THE PRODUCT DESIGN TREE THE TEST, PEER REVIEW **PERSONAL MPROVE** EVALUATE, REFINE **PRODUCT REVIEW** PRODUCTION PLANNING **PROTOTYPE FOCUS MARKET GROUP RESEARCH** MANUFACTURE STAKE HOLDER DISCUSSIONS MODELS C.A.D **SURVEY FOCUSSED** SKETCHES **ANALYSIS FINANCE RESEARCH** COST **GENERATE IDEAS CLIENT** SUSTAINABILITY **SPECIFICATION NEED DESIGN CONTEXT** DISCARDED DESIGN **EARLY** IDEAS BRIE