

Handmade Futures Summit 2020

TRADE  IMPACT
ASSOCIATION

WILLIAMS-SONOMA, INC.

PRODUCT DEVELOPMENT + DESIGN TIPS



mimirobinson DESIGN

mimirobinsondesign.com

PRODUCT DEVELOPMENT AND DESIGN

Good design and product development is the most important way to differentiate ourselves from our competitors.

Consider the steps you need to take to develop your product collection. Use the following prompts to think through your product development strategy; including the what, when, how and why. Identify who would complete the task if you are not able to complete yourself.

Product Development Steps

RESEARCH

1. What kind of products am I thinking about developing, and what is the market potential?
2. What current trends are relevant?
3. Who is my customer?
4. What is my production capacity?
5. Develop schedule for timeline. Working backwards when do I want to introduce my product? Is it realistic?

COSTING AND PRICING

1. Is my pricing competitive?

PRODUCT DEVELOPMENT AND DESIGN

1. How can I build on my strengths and techniques?
2. What techniques will I use or develop?
3. What category will I design to, (existing or new)
4. What are the products and how many will make up my collection?
5. Develop mood boards with category colors, price-points, competitive products (this can be done on-line)
6. Who is the designer, or design team?

7. Develop timeline for sketches and concept development

Considerations:

- Form and Function
- Color
- Pattern
- Texture
- Mixed materials
- Size

8. Develop timeline for first samples

9. Develop timeline for revisions and quality control

10. Develop timeline for production

TELL YOUR STORY

1. What story do I tell about my products, technique, culture, theme, trend?
2. What makes my product unique? Keep it short.
3. Photography is visual story telling. How can I tell the story through photographs?
4. Identify who will do my photography?
5. What is the timeline for my photography?

PACKAGING

1. How will I package my product?
2. Is it a hangtag, label or more?



PRODUCT DEVELOPMENT GLOSSARY

Design: Design is primarily concerned with solving problems. A design, a good design, is a solution to a particular problem within a set of constraints. The ideal design is the best available solution to the particular problem within the constraints of the project. Design is the search for a balance between business and art; art and craft; intuition and reason; concept and detail; playfulness and formality; client and designer; designer and the public.

Product Development: Product development may involve modification of an existing product or its presentation, or formulation of an entirely new product that satisfies a newly defined customer want or market niche.

Product Line: A selection of 3-27 products, usually within one product category, with complementary elements (function, color, pattern and texture, size, price).

Product Collection: A selection of 2 or more product lines, often representing different product categories within one product category, with complementary elements. A company (export or import) may have 1 or more collections.

Design Trend: the styling, colors, patterns, materials and shapes of a particular season that has a long-term influence on the market.

Sustainable Design: Design plays a crucial role in the environmental aspect of products throughout their life cycles. From choosing the right materials and planning effective processes to creating new product concepts, design helps transform the challenge of sustainability into an asset and opportunity for businesses to increase their profit and create new markets while generating value and quality for people and the planet.