PROJECT INTERPRETATION

who are the principal enterprise partners ?
what enterprise partners aims ?
how does this prouct-proposal fit-in with their current enterprise roadmap ?

review the enterprise scenarios of existing + comparable products
for your product proposal form two or more enterprise scenarios
prepare to make contact with identified/preferred enterprise partners

defines the product proposal's quality of realisation + futures potential - DESIGN INFLUENCE

what are the product proposal's market positioning factors?
who are the product proposal's key market competitors ?
what are the product proposals USP's ?

define the product proposals' market differential
prepare a KANSEI image/ evaluation against key market competitors
outline the product proposals' 4/7 P's mix

DESIGN INFLUENCE - defines the product proposals' market competitiveness

what the required performance capacities ?
which component ambient technologies are required ?
what is the required longevity ?

complete a reverse engineering study of existing product offers
prepare a component technology schematic and identify tech. suppliers
size the form of the enclosure for this component technology schematic

defines the product proposal's performance technologies + inherent form - DESIGN INFLUENCE

what are the product proposal's extended intent + purpose ?
what are primary cycles of user + product interaction ?
what are the primary benefits to the extended stakeholders cluster ?

identify the product proposal's extended stakeholders
prepare a user + product interaction storyboard
prepare a contextual analysis of the adoption of the product proposal

DESIGN INFLUENCE - defines the product proposal's product 'features' + 'usability' behaviours

which material + process options are to be considered ?
what is to be the typical volume of production ?
what wile be the outline product life cycle ?

prepare an outline choice based ons relevant manufacturing strategy
low + high tooling investment high-volume, batch-volume, self-manufacture
prepare the schematic of the product life cycle

defines product proposal's production technologies + primary form constraints - DESIGN INFLUENCE

who are the primary users ?
what are primary users' lifestyle traits
what are the product proposals' key benefits to the primary user ?

prepare a persona of the primary user
identify related lifestyle traits - motivations, mindsets, values, obstacles
identify follow-on personas for future market growth/diversification

DESIGN INFLUENCE - defines' product proposal's primary form-style + lifestyle 'fit'

task prioritisation

If you have to prioritise and so only do half-a-job,
then consider the above hierarchy.
However aim not to cut corners at this point

- *if you do then your project process shall surely continue to dwindle from this point onwards and you will experience the deepest and the most expensive of regrets*
- *invest don't just spend*

WBS

WORK BREAKDOWN SYSTEM

DESIGN THINK
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