

A Case Study :

A research on parameters required for textile designer brief of Indian retail home furnishing market for new product development

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ABSTRACT

The Indian Retail Home furnishing market is growing day by day. Many new brands are being launched every year. The Indian customer is also becoming more aware about the new designer market and is always looking ahead for something new and innovative. New Product Development is what caters to customers demand; it is the process in which the Manufacturers, designers, project client, users and vendors work together as stakeholders for creating new products. The information flow is from Manufacturer to designer, from designer to vendor and in the end to users. A communication channel is very important between any two stakeholders for the development of a successful product. This study however studies only the communication link from manufacturer to designer for new product development. This communication is called as *Designer Brief*. There is an empirical research available on the designer brief given by the manufacturers of Indian retail home furnishing market. The research will aim to find the parameters required by the designers in designer brief for New Product Development from the manufacturer in Indian retail home furnishing market.

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For any successful project a strong communication network is required among all the departments of the company. Communication is the cornerstone of both business and social life. The ability to communicate effectively is increasingly important and is a vital factor in the development of anyone's confidence. Good communication leads to a clear understanding and success.

According to Corfield (1979) 'Failure to adopt a good, strong design policy can only be interpreted as one of the steps on the road to bankruptcy for companies'

Lets understand this in a better way with an example by Shaun Crowley.

"Picture the scene. You've just landed a new client, who hurries a brief to you for a marketing brochure. There are a few holes in the brief, but instead of asking for constant clarification, you get to work. Later you're told the design "isn't quite right". Before you know it, the client is refusing to pay. Familiar story? Ambiguous design briefs are infuriating. What's worse, clients who set you up to fail often go away thinking you stuffed up."

Well this is what the problem is?

The research is based on Indian retail home furnishing effective design management which involves good communication between different organizational

departments. Information appropriate to the design programme needs to be provided by production, finance, marketing and sales, etc. from inception of the project to its successful completion.

The research will aim to find the parameters required by the designers in designer brief for New Product Development from the manufacturer in Indian retail home furnishing market.

– The study involved two complementary strands of Market Research Surveys, carried out in parallel and the sample was non probability judgmental sample.

– The secondary data was collected through Journals, books and internet and the primary data was collected through open ended and close ended questionnaire for Textile Designers working for Indian retail home furnishing market.

– The first strand sought data involved open ended questions for Textile Designers having a work experience of more than 6 years to get the parameters for design conceptualization.

– The second strand sought data was a close ended question for Textile Designers based on the parameters derived through open-ended questionnaires for further analysis.