

# Design Brief

Now that I had lots of information from a variety of sources, I decided that it was time to set out my initial plan for the product that I am trying to create in words. This will enable me to check back at the end of the project and ensure that I have fully met my initial design brief.

## Design and develop a product based on souvenirs that will help local businesses

My product will be based around the theme of 'souvenirs' in multiple ways – firstly, the product itself must be inspired by cultural influences. I have chosen Spain, due to its incredible architecture and modern nature. Secondly, the product will be used in local independent shops, which in turn will be using the product to display items which could easily be souvenirs.

Current display methods which shops have to choose between are clunky, large and not aesthetically pleasing. They don't fit with other items in the shop, and are not bespoke designed in order to ensure that their colours match. Their footprint is often large, and does not allow shops to make best use of the range of products which they sell. My product will be aimed at shop owners locally who may have neither access nor the resources to buy new furniture and custom display stands to make best use of their stock.

Through my client interviews, I have realised that it is no longer the priority of many local businesses to make sure that their stock looks nice – instead they have been forced by Covid to focus on just staying open. In this way, I hope to alleviate some of their stress with my product.

The overall intention of my product is simple: to create a light, manoeuvrable, easily-replicable product that could fit in anywhere in a shop and help with the display and subsequent purchasing appeal that products will have on shoppers.

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# Specification

I then decided to make a list of all the essential and desirable traits which I wished my product to have. This allows me to check back at the end to see how successful my product was overall.

| Category   | Specification   | Justification/Links to User  | Possible Methods  | Essential/Desirable |
|------------|---|--|---|---------------------|
| Aesthetics | Must be styled in a way that would work in multiple shops | While I would like my product to be entirely bespoke to each individual shop that uses it, I recognise that this is impossible while still keeping costs low. As a result of this, I have come to the conclusion that my product must be styled and coloured in such a way that it can work with minimal modification in a wide variety of shops. This would enable it to provide the maximum amount of people with the maximum amount of help, without sacrificing its aesthetic value. | <ul style="list-style-type: none"><li>• Take visual cues and inspiration from existing aspects of multiple shops</li><li>• Colours which complement the average colour scheme of a small shop</li><li>• Possible customisation options which would allow shops owners to be inspired to create their own individual derivative of my product which would be bespoke to their shop</li></ul> | Essential           |
|            | Must not visually overshadow other products in the shop   | My product is not designed to be sold in shops on its own; rather, it only functions to accentuate other products and make them appear more desirable to the consumer. For this reason, it is absolutely critical that my product can co-exist with existing items in the shop without overshadowing them  | <ul style="list-style-type: none"><li>• Neutral colours</li><li>• Unobtrusive design</li><li>• Mimic other aspects of the shop's design</li></ul>   | Essential           |
|            | Should be based on Spanish culture and architecture       | While it is essential that the product takes inspiration from some aspect of culture, I believe that it would be most beneficial for my product to take ideas from Spanish culture – specifically architecture. This would allow it to use the flowing curves and modern, minimalistic design that is associated with Spain.   | <ul style="list-style-type: none"><li>• Modern, minimalist design</li><li>• Flowing curves</li><li>• Colour inspiration from Spain</li></ul>  | Desirable           |

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| Cost     | Must be affordable for the average small business owner                          | As my product is specifically designed in order to help small businesses which are trying to cope with rising costs as well as recovering from COVID, it is more important than ever that costs are kept low. | <ul style="list-style-type: none"> <li>• Use readily available, low cost materials</li> <li>• Talk to the client as to their price range</li> <li>• Consider how costs in terms of manufacturing could be lowered</li> </ul>                                    | Essential |
|          | Should cost less than similar products   | If there are similar products available on the market which do not cost as much, it undermines the key selling point of my product; it must be affordable while still offering a level of quality.            | <ul style="list-style-type: none"> <li>• Find existing products and analyse how they are priced</li> <li>• Ensure that the overall quality is better than that of competitors</li> <li>• See how the pricing of similar products affects their sales</li> </ul> | Desirable |
|          | Must be made out of a material than can be sourced in a cost-effective manner    | In order to keep selling costs low, it is important to source the materials which make it up in a manner which does not compromise the overall price.   | <ul style="list-style-type: none"> <li>• Check which materials are already available with minimal costs</li> </ul>  | Essential |
| Customer | The product should be influenced by the customer – in this case, a shop-keeper   | My product should be heavily influenced by its clients; this would help to ensure that customers can make the most of the product and feel as if they are "getting their money's worth".                      | <ul style="list-style-type: none"> <li>• Talk to clients about their needs and requirements</li> <li>• Find how existing products are modelled around their clients</li> </ul>  | Desirable |
|          | The product must reflect the needs and qualities of the shop in which it is used | If my product does not solve the initial problems faced by the customer, then modifications must be made in order to ensure that it does.   | <ul style="list-style-type: none"> <li>• See which areas of shops could use your product</li> <li>• Identify how the product could be adapted to best work cohesively in existing shop environments</li> </ul>  | Essential |



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|             |   |  |  |           |
|-------------|---|--|--|-----------|
|             | Should take inspiration from other items in the shop                        | In order for my product to work cohesively alongside existing stock/products, it would be extremely beneficial to take strong inspiration from existing aspects of the shop for the design of the product.   | <ul style="list-style-type: none"><li>• Look around existing shops to identify colour schemes and design styles</li></ul>  | Desirable |
| Environment | The product should not negatively impact the environment                    | Now more than ever, it is extremely important to consider the effect that the products we create have on the environment. If the materials which make up the product are not sustainability sourced, this presents difficult moral issues. As well as this, the customer is more likely to choose a product which has a smaller environmental impact.                                | <ul style="list-style-type: none"><li>• Take into account the different environmental impacts that different materials and manufacturing processes have on the environment</li><li>• Consider how these impacts could be reduced</li></ul> | Desirable |
|             | The product must be recyclable  | If the product is eventually disposed of, it is crucial to consider the environmental implications which this has. My product should be 100% recyclable and this should be made clear.   | <ul style="list-style-type: none"><li>• Only use materials that are easily recycled</li><li>• Consider how is best to ensure that the majority of products are recycled once they have eventually been discarded</li></ul>                 | Essential |
|             | Should be able to be reused multiple times and designed for maintainability | The versatility of my product is key; it should be able to be reused almost indefinitely in a wide variety of scenarios. If it breaks in some way, it is important that its design allows for it to be fixed easily without a full replacement of the product. This is one of the many environmental concerns which must be taken into account when creating a product such as this. | <ul style="list-style-type: none"><li>• Ensure that the product lasts for a long time</li><li>• Check that the materials used are sturdy enough to last</li></ul>  | Desirable |

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|        |  |   |  |           |
|--------|--|---|--|-----------|
| Size   | The product must have a small footprint in order to be placed on any surface in the shop | One of the downsides with other similar available products is their inability to be located on any surface in a shop; this severely limits their use cases and means that people can't use their space as effectively as they would be able to with my product. | <ul style="list-style-type: none"><li>• Extensive planning</li><li>• Minimalistic style</li><li>• Analysis of other products and how these can be mimicked</li><li>• Comparing the dimensions of my product and existing display items</li></ul> | Essential |
|        | The product should be able to display a wide variety of items in the shop                | It is important that my product will be able to hold many items of different sizes. This would make it appear more desirable to the client as well as increase usability.   | <ul style="list-style-type: none"><li>• Test the product in a shop environment before fully developing it</li><li>• Take feedback from potential clients as to the dimensions that they would be looking for in potential products</li></ul>     | Desirable |
|        | The product must be large enough to withstand weight from products                       | It is important to consider that the items which will be displayed on my product will come in a variety of sizes and weights; my product should be able to hold the vast majority of these easily without fail.   | <ul style="list-style-type: none"><li>• Test different sizes to find an optimal sizing for the product</li><li>• Talk to potential clients and customers</li></ul>   | Essential |
| Safety | The product must not contain small parts which could harm children in the shop           | As the setting of my product would mean that it is constantly available to see and touch, it is critical that there is no hazard presented to children in the form of small parts.  | <ul style="list-style-type: none"><li>• Thoroughly and rigorously test the product for potential breakages/small parts</li></ul>   | Essential |
|        | Must not have any sharp/rough surfaces   | My product is meant to showcase items in a safe and simple way; there is no need for sharp or rough surfaces that could potentially cause issues with customers.  | <ul style="list-style-type: none"><li>• Ensure materials used are either smooth to begin with or fully sanded to ensure that there are no sharp or rough areas</li></ul>   | Essential |
|        | Should not be too heavy  | From a safety perspective, it is important that my product does not weigh too much for fear of it falling over and potentially hurting customers.   | <ul style="list-style-type: none"><li>• Test a variety of different weights to find an optimal weight</li></ul>  | Desirable |

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| Function | Must be able to hold a variety of items                              | The nature of my product means that it should be able to easily display and showcase a wide range of items.   | <ul style="list-style-type: none"><li>• Talk to customers about their ideal dimensions which they would like the product to function with</li><li>• Design multiple sizes of prototype</li></ul>                  | Essential |
|          | Must be able to withstand touching and use                           | As my product will be located in a shop, it will constantly be subjected to touching and movement. As such, it is very important that it is sturdy enough to withstand this.  | <ul style="list-style-type: none"><li>• Make sure that all materials used are strong and durable enough for a shop</li><li>• Conduct testing</li></ul>  | Essential |
|          | Must display items in an interesting and different way               | One of the key selling points of my product is its ability to provide a unique and original way to display items. This is its most important function, so it must be achieved in order to call the product a success. | <ul style="list-style-type: none"><li>• Take inspiration from Spain and Spanish culture</li><li>• Design multiple ideas with different themes</li><li>• Discuss potential ideas and themes with clients</li></ul> | Essential |
| Material | Should be make out of a recyclable material, such as wood            | As stated in my 'environment' section, it is very important to consider the implications of the materials used. Recyclable materials would be much preferred due to their smaller impact on the environment.          | <ul style="list-style-type: none"><li>• Check which materials are recyclable</li></ul>  | Desirable |
|          | Must be sturdy and withstand usage                                   | The materials which my product is made out of must be able to withstand heavy usage.  | <ul style="list-style-type: none"><li>• Conduct thorough testing</li></ul>  | Essential |
|          | Must be made out of a light enough material to be transported safely | There is no use creating a movable, versatile display method if it cannot be moved. It is important to consider where the product will be placed in regards to the material.  | <ul style="list-style-type: none"><li>• Create multiple products of different weights to find the optimal weight</li></ul>  | Essential |

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