should be used. It's a starting point.

You'll get ideas as you go, things will change, goals will become easily reachable or be out of reach. Your focus might change altogether.

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Your design brief should be used to reach out to agencies, and referred back to at key milestones within the project. But it isn't written in stone. More, wet sand.

It's a great initial document to have, but it should grow with your project.

Definition of a design concept

A design concept is the core idea driving the design of a product, explained via a collection of sketches, images, and a written statement. This helps the designers and, later, the developers stay on track throughout the creative process, ensuring they bring a product to market with value to target users.

What are the different stages in creating a design concept?
When preparing to write a design concept, the first step is always defining the problem to be solved — which may be a solo or group task.
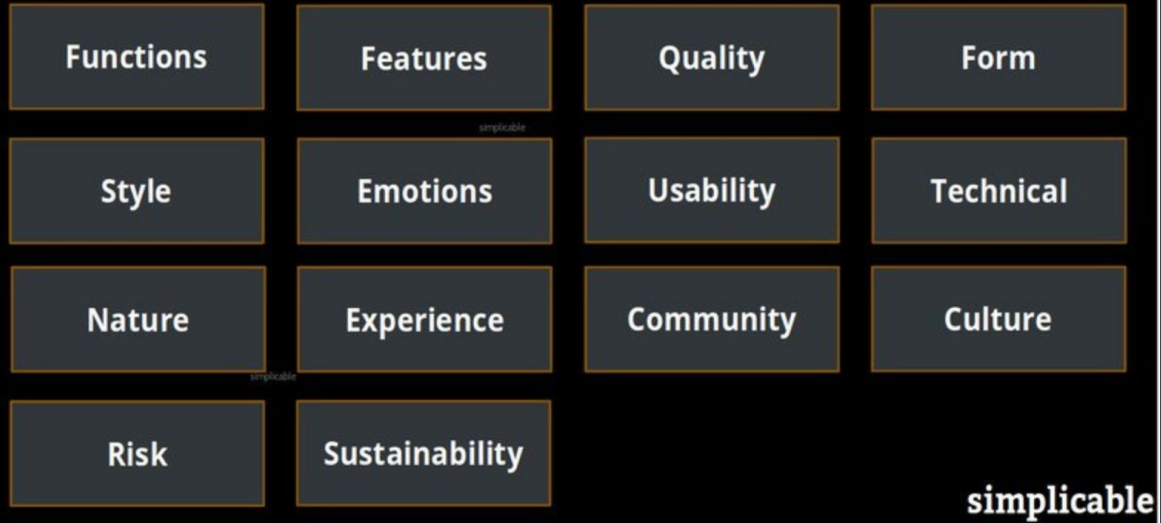
a designer applies perceived information from visual sources and develops concepts through the exploration of design elements and principles
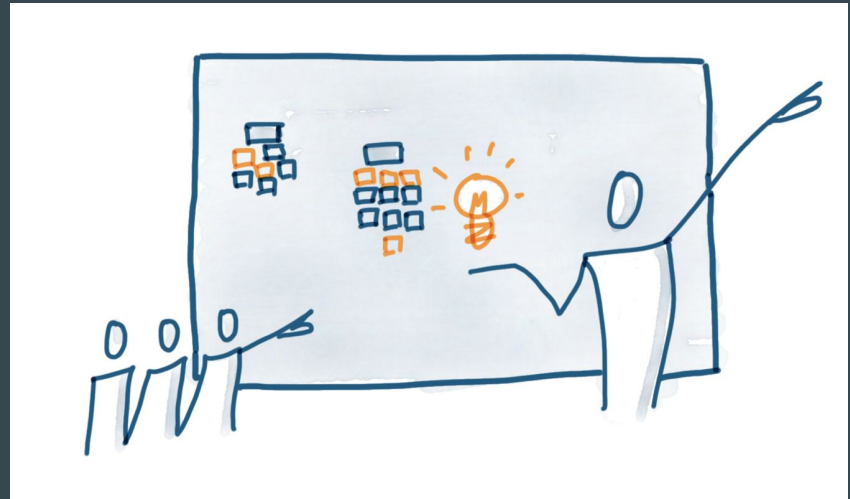
a design concept is a fundamental idea that gives a design its depth, meaning and direction

A concept is the "soul" of your product. A product without a strong concept is like a human without a soul.

Design Concepts

Functions	Features	Quality	Form
Style	Emotions	Usability	Technical
Nature	Experience	Community	Culture
Risk	Sustainability		

simplicable

1.   Should you start sketching some ideas to solve it? NO

2.   Do you check how others are authenticating their users? Maybe

3.   Talk to users? Most likely

4.   Understand your users, see who is using your product, and try to understand how this will impact them and their

      experience? YES

You start by understanding where your product stands today. How are your users using it now? What is their context looks like when they use your product
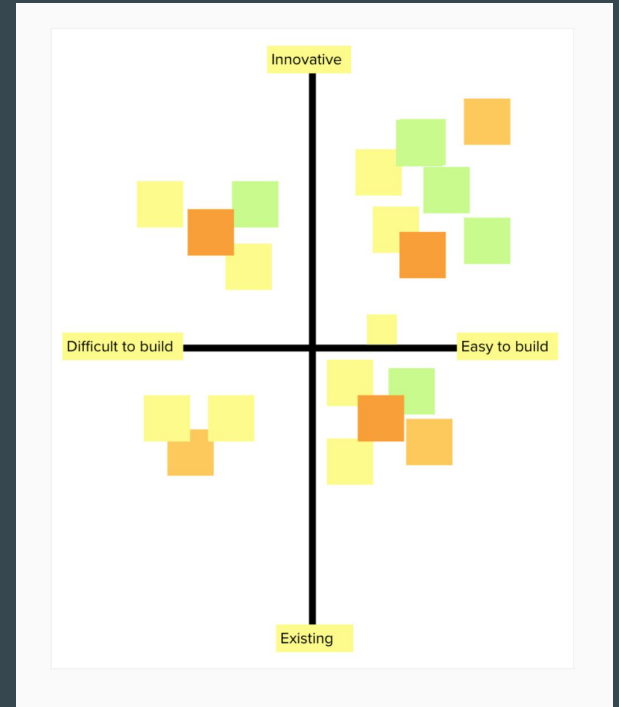
..... Understand your users

.... Narrow down concepts to a few

.... Generate your own story

(you have your concept that will build the foundation for your product.)

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What is Design Thinking?

Design Thinking is an process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding. At the same time, Design Thinking provides a solution-based approach to solving problems
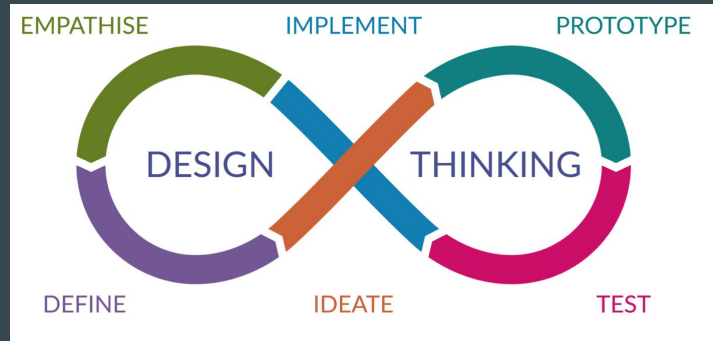
What is Product Design

<u>Product design consists of all the designing activities</u>. These enable the designer to create the look and feel of the product. These include deciding the architecture of the product and choosing the required materials. It is also important to understand the best design that will suit the customer.

- **1) Ideation**
- **2) Feasibility study**
- **3) Preliminary design**
- **4) Testing**
- **5) Product launch**

Product designer/ product developer

<u>**Organizations have to come up with new ideas and new designs for their products. This is to maintain its position in the market**</u>

What is Product Development?

Organizations have to come up with new ideas and new designs for their products. This is to maintain its position in the market

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- 1) Idea Generation & Screening
- 2) Concept development
- 3) Business analysis
- 4) Product development
- 5) Test marketing
- 6) Commercialization

Basis of comparison	Product Development	Product Design
Definition	Product development refers to the complete life cycle. This starts from market analysis to goes up to the final product launch.	Product design is only a part of the cycle where the design of the product is created.
Supervision	The product developer supervises each stage of development.	The product designer has to report to the developer for approval. But he cannot supervise anything beyond his design aspects.
Decision making	All the decisions of marketing, finance, sales and logistics are taken in the development stages.	The design decisions are taken during product design after consultation with other officials.
Prototype	In the development phase, it is evaluated by the developer, that forms the basis of the product.	The prototype is designed in the product design phase.
Team	The product development team includes designers, manufacturers, marketing staff, engineers and sales staff.	The design team consists of technical staff consisting of illustrators, UX designers and Interaction designers

Strategy

The collective combination of things (resources and processes) that one purposefully employs (and chooses not to employ) in order to achieve some specific <u>objective</u>.

Design strategy applies the tactical thinking of a business strategy to the needs of the user in order to create the most effective product/ Define the product and funding

Creating Strategy

asking and answering the six following high-level questions:

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1. What do we want to achieve – and by when?
2. Why do we want to do that?
3. What all do we need to do (or might we do) in order to achieve our desired goal(s)?
4. How do we best align and support our activities and resources to improve?
5. What are different ways of allocating resources and efforts to achieve the same result?
6. What external and internal factors could affect our ability to achieve our objectives?

The answers to the above (and other questions) become ingredients for your strategy.
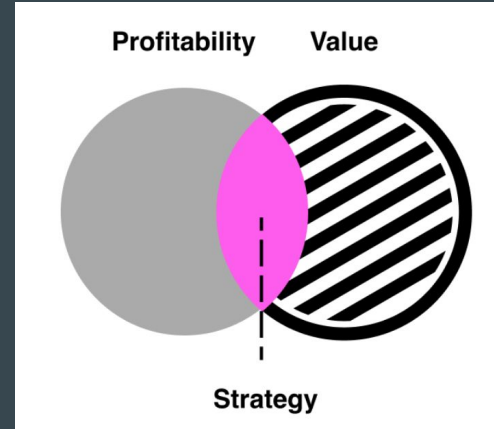
Any design strategy should address the following:

- Existing problems and ongoing challenges
- Current benefits and successes to be leveraged
- Unmet client/customer needs
- Changing client/customer behaviors and attitudes
- Emerging ideas and trends
- Opportunities to differentiate
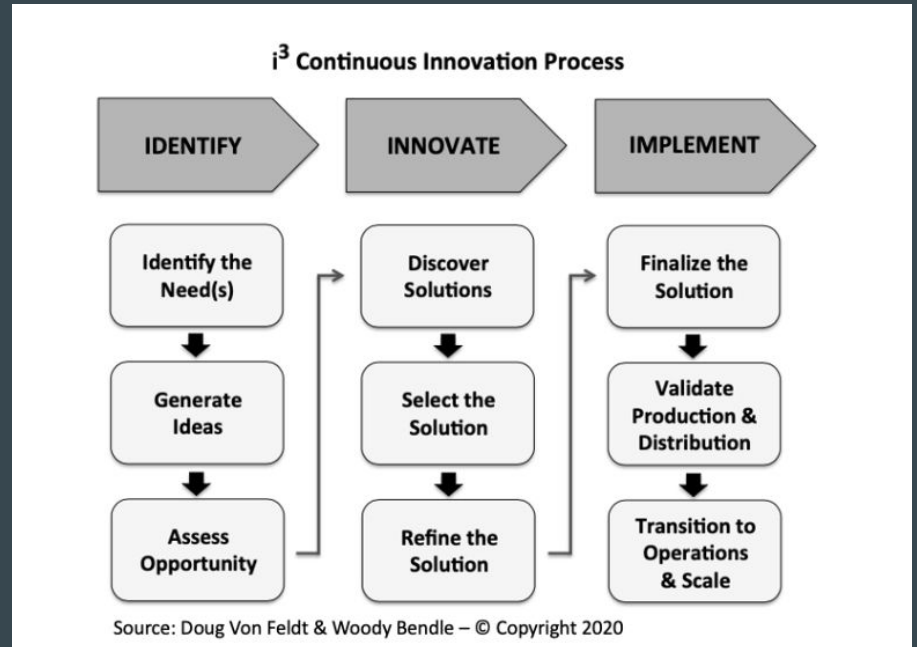
Why is Design Strategy Important?

When we speak of a strategy, it refers to putting together a plan to achieve an objective or goal. This strategy can help differentiate our clients from their competition.

There are three main reasons why design strategy is essential for your business.

- It's cost-effective

- It gives you direction

- It helps you prioritize

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Profitability   Value

Strategy

"*Make Ideas Happen*" represents two significant reasons for having an innovation strategy:

i³ Continuous Innovation Process

IDENTIFY — INNOVATE — IMPLEMENT

Identify the Need(s) → Discover Solutions → Finalize the Solution

Generate Ideas → Select the Solution → Validate Production & Distribution

Assess Opportunity → Refine the Solution → Transition to Operations & Scale

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