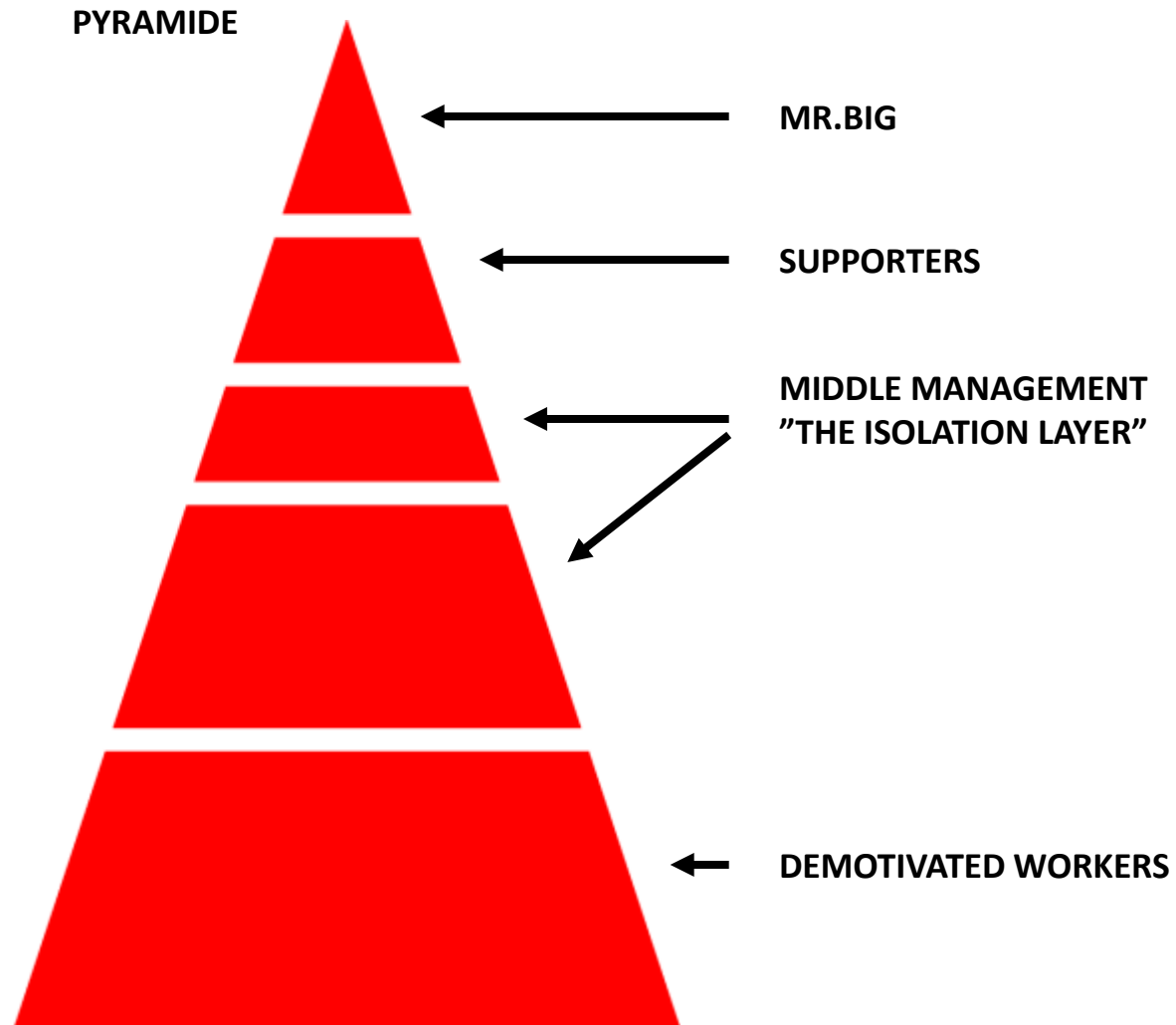


Insight in PDD methodology

Prof. Elina Gaile-Sarkane

Riga, October 4, 2017

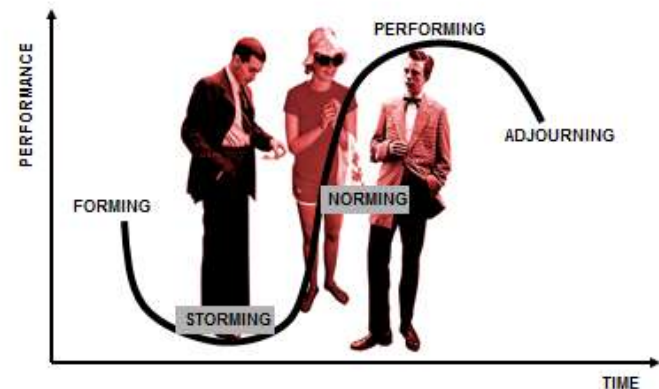
THE OLD PICTURE OF THE ORGANIZATION



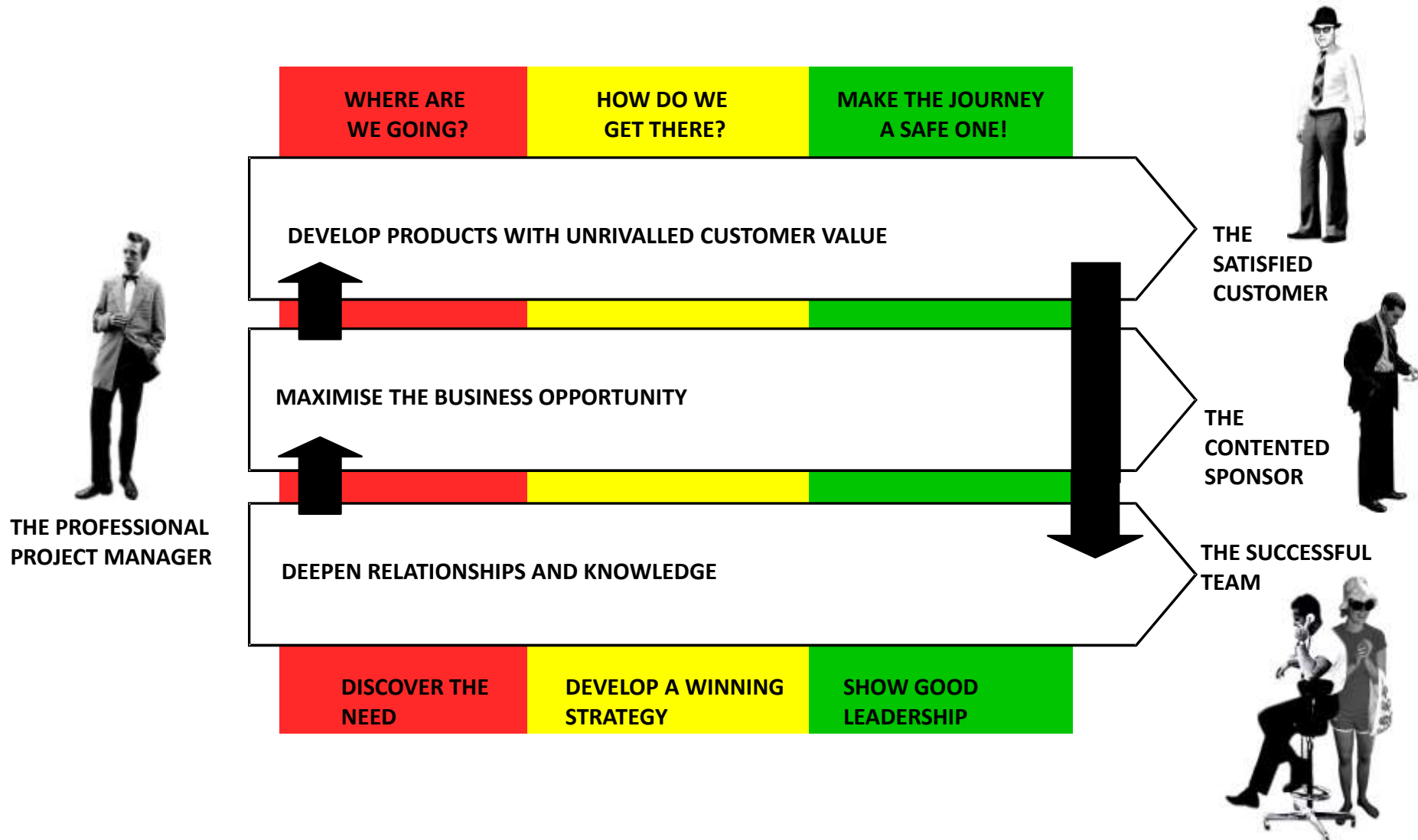
TEAMS

- In product & service development teams are mandatory
- Five heads are more creative than one
- The team is the best place for experimenting and learning
- The learning organization has a compelling vision, good teams and individual with necessary skills.

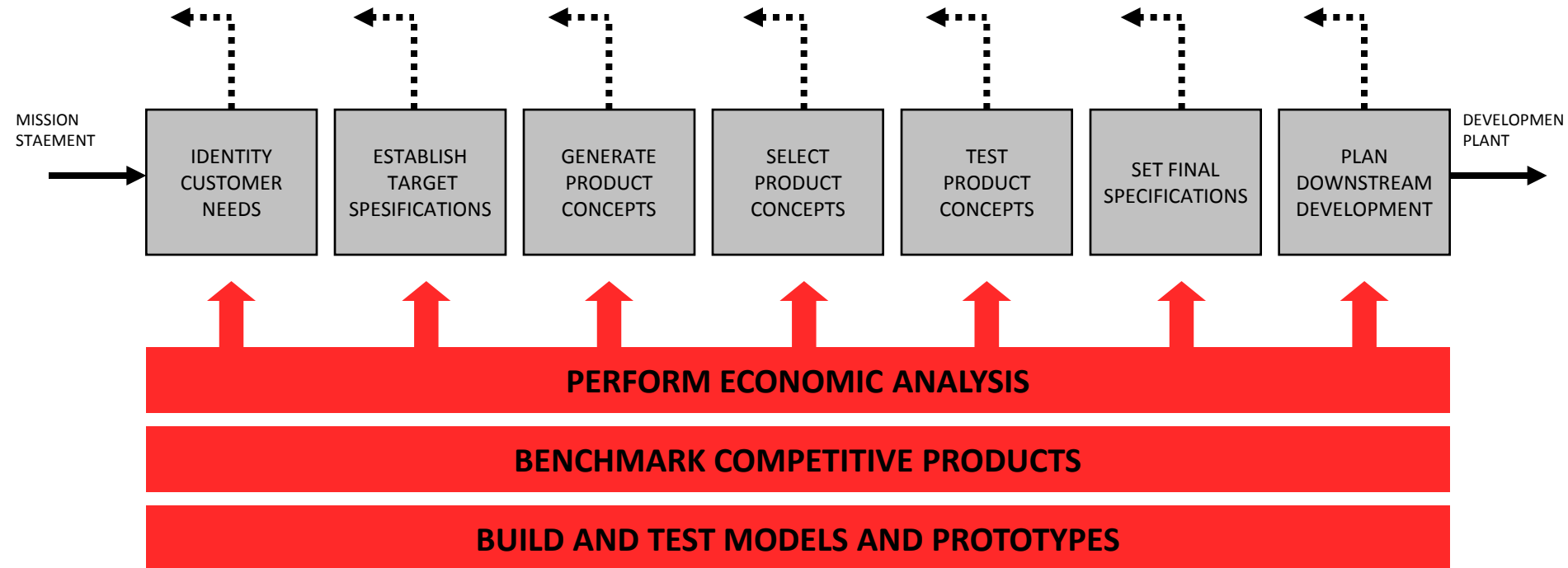
TEAM PHASES



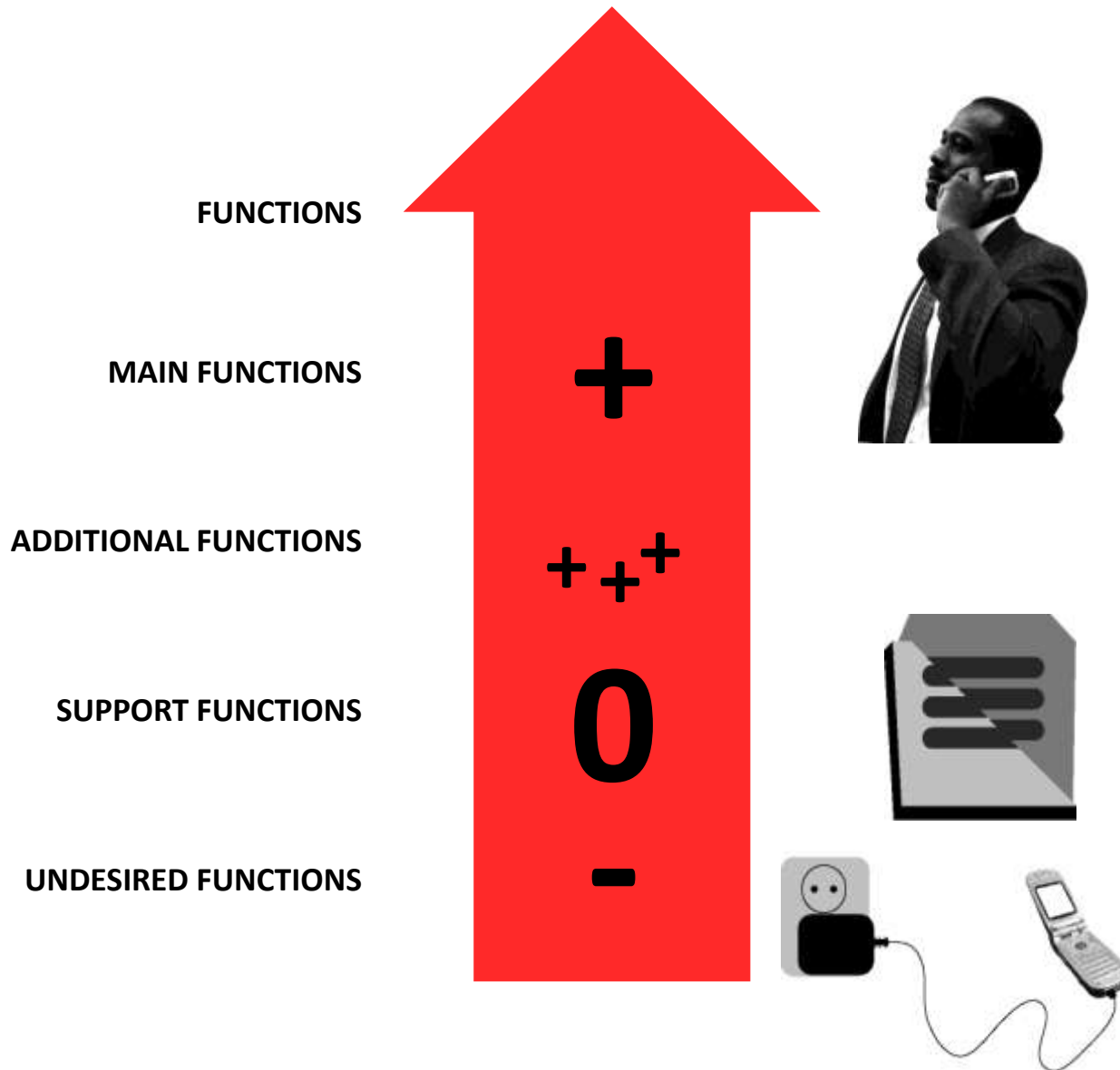
THREE CONCEPTUAL PHASES and THREE DRIVING LANES



CONCEPT DEVELOPMENT MODEL



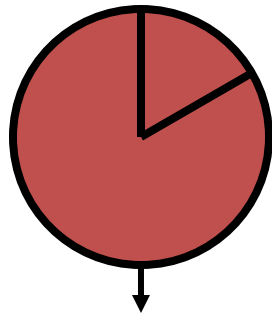
CELLULAR PHONE – NEW FUNCTIONS – WHAT NEXT ?



Customer Needs Analysis Process

- Define the Scope
 - Mission Statement
- Gather Raw Data
 - Interviews
 - Focus Groups
 - Observation
- Interpret Raw Data
 - Need Statements
- Organize the Needs
 - Hierarchy
- Establish Importance
 - Surveys
 - Quantified Needs
- Reflect on the Process
 - Continuous Improvement

THE PROCESS OF DEVELOPING THE PRODUCT

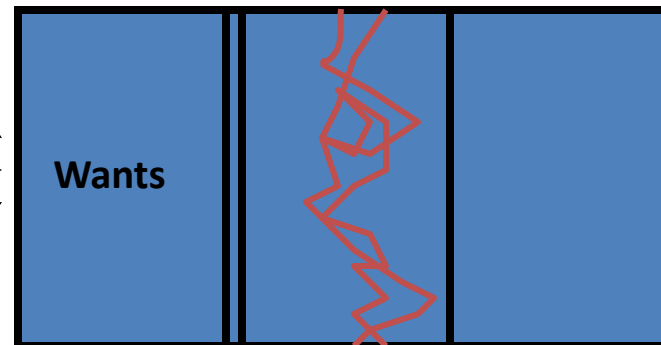
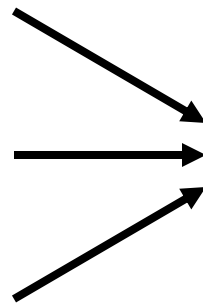


Select the area / segment

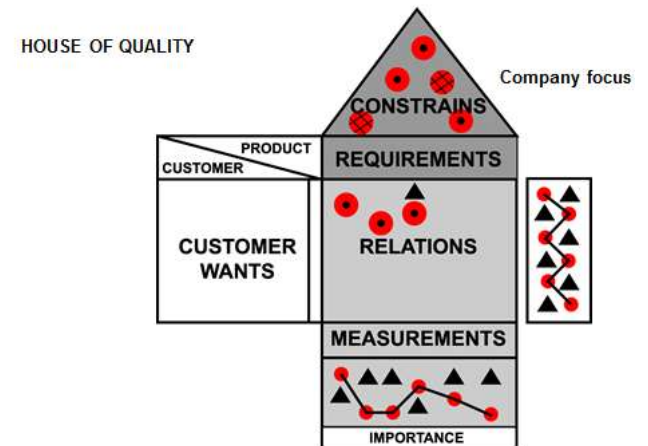
Voice of the future

Voice of the customer

Voice of the society

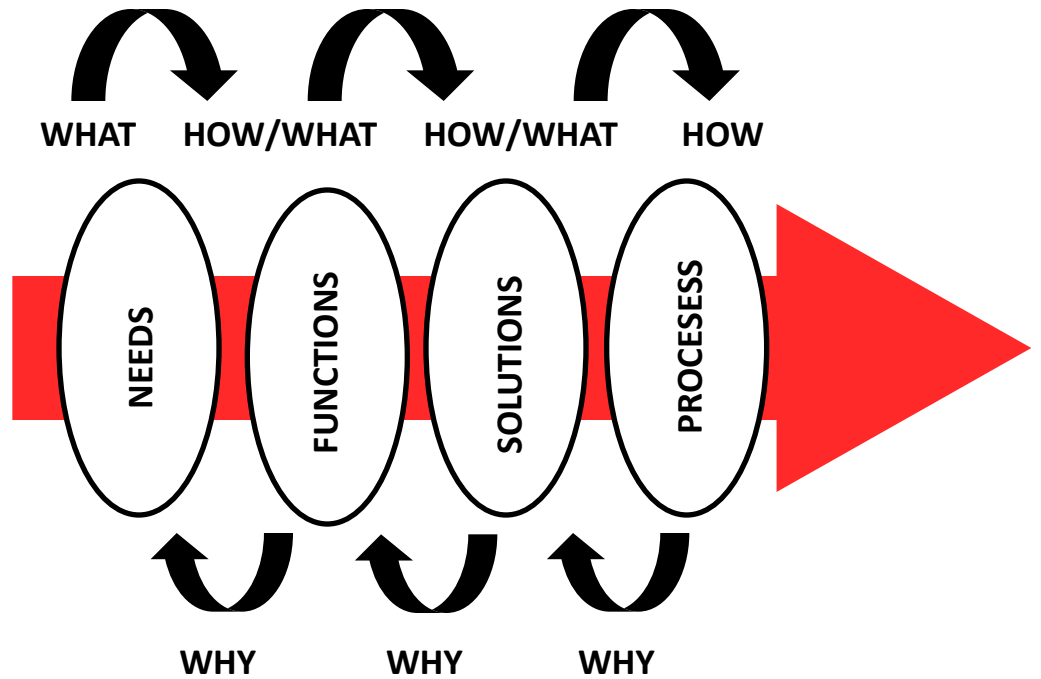
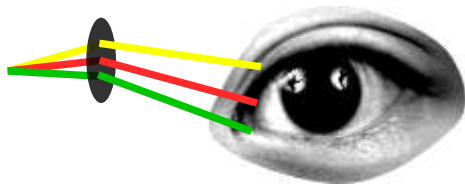
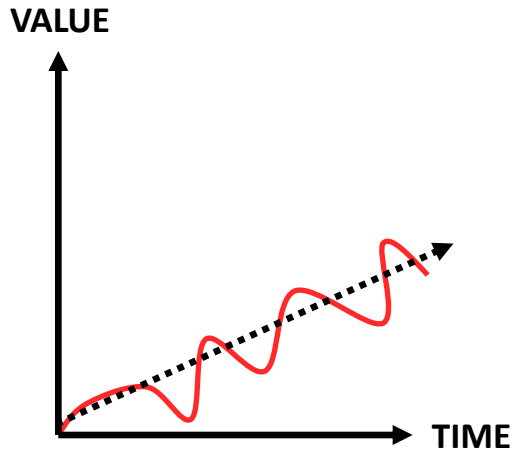


Pre-planning matrix

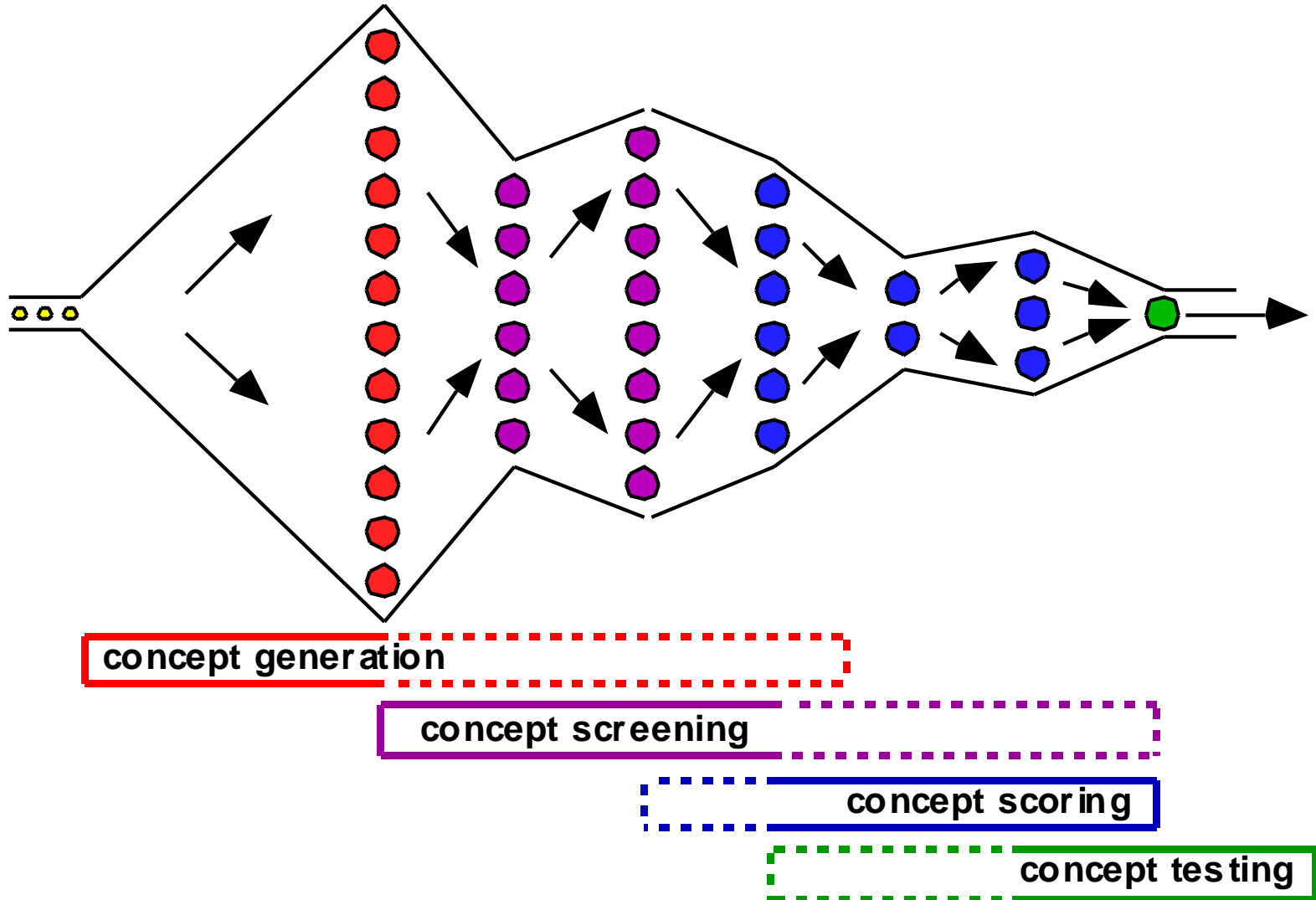


Priorities and
formulate your
strategy

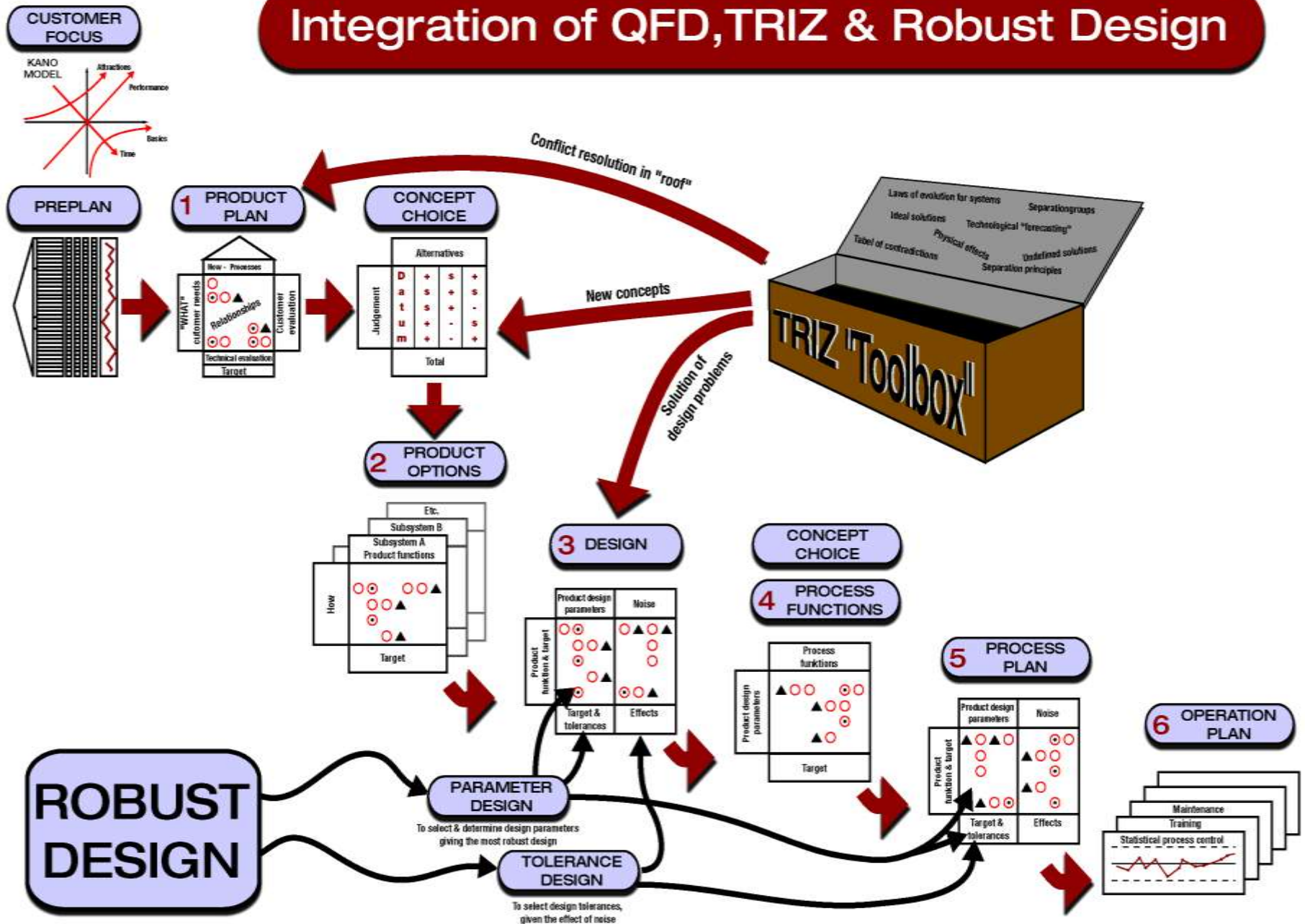
CREATING CUSTOMER VALUE



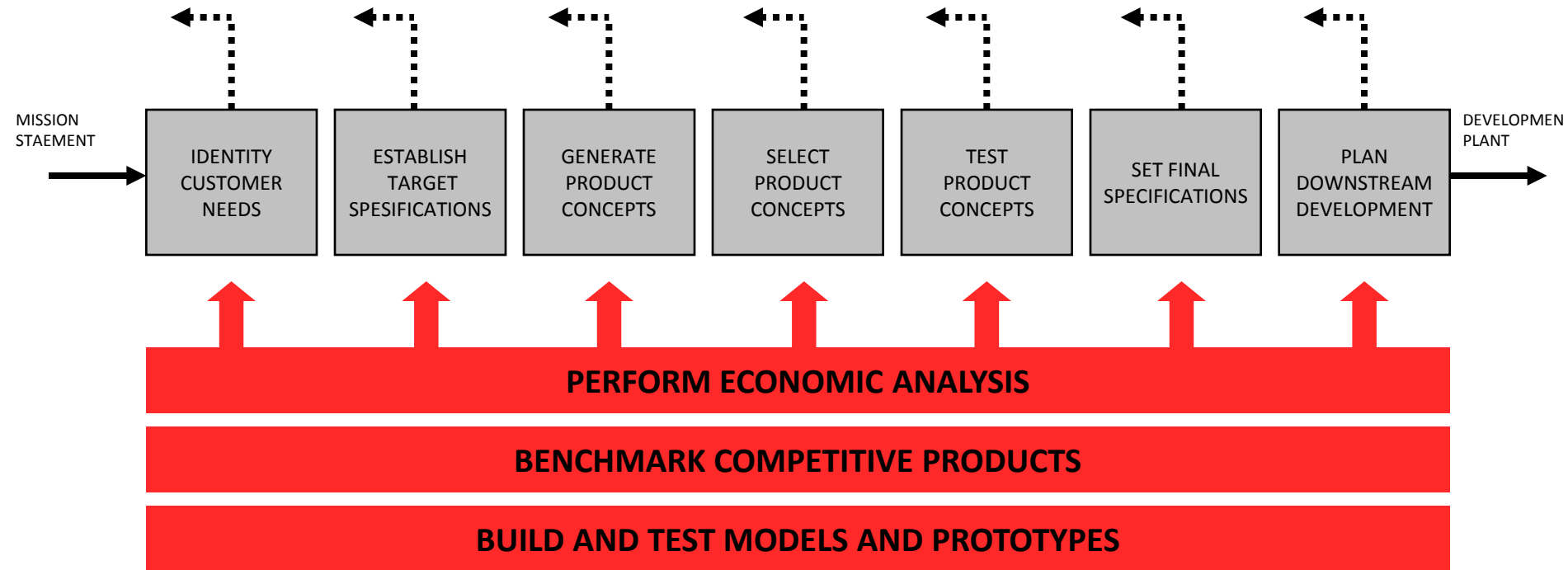
Concept Development Funnel



Integration of QFD, TRIZ & Robust Design



CONCEPT DEVELOPMENT MODEL



Results and outcomes

- Presentation of proptotype and «contract book»
- Evaluation of skills developed through study and learning process (individual, teams)
- Imitation of real teamwork at a company
- Selfrecognition for studnets and menthors

Time for questions

?