

Pioneer - Create New Products & Improve Existing Products

TASK SEQUENCE	Plan	Research & Generate		Concept	Embody		Commercialise
	PLAN & CLARIFY	RESEARCH	CREATE	DEVELOP CONCEPTS	EMBODY & TEST	DEFINE & RESOLVE	DOCUMENT & PRODUCTIONISE
<p>Clarify</p> <ul style="list-style-type: none"> Company Industry Sector Product & Service Target Markets <p>Define</p> <ul style="list-style-type: none"> Goals & Vision Reporting Key Stakeholders Funding Mechanism Project Champion 	<p>Research</p> <ul style="list-style-type: none"> Technical Consumer Economic Environmental <p>Specify</p> <ul style="list-style-type: none"> Vision & Objectives Structure & Scope Outline & Deliverables Users & Stakeholders Customer Requirements Technical Requirements Materials & Processes Manufacturing & Suppliers Supply Chain & Distribution Sales & Marketing Product offer Communication Strategy Pricing Structure Std's, Compliance & Testing Life Cycle Management Risk & Management <p>Scope</p> <ul style="list-style-type: none"> Plan Estimate Resource Return 	<p>Generate</p> <p>A wide variety of possible system solutions</p> <p>Communicate</p> <p>The ideas in a coherent manner to all key stakeholders</p> <p>Assess</p> <p>The ideas and stakeholder feedback and document for approval to proceed</p>	<p>Isolate & Identify</p> <p>Opportunities with the product system. Identify key streams for downstream development</p> <p>Search & Combine</p> <p>Across all streams for dominant themes and ideas. Review key ideas and where possible combine critical streams</p> <p>Evaluate</p> <p>Each potential solution against established criteria and scope outlined in the PDS document</p>	<p>Develop</p> <p>The product system & technology. Embody ideas functionally & structurally</p> <p>Select & Make</p> <p>Prototype system & technology with effective function for testing & evaluation</p> <p>Refine</p> <p>And improve system & technology for consumer evaluation and testing. Evaluate against criteria established in the PDS document</p>	<p>Test</p> <p>Test system & technology, through external 'Method of Limits' trial with end consumers</p> <p>Evaluate</p> <p>Results & establish final amendments</p> <p>Resolve</p> <p>Final design specifications Documents for final costing</p> <p>Approve</p> <p>Final system & technology and specifications to proceed to commercialisation</p>	<p>Specifications</p> <p>Develop detailed specifications for manufacture</p> <p>Transfer</p> <p>System & Technology into the supply chain</p> <p>Troubleshoot</p> <p>Areas where specifications and assemblies</p> <p>Sign Off</p> <p>All pre-production samples against specifications</p>	
DELIVERABLES	PROJECT CLARIFICATION	PDS PROCESS & DOCUMENT	GENERATE & COMMUNICATE	KEY IDEAS DEFINED	IDEAS REALISED & TESTED	PRODUCTION	
	<p>Prepare PDS proposal to scope first stage of project research to validation.</p> <p>Approve the Project Development and Validation phase.</p>	<p>Project Development Specification.</p> <p>Project Plans & Outlines.</p> <p>Detailed Cost Projections.</p> <p>Defined Project Structure.</p> <p>Risk Assessment.</p> <p>Review project & approve, amend or reject proposed outline.</p>	<p>Capture all ideas generated.</p> <p>Document full range of ideas covered.</p> <p>Assess Ideas Objectively.</p> <p>Communicate to key stakeholders.</p>	<p>Concept Development Exploration.</p> <p>Document the critical solution streams for consideration.</p> <p>Evaluate and select the key idea(s) to enter embodiment.</p>	<p>Embodiment Design Specification.</p> <p>Functional prototypes.</p> <p>Preliminary Performance Testing.</p> <p>Consumer Evaluation & Testing.</p>	<p>Full system testing.</p> <p>Full validated costing & Breakdowns.</p> <p>Final Approved Design & Specification.</p> <p>Approve final supply chain.</p>	<p>Pre-Production Trials.</p> <p>All technical specifications released to supply chain.</p> <p>QC and Approve all masters and approve all final Pre-Production for product.</p>

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>