



the ideaReality® process

IDEA GENERATION



CONCEPT DESIGN



This is the phase where we explore the look and function of the idea. The creative part where the product takes on a form and style and basic details like fit and function are decided. The designs here are purely visual and not ready for manufacture. The aim is to establish the best design to take forward.



CONCEPT DEVELOPMENT

This stage involves the engineering and fine tuning of the chosen concept to enable a prototype to be made. As the style has been established in the previous stage we can now focus on the fine detail. Changes identified following review of stage 1 such as size adjustments may also be made. The outcome of this stage is normally a design ready to be prototyped.

PROTOTYPE CONSTRUCTION

3D printing, rapid prototyping and other construction methods are used to enable the design to be tested.



PROTOTYPE DEVELOPMENT

Following on from construction, areas of improvement are identified and the design further refined. Different prototypes may be constructed before deciding the product is ready for manufacture.

MANUFACTURE DESIGN



With the design proven by prototyping the details of manufacture are further brought together with production of engineering drawings, material spec and associated processes for manufacturers to follow.

PRODUCTION ASSISTANCE



PACKAGING

BRANDING

WEBSITES

product idea
Reality!

DESIGN PROTECTION / IP
Patents, design registration and other forms of IP protection

