



# Design Brief Checklist

(try to have these items ready to review when you describe your project so we can provide a quote to you quickly):

- general description of product
- examples of competing products and / or similar products in your line now
- schedule (when does the design need to be finalized)
- special attributes the product must have
- special components needed in the product
- what materials will the product likely be made from?
- who is the target market (age, region, income level, etc.)?
- what distribution channel(s) will be used to sell the product?
- will you also need packaging designed for the product?
- where will the product be manufactured?
- approximate retail price of product?