

Product Design Features

What is product design feature?

A **feature** is a unique quality or **characteristic** that something has.

A **product feature** is a specific piece of functionality that has a corresponding benefit or set of benefits for the user. Benefits are the value that users gain from using that functionality. Skilled **product** managers can articulate benefits — why the **feature** ultimately matters to the customer.

Key Design Characteristics (KDC)

Key **design characteristics** (KDCs) are important information related to the product and part **designs**, which significantly influence on the product's functions, performances, and quality

Product Design Factors

Product design is enhanced through knowledge of social, technological, economic, historical, ethical, legal, environmental and cultural **factors**. These **factors** influence the aesthetics, form and function of **products**. ... The knowledge and use of resources is integral to **product design**.

How do you design a product feature ?

A step by step guide to designing a new feature

1. Step 1: Define the problem you're trying to solve. ...
2. Step 2: Set clear goals and parameters for the update. ...
3. Step 3: Learn from existing user feedback ...
4. Step 4: Research the idea. ...
5. Step 5: Outline the solution in a low-fi way. ...

How do you write a list of design features?

When writing descriptions that include features and benefits, keep in mind the following:

1. You don't have to **list** benefits of every **feature**. Pick the three highest value **features**.
2. Describe the advantages of the **features** and what they bring to the table.
3. Explain how it will solve a problem or help the customer.

Example: Welding Helmet



The Tecmen Clearwelding FreFlow V3 **features** the iExp950 Flip-Up Welding helmet which combines one of the largest auto-darkening welding lenses available with realistic vision, peripheral windows, the highest possible optical classification, a digital lens interface and a flip-up grinding visor.

A welding helmet that does it all with functionality to handle stick, MIG, TIG, Cutting and Grinding all while protecting your lungs. Perfect for the professional welder who wants a top quality helmet, but doesn't want to spend \$2000+ for a welding helmet with a PAPR unit.

Unique Features

Flip-Up Grinding Visor

Largest viewing area on the market

Side Windows for peripheral vision

Best possible optical classification 1/1/1/1 combined with Realistic Vision

Digital welding lens interface