

"As a business you know your product range intimately and that of your competitors. You know what your customers appreciate and value in your product range and importantly how you could improve. You know that to a greater or lesser extent your competitors are investing in R&D, and to stand still is to lose ground."

Having worked extensively with both top London consultancies and as an in-house senior designer for companies producing high end consumer electronics, medical diagnostics and device mobility hardware I am well practiced in creative problem solving and the fine detail of what is required to define a product.

Whilst R&D and new product development deal with unknowns, solving these unknowns in a controlled, logical and well practiced way ensures that the 'right' solution is found efficiently and that all aspects of its design are optimised to reduce cost and increase performance.

Depending on what help you need to develop a product governs what stages of work are required. A normal project may include a concept/feasibility stage, CAD for prototyping, refinement of a prototype and then into a design for manufacture stage - all of which can be explained with more relevance to your project once we have introduced ourselves.

Your next steps...

Discuss with stakeholders what needs to be developed; where the shortage of skills or resources are and begin to put together a specification of what criteria have to be met in order for the product to be successful. What can be invested in new product development or product evolution and is the return on investment viable?

Call or email to discuss in broad terms what you need to do and to find out what past experience we have in similar industries or working with appropriate manufacturing technologies.

I look forward to hearing from you,



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