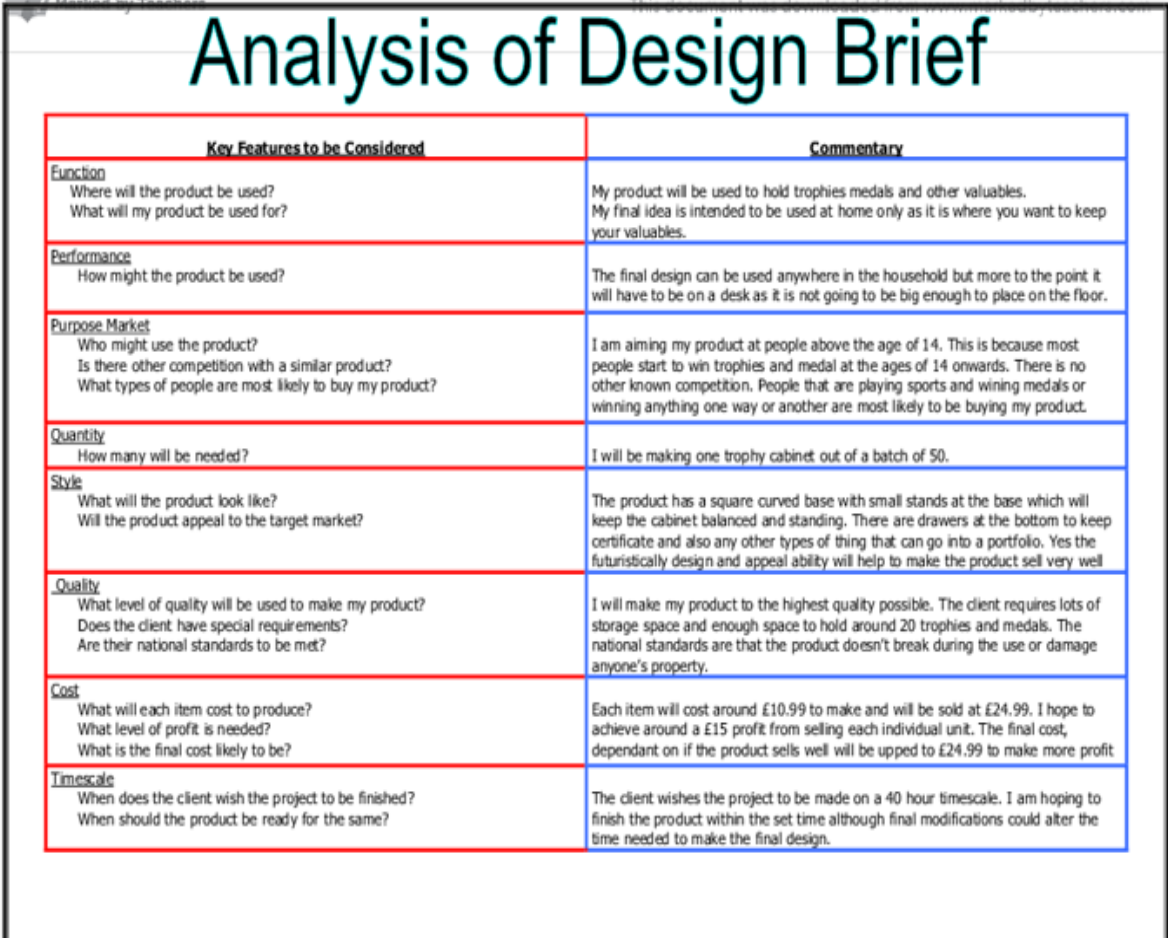


P3 DESAIN PRODUK – PRAKTIKUM-TEORI

DESIGN BRIEF

A **design brief** is a written document for a [design](#) project developed in concert by a person representing the [business](#) need for design and the [designer](#). The document is focused on the desired results of design – not aesthetics. Design briefs are commonly used in consulting engagements, when an independent designer or a design agency executes a design on behalf of a client. They are less common when the designer is in-house.

USER INVESTIGATION



The image shows a table titled "Analysis of Design Brief" with two columns: "Key Features to be Considered" and "Commentary". The table is divided into ten rows, each representing a different aspect of a design brief. The rows are: Function, Performance, Purpose Market, Quantity, Style, Quality, Cost, and Timescale. Each row contains specific questions or considerations in the left column and a corresponding response or commentary in the right column. The table is framed by a black border and has a white background. The title "Analysis of Design Brief" is written in a large, bold, blue font at the top center of the table. The columns are labeled "Key Features to be Considered" and "Commentary" in bold black text. The rows are separated by thin black lines. The text in the table is in a standard black font.

Key Features to be Considered	Commentary
Function Where will the product be used? What will my product be used for?	My product will be used to hold trophies medals and other valuables. My final idea is intended to be used at home only as it is where you want to keep your valuables.
Performance How might the product be used?	The final design can be used anywhere in the household but more to the point it will have to be on a desk as it is not going to be big enough to place on the floor.
Purpose Market Who might use the product? Is there other competition with a similar product? What types of people are most likely to buy my product?	I am aiming my product at people above the age of 14. This is because most people start to win trophies and medal at the ages of 14 onwards. There is no other known competition. People that are playing sports and wining medals or winning anything one way or another are most likely to be buying my product.
Quantity How many will be needed?	I will be making one trophy cabinet out of a batch of 50.
Style What will the product look like? Will the product appeal to the target market?	The product has a square curved base with small stands at the base which will keep the cabinet balanced and standing. There are drawers at the bottom to keep certificate and also any other types of thing that can go into a portfolio. Yes the futuristically design and appeal ability will help to make the product sell very well
Quality What level of quality will be used to make my product? Does the client have special requirements? Are their national standards to be met?	I will make my product to the highest quality possible. The client requires lots of storage space and enough space to hold around 20 trophies and medals. The national standards are that the product doesn't break during the use or damage anyone's property.
Cost What will each item cost to produce? What level of profit is needed? What is the final cost likely to be?	Each item will cost around £10.99 to make and will be sold at £24.99. I hope to achieve around a £15 profit from selling each individual unit. The final cost, dependant on if the product sells well will be upped to £24.99 to make more profit
Timescale When does the client wish the project to be finished? When should the product be ready for the same?	The client wishes the project to be made on a 40 hour timescale. I am hoping to finish the product within the set time although final modifications could alter the time needed to make the final design.

Design Brief

- Write down how you will attempt to address the new Problem statement.
- What information are you going to need to gather? Where will it come from? What skills are you going to have to learn? How are you going to learn them?
- How, where, when will you create your solution and how will you know that it works?
- Look for examples of similar products so that you can identify necessary and desirable characteristics. Include pictures of these so that they are easy to refer to and you, and your audience, can see what you are talking about.

Daftar Pustaka

1. Lawson, Bryan. 1990. *How Designers Think*. Butterworth Architecture.
2. Pena, Parshall. 2006. *Problem Seeking – Fourth Edition*. HOK. Pub.
3. Roozenburg, N.F.M. & J. Eekels. 1995. *Product Design: Fundamentals and Methods*. John Wiley & Sons.