# **PRODUCCIÓN**

En este tema nos gustaría comentarte sobre los diferentes pasos y puntos clave en el proceso de producción tanto para la elaboración de nuevos productos como para la prestación de nuevos servicios.

#### 01. DISEÑO DEL PRODUCTO



#### DIBUJOS Y BOCETOS

Imagina que quieres sacar una nueva línea de polos y camisas, puedes plasmar tus diseños en dibujos como lo harian los grandes diseñadores de modas. Te puedes apoyar usando programas profesionales como Adobe Illustrator o Sketchbook de Autodesk, pero para emprendedores sin conocimiento de diseño recomendamos usar programas mas sencillos como Adobe Ideas o Paper by Fiftythree que los puedes usar inclusive en una Tablet.

#### MAQUETAS Y PROTOTIPOS

Piensa que quieres lanzar una colección de muebles. Sería interesante ver como quedarían en diferentes ambientes. Para ello, será necesario también considerar elementos como el espacio, sombras y colores. En este caso, te puedes valer de maquetas y prototipos a una escala mucho menor para tener una perspectiva en tres dimensiones de tu nuevo producto. En internet, puedes encontrar una gran cantidad de plantillas de maquetas de carton o papel para diferentes productos. En ingles a estas plantillas se les conoce como "cardboard models" o "papercrafts". Existen un gran cantidad de buscadores en línea como por ejemplo www. paper-replika.com, entre otros.

#### PRIMERAS PRUEBAS

Antes de lanzar tus productos al mercado es necesario realizar algunas pruebas para comprobar la aceptación de tus futuros clientes.

- Por ejemplo si vas a iniciar una fuente de soda será necesario crear una primera carta de jugos, postres y sanguches. Es lógico que tu serás primero. en. probar productrus. tions pero te recomendamos realizar un Focus Group, en este caso a través de una degustación entre amigos y conocidos, en donde podrás recibir sus comentarios y críticas. Sería preferible inclusive que esta degustación la realicen potenciales clientes.
  - Ahora, imaginando que vas a lanzar una línea de carteras sería indicado que las pruebes tú y algunos voluntarios por algún tiempo antes de mandarlos a producción en serie. Durante el uso te puedas dar cuenta si el material es lo sufi-

cientemente resistente, si los espacios son los adecuados para tus cosas, si es cómodo al caminar, entre otros aspectos que solo los conocerás usando el producto.

# **Manual De Produccion**

**Mark Steyvers** 



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