



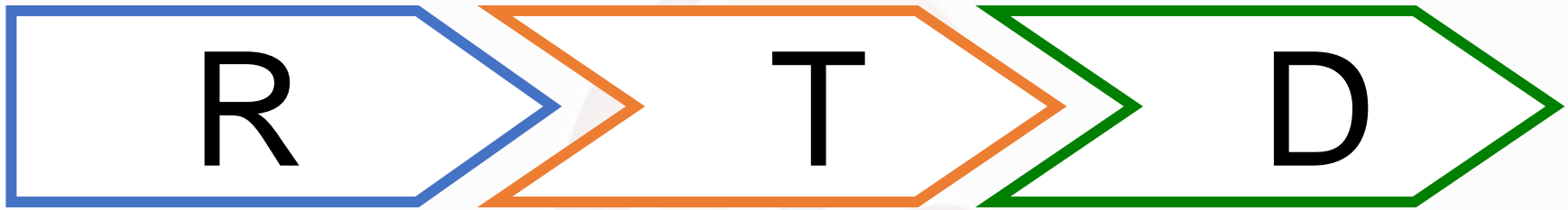
Product Design and Development: Introduction

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Research and Development



Basic Research

- Discovery process
- No set timing
- Unpredictable returns
- Long term

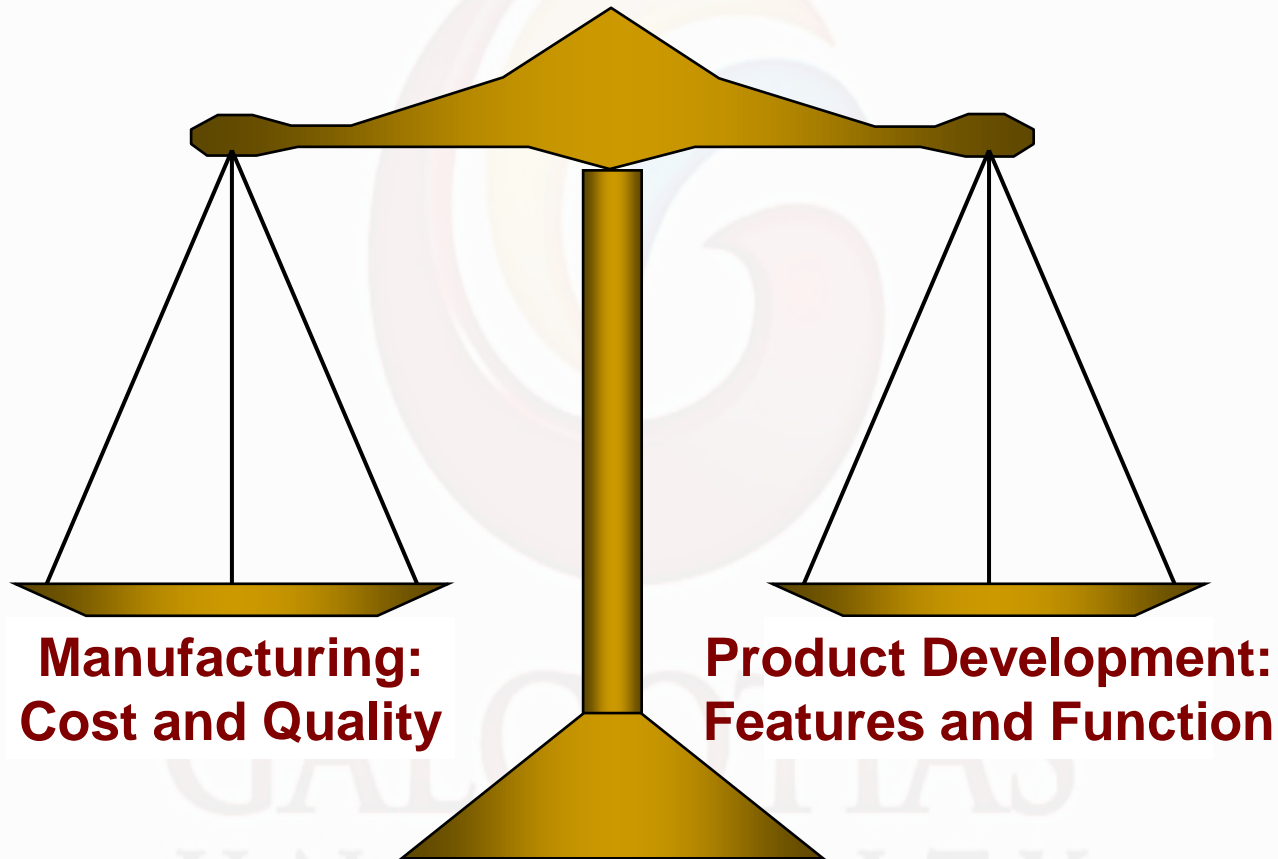
Technology Development

- Loosely structured
- Difficult to plan
- Less predictable
- Medium term

Product Development

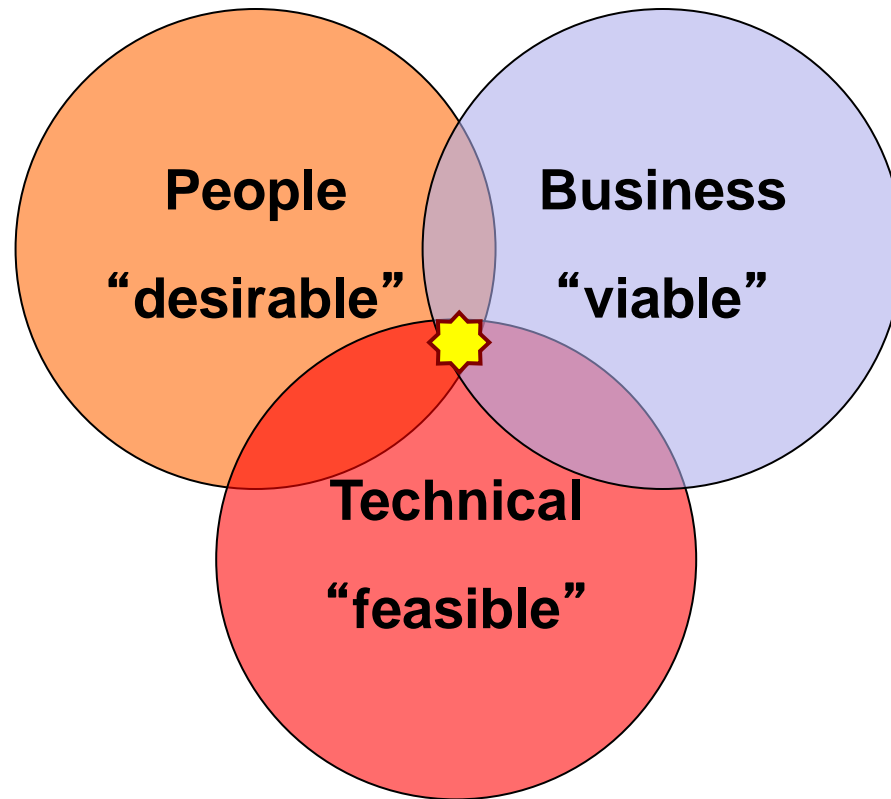
- Structured methods
- Planned timing
- Predictable outcome
- Short term

Changing Dimensions of Competition

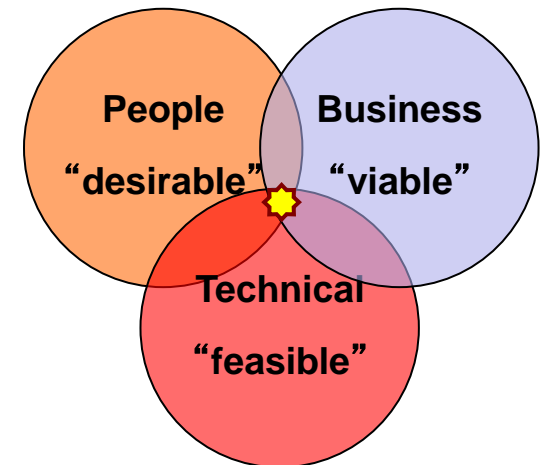


Competitiveness today is more than ever based on product development capability.

Three Innovation Challenges



Apple: Simply Better Products



Creating Value through Product Development:

It's all about the product.

Black & Decker Snake Light





GoodGrips Angled Measuring Cups



Target Prescription Pill Bottle



Bodum Pavina Glasses

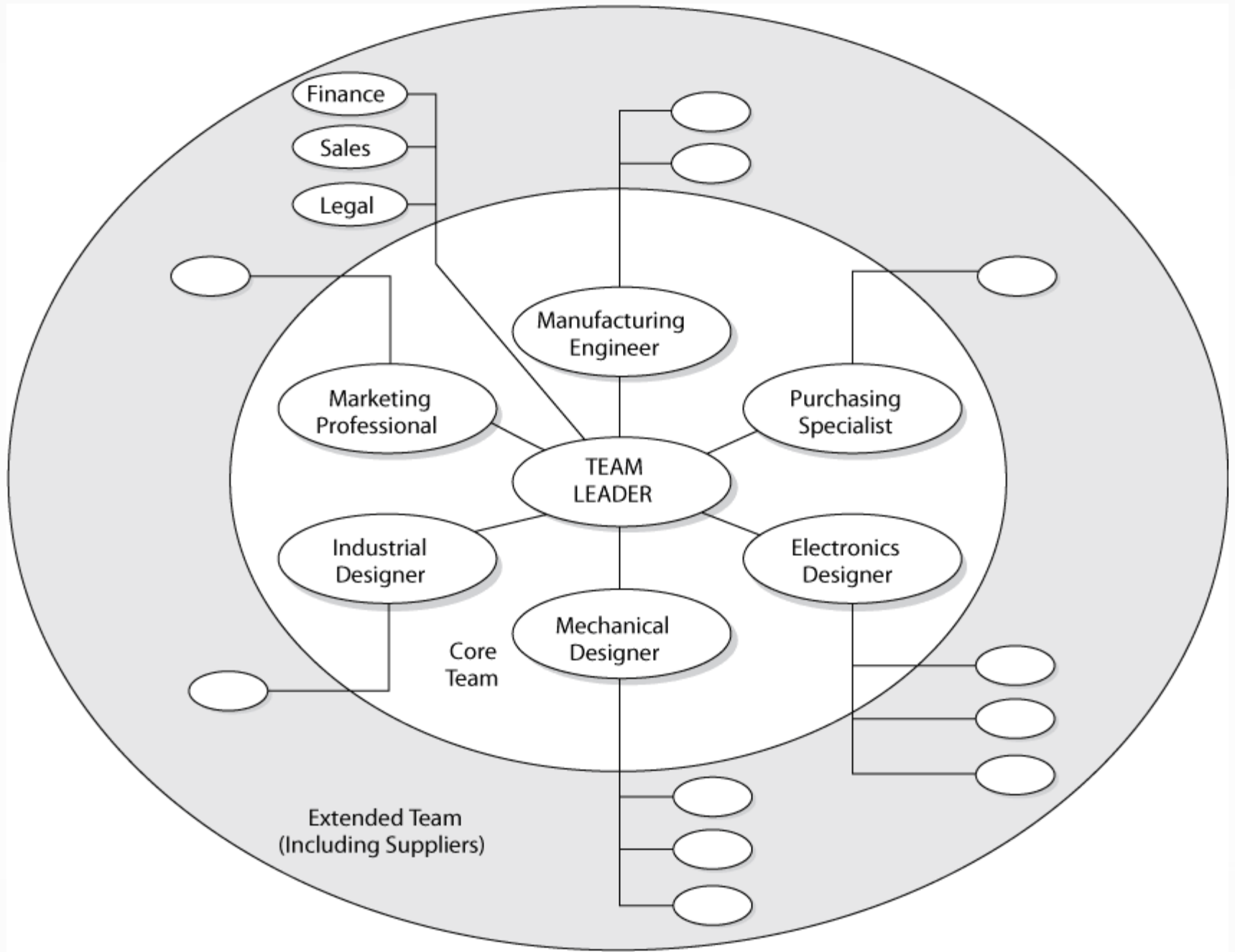


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References

1. Karl T. Ulrich and Steven D. Eppinger (2009), Product Design and Development, 4th Edition, Tata McGraw-Hill Publishing Company Limited, ISBN: 978-0-070-14679-2
2. Stephen C. Armstrong (2005), Engineering and Product development Management– The Holostic Approach, Cambridge University Press, ISBN: 978-0-521-01774-9.
3. IbrahimZeid (2006), Mastering CAD/CAM, 2nd Edition, Tata McGraw-Hill, ISBN: 978-0-070-63434-3.
4. [Anoop Desai](#), [Anil Mital](#) and [Anand Subramanian](#) (2007), Product Development: A Structured Approach to Consumer Product Development, Design, and Manufacture, 1st Edition, Butterworth-Heinemann, ISBN: 978-0-750-68309-8.

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A large, faded logo of Galgotias University is centered in the background. It features a circular emblem with three curved, overlapping bands in shades of yellow, blue, and red, creating a sense of motion or a stylized 'G'.

Thank you

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