McKENZIE Electronic Design

Business Details

Client's Name

ACN or Company Number

ABN

Postal Address

Delivery Address

Same as Postal Address

Phone Number

Fax Number

Email

Project Questions

What is the title for this project?

[   ]

Who is the Project Manager?

[   ]

Why do you (or your business) want to develop this product?

[   ]

What aspects of the project do you wish McKenzie Electronic Design to develop?

☐ Product Specifications   ☐ Test System Specifications   ☐ Engineering Analysis

☐ Schematic Design   ☐ PCB Layout   ☐ Prototyping

☐ Test Jig Development   ☐ Firmware Development   ☐ Test System Deployment

☐ Production Support   ☐ Product Revision   ☐ Test System Revision

Will McKenzie Electronic Design be developing all or part of the design?

☐ All of the design   ☐ All of the electronics   ☐ Part of the design

What parts of the product will McKenzie Electronic Design be developing?

[   ]

How far has the project progressed?

☐ An idea of what the product needs to do.

☐ A worked out concept of the product

☐ An initial schematic or block diagram.

☐ An initial prototype.

☐ A working prototype

☐ A partially working product.

☐ A working product getting ready for production.

☐ The product is in production

Project Planning

What is the time line for the project?

What is driving the time line of the project?

Will the project be launching at a conference?

What is the budget allocation for the design and development of the project?

How is the project being funded?

Will the project be receiving any government assistance? (AusIndustry or Austrade)

Manufacturing

Do you (or your business) have a preferred manufacturer?

What is the quantity planned for manufacturing per annum?

Examples: 4 batches per year; 1 batch per week for the first 3 months, then 2 batches per month.

What order quantities will the product be manufactured in?

Examples: One Batch is 100 circuit boards; 20 front panel boards and 40 mother boards per batch.

Personale

What is the expertise that you (and your team) have with this type of product?

What skills and experience do you (and your team) bring to the table?

What previous product development experience do you (and your team) have?

Product Description

What is the product?

Describe what the product does and how it does it.

Who is the target market?

Where and how will the product be sold?

What is the products intended recommended retail price?

AUD $

How will the product be packaged?

For example: with styrofoam in a cardboard box.

What is the sales pitch for your product?

How would you describe the product to somebody in 15 seconds?

What is the intended size and shape of the product?

(width mm, length mm, height mm)

What are the performance requirements for the product?

How well developed is the product range or product architecture?

If there are no other products in the product range and no existing products using a similar architecture, then this product will be the first product in the range.

What user interface items will be on the product?

Buttons, Keypad, touch ,screen, LCD, LEDs, via USB, PS-2 HDMI or VGA socket.

How is the product to be powered?

Batteries: AA, AAA, C, D, 9V, button sizes 312, 13, 10, 675, coin sizes: 1025, 1216, 1220, 2016, 2025, 2032 etc.
Types: Alkaline, NiCd, NiMH, Li-Ion, Li-Ion Polymer, etc.
240V Mains, Mains Power Adaptor (24V, 19.5V, 12V, 5V, etc.), USB socket. Inductive coupling.

How many PCBs does the product require?

What size does each PCB need to be?

Width x Length in mm

What height is available above and below each PCB?

Height above (mm), heigh below (mm)

What interface connections does the product require? (including RF)

WiFi, Bluetooth, near field radio?
You can send details and diagrams as separate attachments
Examples are: Mains Plug, USB socket, ethernet socket, N-type RF socket.

Add attachments to this questionare if you wish.

Are there any additional standards (beyond the RCM) that the product must comply with?

The RCM requires compilance with EMC and electrical safety standards
http://www.acma.gov.au/Industry/Suppliers/Supplier-resources/Supplier-overview/new-single-compliance-mark
International Standards are; Europe CE, USA FCC, Canada IC.

If you wish to supply additional material, please attach the file below.

Customer Motivation

Why do people buy these kinds of products?

Why do people like to use these kinds of products?

What are the shortcomings of the existing products?

Why will people buy your proposed product rather than other products?

Why will people continue to purchase your product?

What keeps customers coming back?

Reliability

What is the products expected operating life?

(Mean time to failure, or less than 10% failures after a period of time)

What are the failure mechanisims of similar product?

Are there any specific acceptable and unacceptable failure conditions?

What are the most extreme environmental conditions the product must work in?

What is the required range for operating temperature?

For example: 0 degrees Celcius to 85 degrees Celcius

Intellectual Property

Have you performed a patent search?

Do you have copies of your competitor's patents or design registration?

Anything else you wish to add?

Comments

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