AlegreDesign

- Innovation
- Design
- Company

Product Approach

3 steps to identify the needs of
your product that we follow in

What we need to have in mind to define a new project

Defining a new project or a new product for your company is the first step. A good definition of the needs or briefing has to compile all the essential aspects that take part in the creation of a product, experience or service, asking questions and getting answers so that the team can start developing the project successfully.

Our mission is to create, through our methodology Agile Design, innovative products that add value to the people's day-to-day life.

With this document, we want to guide you through the process of writing a great briefing. We will share with you tips and practices that we apply in our studio. To achieve this, we need to identify your needs to define what we are going to create together.

3 essential elements of a briefing

¿What do we need to know?

¿How we are going to do it?

¿What are we going to deliver?

1

3

About the company

About the project

2

About the goal

1. About the Company

A good introduction to the client's company will allow us to integrate better the external teams and enhance the vision of the in-house teams that work on the project. This introduction should include past experiences and portray the company's future expectations.

Introduction

Who is the company? Why does it to what it does? What are its values? What products does it have already on the market and why?

Overall, we need to know what really matters to the company so the work can take the right direction.

Market position

Who are your competitors? Which position in the market do they have and where do you want to be? What do they offer and what do they represent?

Identifying with precision the market that we want to access is crucial. It is also essential to establish which position in the market we want to reach. One company may have products in different market levels and we must know where do we need to place our new proposal.

Identity

What do we need to know about your brand? What are the guidelines of your brand visual identity?

The project is meant to be tailored for the company and it needs to be aligned with its image and personality. The new proposals have to be coherent with the brand's values, except if the clients asks you not to.

2. About the Goal

Defining the expectations of the project is always a great idea so that the team can move forward in the right direction and achieve the expected goals in an efficient way.

Goals

Why has this project come up? What will this project contribute to the company? What do we need to deliver? What do you expect? What do you want to achieve in this project?

The project is developed in order to achieve a goal. Establishing this goals at the beginning of the process allows the teams to focus in what's important of the work and the output that the company expects.

Market

Who is the product for? Why do they buy it? How much should it be worth? How much should it cost?

The product must add value to the user and the company. The definition of these values will facilitate the correct use of the resources and materials.

Features and advantages

What makes your product special? What are the main functions and advantages of the product? What is yet to be defined? How does it coexist with the rest of the company's products? Who is going to use it and how?

The main purpose of the project is to create a product that adds value to people, be it aesthetic value or functional or beneficial value for those who use it. Defining these details together with the company allows us to realize if the proposal is clear or if we need to define new aspects together.

2.   About the Goal

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Environment

Who do you have to compete with? What market niche do you want to cover? What value proposition does it provide? Where are we going to sell it? How are we going to send it?

Our product will exist in the market environment it is designed for. This requires extensive knowledge of the competition and the market it is aimed to in order to transmit its values.

Constraints and regulations

Are there any limitations on the product? Does it have to comply with any regulation or standard? Does it require specific maintenance?

The product that we are designing will existe in an environment or market that protects users through the enforcement of regulations, standards or restrictions. A very important factor when we are defining a new product is to meet these standards.

How is the product made?

What manufacturing processes are best for the company to use? What are your capabilities and production limitations? Can we use external processes? Which company materials and processes have a differential value?

The aim of the project is to reach the manufacturing stage of a product and its launch on the market. Incorporating the manufacturing team in early stages of the process will allow everyone to anticipate potencial issues thanks to is previous experiences with other products from the company.

3. About the Project

To ensure a smooth and agile development of the project, the entire team must know what value it is going to bring to the market.

Project schedule

When should the project be ready? What are the relevant dates that we must know of? Is there any specific milestone?

We are talking about the creation, development and launch of a new product on the market. Defining a solid time schedule allows the team to make commitments regarding milestones and to dedicate the necessary time to each stage of the project. This way, we can guarantee the best delivery, and we can bring the project forward.

Project team

Who will be part of your team? What role will they play during the project? What will be your contribution to the project? What is expected of each team?

The definition of roles and introduction of the teams, both internal and external, that will be a part of the project is crucial. This will avoid the inefficient duplication of information and will smooth the decision making process, creating a continuous and constant work flow.

Checklist

Before finishing, we recommend doing a "double check" to avoid leaving out any important information and ensure the right development of the project.

1. About the Company

- Introduction

- Market Position

- Identity

2. About the Goal

- Goals

- Market

- Features and Advantages

- Environment

- Constraints and Regulations

- How is the product made?

3. Sobre el Proyecto

- Project Schedule

- Project Team

Last steps

Once the all the elements have been verified, the only thing left to do is to contact us to schedule a meeting, either in person or online. Let's make a product together.

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Get to know us

Learn more about us and the way we work by downloading our *Brochure* and our *Design Approach*.

Contact us. We are just one click away from you.

We will be happy to assist you and share ideas at *info@alegredesign.es* and *www.alegredesign.es*

Briefing Verification

To minimize chance and confusion, we will schedule a first offline or online session to ensure that we fully understand your needs and that we do not miss any important aspect.

And Remember…

✳ We aim for innovation that adds real value for people and companies.

✳ We develop high end projects combining our 20 year experience and our good taste.

✳ We are experts in Product Design and Design Direction (that includes Design Research and Business Design).

✳ Our Agile Design Project method allows us to interact smoothly with clients as if we were part of their organization.

✳ We develop partial or entire projects, adapting the specific needs to the client.

✳ Confidentiality.

✳ Detailed and transparent pricing.