Concept comparison study



We compare three non-critical design concepts against eight client-approved criteria.

Who it helps

Product teams and small manufacturers

The problem to solve

A preferred concept can dominate a discussion before the group has compared it against the same criteria as other options.

Working through the brief

1. **Agree the eight review criteria**

   Gather the agreed inputs. The design brief, constraints, supplied technical records and accountable reviewer.

2. **Compare the three non-critical concepts**

   Track “Concept option” and “Approved criterion” together so the reviewer can connect the source information to the result.

3. **Document trade-offs**

   Use the study to identify the trade-offs behind a recommendation and what the team should validate next.

4. **Check the scope at handover**

   Reference work from approved inputs. Site checks, production release and independent sign-off are separate.

Worked example

One concept is easier to assemble while another saves space. Compare both against the same review criteria.

Read the service scope / ENG-020

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