Using Sketches for the marketing of product ideas

Professor Gamal El Sayed El Ahwal  
Professor, Department of Metal Products & Jewelry - Faculty of Applied Arts - Helwan University

Dr. Islam El Sayed Gharib  
Lecturer, Department of Metal Products & Jewelry - Faculty of Applied Arts - Helwan University

Hanaa Mohamed Nabil Salama  
Freelance Designer

Abstract:  
The process of design is a completed and sequential phase to achieve the object of the design. Most important phase is through presenting new and creative resolutions of the products in order to call the consumer’s need. In this context, he is a top target in the marketing process. The process of design starts by searching and drawing the sketch and ends by marketing the product. Taking the consideration that the advanced technology and the competition in achieving the consumer’s demand, leads to changing the outlook of the sketch. It does not only a tool to the process, but also a tool in the marketing and design researches. The Problem: The first tool of the designer is the sketch; nevertheless, it has to be used in the marketing process and gain the consumer’s satisfaction by presenting the sketch and share him in the design process. Thus, the research seeks to deliver the answer of; how could use the sketch as a tool to the marketing and design researches and know the consumer’s need? Objective: Declaring the quality standers that enhance using the sketch in the market by the designer. Clarifying how could use the sketch as a tool in the marketing and design researches which help to reduce the gap between the product and the consumer. Methodology: Achieving the standers of quality in the sketch. The designer can use the sketch as a tool for marketing and design researches. Besides, it helps to know the consumer’s wishes to be fulfilled by sharing him in the process of design. The consumer’s satisfaction about the idea and the quality of design is important in order to use it by the designer and the marketer in persuading the owner to implement the idea of the sketch; as a marketing tool. Results: In this research, a field research has been applied in order to connect the sketch and the customer. The results produce a possibility of using the sketch with specific resistors; as a marketing tool in order to gain the customer’s satisfaction, it reached to; The sketches are based on a hypothesis of the image and the frame of the product by 2D (Second Destination) or 3D (Third Destination). They are presented in the discussion with the rest of design, in order to use it to get notes of the customer before implementation. An element from the sketch should be highlighted to show the used material with its color and writing. The measures and destination of the product should be determined by numbers and attest the possibility to reassemble and assemble. It helps to raise the quality and creativity of the idea in order to make the material and make the frame of the product clear to the customer. The sketch can demonstrate a clear image to the product and clarify the details of the idea to the user. Besides, it helps to produce a real image of the destination of the product, its use and predicted functions with the option of changing and replacing according to the customer’s need. The sketch as a marketing tool has the ability to measure the customer’s satisfaction before the application. The product has been shown by a design which gives the customer a chance to express his opinion about the product by adding or removing some parts or selecting the accurate sizes. Conclusion: The sketch has an important role in the process of marketing and design. The designer could use the sketch as a questionnaire, marketing and designing tool in the research, in order to figure out the customer’s desires and apply it to the product. It has a positive influence on the customer and raises his satisfaction through the practical application. It also helps to select the main elements in order to use them in the sketch as a marketing tool, demonstrate the research and recommend it.

Keywords:  
Sketches, Marketing, Product

Paper received 8th January 2018, accepted 14th March 2018, published 1st of April 2018