



JonJu Tech Ltd.

Electronics Resources for Product Designers

*Finding and maintaining a good resource for designing and developing electronics can be a frustrating and interminable **juggling act** for product designers.*



- Coordinated development
- Electronics capabilities
- Cost Control
- Client management

To paraphrase Churchill:
Electronics and Product Design
are two design resources
separated by common
customers.

There is a way through.

Coordinated Development

Typically, whilst the Product Designer is trying to be flexible and stimulate innovation during the concept phase of work, the Electronics Designer is trying to nail the design down via a requirements specification. And, in the subsequent phases for both, the Product Designer is wishing to nail the design and fix previously conceptual ideas, and the Electronics Designer wants no changes because the specification phase is complete, and he/she has started design.

Another oft encountered stumbling block is the 'chicken and egg' predicament from which the Electronics Designer wants to know what volume is available for the PCBA, and the Product Designer wants to know how much volume is needed, neither having started his/her design.

The key to these and other issues is exemplary project planning and management. Agile project planning is by the best suited to the needs of all parties.



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Electronics Capabilities and Client Management

The Product Designers, usually being the lead on such contracts, need comfort that the electronics resource not only knows the technicalities of electronics, but that he/she also fully understands how to interpret and meet project plans, communicate with third parties, and generally support the process by which a product is successfully developed and delivered. There is little more frightening for business owners than a loose cannon.

Forge trust with the Electronics supplier and build a robust partnership with ground rules both companies are committed to. A good relationship will form a synergy that both parties will treasure.

Cost Control

Both entities tend to give fixed quotes, and what can become a problem for the Product Designer is the Electronics Designer wanting to amend order coverage for some reason. Even if the order coverage is separate for the two companies, the client wants to have the functions combined.

A commercial accountability must be established whereby the client has a seamless experience, and never a contradictory one.

For more information or support with electronics development contact JonJu Tech Ltd at sales@jonjutech.com or visit the website at www.jonjutech.com.