



info@markcampbelldesign.com

Mark Campbell Design, LLC
4025 Rockingham Drive
Roswell, Georgia, 30075

404.277.9901

Product Design Services

New products mean new thinking. A tailored product development strategy enables new products to succeed. By setting clear objectives, implementing useful methods of investigation and drawing unexpected conclusions, a product can become more than just functional. Create the experience.

Example Product Development Strategy:

Phase I Product Definition

- Define Initial Client/Market Needs
- Create Design Budget and Schedule
- User Research, Function Analysis, Task Analysis
- Implement Design Criteria

Phase II Idea Generation

- Generate thumbnail sketches based on Phase I data
- Integrate into detailing sketches and sketch models
- Focus and refine selected sketches into concept drawings

Phase III Concept Refinement

- Explore colors and materials to integrate into the design
- Consolidate designs into multiple concept drawings
- Consult with engineering for analysis of concept designs
- Refine drawings to final 3 concepts and sketch models
- Appearance model or prototype.

Phase IV Product Engineering

- Final design refinement and computer modeling
- Submit design to engineering for analysis and manufacturing specification
- Release files for rapid prototype

Phase V Production

- Support manufacturing launch

Contact Mark Campbell to plan your product development strategy and start your design project today.

product