



The Design Brief



This document allows you to examine the client's proposed product in detail and to define as clearly as possible the product design specification.

Key features to be considered	Commentary
a) Function Where will the product be used? What will it be used for?	
b) Performance How well will it have to perform?	
c) Proposed market Who might use the product? Is there competition with a similar product? Which current customers of the client are likely to use this product?	
d) Quantity How many will be needed?	
e) Style What will the product look like? How will it appeal to people?	
f) Quality What level of quality is needed in relation to its likely use? Does the client have special requirements? Are there national standards to be met?	
g) Cost What will each item cost to produce? What level of profit is needed? What is the final cost likely to be?	
h) Timescale When does the client wish the project to be finished? When should the product be ready for sale?	

List the main problems which are emerging from your analysis.
 Additional matters for consideration