

Brooks and Brian Industrial Design/Product Design Services



Collaborative Discovery

- In-depth discussions to uncover business objectives, timeline, product requirements, monetization plans, and target market
- Develop comprehensive Product Design Document to track design specifications throughout the project
- Identify opportunities to create a compelling product that stands out to your target audience

Research & Analysis

- Investigate existing and emerging technologies to select optimal components
- Consider costs, supply chains, manufacturability, and performance for each selection
- Define ideal user profiles and analyze market landscape to capitalize on gaps

Ideation & Sketching

- Iterative sketching process to visually communicate product features and overall design
- Collaborate with design and engineering teams to align user experience, functionality, and aesthetics with product vision
- Refine sketches to consolidate design language and make final adjustments before CAD phase

3D CAD Design

- Convert refined sketches into detailed 3D CAD models using state-of-the-art software like Solidworks or Rhino

- Leverage extensive component library and expertise from in-house product designs for efficiency
- Validate feasibility and functionality of product design from a virtual perspective

Prototyping

- Create tangible prototypes to assess real-world look, feel, and function
- Utilize iterative, parallel, or rapid prototyping processes to refine and perfect final design
- Minimize costs and risks before full production
- Prepare for user testing, investment pitches, crowdfunding, and product launch