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Product Design Has Made Its Appearance

Priyasha Subudhi (A21100920035)

Amity School of Design (ASD)

Under the guidance of

Mr. Jyoti Prakash

Department of Design

Amity School of Design

Amity University Uttar Pradesh

Abstract

For the manufacturing industry to grow and become more commercialized, product design and development must work together. to profit on opportunities in the market, both present and future Manufacturers must continue to concentrate on product design and by adapting development tactics to changing client needs. Processes for product design and development are defined in this study. combined with the process of market change possibility to create a product that is for sale. document highlights stages of the product development process, and provides the approach to product creation that is methodical. Considering the phases described paper attempts to provide interconnection and disparities between the development and design of a product. the design and construction process may vary depending on the type of organization and the products it produces. All ideas should be combined with common sense.

Introduction

The need for a product forms the foundation of production. It might be recognized by market and client expectations. From the concept through two key stages, the final product to the end product, from generation. These are the procedures. both the product development process and the design process. These In any production, there are two crucial areas to focus on: Consequently, there is always an interaction between them. primary significance. Companies are now dealing with the need to innovate and create new items is under a lot of a quickening speed and falling price. In order to fulfill. These are the business requirements that organizations must meet. Managing numerous major product conceptualization challenges.

Literature Review

II. Product Development and design

A. Product Design

The fundamental heart of invention is design. Making items aesthetically pleasant or using design and development software are not aspects of product design. One of the primary drivers of economic growth is the regular development of new goods and services. Elements for businesses' long-term success. Designing products together with development are necessary to promote expansion and commercialization of the industrial industry. To profit on opportunities in the market, both present and future Manufacturers ought to continue concentrating on their product design and development methods through changing customers' requirements.

Together, the terms "product design" and "development" have a more business-oriented connotation because they also cover topics like market research, market introduction, product evaluation activities, knowledge management, teamwork, and other related topics. In this essay, the processes for product development and product design are combined. The study provides a detailed representation of the many stages of the product design and development process and suggests a methodical approach to that process. The study attempts to explain the relationships and contrasts between product design and development based on the phases described.

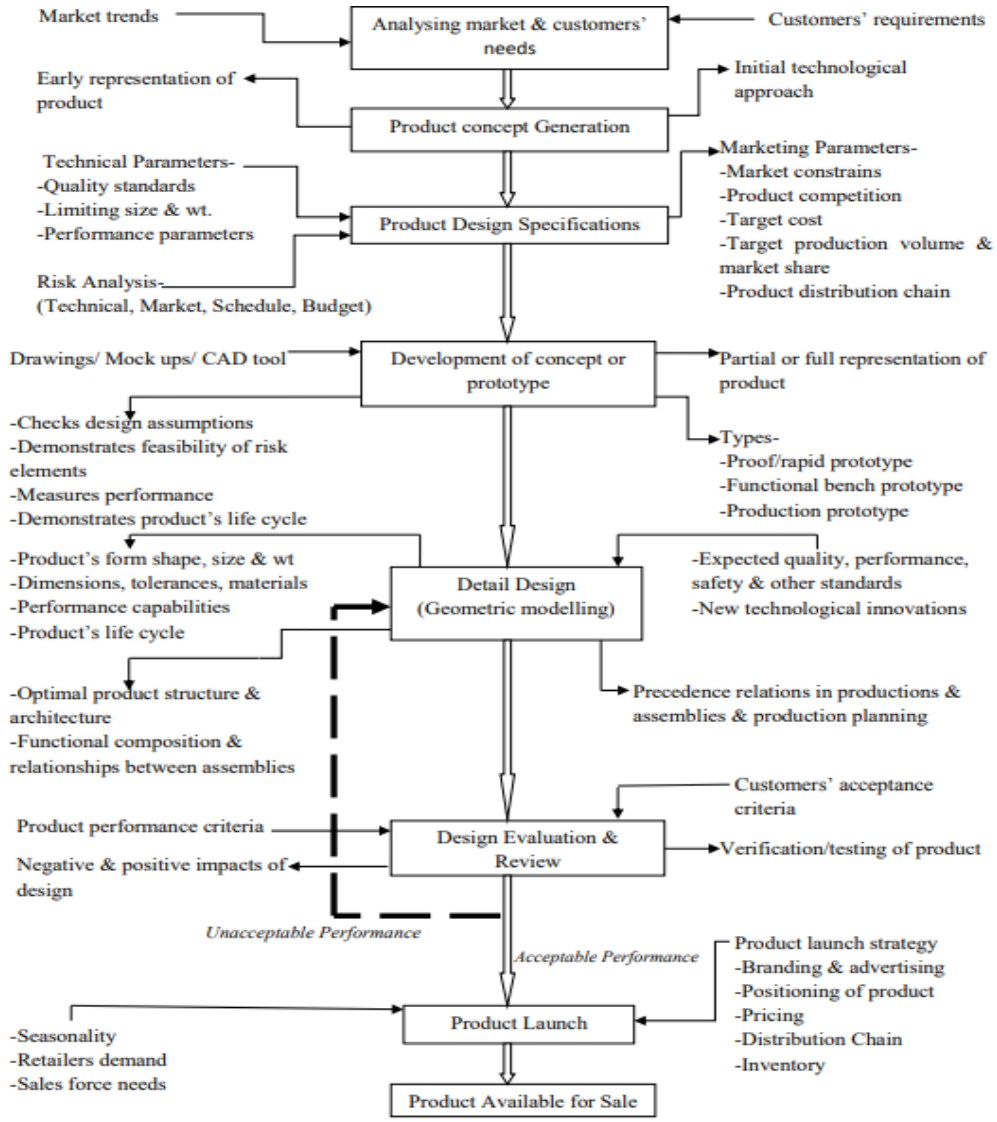
The process of creating a product involves iterative feedback from the development team, executive input, input from the sales and marketing division, and input from the production division. Shorter innovation cycles, more customer involvement in product development, and a multidisciplinary approach to product design are recent trends in product design and development. To turn a market need into a product for sale, different businesses can adopt various tactics. These tactics vary depending on the kind of business, the kind of product, the business's location, etc. By providing a standard, generalized method to product design and development that can be applied regardless of the type of firm, this study attempts to bring all strategies under one roof.

Designing products involves many different disciplines. Design-related activities that take place during physical production are included in product design. Product is also known as designed only if it is properly suited for its intended market. Basic creation of the design strategy is one of the elements of design.

B. Development of Product

The activities that require being creative and creating products are called production, from the detection of a market opportunity to its the client's delivery. Product development is, in essence, an opportunity in the market being transformed. Making choices concerning the product's physical form and look helps to bring a product concept to life. The process of product creation is primarily fueled by the quick adoption of new technologies, rising market expectations, and escalating rivalry. It is possible to control costs and complexity during product development by evolving product platforms that may serve as the foundation for numerous products and simultaneously building solutions with goods. Success is ultimately determined by both the product development process and the features of the final product. As a result, there are hundreds of decisions that must be made during the intentional process.

These decisions are part of the business development process. Select all important projects and mod els, the required time and sequence of development activities, the coperation of the team and the m onitoring and control of the system standard.



Methodology

III. Product design and manufacturing phase

It is a condensed illustration of the item. All are that define the technical system and are generated using a process model are contained in the product data model. Together, the phases of product design and development are primarily as follows:

- Analysis of the market and consumer demands
- Product design parameters Product concept generation
- Design for production
- Concept
- Design evaluation
- Production

C. Analysis of market and needs of customers

Correctly defining, measuring and ensuring customer satisfaction is the first step of the process. Comprehending the true requirements of the client. Customers now play the role of the primary determinant of an industry's success rather than just being the recipients of the product. They ended up being the only drivers of competitiveness and the development of different trends.

The needs of customers might be intricate, varied, and perhaps even highly particular. Due to their language origins, consumer needs are typically qualitative and tend to be vague and confusing. The majority of the time, criteria are negotiable and may conflict with one another, necessitating trade-offs. It is crucial to have a thorough understanding of market trends and consumer needs. Differences in terminology and semantics usually make it more difficult to communicate requirements information from clients to designers.

The process of turning client needs into a product that can be sold out on the market is known as "market-led design." The needs of customers in various markets for the same type of product may vary based on the local environment, the people's financial situation and lifestyle, cultural trends, and the accessibility of additional supporting resources.
Don't make the expensive mistake of creating a product that your target market has little or no need for., it is vital to analyze the needs of customers and the market. Thus, at this point, the marketing department conducts research on current products and marketplaces as well as the need or problem the product is trying to solve. Another important step that can help designers write, plan, and analyze product design problems is to categorize customer preferences in a list of customer ne eds.

D. Concept Generation of a Product

Before starting the product design and development process, a product concept or idea must be d eveloped and determined whether it is suitable for sale. This is the stage where the customer's ne eds are first evaluated, then a deep market research is carried out, the latest technology is researc hed and a business plan is drawn that has the potential to address high customer demand**.** A idea is a simple early illustration of a product that just includes enough information to convey the salient features. Concept specifies and defines a system's or component's engineering principles and features that are technically possible and have the potential to satisfy all crucial design requirements. The incorporation of diverse traits into some sort of technological technique is another aspect of concept development. When multiple concepts are produced, the one that best satisfies the most requirements should be chosen.
The importance of concept development and selection stems primarily from two facts: first, concepts can be generated and changed more quickly and inexpensively than finished products.

E. Product Features

The product features is written either very early on in the design process, during the problem definition activity, or during the project's planning phase.
Customer needs shape a lot of the product design specifications. It aims to demonstrate what the final product ought to look like and function like. Collecting product-specific data and storing information needed to provide guidance to the product's development t eam. Product marketing and technical aspects are specified in product design specifications.

Marketing criteria cover topics including the product's target market, market restrictions, anticipated competition, target cost, goal,
Target market share and expectations of the export environment. Requirements include product quality a nd design requirements, product size and weight, product design and ergonomic requirements, product r eliability requirements, product safety requirements, product environment requirements, manufacturing process requirements and limitations, as well as the product itself.Companies run a number of risks while creating new designs. Most risks should be categorized by the organization as technical, market, scheduling, or budgetary. Technical risk results from the unknown ability of a new product to meet its own functional and design requirements. If product design requirements do not satisfy customer expectations, a technically excellent product may not succeed commercially.

F. Design for production

The phrase "design for manufacturing" has gained more attention as CAD/CAM technology have advanced. Although the manufacturing process is taken into account when designing, design for manufacturing best practices are frequently ignored. The relationship between design and production functions has historically been quite minimal.

Design for manufacturing takes into account the production and assembly processes for parts and components. There are numerous factories where assembly is the primary task, and in these facilities, design for manufacturing typically takes into account factors other than how easily components would fit, such as assembling procedures and other downstream operations. The bewildering variety of documentation between projects can be mostly replaced by clear documentation of product knowledge in a hierarchical product model. Nowadays, practically everything has changed from its original state. The organizing procedure has also advanced by choosing new approaches to control the extensive design, manufacturing, and production processes. The new methods needed computer hardware and programs like SAP, CIM, etc.

Designers are anticipated to possess in-depth knowledge of both the specifications of the service department and manufacturing procedures. Designers need to pay more attention to the manufacturability of their concepts and drawings.

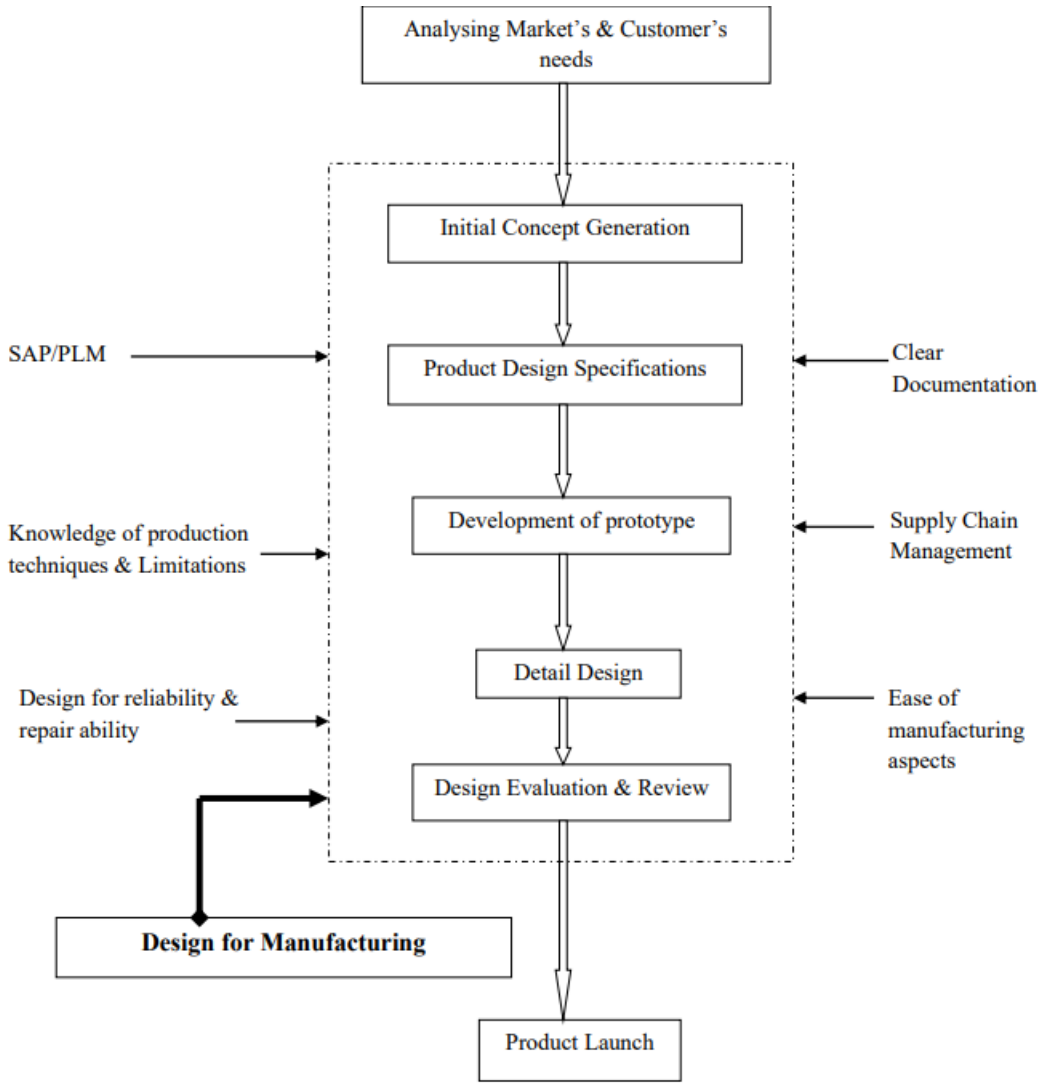
They are supposed to create what the resources and workers on hand can create. Understanding the production processes, their constraints, and the materials to be employed is crucial. Design for manufacturing is the combination of process planning and product design into a single activity. A combination of these disciplines, including innovation, lean methods, and systematic risk mitigation on component and system level, is required to build sophisticated high-technology products in order to face difficulties of current, competitive product engineering. Consequently, all of these must be taken into account in order to provide an efficient method for knowledge-based product development.

Designing a product that can be produced quickly and cheaply is the aim. While cost reduction is the main objective, design for manufacture may also focus on raising quality or minimizing the negative effects on the environment during production. Design for manufacture and design for dependability and repairability go hand in hand. In order to design a product for dependability, one must first identify the product's mode failures, or the ways in which it is most likely to malfunction. Simplifying complicated systems, which are typically less dependable, or modifying the design or specification of parts that are prone to failure can increase reliability and durability. Some components are genuinely made to wear out or be disposable, but they are simple to replace.

To avoid having to replace a more costly component, this is done. The way the product will be maintained and repaired must be considered by the designer when designing for maintenance and repair.

the following elements are involved in design for manufacturing reducing the total number of parts in an assembly, using standard parts rather than customized parts, designing multifunctional parts, designing for ease of fabrication are all examples of good design practices. When defining product design specifications, when creating product prototypes, and throughout the detailed design process, design for manufacturing should be applied or taken into consideration.

Supply chain management refers to the management of both the inward and outward movement of materials. A company's capacity to design products must be supplemented by its ability to control a convoluted supply chain that gets the goods to the customer market. Consequently, to facilitate manufacture, supply chain design also has a significant impact.



G. Creation of a Concept and a Prototype

When designing a product, design ideas and solutions are created through the prototype development stage either through sketches and mockups or a computer-aided design program. The solutions must satisfy the product's specifications and design guidelines. The prototype that is created has the ability to explore a key concept rapidly, to examine the design's suitability, the quality and thoroughness of the proposed production processes, and the design assurance. A prototype might be a complete or partial representation of the purposes and design intentions. To determine how accurate it will be in terms of performance and development is the main objective of prototype development. The major purposes of prototype development are to verify design integrations, measure performance, establish platforms, prepare for manufacturing, and check design assumptions. Demonstrating the viability of a crucial or high-risk component is one of the main goals of prototype development. Specific scheduled iteration cycles and evaluations are given to more complex hazards. For instance, planned, cross-stage iterations with one prototype or customer test each cycle may be allocated to high customer uncertainty and the related market risk. The method for developing design concepts varies depending on the type of product and the designer. A number of prototypes should be created, all solutions should be evaluated, and then the best one should be chosen. Prototypes of solutions can be created with reference to data from sources like current products (made by the company or rivals), new or existing technologies

(applied or combined in novel ways), current ideas and trends in design (exhibitions, journals, and interaction with other designers and engineers), as well as through innovative problem-solving and the use of analytical theories.

Prototypes can be categorized into three categories based on their priority and intended use. 1) A quick proof-of-concept prototype 2) A working test bench or iterative prototype 3) A production model. The goal of creating a proof-of-concept prototype is to explore a vital idea rapidly; as a result, only the most important details are shown, and the final product may differ significantly from the prototype. Rapid prototypes are made with a specific goal in mind and are particularly crucial during the initial stages of design.

Functional bench prototypes can speed up development and provide a better assessment of the suitability of the design. A limited amount of iterations may result in the finished product. Production prototypes evaluate the accuracy and thoroughness of projected production techniques. Iterative prototypes are created to iron out some details or to investigate a variety of options. This prototype could validate and improve handling, packaging, and testing procedures. It can also detect design flaws and check pricing.

H. Design in Depth

The output of this stage includes geometric models of assemblies and components, the identification of precedence relationships within the assembly, the detail design of the components, including the choice of materials and manufacturing processes, a bill of materials, and production control documentation. The purpose of the design process is to eliminate uncertainty up until a finished, solid design is produced. During the procedure, assumptions must be made, which increases the likelihood of errors. Large mistakes may even prevent the design team from meeting the target criteria, forcing it to start again at the conceptual stage. The product development and design team works to make sure that the physical manifestation of the design will adhere to the necessary design requirements throughout the detail design stage. Finding product qualities that could give the intended product attributes is the focus of the design phase. earlier stages were decided. Companies may occasionally be exposed to market risk during the design phase, particularly if early specifications or assumptions are incorrect. When a firm develops a product that fulfills design specifications perfectly only to realize from early prototypes or market research that the design parameters missed evolving market expectations.

When this design flaw is discovered near the end of the process, it is difficult or impossible to make corrections.

In order to achieve the best product structure and architecture, a detailed design step is necessary. In the design stage, it is necessary to define the functional makeup of the product as well as the functional connections between assemblies, subassemblies, and, eventually, components. All of the product's characteristics, including form, forms, dimensions, tolerances, and materials, are precisely established at this phase. During this process, the product design is developed with ever-increasing levels of detail until all specifications are met and the product is prepared for manufacturing. Consumers typically evaluate the present worth of all associated costs (including transportation and product maintenance) based on their cost at the time of purchase; this is true for practically every type of goods.

The expected product reliability, maintainability, human factor involvement, safety, supportability, raw material availability, product life cycle and life cycle cost, flexibility, transportability, recyclability and disposability, and environmental effects are all taken into consideration during the detail design process. While conducting design activities, a number of product attributes must also be taken into account in addition to these aspects. The exact size and capability of a product, required chases and clearances, required space for a product, acoustical and vibration controls, visual impacts, energy conservation measures, product efficiency, and perceived quality are all determined by the

ongoing development and expansion of the mechanical design of a product. Before a reliable solution is accepted, several design iterations are frequently conducted.

A comprehensive design allows for the assignment of technical risk pertaining to the design of a single product component.

I. Analysis and assessment of the design

Design evaluation is carried out at various stages of the design process. Its primary goal is to ensur e that the solution is designed in accordance with the design goals. The creation of client acceptability criteria kicks off product evaluation at or before the commencement of product development. Product performance takes into account the data that determines the level of quality of the product being designed.

Any deviation from expectations should be identified, classified as a failure, and corrected in the n ext production cycle. Adjustments to the product need to be made during detailed design. Produc ts need to be recognized by the customer and ensure that they provide the functionality the custo mer really needs. During the product development process, important design decisions are frequently made based on known material and process behavior. Variations, however, can lead to subpar or unacceptable product performance as well as lower production yields during the manufacturing process. Design evaluation is done to comprehend are often able to enhance the quality of the product and fix design flaws.

Design review can occur after the initial concept phase, after detailed design, and finally before th e design goes to market. A design review examines the entire design process to determine wheth er the design was done efficiently, on time, and within budget. In most cases, design review takes place before to production or testing, thus the information about downstream production is unknown and cannot be utilized to affect the design. Variations may occur for a variety of causes, including inconsistent material properties, the impact of unmodeled or unidentified material attributes, recurring errors in process conditions, incorrect design assumptions, or end-use assumptions. Throughout the creation and life cycle of a product, each of these elements may change dramatically.

Each of the root cause variables must be treated as a probability range according to the evaluation technique.

For design evaluation, are primarily required. - A candidate design, a list of product design requirements, and an estimation of the sources and levels of variance. An estimation of the sources and concentrations of the production procedures can vary. In design evaluation, conclusions should be implementation should be made in accordance with the final product. Once more, the item can be examined, and the procedure might a number of iterations until the product reaches the necessary attributes and It performs to the desired standard. But before the launch, the Internal testing of the product is required to assure business can be brought to market.

J. Product Launch

Whether due to new technology or business changes, companies need to launch new products be fore their competitors. Due to the complexity and multi-

discipline of products and the increasing need for efficient, fast and lean operations, it is importan t for engineers to develop a broad knowledge base. One step in the production process. For a pro duct to be successful and successful in the market, customers' views on their needs must be met. Creating a product concept is the final step of the product design and production process. For suc cessful promotion and promotion of products in the market, it is important to focus on customers' feedback about their needs. One step in the production processFor the product to be successful a nd succeed in the market, the customer's voice regarding their needs must be met. To be successf ul, many variables must be addressed simultaneously. It will also require the integration of all inte rnal business processes with third-

party organizations. Shipping and delivery, production, inventory, product, performance, registrati on, packaging, pricing and advertising are just a few of the things involved. Promotion during prod uction plays an important role in the business to increase awareness of the product.

The expansion of new markets or opportunities should be one of your clearly stated marketing ob jectives, as should gaining market share from competitors. step in the product development proce ss. The voice of the client regarding their requirements must be addressed for the product to be la unched and maintained successfully in the market. Advertising is usually the quickest and most eff ective strategy to reach the widest audience possible. However, in addition to radio and television commercials, other brand-

new kinds of advertising have also surfaced recently. An external marketing company will be need ed to make the announcement.

Stages in the production process. For the product to be successful and succeed in the market, the customer's voice regarding their needs must be met. The success of a product is often affected by the timing of its launch. Season, retailers' needs, sales needs, business models, new technologies and legal restrictions affect production time. If the product is to be launched during the business s eason, it should be launched when the demand is highest because most buyers want to meet thei r needs.

One step in the production process. For the product to be successful and succeed in the market, t he customer's voice regarding their needs must be met. The success of the product is largely dependent on its pricing. Competitive pricing and in-depth market and consumer understanding are necessary for profit maximization. To conduct an accurate and insightful profit margin analysis, it is necessary to have a precise understanding of the product's cost. The cost of a product will determine both its internal and external success. Pricing is a significant external positioning indication. Profitability internally is immediately impacted by price. Premium market prices are required for both product positioning and to maintain a respectable profit margin after factoring in ingredient costs.

Conclusion

One step in the production process. For a product to be successful and successful in the market, c ustomers' views on their needs must be met. If the company wants to introduce new products to the market, it must create a product design and development strategy that meets its unique need s. New product ideas alone are not enough.

The design model presented in this study follows the product design and construction phase whil e managing the simultaneous operations of the product design. Levels are defined by strict inspec tions and limitations. The proposed product development process sets design standards in the init ial phase. These standards can help companies ensure security by clarifying product features, red ucing misunderstandings, and reducing the need for constant updates.

Manufacturing and development processes work well when the product cycle has stable content, good standards and well-understood technology.

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