hone.pd©

product design playbook

Good design stands out. And flies under the radar. It breaks through. It scoots by. It illuminates. It serves. It knocks down barriers. It makes life easier. And more enjoyable. It’s hard to find. And sells out fast. You know it when you see it, you don’t always know why. We do.

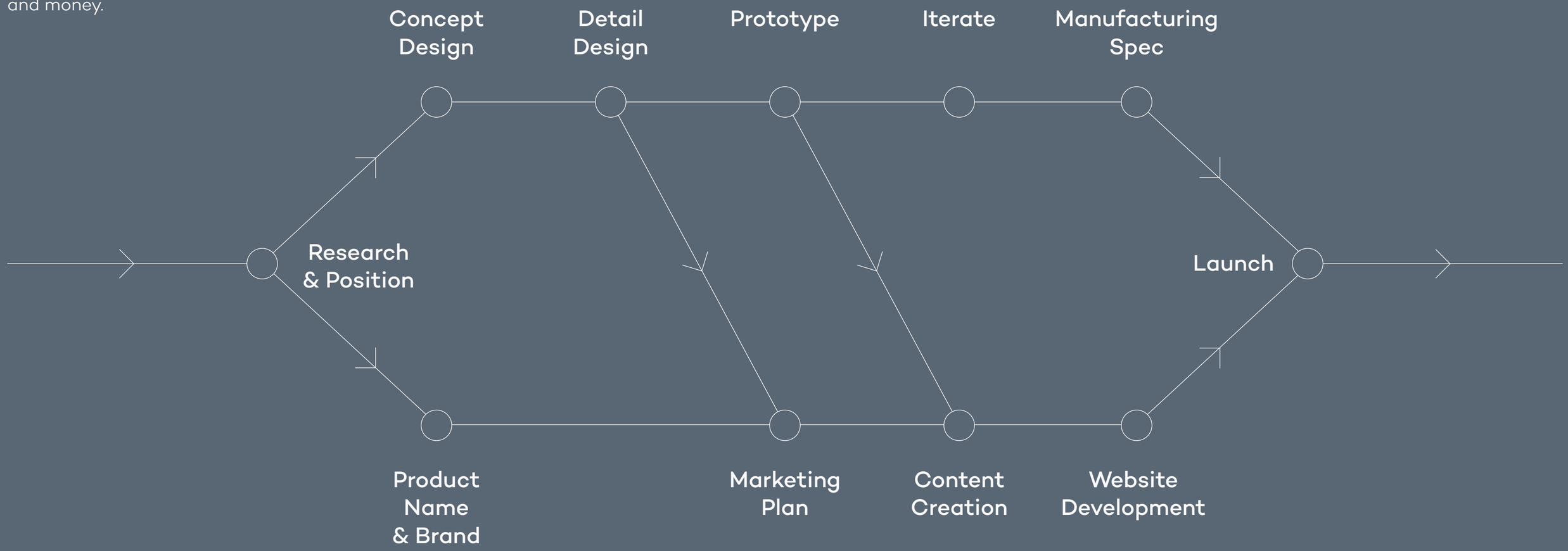
hone.pd can help you take your product from first ideation to execution. Our expert team uses innovative design thinking and cutting-edge development solutions to create products people love.

As a startup, we know this is your first time. Rest assured, we’ve worked with many startups, so we understand your unique challenges, and your pain points.

We’ll work with you every step of the way to ensure your new product is the best it can be, and finds the market that’s waiting for it.

The Product Design Process

Here's what our typical end-to-end product design process looks like. Depending on the size and type of your product, you may not need all the steps. Tailoring the design process to your product saves you time and money.



1.

Project Planning & Feasibility

Ideas are wonderful things, but it's important to know if your new product is viable. To do this you'll need to collect data from your product market to understand existing scale, price points and selling propositions. Working with a product design team can help you focus on the right data and ask the right questions. At the end of this process you should be able to accurately establish the feasibility of your product and identify any challenges ahead in the production process.

TOP QUESTIONS

IS THERE A PLACE FOR YOUR PRODUCT IN THE MARKET?

WHAT MAKES YOUR PRODUCT UNIQUE?

WHAT'S YOUR INNOVATION?

HOW WILL YOU PRICE AND SCALE YOUR PRODUCT?

WHAT'S YOUR RETURN ON INVESTMENT (ROI) LIKELY TO BE?

↓
Download our Startups ROI calculator to find out more.

"Our decision to work with hone.pd was based on their flexibility and their immediate grasp of what we were trying to achieve through our feasibility study. Other groups we approached were more rigid in their approach."

— Travis Molloy,
Safety Campfires

Dermal Hub - Halo

2.

Research

To create a successful product, it's vital to understand the behaviours of your end user.

A good product design team will gather the information needed to intimately understand how a consumer will use your product, then use these important insights to inform the design of the product.

TOP QUESTIONS

HOW WILL YOUR IDEAL CUSTOMER USE YOUR PRODUCT?

HOW OFTEN WILL THEY USE IT?

WHERE WILL THEY USE IT?

WILL BE USED IN A SPECIFIC WAY OR IN A RANGE OF DIFFERENT WAYS?

"hone.pd were very accommodating and understood the brief well. The atmosphere was welcoming and the guidance they gave was exceptional through such a technical path."

— Asli Isler,
Co-founder of
Dermal Hub Halo

READ MORE

3.

Design

This is the part of the process where your product comes to life—and where your product design team will show their strengths. For startups it's especially important to look for a product design team that's flexible, responsive and tailors their process to suit your needs.

Working with your team you'll go through iterations of design to perfect its form, function, usability and scalability. You'll go through stages of brainstorming and ideation, then receive your first concept illustrations and visualisations.

With your approval, the team will then select the right materials and manufacturing process for your product. At hone.pd the next step is refine, refine, refine.

↓
Get an insight into our design process with startups.

READ MORE


Riverina Allweld

5.

Eco-friendly & Sustainable

Increasingly, you'll be asked about the eco-friendliness and sustainability of your product. There's been a global shift away from disposable, environmentally toxic and wasteful products.

↓
A green dream come true. See how hone.pd helped Victorian entrepreneur and mum, Kate Stewart create the multiple award-winning Stay Tray, a 100% recycled reusable drinks tray.

READ MORE


Dell Adamo XPS

4.

Engineering

We've all bought those items which break after a day or never work in the first place. You don't want yours to be one of those. You need to ensure your product will be fit for purpose.

When considering your product design team, select partners who will ensure the materials and design of components are ideal for the conditions your product will be used in. Ensure they understand safety, standards and compliance. You may also need to consider Intellectual Property and patents.

↑
See how hone.pd achieved an elegant engineering solution for a game-changing ute tray body.

READ MORE


StayTray

TOP QUESTIONS

ARE THE MATERIALS FOR YOUR PRODUCT ETHICALLY AND SUSTAINABLY SOURCED?

CAN SOME MATERIAL BE SWITCHED FOR MORE ECO-FRIENDLY SUBSTITUTES?

WHAT'S THE LIFECYCLE OF YOUR PRODUCT?

COULD YOU GET GREEN CERTIFICATION?

6.

Manufacturing & Support

To avoid surprises, you need to understand manufacturing costs.

Did you know manufacturing tools to make a reusable coffee cup may be about $25,000?

Maxlight - Slice

TOP QUESTIONS

WILL YOU HAVE THE PRODUCT MANUFACTURED LOCALLY?

WHAT SUPPORT DO YOU NEED FOR ONGOING PRODUCT DEVELOPMENT AND INNOVATION?

WHO IS THE BEST MANUFACTURER FOR YOUR PRODUCT?

↑
Check out how we took Max Light's Slice LED light from ideation to market, now selling tens of thousands of units each year.

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Minbie

7.

To Market

Bringing an idea to life may sound a little vague, but for a good product design team it's a rigorous process. Look for a product design team that takes a holistic approach and provides you with strategic services, along with collateral including 3D visualisations and prototypes.

This will help you raise capital, excite your market, attract investors through Kickstarter and get your product the attention it deserves.

"We recently completed a project with Hone PD and particularly appreciated their considerable ability as industrial designers and their capability to adapt while moving the project towards completion. Would highly recommend!"

— Julia Wilson
Founder Minbie

READ MORE

Ready to start your product design journey?

To find out more, book your initial product design consultation with Anthony.

BOOK NOW