



NOVA

A project can come in various forms it can mean speeding up an assembly process, standardising components, reducing costs, solving site issues or exploring new markets. We work with clients that share our passion to innovate. Our approach brings clients along the journey with us, utilising your knowledge and expertise.

From initial market research to product implementation we align with your business strategy making sure we optimise your ROI. Our team explores the most sustainable and efficient design options.

From market research to product implementation. We offer a full range of services for the product development process. Allowing our clients to pick the services that meet their business requirements.

We work with our clients to understand their needs / issues / challenges / successes to collectively determine the best service structure for you. We have broken it down into 4 key stages insight, explore, refine and execute.

There is no linear approach, every project is different. It requires a new way of thinking and approach to ensure we develop the best solution.

BREAKDOWN

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INSIGHT

We examine markets, understand users, and breakdown competitors to understand the fundamental requirements for the projects.

MARKET RESEARCH

We collect fundamental research on industry trends, legislation changes and potential markets to make informed decisions about products, services, and strategies to guide the product development.

USER RESEARCH

We study the natural behaviours, needs and preferences of users whether they are on site or on the manufacturing line. Aiming to design solutions that meet their requirements effectively.

COMPETITOR ANALYSIS

We examine the strength and weaknesses of potential competitors operating in the same market, identify their strategies, pricing and offerings to enhance the position of the product.

INITIAL CONSTRAINTS / REGULATIONS

We review any regulatory requirements, project limitations and product standards to will help defining the initial structure for the products.

DESIGN CRITERIA

We consolidate all our findings and feedback to formulate a design criteria that serves as a roadmap for product development, ensuring that we effectively address the identified needs and requirements.

EXPLORE

Inspired by our findings, we explore all avenues to generate a range of concepts that push the boundaries to provide a feasible solution at the end.

CONCEPT DESIGN

We develop preliminary sketches to establish the fundamental form and functionalities required for the project, ensuring that we integrate essential features necessary for the product's success.

ROUNDTABLE DISCUSSIONS

We bring together relevant stakeholders from every aspect of the product to exchange ideas, discuss issues and make collaborative decisions to push the design forwards.

COLOUR / MATERIAL / FINISH

We take into account not just the design, but the overall appearance of the product, ensuring that it possesses the appropriate visual appeal, usability, and quality to meet the product's requirements effectively.

PROTOTYPE

We create a range of early-stage models, using 3D models or physical samples, to evaluate the design, functionality, and features. By gathering valuable feedback, we pinpoint areas for improvement in our prototypes.

PRODUCT TESTING

We ensure that the product has been through vigorous testing, whether that is through structural testing, FEA or onsite installation testing to gather crucial feedback and improvements.

SUPPLIER SOURCING

We meticulously analyse the material, labor, equipment, and assembly costs of the product, ensuring that every stage and component is accurately accounted for to maximise cost-effectiveness and profitability.

REFINE

From concepts to final design, we bring our ideas to physical prototypes to test, ensuring that our solutions are able to work in reality.

FINALISED DESIGN

We produce the blueprint for the completed product encompassing all details, features, and requirements to meet the project scope effectively.

MANUFACTURED SAMPLE

We develop physical prototypes from the finalised design to ensure all stakeholders are happy with the quality, appearance and suitability for use. We provide all documentation and manufacturing jigs.

MANUFACTURE DRAWINGS

We provide detailed specifications for all components. These drawings guide production teams, ensuring accurate quantities, materials, and assembly of components.

COST ANALYSIS

We meticulously analyse the material, labor, equipment, and assembly costs of the product, ensuring that every stage and component is accurately accounted for to maximise cost-effectiveness and profitability.

EXECUTE

We don't just leave you with a product, we help to strategically implement it into the market to build traction and ensure your business is set up and ready.

INTERNAL LAUNCH

We facilitate the introduction of the product to the internal team before its public release, ensuring every member understands the features, benefits and integration within the company's offerings and processes.

PRODUCT SHEETS

We offer comprehensive product information, including specifications, features, performance details, and usage instructions, serving as a valuable reference for contractors, architects, and other stakeholders to grasp the offering.

MARKETING STRATEGY

We utilise diverse channels to market products, to showcase the companies offerings attracting customers and increasing brand awareness. Ultimately driving sales and business growth.

PRODUCT RENDERS

We provide detailed specifications for all components. These drawings guide production teams, ensuring accurate quantities, materials, and assembly of components.

CONTACT

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FAILURE TO NOVA IS BEING IN THE
SAME PLACE WE WERE YESTERDAY.

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(ENGLAND & WALES)