

**Major assignment 2**

**Product Development Process**

**Yoga Suit**

---

**Aldrich Quai Hoi | Meetal Choksi | Aimi**

## **Brief**

To undertake a group project to design a product development process based on an existing or fictional product.

- Model an existing or fictional fashion and textile product covering every aspect of the process in an ideal world from concept to sales.

## **Product**

The chosen product which is based on a fashion and textile industry is the Yoga Suit.

## **Research & Development Procedure**

The project will be divided into 3 components with each aspect of the research assigned to each member of the group.

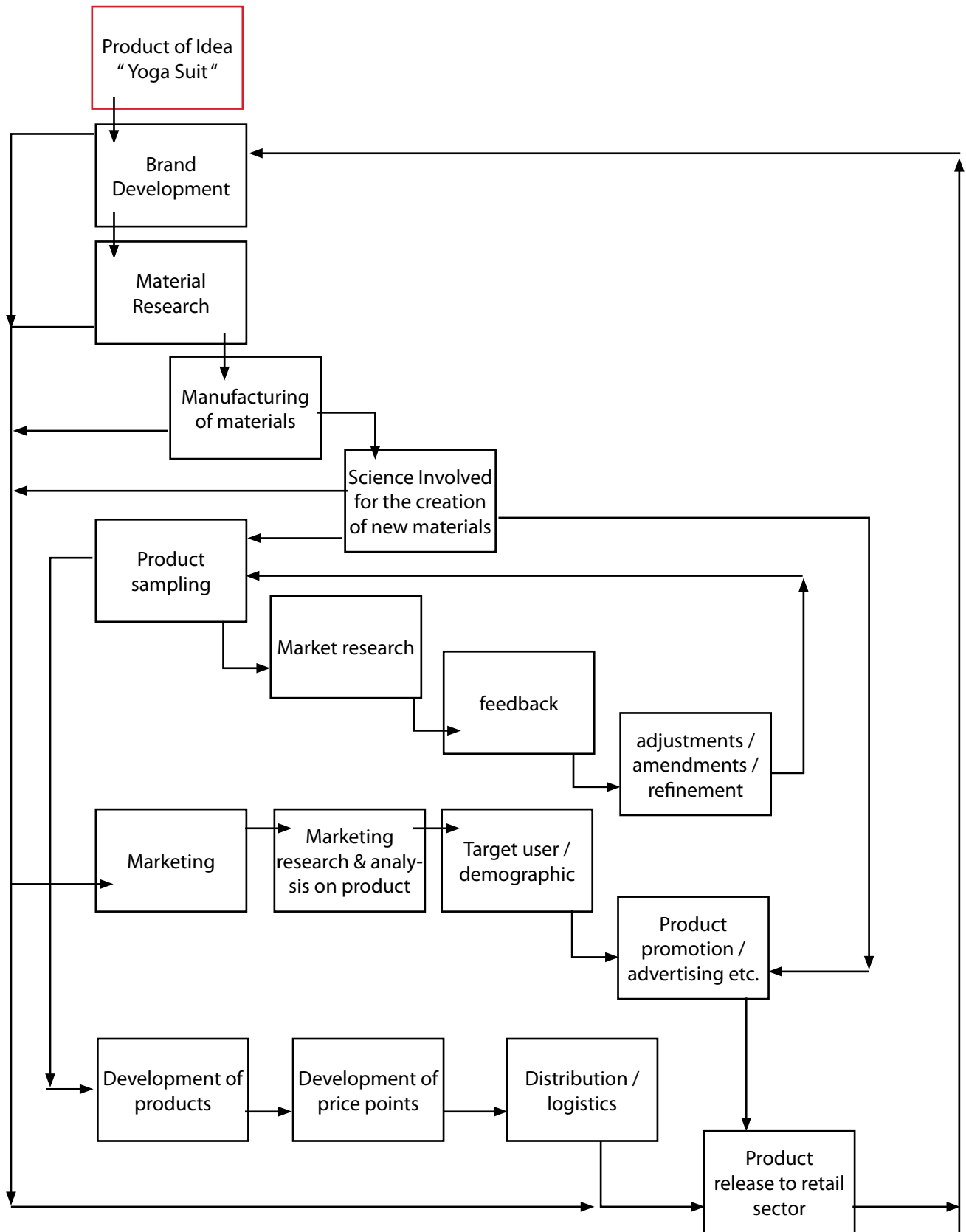
Aldrich : Market Research , Market Analysis, Brand Development

Meetali: Production Methods, Materials, Consumers

Aimi: Price point, market demographic, product users profiles

This is just a basic guide of the areas of research which must be covered by group members, it is not to be followed in a strict manner as all the areas of research will overlap during team input sessions and meetings.

# Project Development Structure of Yoga Suit



## Development Journal & Time Line

Day	Date	Start	Time End	Meeting Transcript	Time Line
Wednesday	02/09/2009	2.30 pm	4.30 pm	<ul style="list-style-type: none"> <li>• Development of fundamental ideas and concepts of product</li> <li>• Assignment of research components to group members</li> <li>• Planning of project structure &amp; implementation</li> </ul>	
Thursday	03/09/2009				
Friday	04/09/2009				
Saturday	05/09/2009				
Sunday	06/09/2009			* Should have most of research criteria and product components at draft stage	
Monday	07/09/2009			Compose Project Draft & Review with group	
Tuesday	08/09/2009				
Wednesday	09/09/2009			Amend changes as per meeting on first drafy	
Thursday	10/09/2009			* Confirmation of method of presentation	
Friday	11/09/2009				
Saturday	12/09/2009			Finalize all components and details	
Sunday	13/09/2009			Output completed project	
Monday	14/09/2009			Deadline   Submission	