

Product-Brief Checklist

Yariv Sade / Product Management & Design Services

YarivSade@gmail.com www.ProductDesignManagement.com

Administrative

- Product name & number
- Product design manager
- Project members
- Brief writing date
- Brief version & updating date

Marketing

- Product's goals
- Competitors
- Distribution and selling channels.
- Target price
- Advertising
- Packaging design

Stakeholders

- Decision maker
- Buyer
- Seller
- User(s)
- Maintenance

User Scenarios

- Locations
- Timing & duration
- Situations
- Actions
- Expectation

Production

- Materials
- Technologies
- Manufacturing
- Assembly
- Packing

Logistics

- Storing
- Shipping
- Distributing
- Quantities

Regulation & Legal

- I.P.
- Standards
- Warranty
- Environment

Testing

- Product's testing types & methods
- Expectation test results

Product's hard-attributes

- Requirements
- Capabilities
- Performance
- Features
- Limitations
- Physical properties
- Engineering gaps

Product's soft-attributes

- Design innovation level
- Positioning
- UX (User Experience)
- Visual character (Look & Feel)
- Sensing (thing about all senses)
- UI (User Interface)
- CMF (Color Material Finishing)
- Graphic design / prints