

Navigator - Define & Validate your Product Development Project

TASK SEQUENCE	Planning	Research			Communicate
	PLAN & CLARIFY	RESEARCH	SPECIFY	SCOPE	COMMUNICATE
<p>Into the industry product context and market conditions that drive sales in the product category. This is deliberately broad to establish connections between the consumer, the product, the market and the distribution and sale of the product.</p> <p>The Project</p> <p>The Product</p> <p>The Company</p> <p>The Market</p> <p>The Consumer</p>	<p>Technical Define technical performance requirements and other technical factors such as Standards.</p> <p>Consumer Define the consumer and market trends to understand where the product category is moving and identify design opportunities.</p> <p>Economic Define the price points and margins along with other economic factors.</p> <p>Environmental Define product sustainability in the context of the product category using initial tool sets.</p>	<p>Should define the following:</p> <p>Goals</p> <p>Range</p> <p>Performance</p> <p>Programme</p> <p>Product Strategy</p> <p>Market Strategy</p>	<p>Plan</p> <p>Cost</p> <p>Resource</p> <p>Risk</p> <p>Payback</p>	<p>Present</p> <p>Discuss</p> <p>Assess</p> <p>Review</p> <p>Conclusions</p> <p>Decision</p>	
DELIVERABLES	CLARIFICATION	RESEARCH	DEFINITION	SCOPE	COMMUNICATION
	<p>Defined Project and its Objectives.</p> <p>Define and outline the Product, Service, or System.</p> <p>Detail Company Specific Information.</p> <p>Define the Markets.</p> <p>Identify the primary consumers/users.</p>	<p>Define Customer Requirements.</p> <p>Define Technical Requirements.</p> <p>Define Intended markets, investigate drivers and product positioning.</p> <p>Investigate competing product price points, performance levels and general attributes.</p> <p>Document Resource and/or material and production factors.</p> <p>Investigate Intellectual Property landscape.</p> <p>Investigate distribution and Supply Chain aspects.</p> <p>Investigate Environmental Aspects and Impacts.</p> <p>Research relevant standards and compliance issues for target markets.</p>	<p>Set Design Goals/Objectives.</p> <p>Define intended product item/range.</p> <p>Set Performance Goals.</p> <p>Set Technical Targets.</p> <p>Define testing & development programme.</p> <p>Define Product Life Cycle/Product System in relation to user groups.</p> <p>Define Product Functional Unit.</p> <p>Define Product implementation strategy.</p> <p>Define the proposed market entry strategy.</p> <p>Establish environmental characteristics/targets.</p>	<p>Project plan.</p> <p>Risk Assessment and Management.</p> <p>Financial Assessment (ROI, IRR, NPV).</p> <p>Resource Requirements.</p> <p>Provisional Costing.</p>	<p>Present the Documented PDS for review.</p> <p>Management review and clarification.</p> <p>Assessment of the project viability. v</p> <p>Decision to proceed, request further information or to stop.</p>