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Just because you have a great new invention does not unfortunately necessarily mean that it will sell easily or that you will be able to make it into a real product. Taking a new idea from the germination of an idea, to a real product that can be mass produced, that will sell, and that will get good reviews and earn you big profits is difficult work and it's important to make sure that you get help and that you get real product design when you try to launch a new invention.

First of all you will need to come up with your invention. This is the relatively easy part, though of course it's also important that you make sure this is a product that will actually sell and that will actually be popular. Some great ways to come up with new inventions are to think about what you could use in your own life that would make your day to day routines and jobs easier. The more often you think you would use the product the more likely it is to be highly successful and the more likely you are to make a big profit from it. But chances are that if you could use it, then so could someone else. If you have a little niggle in your life, or if you think a task could be completed faster then think about how you could solve that problem or complete the job faster.

Another way to come up with new inventions is to try and combine two or more things that already exist. By combining two existing products you can come up with one product that's easier to transport and that has multiple advantages.

From here though the challenge is then to take that product and to make it into something that you can sell and that can really launch a business. That's where product design comes in.

To sell a product it needs to be mass produced. This means that it needs to be constructed by a machine en mass using parts, and that means that you need a file that the machine can read â€“ a CAD file which stands for 'Computer Automated Design'. In other words, you need someone who can create the precise design specs here .

At the same time though that design needs to be well thought out to the point that it will take into account things like the cost of materials. This is absolutely crucial if you want your product to actually be profitable â€“ and if you are spending too much creating each unit then you will have difficulty selling it on to buyers and stores.

Likewise you need to think about things like the structural integrity â€“ will your device be resilient enough that it won't break in its packaging? And will it be safe for young children to use if that's your intention? Then you need to consider things like sharp edges, and how easy it is to stack. There's also the commercial aspect â€“ is this something that consumers will respond well to, or could it sell better by being more familiar in its shape?

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For people who have a new invention, it is important that they get a professional a product designer. This will help a lot to get sales or investment. An example would be a company such as this a kiosk

designer.

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