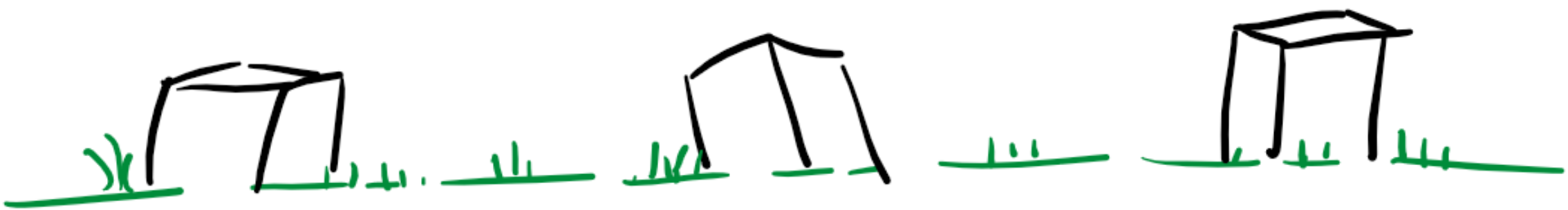
Concept Generation

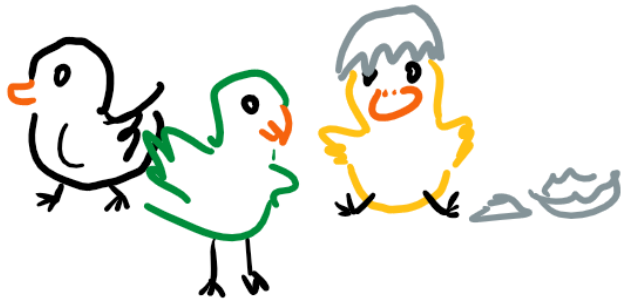
Concept Selection

Concept Testing

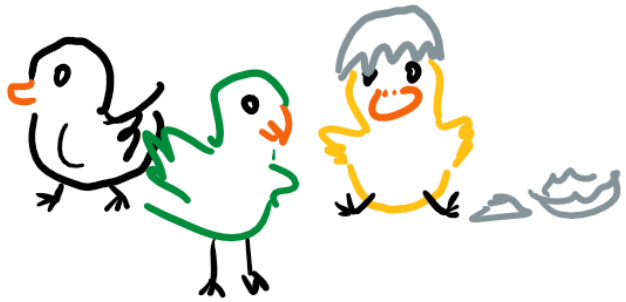


Iterative process

Rough concepts

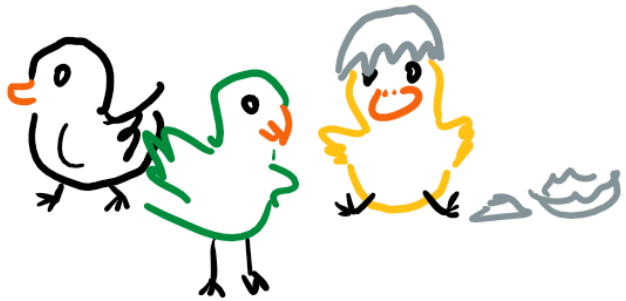


Rough concepts



Constraints/resources/stakeholders

Rough concepts



+

Constraints/resources/stakeholders

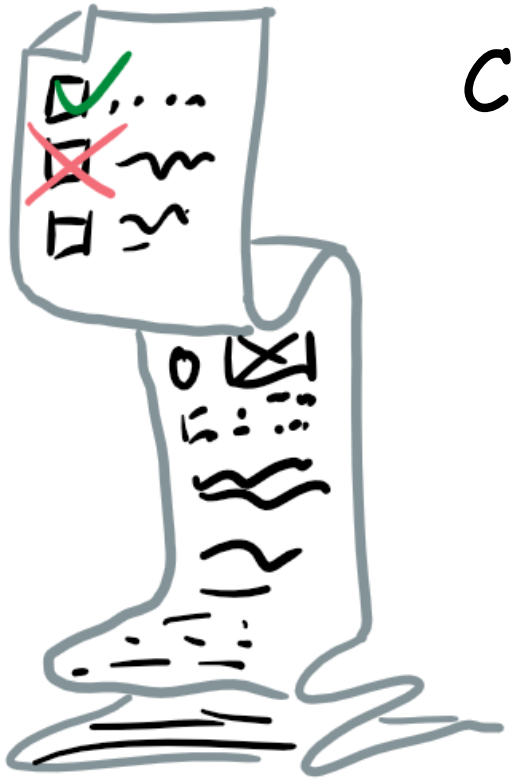
Testable prototype

Some Commonly used Selection Methods

- External Decision
- Product Champion

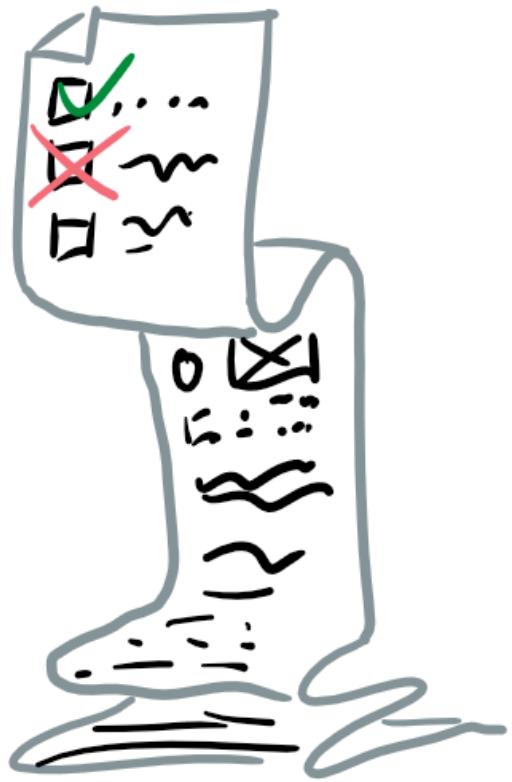
- Multi-voting
- Surveys
- Pros & Cons

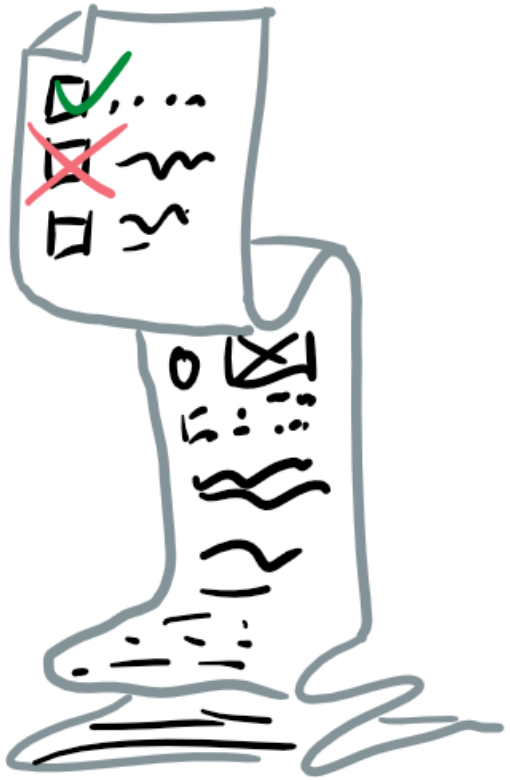
- Decision Matrices
- Prototype and Testing



Client Demands:

Fluffy Toy for Kids





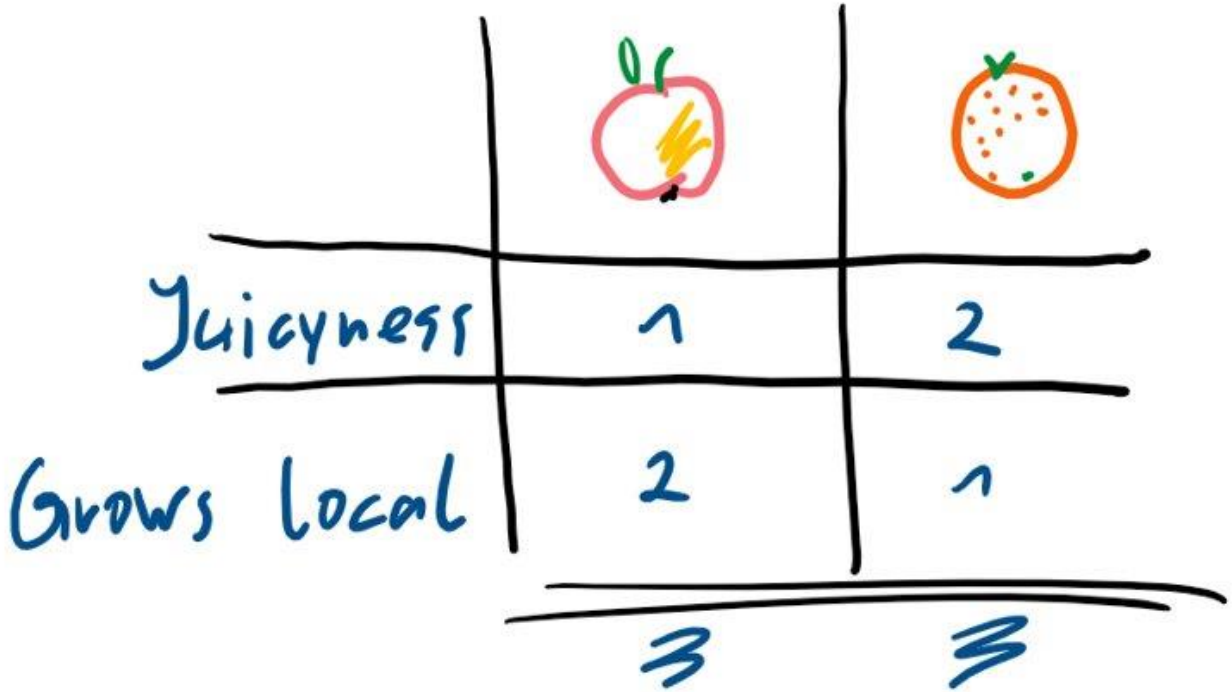
Client Decision

Surveys

Pros & Cons

Multi-voting

Decision Matrices



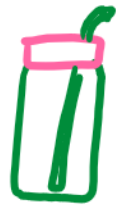
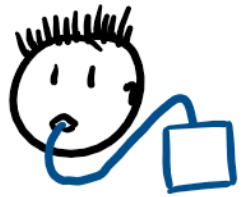
Methodology

1. Selection Matrix Preparation
2. Rating Concepts
3. Ranking Concepts
4. Combining & Improving Concepts
5. Concept Selection
6. Reflection on the Results

Concept screening matrix

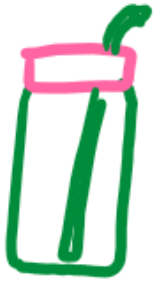
	−	0			−	+	+
	−	0			+		
	−	0	+	+			

Concept Scoring Matrix:

Criteria					
	30%	3	4	3	4
	50%	4	5	2	3
	20%	3	5	2	5
		Score & Ranking			

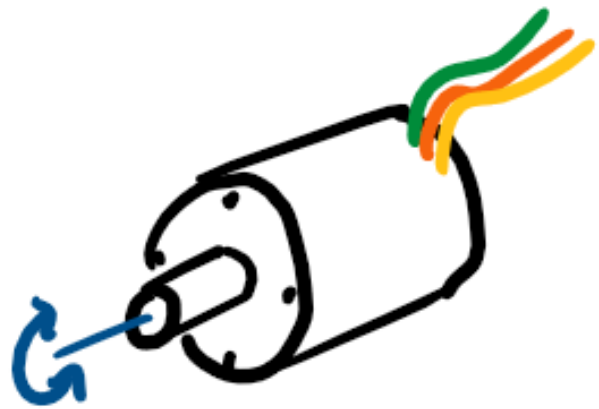
Prototype & Test

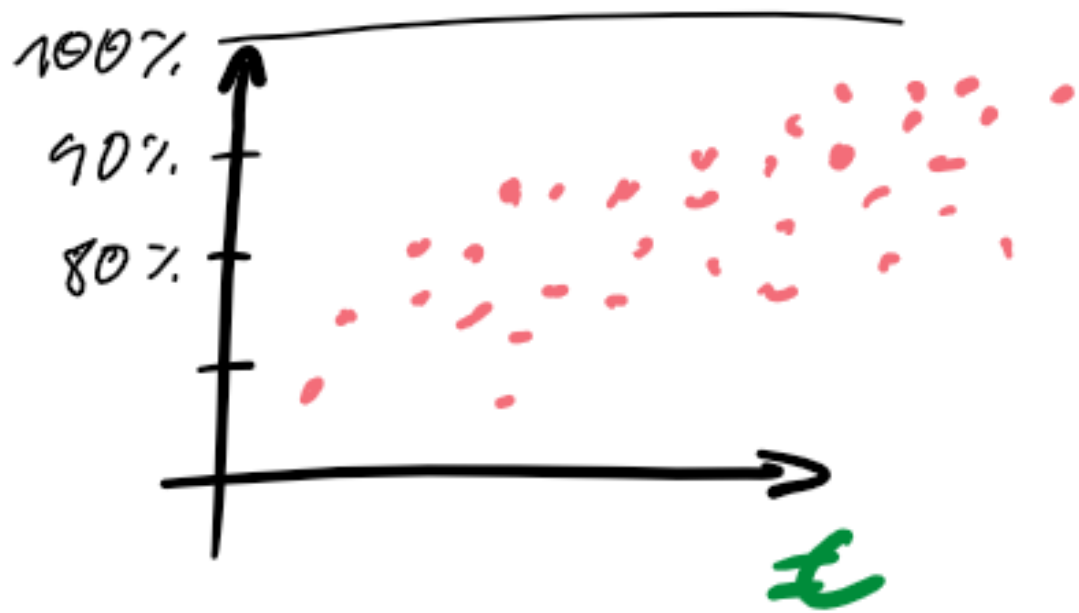
- Prototype building & testing
- Expensive ($$$)
- Cost-effective Rapid Prototyping Techniques



Structured vs Unstructured Approach

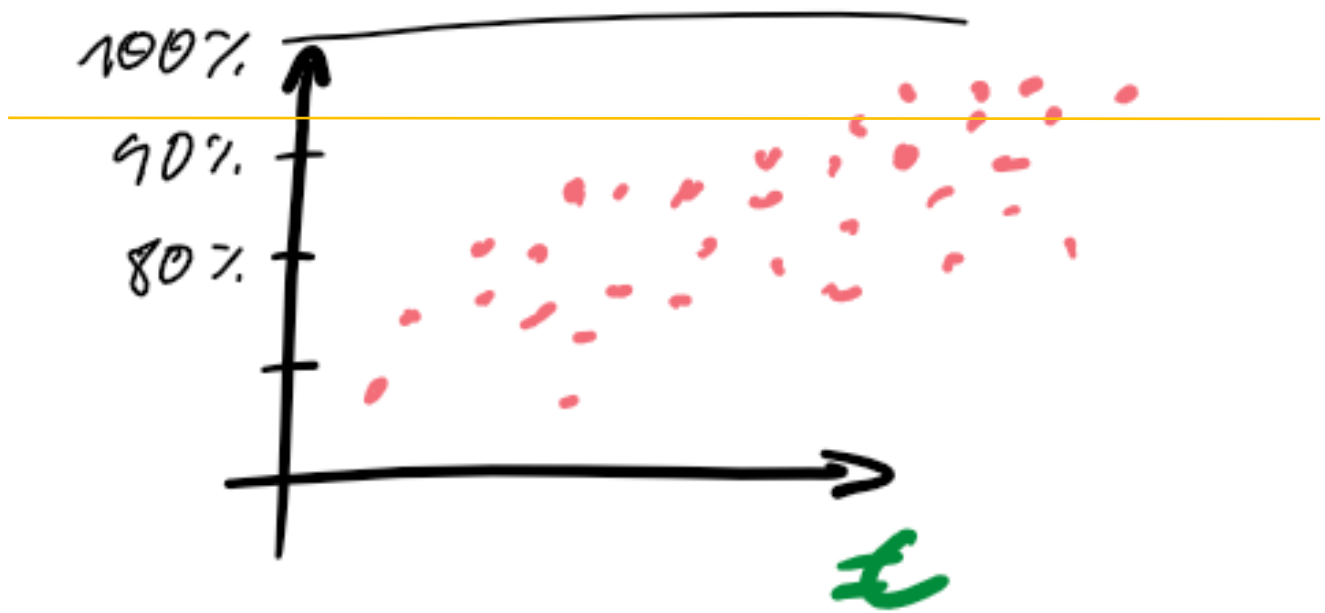
- Customer-focused Product
- Competitive Design
- Better product-process coordination
- Reduced time to product introduction
- Effective group decision making
- Documentation of the decision process




100%
90%
80%
£

Product Champion

94%

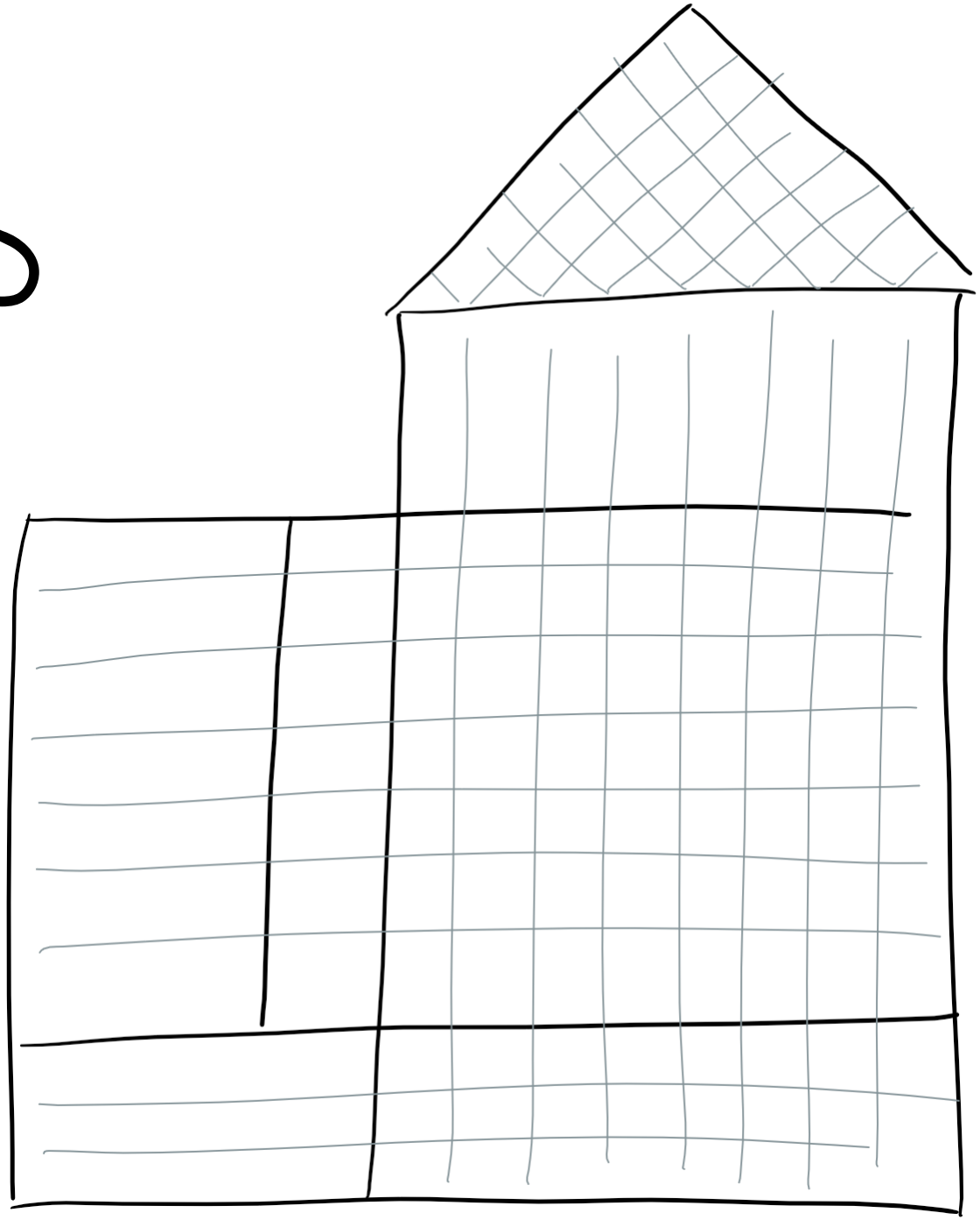


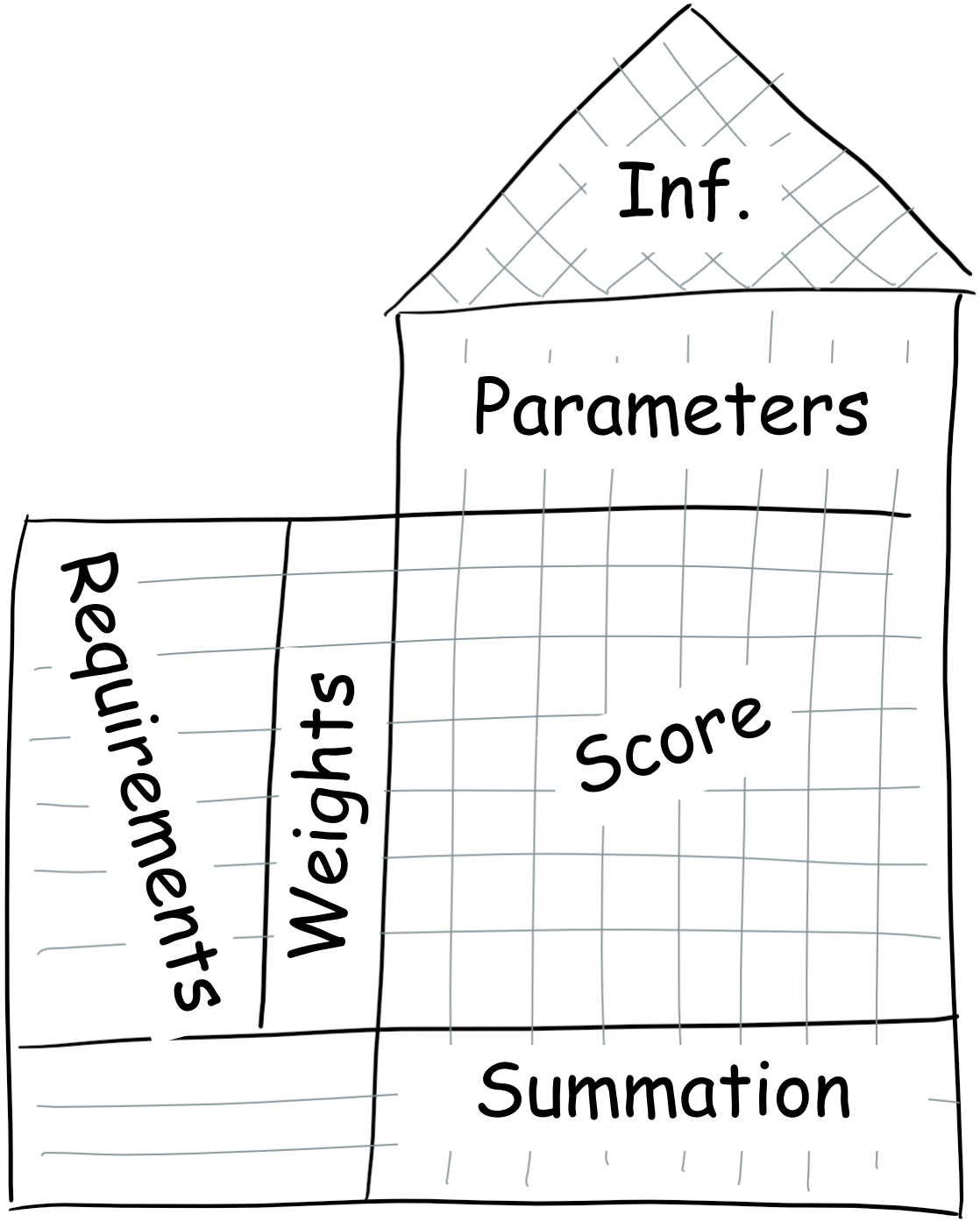
Key Findings

- Document Decisions
- Involve Stakeholders
- Don't present Data, present Choices
- Iterate, but move forward
- Analyze weak concepts

The most recent concept
YOU
Concept you developed by focusing on actual customer needs

QFD




Inf.
Parameters
Requirements
Weights
Score
Summation