

MEC-E3001

pdp

PRODUCT DEVELOPMENT
PROJECT

A”

Aalto University
Design Factory



PDP International Week

Video





Signature Series



'Emotional 6 pack'

- ▶ DECIDE - your preferred emotion
- ▶ DECODE - uncover associated attributes
- ▶ EMOTIONS - cannot be directly designed
- ▶ ATTRIBUTES - define & effect emotion
- ▶ DESIGN - communicate your emotion
- ▶ FIRST IMPRESSIONS - count!!!



FIFTH EDITION

Product Design and Development



KARL T. ULRICH • STEVEN D. EPPINGER

McGraw-Hill INTERNATIONAL EDITION



SIXTH EDITION

PRODUCT DESIGN AND DEVELOPMENT

Karl T. Ulrich | Steven D. Eppinger

Mc
Graw
Hill
Education

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Saga Santala

DESIGN THINKING FOR PROJECT MANAGERS

How to Rock
a Product Development Project



pdp | PRODUCT DEVELOPMENT
PROJECT

COURSE GUIDE

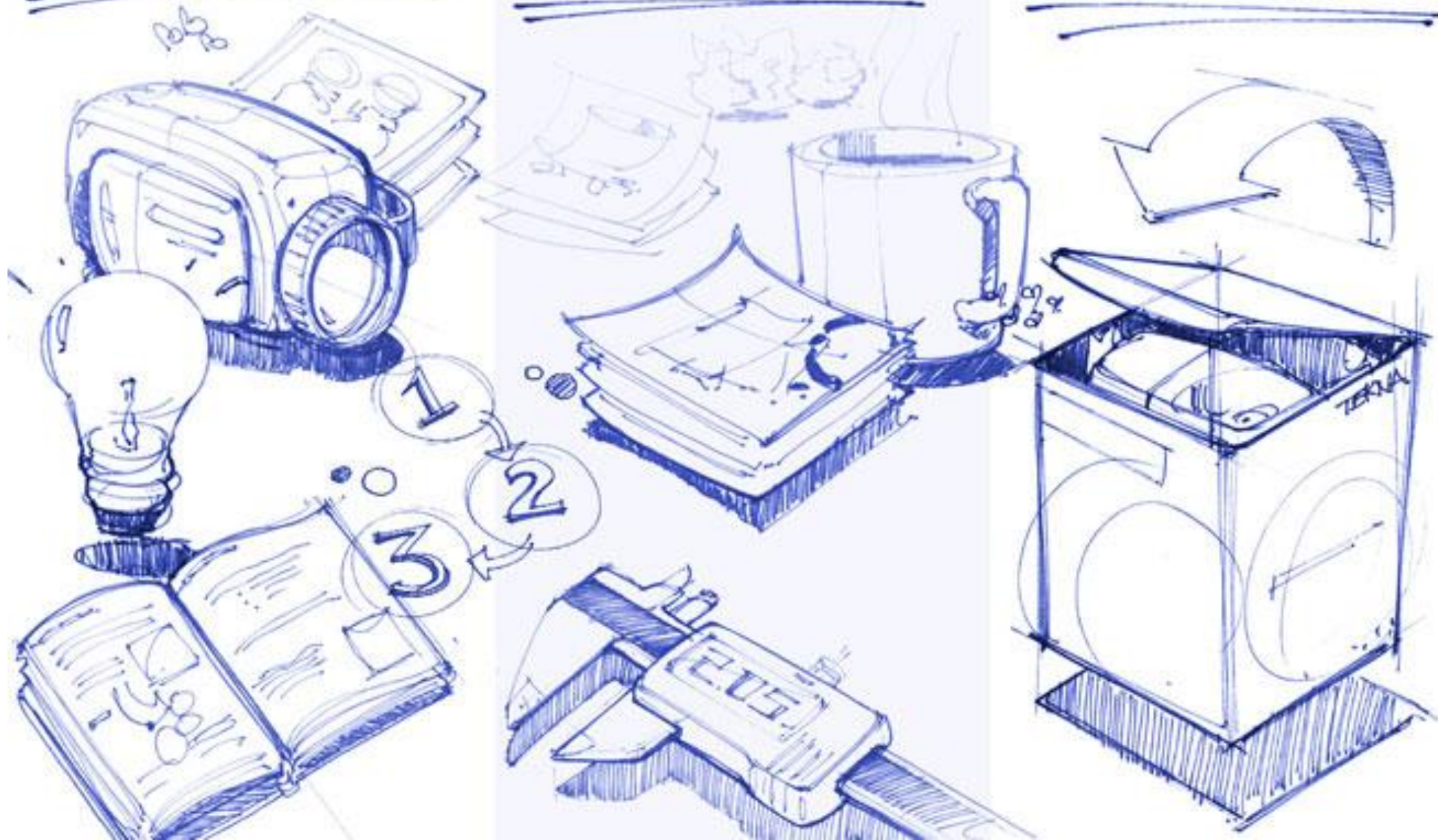


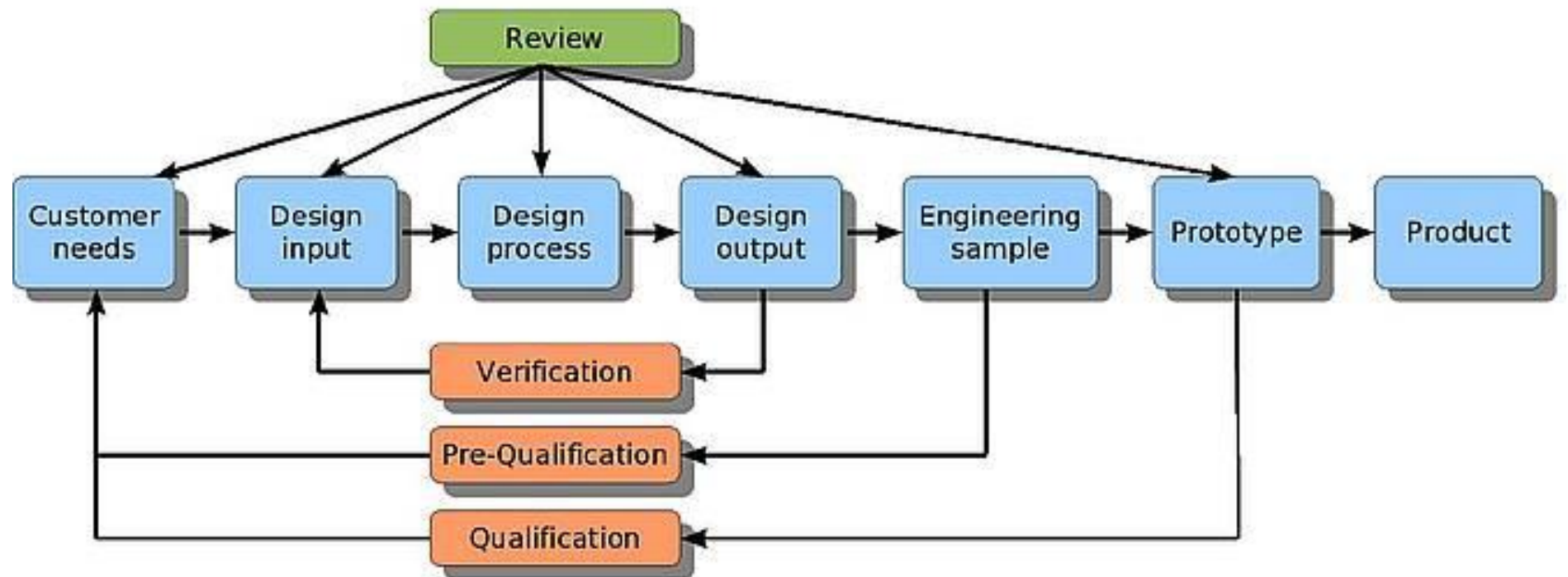
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DISCOVER

DEVELOP

DELIVER







1. Concept	2. Research	3. Analysis	4. Develop	5. Launch
<p>Description of Activities:</p> <ul style="list-style-type: none"> Idea Generation: <ul style="list-style-type: none"> Requests Customer Pain Market Studies Legislation Competitors <p>Key Deliverables:</p> <p>Product Concept Doc.</p>	<p>Description of Activities:</p> <ul style="list-style-type: none"> Assess Market: <ul style="list-style-type: none"> Segments & Size Growth Potential Customer Needs Legal Issues Competition <p>Key Deliverables:</p> <p>Market Research Report</p> <p>Market Req. Document</p> <p>Product Definition Statement</p>	<p>Description of Activities:</p> <ul style="list-style-type: none"> Business Analysis: <ul style="list-style-type: none"> Cost/Benefit Resources Required Capital Expenses Profitability/Margin Anticipated Sales <p>Key Deliverables:</p> <p>Business Case</p> <p>Profitability Analysis</p> <p>Product Req. Document</p>	<p>Description of Activities:</p> <ul style="list-style-type: none"> Product Development: <ul style="list-style-type: none"> Technical Specs Prototyping Trial Production Testing & QA Test Market Selling <p>Key Deliverables:</p> <p>Product Dev. Schedule</p> <p>Product Testing Report</p> <p>Test Market Sales Report</p>	<p>Description of Activities:</p> <ul style="list-style-type: none"> Go To Market: <ul style="list-style-type: none"> Marketing Plan Sales Training Distribution Plan Collateral Design Set Launch Date <p>Key Deliverables:</p> <p>Product Launch Plan</p> <p>Product Launch Budget</p> <p>Product ROI Forecast</p> <p>Target Launch Date Set</p>
Checkpoint #1	Checkpoint #2	Checkpoint #3	Checkpoint #4	Checkpoint #5
<p>Description of Activities:</p> <ul style="list-style-type: none"> Review Deliverables <p>Decisions:</p> <ul style="list-style-type: none"> Go/No-Go to Research Incubate Idea or Kill 	<p>Description of Activities:</p> <ul style="list-style-type: none"> Review Deliverables <p>Decisions:</p> <ul style="list-style-type: none"> Go/No-Go to Analysis Incubate Idea or Kill 	<p>Description of Activities:</p> <ul style="list-style-type: none"> Review Deliverables <p>Decisions:</p> <ul style="list-style-type: none"> Go/No-Go to Develop Incubate Idea or Kill 	<p>Description of Activities:</p> <ul style="list-style-type: none"> Review Deliverables <p>Decisions:</p> <ul style="list-style-type: none"> Go/No-Go to Launch 	<p>Description of Activities:</p> <ul style="list-style-type: none"> Review Deliverables <p>Decisions:</p> <ul style="list-style-type: none"> Go/No-Go to Market







A Guide to the Project
Management Body of Knowledge

PMBOK® GUIDE

Seventh Edition

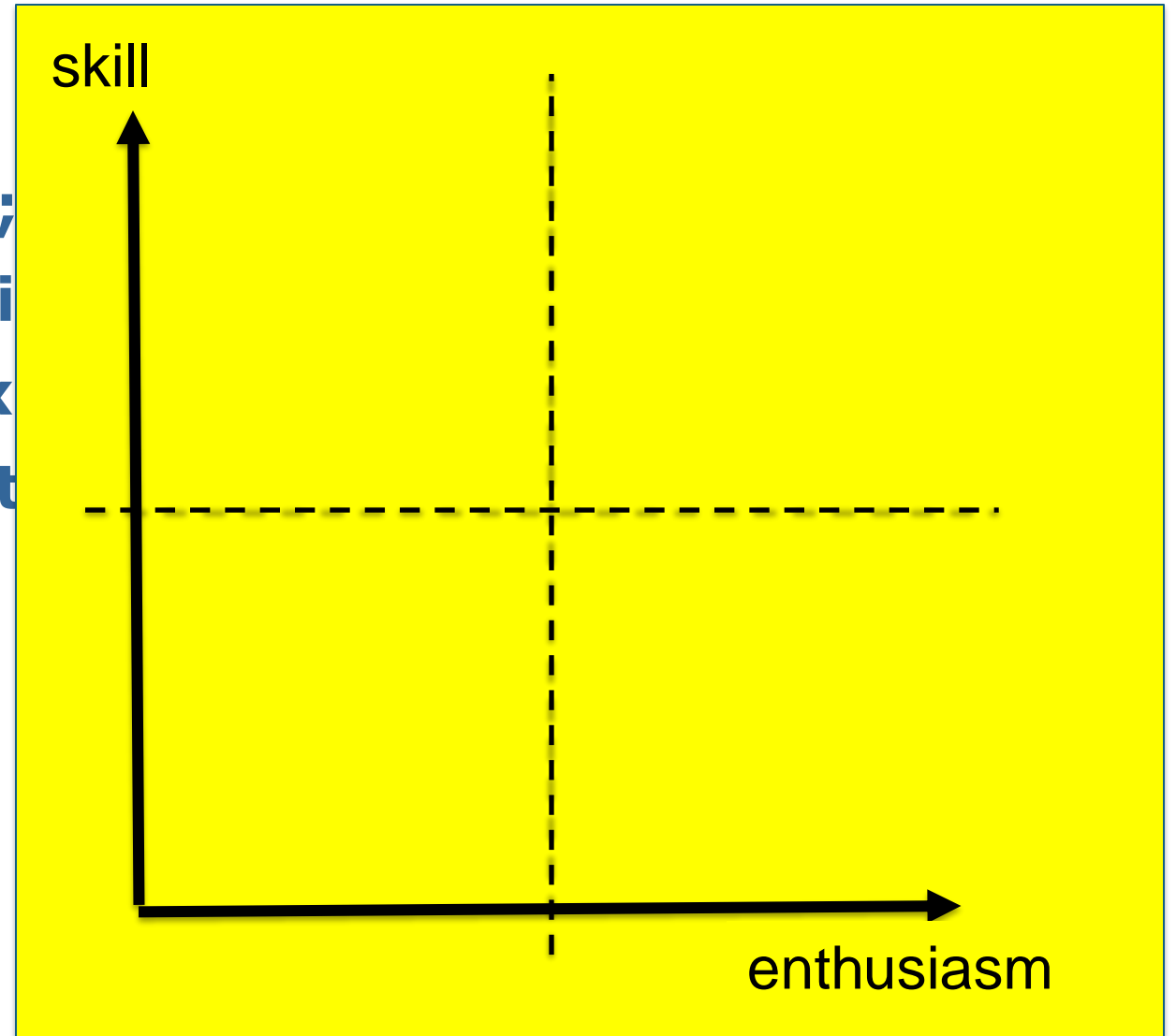
AND The Standard
for Project Management

ANSI/PMI 99-001-2021

- 1. Background**
- 2. Project objectives, expected deliverables**
- 3. Methods**
- 4. Organization**
- 5. Work breakdown structure**
- 6. Schedule**
- 7. Budget**
- 8. Communication plan**
- 9. Meetings , checks and decision making**
- 10. Risk analysis**
- 11. Plan for reporting and transfer of results**
- 12. Tracking experiences, lessons learned and feedback**

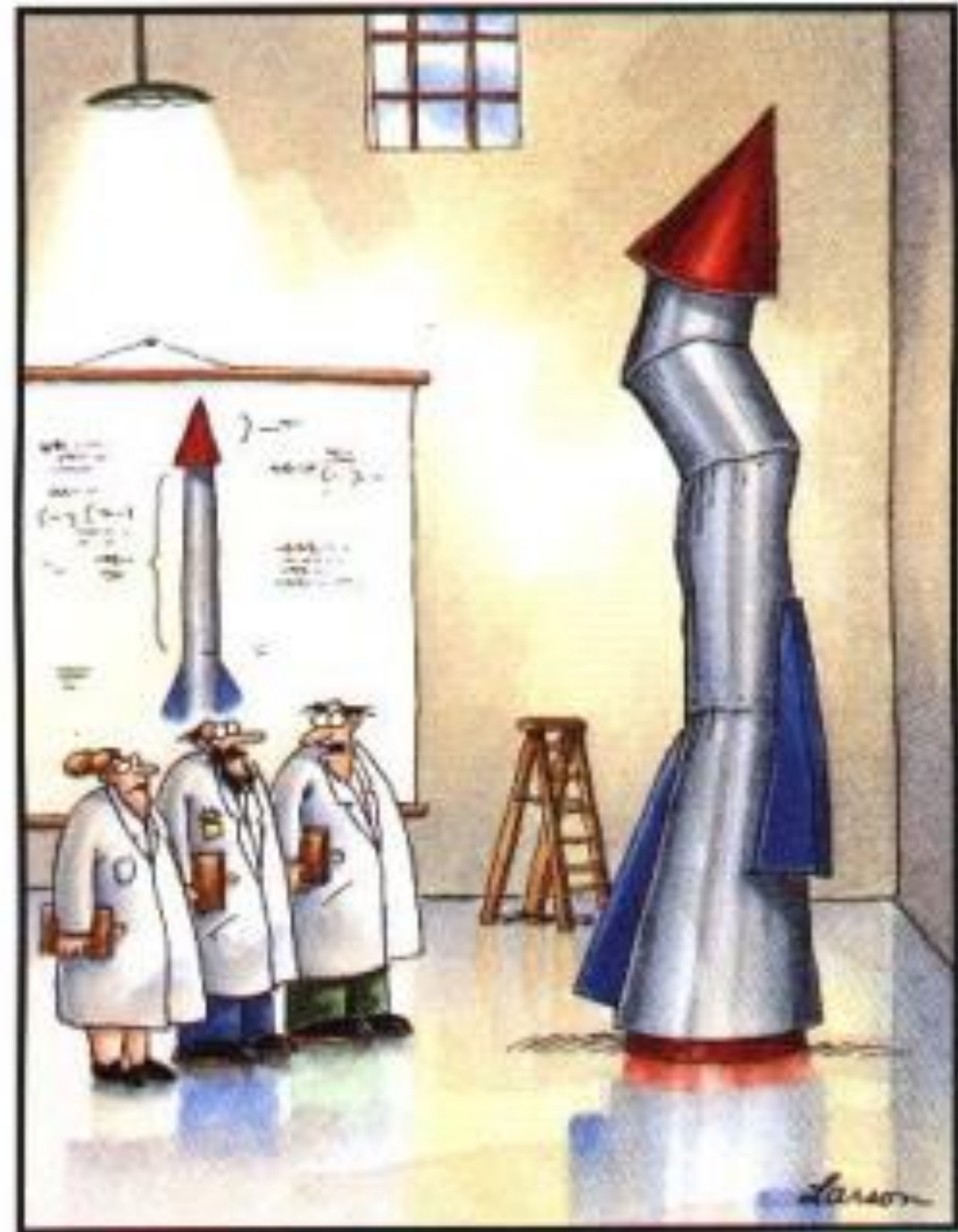
STUDENT PROJECT

- Difference from industry;
- Part-time effort; competi
- Enthusiasm-skills-matrix
- Sponsor / students -relat
- Opportunities?
- Have fun
- This project will be (part
- Make the world better



It's time we face reality, mates.
We are not rocket scientists.

© Larson









**KEEP
CALM
&
FOLLOW
THE RULES**

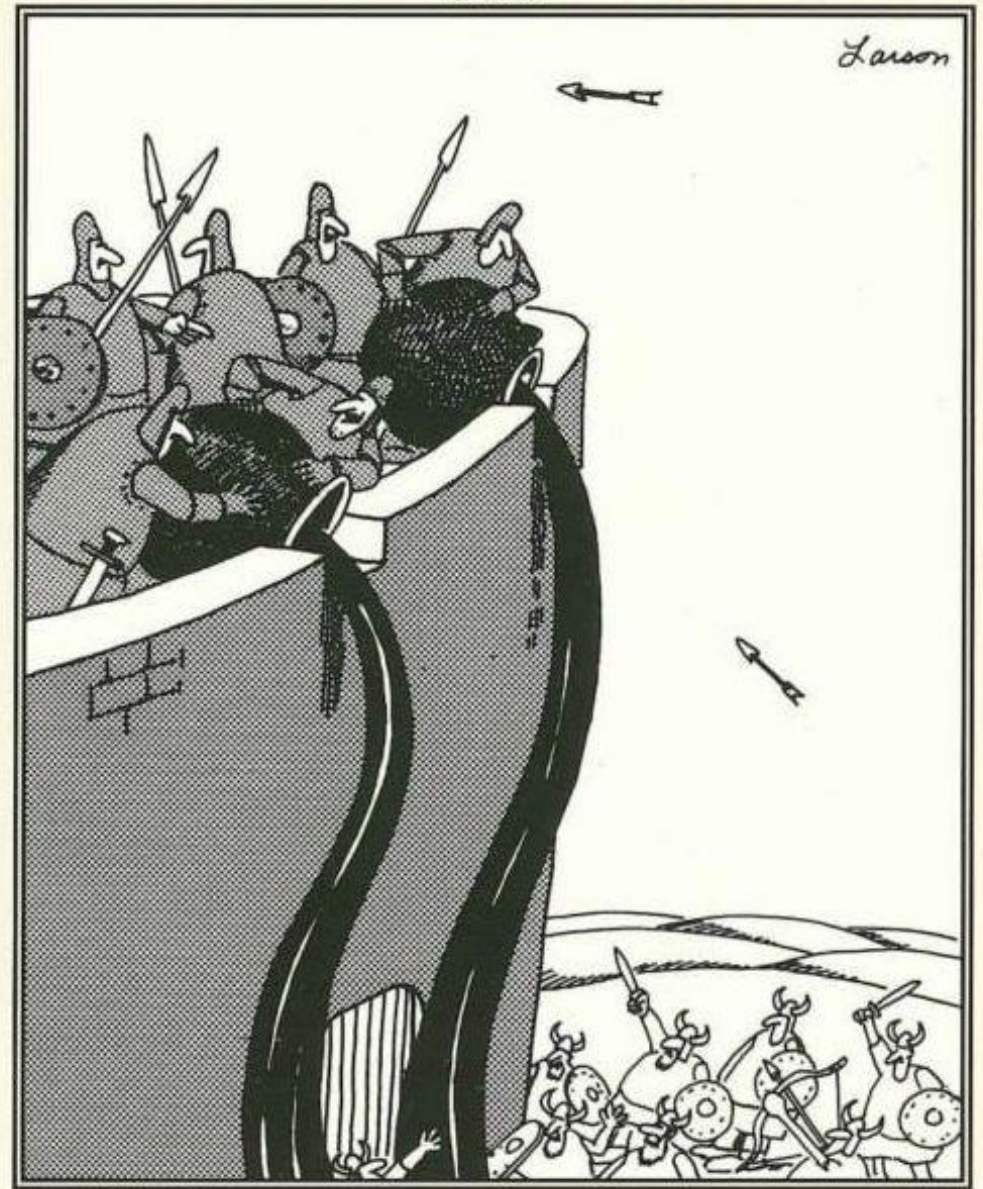
Being late
Email, sms, call
Rotation
Files and storages
Documentation
Backups
Supporting activities

Talk to strangers
Safety comes first
Fail fast succeed sooner

Make your self easy to find
Make yourself easy to help
Do your homework
We are all human
Start with what you can give
Look for the win win
Be consistent
Build your project brand (=promise,
no conflict with your ethics)
Luck happens (must buy tickets anyway!)
When all fails, just laugh!

ATTITUDE

“Whether you think you can, or you think you can’t -- you're right.”



“You know, I have a confession to make, Bernie. Win or lose, I love doing this.”

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