
Designing A Product - The Processes

Designing a product to sell is something which takes time and a fair few number of processes in order to successfully create and release a clothing line or other product to the public. While this can seem a little daunting, it is important to remember that everything you need to do can be broken down into a set of simple steps. To help you with this, we've compiled a list of things you'll need to do in order to design and sell your product.

The Research Phase

The research phase is one which is very important to the entire design process. With the research phase, you can take the time to ensure that you make the correct plans for designing the product, how best to market it, and also to make sure you're intimately familiar with your product, as

well as any time scales for the project you need to sort out. To begin with, you'll need to conduct some initial research about the product, and where you're going to market it and how, in order to get started with the design process.

Understanding the DNA of the product

To begin with, you'll need to understand the DNA of your product. The DNA of a brand consists of things like where it came from, what holds it together, and what the long term aim of the brand is. This is where concepts such as the mission of the brand and the direction the brand wants to go in come from. As well as this, you'll need to look at what unique material you'll be bringing to the market with this brand. The unique material is

particularly important because as a brand, you'll want to ensure that you stand out from the rest of the competition, and how best to showcase the unique strengths and appealing features of your brand. This is where being passionate about your brand really comes in handy, because you'll have an in-depth knowledge of what your product can offer someone who purchases it.

Understanding your current market

The next step during the research process is to investigate the current market to see what companies and brands you'll be competing with. There are certain questions you'll need to ask yourself when you're researching the market;

- Are there companies who already offer the same sort of product you're looking to design?
- If there are rival companies, then how are they marketing and promoting their brand among the public and if they're doing so to great effect?
- How might your product be affected by the sales of theirs?

These are all things to consider when researching the market you intend to sell in, so as to ensure you get the best possible attention. You'll also want to look into their target audience, especially if you're selling the same kinds of things, because that will be the audience you're looking to sell to as well, so you need to ensure that whatever you do differentiates you from the other companies.

The Research Phase

The next thing you'll want to do as part of the research process is to create a SWOT analysis. A SWOT analysis looks at the Strengths, Weaknesses, Opportunities to improve, and the Threats to the brand, and can help you to look at where you need to focus when you're planning your brand. You'll also want to be aware of things like;

- Your target prices for your brand
- What kind of budget you want for the project
- How much do you want to retail your product for?

As a general rule, the markup for retailing products is around 2.5 - 3x the cost of creating the product to begin with, so as to make a reasonable profit.

Set up your timelines

One of the last things you'll need to do in the research phase is to create timelines for you and your teammates to follow. Your timelines should be;

- Realistic
- Fair
- Agreed on by everyone

These timelines aren't going to reflect a quick process when it comes to designing a product, as the entire project is not a quick one. It's important to remember this, as the average product can take around 4-6 months to get to the market.