

A1 Consumer Analysis

Is the process of gathering information from the customer and market.

- Is
 - and/or customer surveying
 - and/or market analysis
 - and/or sales analysis

A2 Board Design

Is the first process where engineering is performed for a new snowboard design.

- Is
 - and manufacturing analysis
 - and design analysis
 - and material analysis
 - and safety analysis
 - and customer requirements analysis
 - and cost analysis

A3 Graphic Design

Is the process step at which a graphic for the snowboard is designed.

- Is (specification for the material)

and color analysis

and customer analysis

and graphic formatting

A4 Manufacturing

Is the process of creating the snowboard to the correct specifications.

- Is (making to required specifications)

and core fabrication

and steel edge fabrication

and fiberglass processes

and finishing processes

A5 Marketing

Is the last process step to inform the potential customers of the new design.

- Is
 - and / or advertising
 - and / or demo snowboard at ski resorts
 - and gathering customer reviews for future designs