



DESIGN | DEVELOP | SUPPLY

Idea Developments is a leading product design, development and manufacturing company **established** in **1998**.

Our holistic, easy to follow **3 Staged - 8 Phase** process **Design | Development | Supply** provides the complete product design/development and manufacturing process, from **Industrial Design** to **Engineering** to providing **Answers** for your project or product idea.



DESIGN

Idea's industrial designers start our **8 phase** approach with, research, creative conceptual sketches; mock-up and '*hand crafted*' form study models, to evolve and refine the design as it comes to life.



DEVELOPMENT

Idea's design engineers use the latest **3D CAD** identify and apply engineering disciplines. Using techniques including '*design for manufacture*' and '*performance prototype*' samples.



SUPPLY

Idea's manufacturing and product assembly operates from our **Idea-China** facility located in Shenzhen China, where we provide customised and profitable manufacturing solutions.

OUR PROCESS

Idea's **8 Phases** of Design | Development | Supply



Phase 1 | Research

Idea's industrial design research; identifies the aesthetics; ergonomics; user experience (UX); demographic; patent (IP) and marketing needs of a product and design brief confirmation.



Phase 4 | Engineering

Idea's design engineers work with the very latest in 3D CAD modelling software from Siemens NX as they capture complex surfaces, and detail working product assemblies at high-level engineering performance resolve.



Phase 7 | Tooling

Idea's NZ-based engineering team provide tool designs with '*off-tool*' checks, to efficiently manage tooling process. Our China-based team provide the '*hands-on*' assistance ensuring quality and efficiency supply.



Phase 2 | Concept

Idea's concept sketch process evolves the product brief into an early visual presentation showcasing aesthetic styling direction; product features; and engineering intent.



Phase 5 | Prototype

Idea specialises in producing prototypes that perform in a variety of production-quality materials and appearance; validating and showcasing the product to the market before tooling investment.



Phase 8 | Production

Idea's manufacture solutions provides the complete supply service producing component, products and sourced goods including; quality audits, '*door-to-door*' freight service importation; and local delivery.



Phase 3 | Form Study 3.1 | Mock-Up

Idea's designers '*hand craft*' **form study models** to further assist aesthetic and ergonomic resolve of products bringing concepts to life. Idea's **mock-up model** build techniques provide an early insight to performance, size, proportion, and balance for early proof of concept.



Phase 6 | Specification

Idea's design specifications ensure critical areas of the design appearance and engineering functionality are clearly communicated via technical and engineering drawings, product instruction manuals, Patent applications through to manufacturing.



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