



- **General Product Description:**

- **Product Name Here – Design / ME / Electronics Design Brief**

- Product Name: _____

- Generally what does it do? : General description form, fit, & functionality

- How does it work? : General description of your products form fit & functionality.

- Are there other products that interface with this product? If yes please describe what it is and the size range of the product that will be interfacing with this custom device?

- How is your product used?

- General / detailed Description of the user –interface of your product.

- Does your product require electronics? If so please describe the functionality you are looking to have our team to develop?

- Who is the product for -Target Demographic or User?
 - Age
 - Income
 - Use Case
 - Quality Expectations: Please define your specific quality requirements for this product.

 - Please include use case information, functionality requirements and any standard environmental conditions that this product will be operating in. Environments may include outdoors ion cold, wet or indoors in a more controlled environment?
 - Target mfg. cost of goods breakdown.
 - Estimated year 1 annual production quantity?
 - Estimated year 2 annual production quantity?
 - Target Demographic and user description, Please provide details?

- **General Project Goals and Objectives**

- Specific markets or industries that this product will be sold into. Please list viable markets or relevant industries:

- XXXXX

- XXXXX

- XXXXX

- **Core features / finishes and functional requirements.**

- Must Have Requirements:

- Wants:

- Likes:

- **Scope of work that you are requesting from Pillar that you need assistance with:**

- Please check all tasks that you are looking for assistance with:

- Market Demographic Research. yes / no
- User Interface / Experience / Journey. yes / no
- Branding / Marketing Collateral. yes / no
- Proof of concept fabrication and build. yes / no
- Patent IP Research Development yes / no
- ID Design Development yes / no
- 3D CAD modeling / ME / EE / DFMA(design for mfg. & assembly) yes / no
- Product photo-realistic renderings / Animation yes / no
- Packaging Development yes / no
- Prototype Development yes / no
- Supply Chain Development (domestic or overseas?)
- Tooling Assistance yes / no
- Pilot production yes / no
- Mass production yes or no

- **Identified Design, materials or engineering Challenges:**

- XXXXX
- XXXXX
- XXXXX

- **General Dimensional Size, weight or volume constraints (if any):**

- XXXXX

- **Fit and Finish Details and Requirements:**

- Show represented examples products. Sketches/References: Other similar product reference out in the

market space:

- **Preliminary Functionality Requirements for Device:**

- **Please show examples of other products with similar features and performance requirements.**