

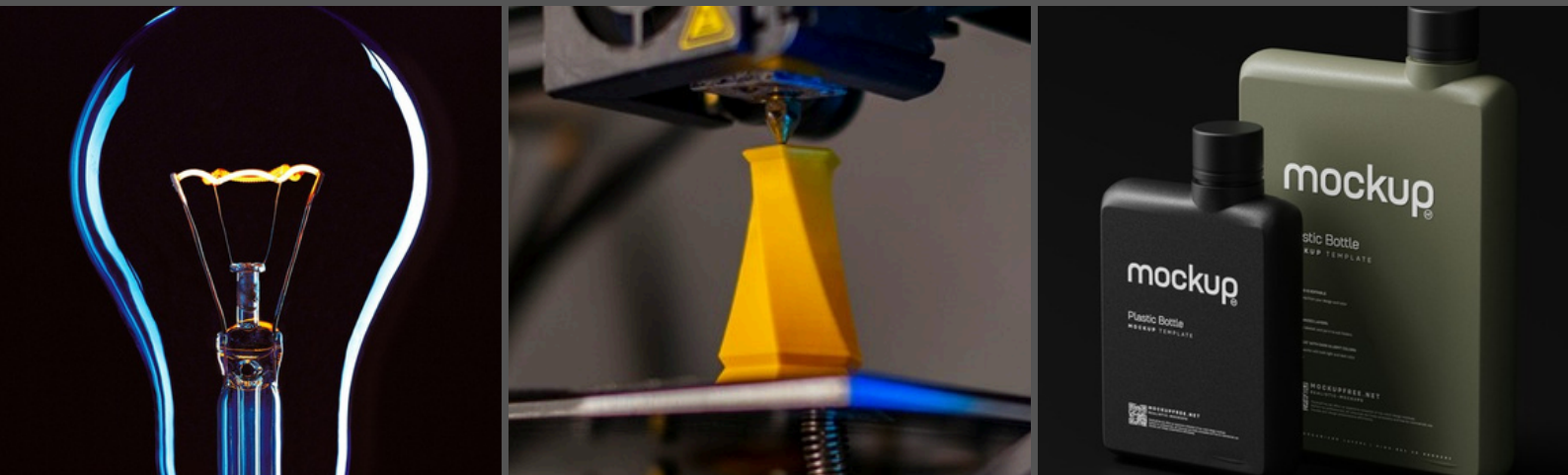
# FROM CONCEPT TO PRODUCT:

## 4 STEPS TO ACCELERATE PRODUCT DEVELOPMENT



# INTRODUCTION

Bringing a product to life is exciting—but it's also full of unknowns. At Redsoul Design, we simplify the journey from idea to product with engineered precision and rapid turnaround. This guide outlines the four essential steps to help you move faster, smarter, and with confidence



# Step 1: Discover

## Goal:

*Understand the market, user needs, and technical constraints.*

- Conduct market research
- Define user personas
- Identify key product requirements
- Identify bottlenecks early



# Step 2: Design

## Goal:

*Translate ideas into viable concepts.*

- Initial sketches and CAD models
- Feasibility analysis
- Design for manufacture (DFM) and Design for Assembly (DFA) considerations
- FMEA



# Step 3: Develop

## Goal:

*Refine and prototype.*

- **Create functional prototypes using rapid prototyping processes**
- **Test for form, fit, and function**
- **Iterate based on feedback**





# Step 4: Deliver

## Goal:

***Finalize and prepare for production.***

- **Engineering drawings and documentation**
- **Supplier coordination**
- **Low-volume manufacturing or pilot runs**





“We pledge to be fast and responsive.  
Redsoul Design Design are dedicated to finding a  
way forward and designing without compromise”

Rich Clough, Managing Director

