

Design Studio IX: Design in the Manufacturing Firms

| Week | Class Activities |
|------|---|
| 1 | chapter 3: introduction to product planning process |
| 2 | chapter 3: identifying opportunities, prioritize projects |
| 3 | chapter 3: mission statement, pre-project planning |
| 4 | chapter 4: identifying customer needs (step 1) |
| 5 | chapter 4: identifying customer needs (step 2) |
| 6 | chapter 4: organize the needs into hierarchy |
| 7 | chapter 5: establishing target specifications (list of metrics) |
| 8 | chapter 5: establishing target specifications (target values) |
| 9 | chapter 6: concept generation |
| 10 | chapter 6: concept generation |
| 11 | chapter 6: concept generation |
| 12 | chapter 7: concept selection, screening and scoring matrix |
| 13 | concept development (ergonomics, aesthetic, environment) |
| 14 | concept development (brand, interaction, standards, services) |
| 15 | concept development (refinement) |
| 16 | chapter 11: design for manufacturing, BOM |
| 17 | chapter 12: model making and prototyping |

Credits: 5

Prerequisites:

- Design Studio I

Recommended Readings:

- Product Design and Development, Karl Ulrich , Steven Eppinger