Design Ideas to Development

When you have completed your design ideas, the next stage is to select the best idea or the best bits from a range of ideas to take forward into the development section. In this section you combine and develop them into a coherent final design, which answers the specification and brief. The second part of the development is working out how to make it.

Approach 1

One way to select for the development is to evaluate each idea by assessing your ideas against the final specification as suggested below can do it:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Specification 1 | Specification 2 | Specification 3 |
| Idea 1 | 3 | 3 | 2 |
| Idea 2 | 4 | 1 | 4 |
| Idea 3 | 5 | 2 | 2 |
| Idea 4 | 3 | 4 | 5 |
| Total | **15** | **10** | **13** |

1 is poor – 5 is Best

Approach 2

Using the grid above you can ask the Client what they think, either using the specification or maybe some of the features within the design

Approach 3

Using the grid above ask those who would use the product and User or customer

Approach 4

Another way of doing this is to carry out some market research, i.e. do a survey by asking different people which idea they prefer and why?

Approach 5

You can give your opinion, but there should be clear evidence of the reasoning behind your selection of your ideas. Remember, you are supposed to be the expert and in the real world, that is what they are paying you for.