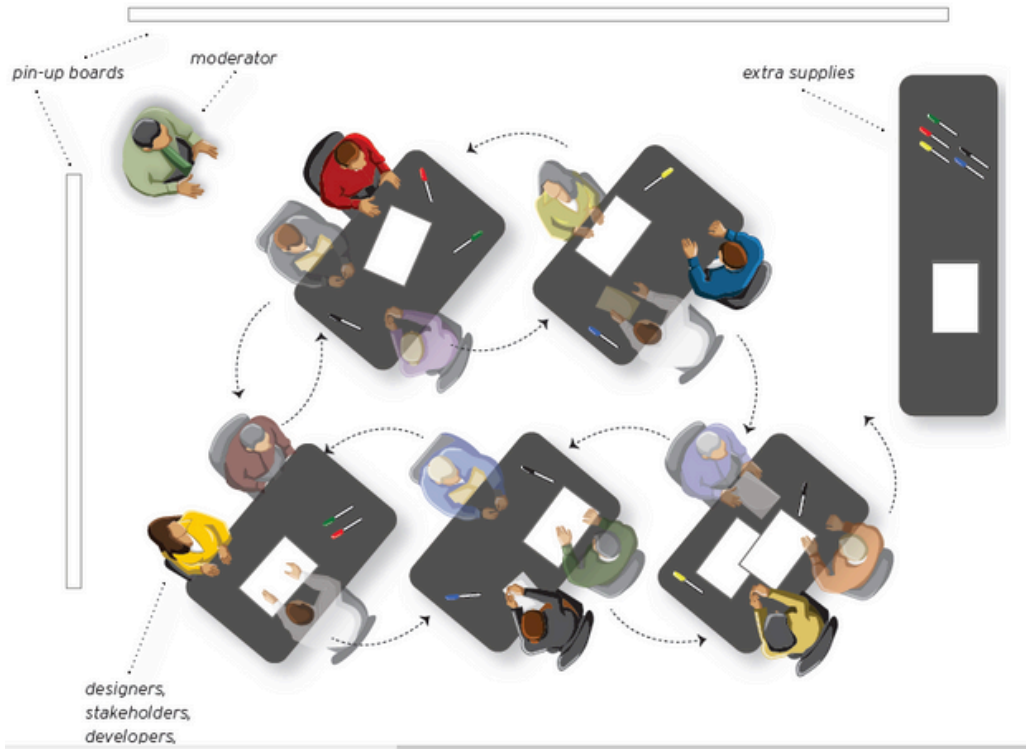
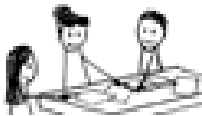


Design Charette

When superior design features and characteristics inspire subsequent rounds of ideas from the above six steps, the result is more likely to be an optimized design solution. The method is inspiration from the biological natural selection and genetic algorithms which seeks to test and select the strongest qualities as the basis for next generation. Several entities could be used including product design, packaging, pricing, sale point, promotional means and the role play from the various perspectives including customer, supplier, manufacturer, research, and marketing.



Area	Customer	Supplier	Manufacturing Department	Research and Development	Marketing
Product Design					
Packaging					
Price					
Place of Sale					
Promotion					