

The Product Creation Process

by *Gerrit Muller* Buskerud University College

e-mail: gaudisite@gmail.com

www.gaudisite.nl

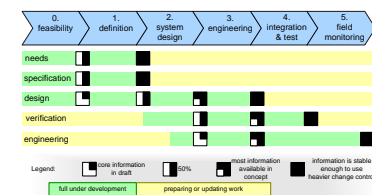
Abstract

The Product Creation Process is described in its context. A phased model for Product Creation is shown. Many organizations use a phased model as blueprint for the way of working. The operational organization of the product creation process is discussed, especially the role of the operational leader.

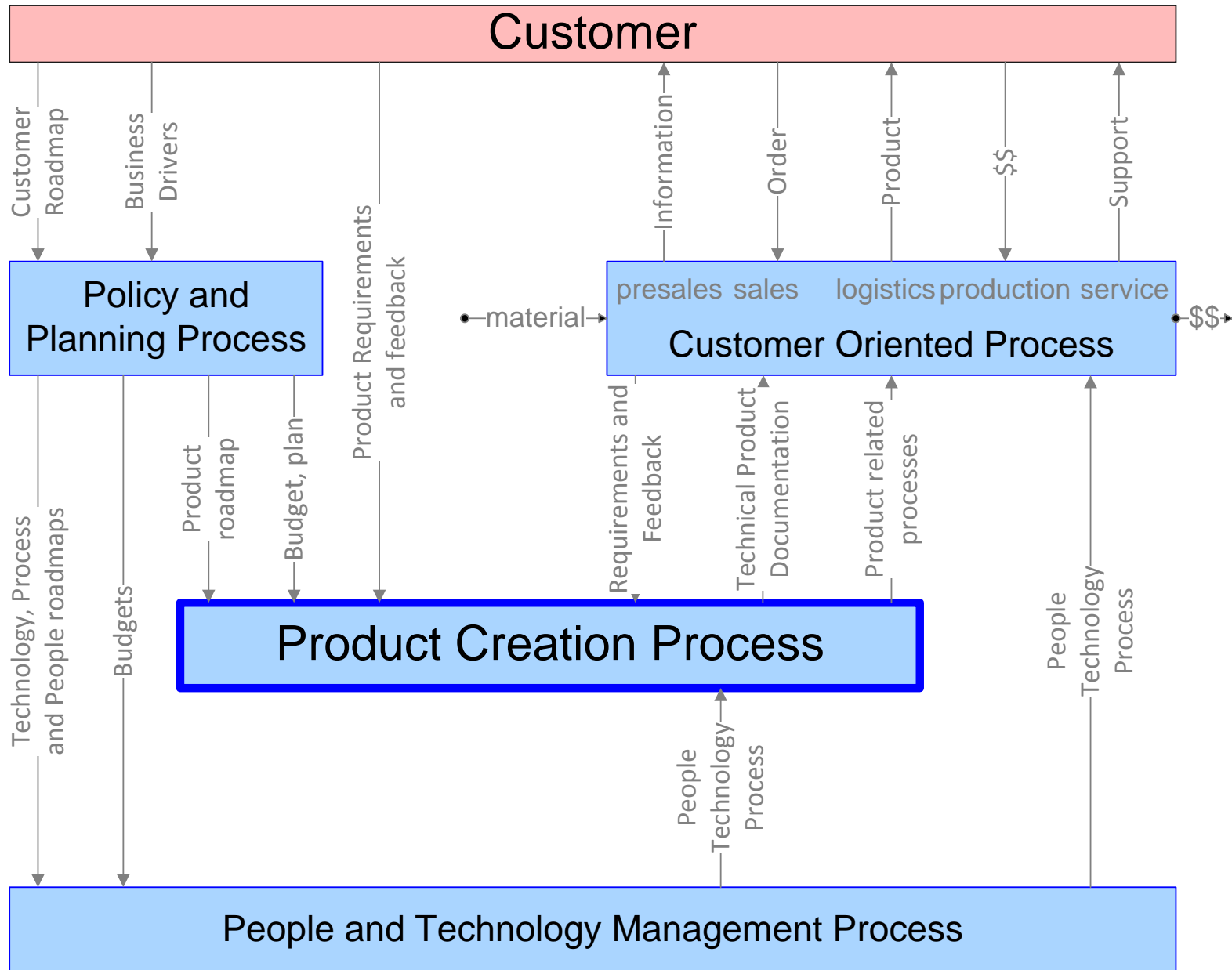
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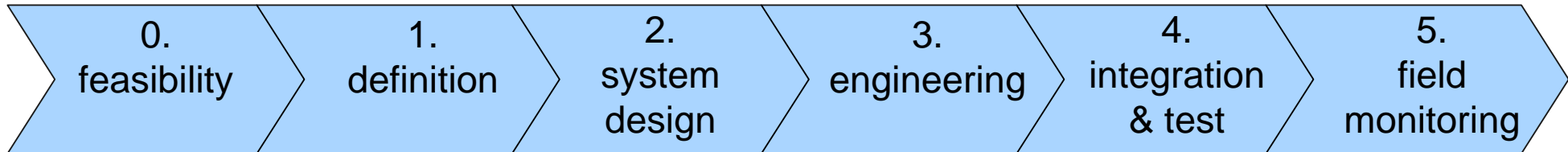
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The Product Creation Process in Business Context



Phasing of the PCP at Business Level



sales

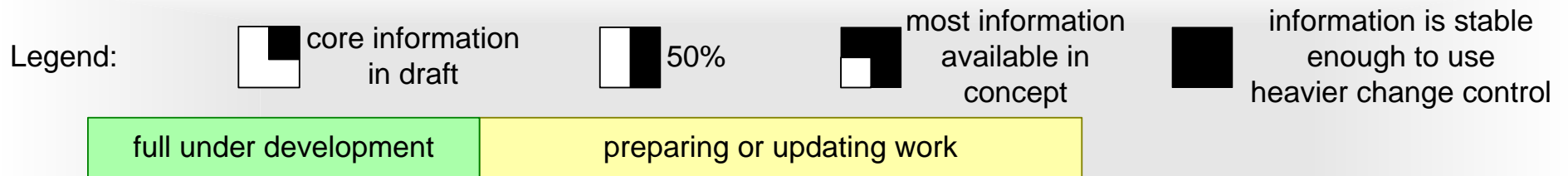
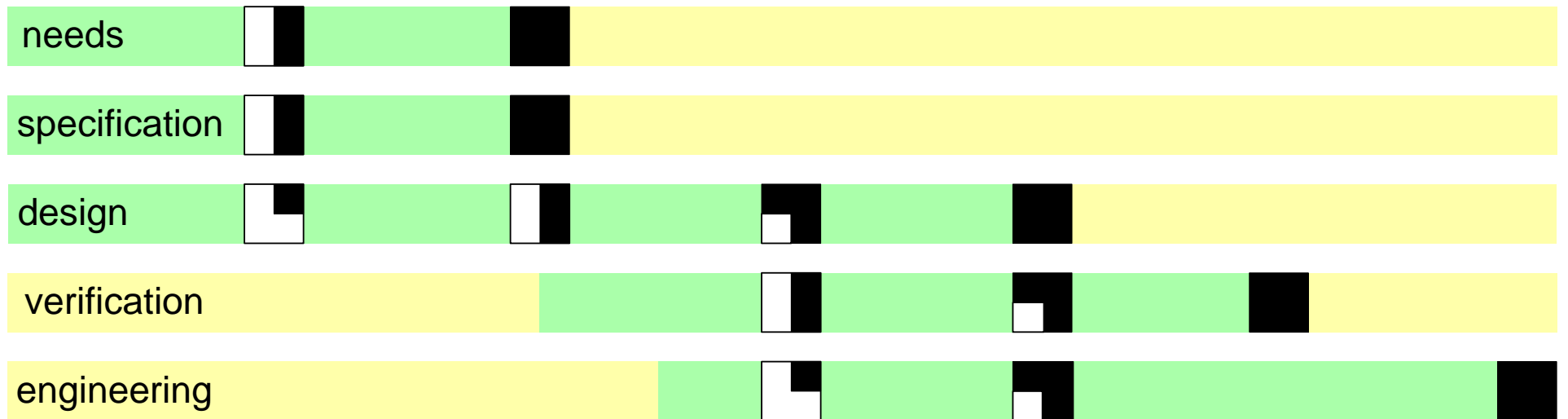
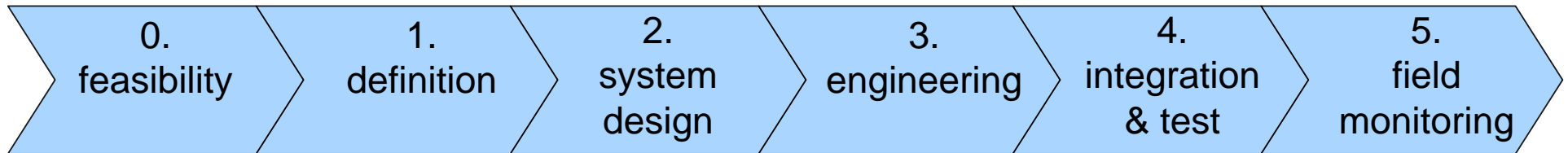
logistics

production

service

development & engineering: marketing, project management, design

Phasing the Design Control Process



Advantages and Disadvantages of a Phased Process

benefits

blueprint: how to work

reuse of experience

employees know *what* and *when*

reference for management

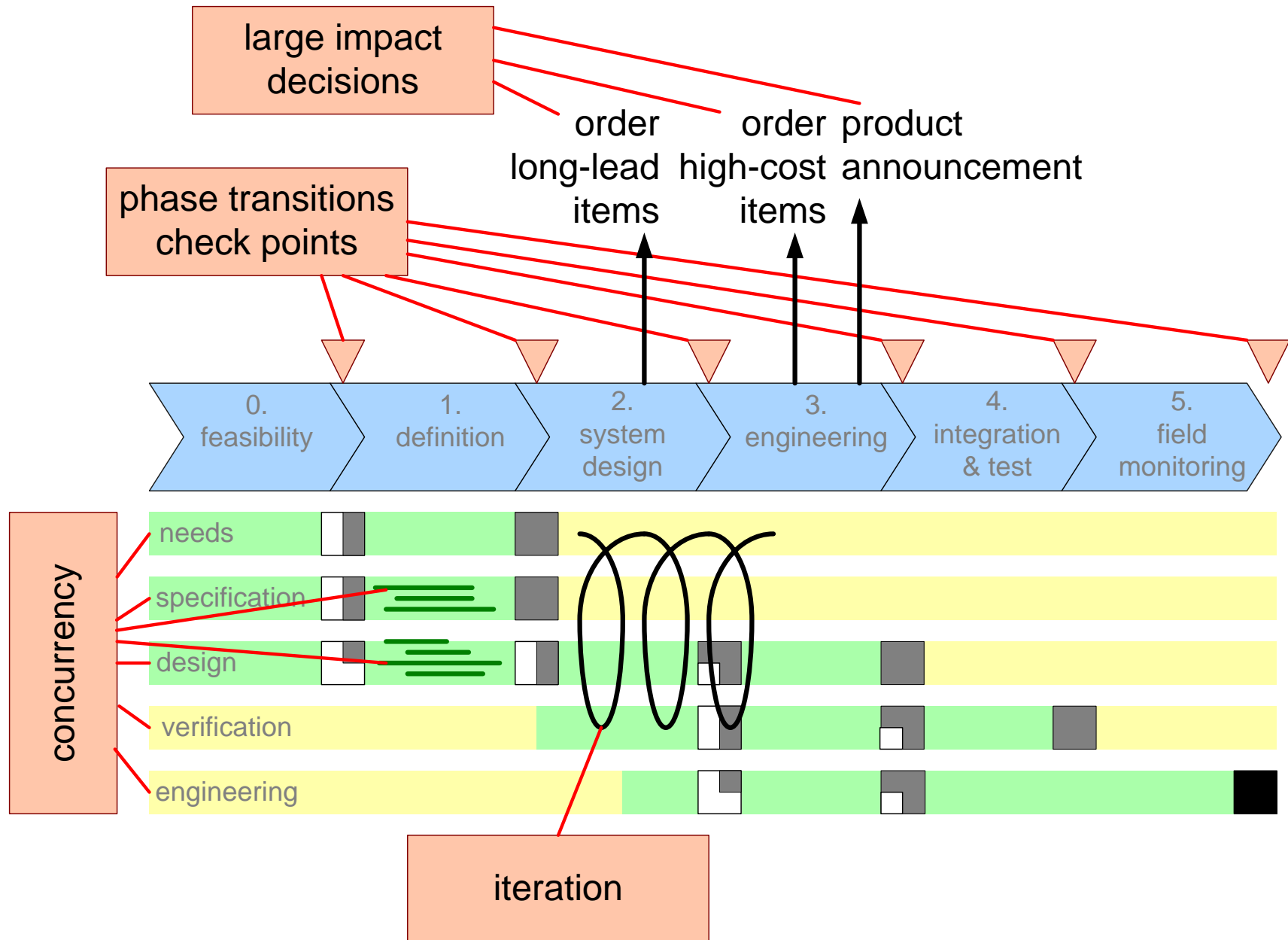
disadvantages

following blueprint blindly

too bureaucratic

transitions treated black and white

Characteristics of a Phase Model



Decisions and Phase Transitions

Define a minimal set of *large-impact* decisions.

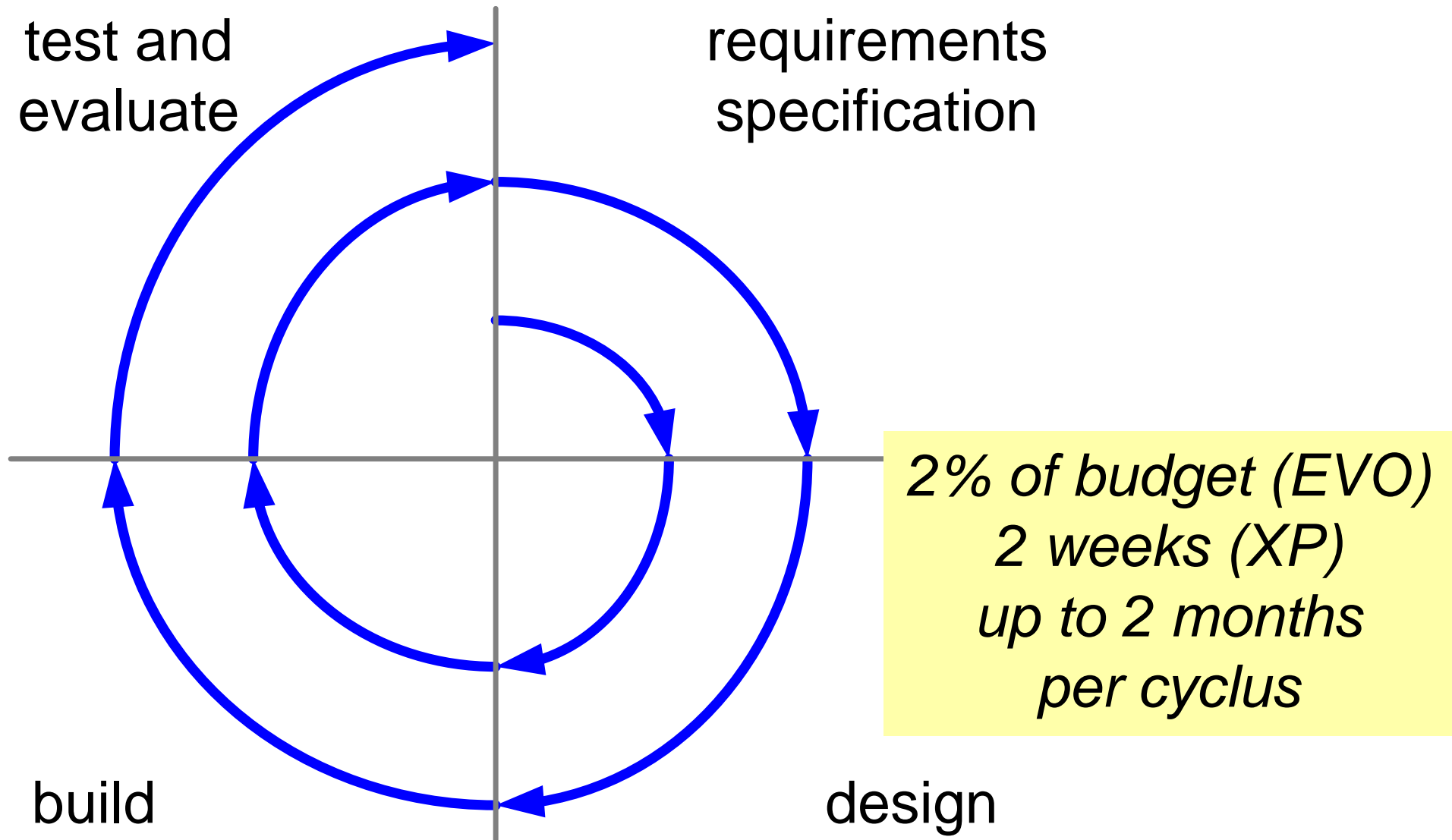
Define the mandatory and supporting information required for the decision.

Schedule a decision after the appropriate phase transition.

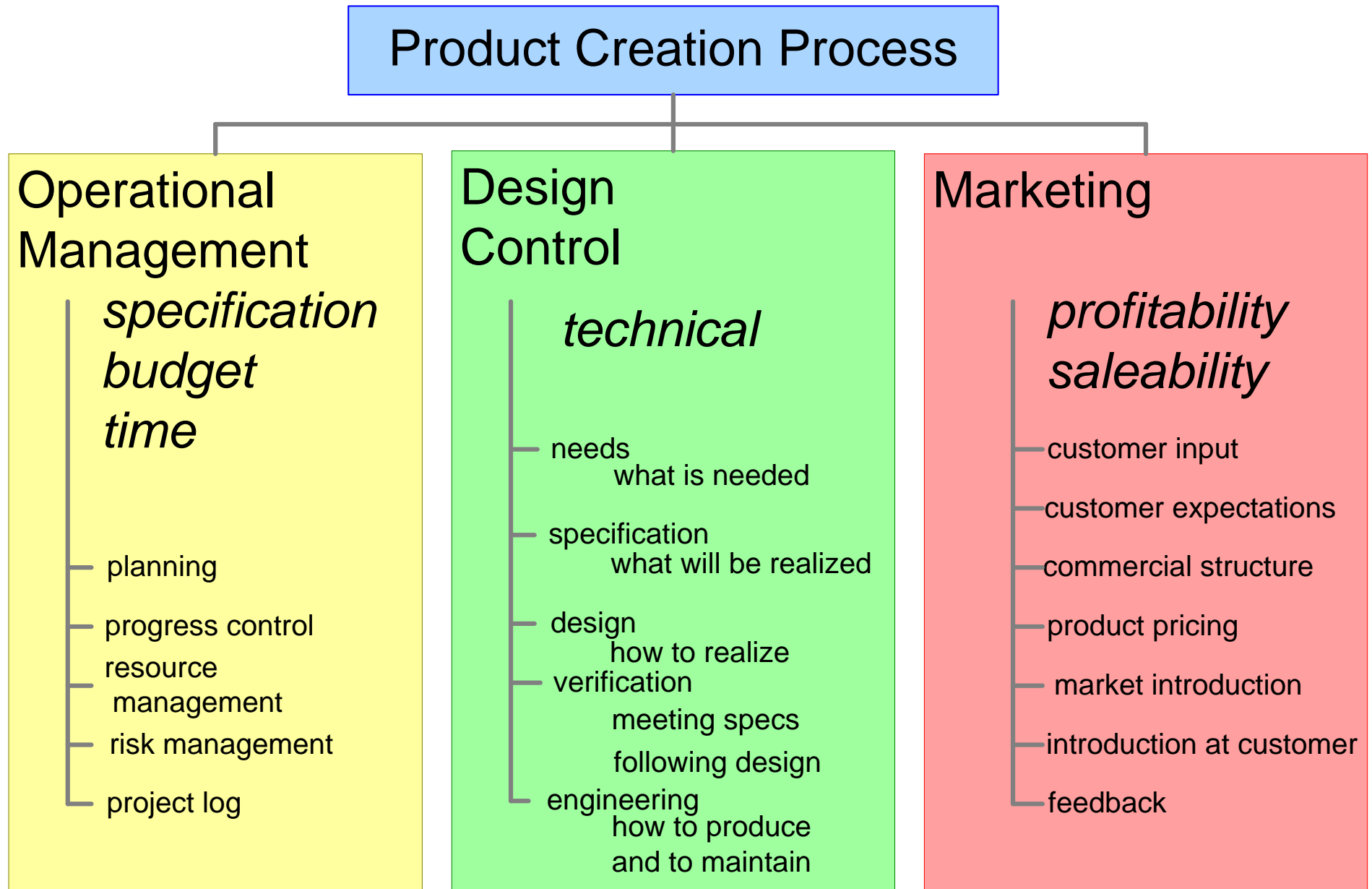
Decide explicitly.

Communicate the decision clearly and widely.

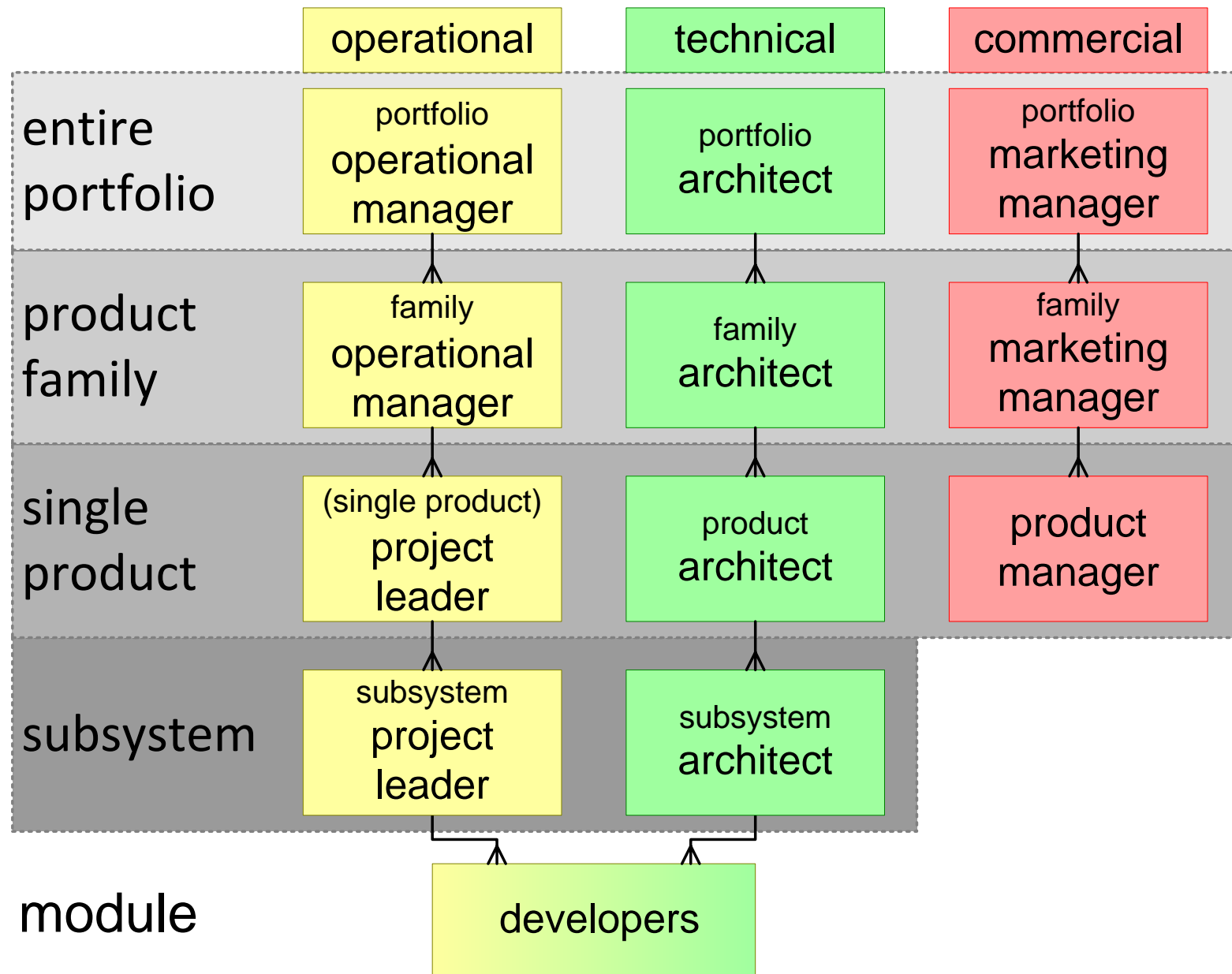
Evolutionary PCP model



Decomposition of the Product Creation Process

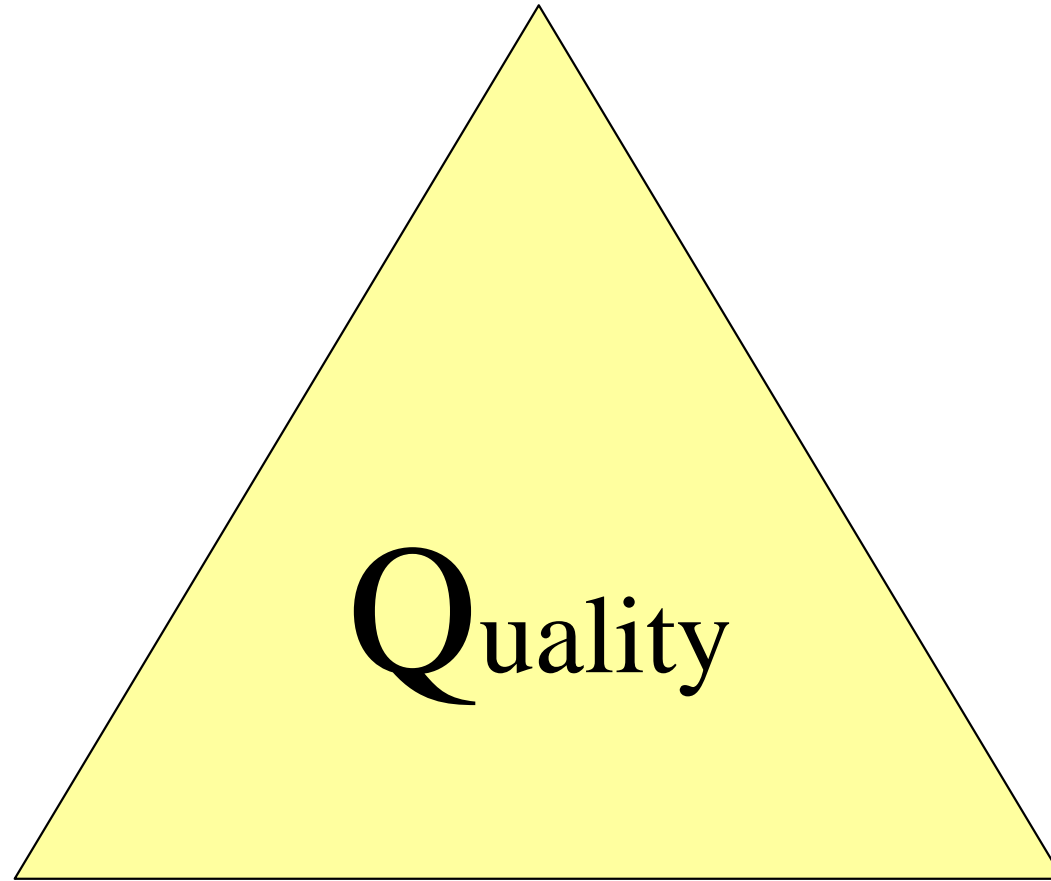


Operational Organization of the PCP



Prime Responsibilities of the Operational Leader

Specification



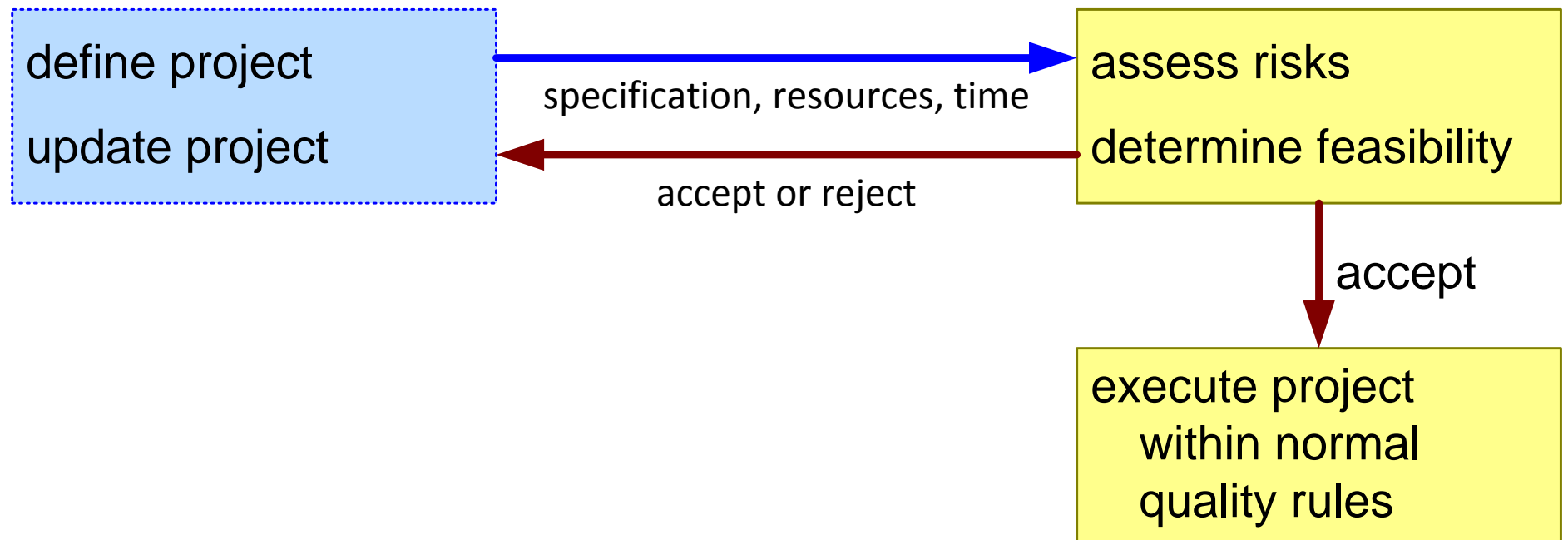
Resources

Time

The Rules of the Operational Game

business management

project leader



Operational Teams

