

The Product Creation Process

by *Gerrit Muller* Buskerud University College

e-mail: `gerrit.muller@embeddedsystems.nl`

`www.gaudisite.nl`

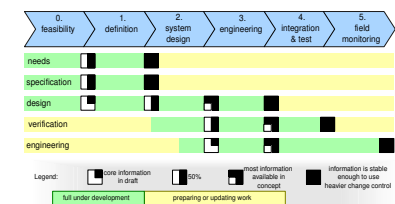
Abstract

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.

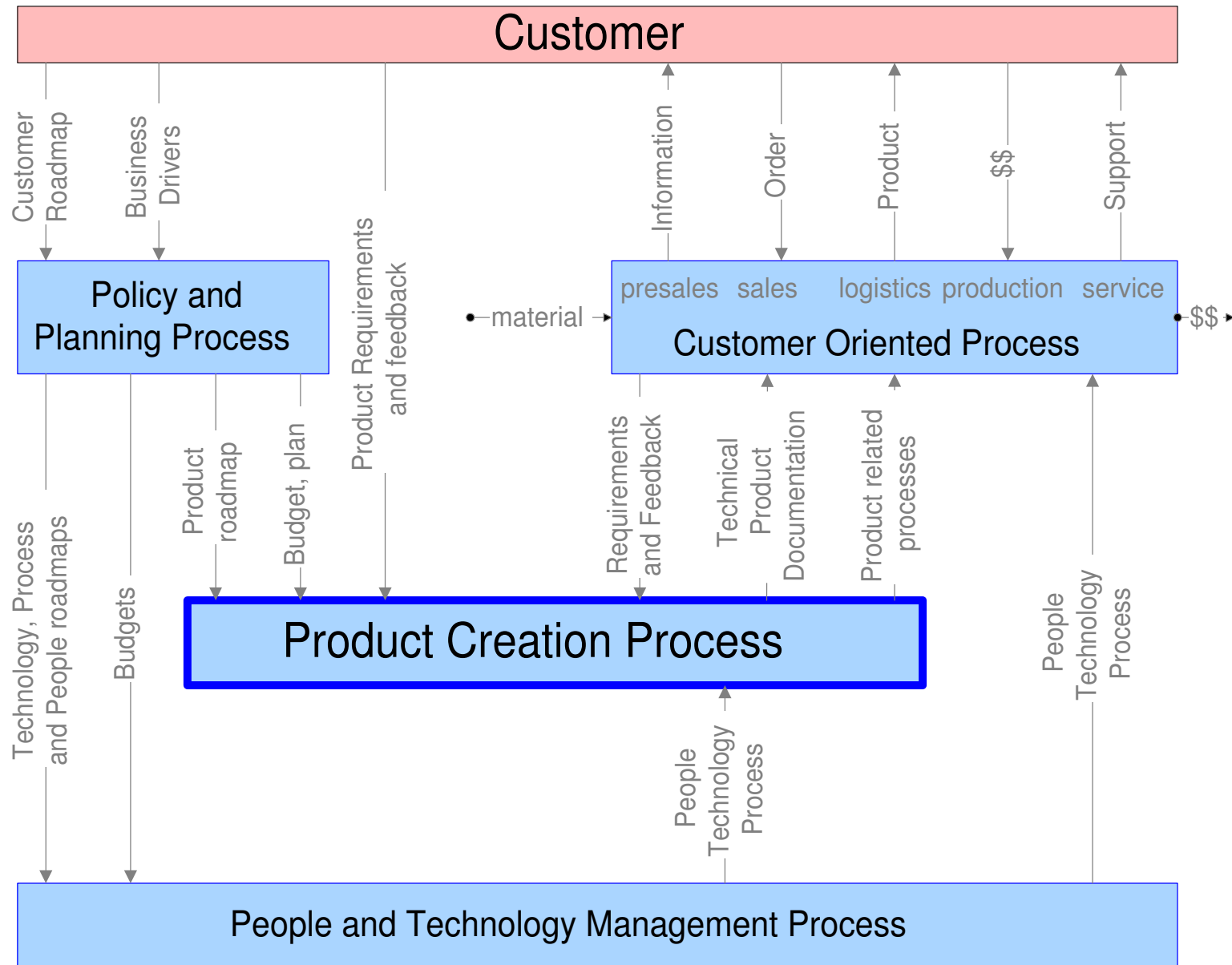
Distribution

This article or presentation is written as part of the Gaudí project. The Gaudí project philosophy is to improve by obtaining frequent feedback. Frequent feedback is pursued by an open creation process. This document is published as intermediate or nearly mature version to get feedback. Further distribution is allowed as long as the document remains complete and unchanged.

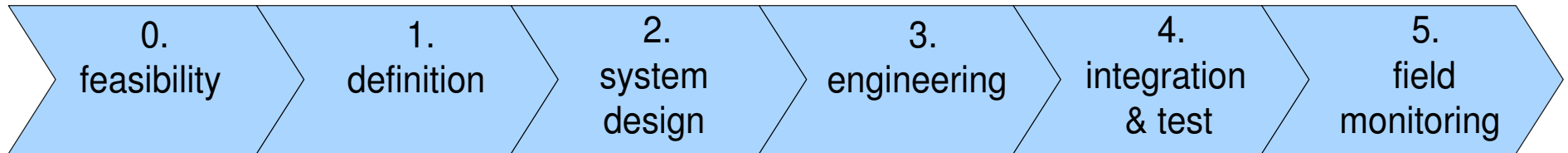
July 1, 2011
status: concept
version: 2.2



The Product Creation Process in Business Context



Phasing of the PCP at Business Level



sales

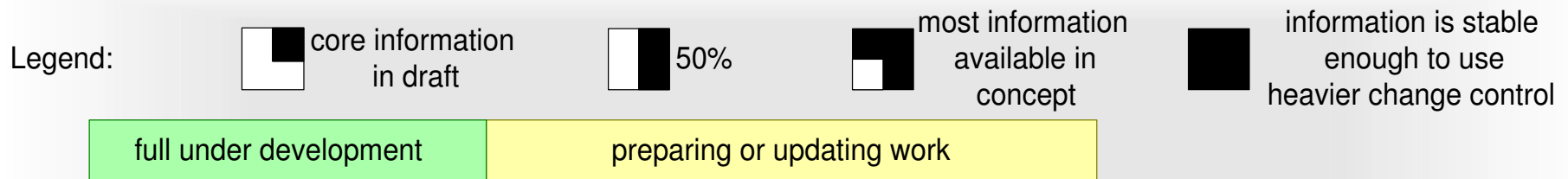
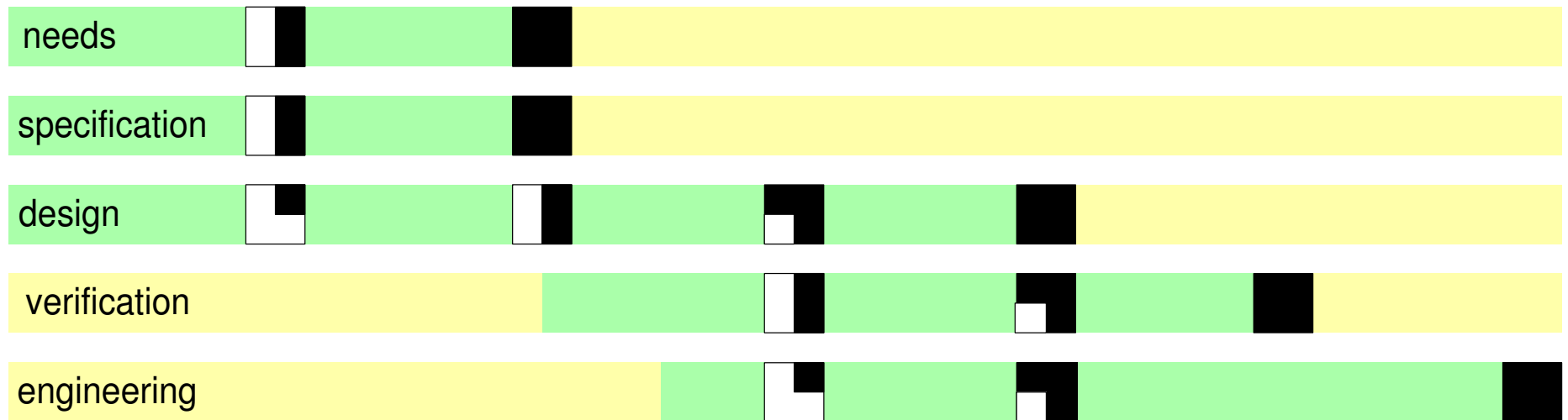
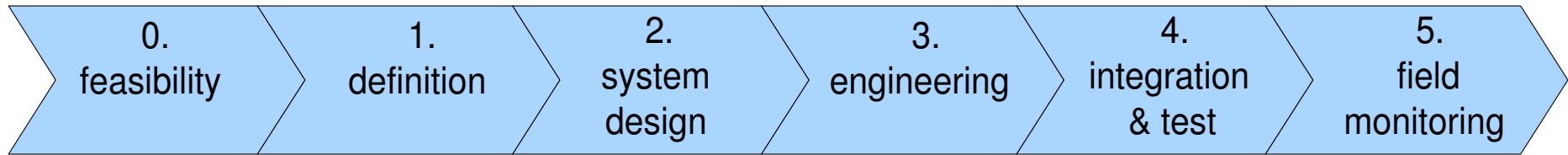
logistics

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

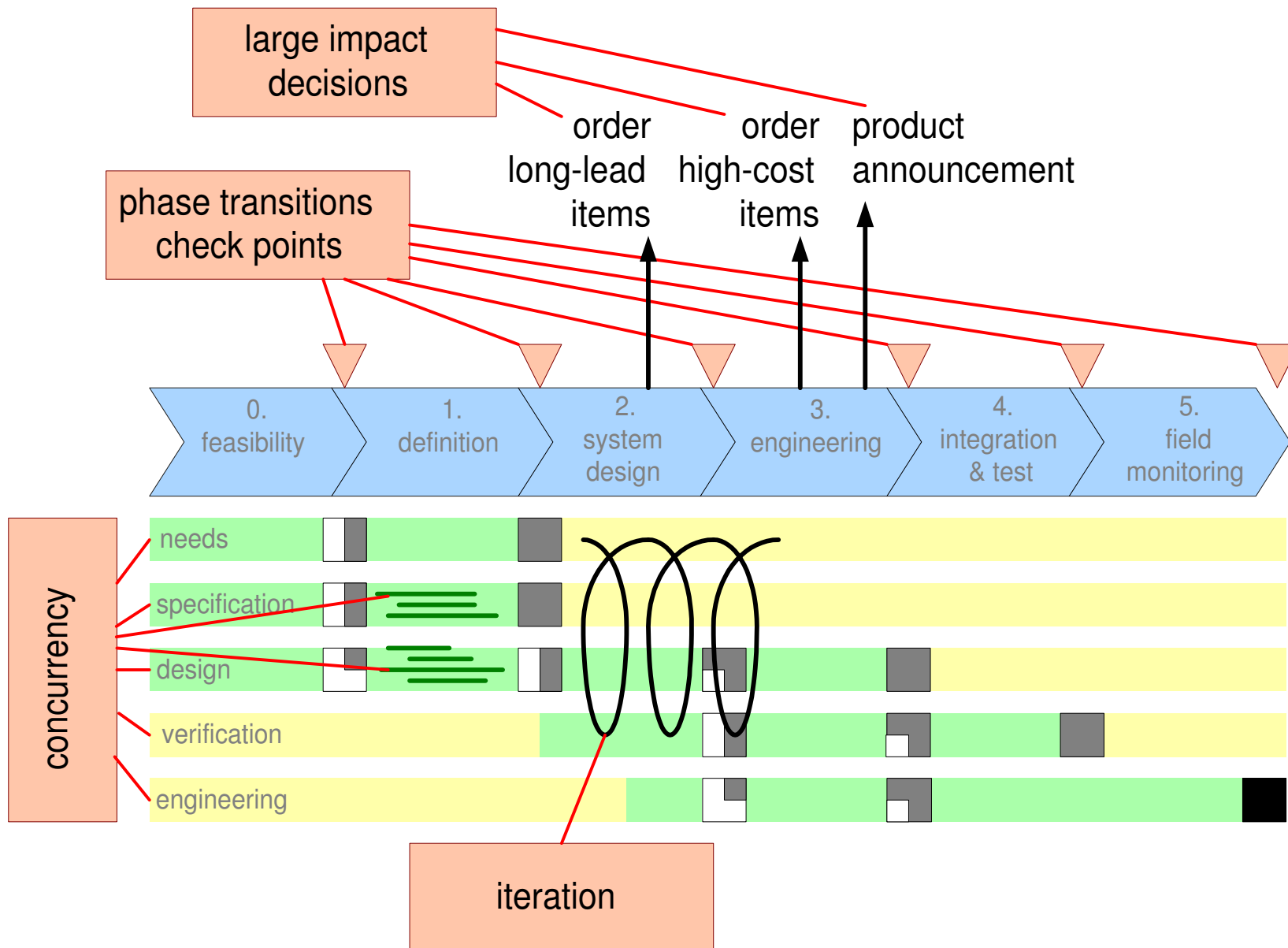
disadvantages

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.

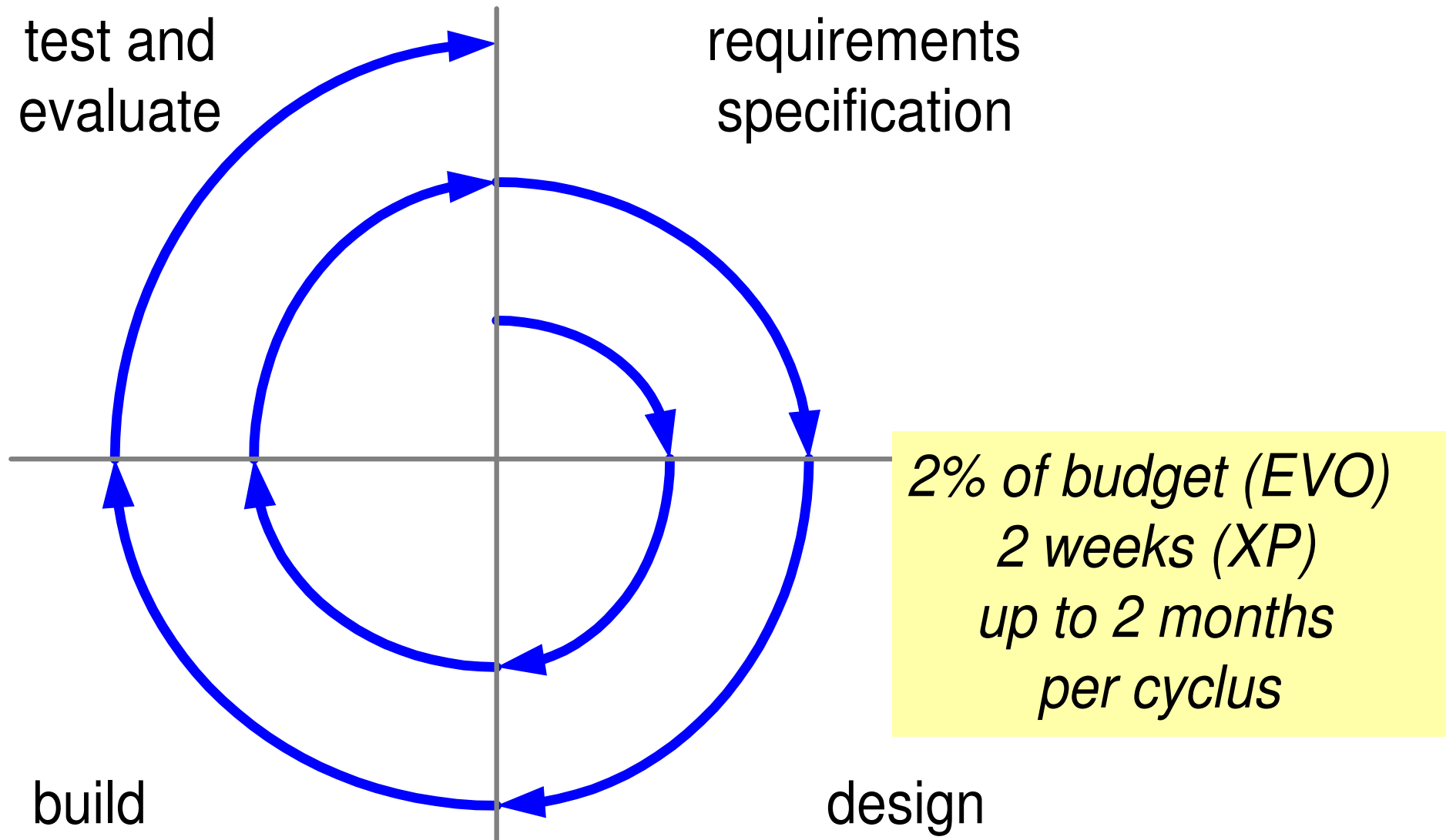
Define the mandatory and supporting information required for the decision.

Schedule a decision after the appropriate phase transition.

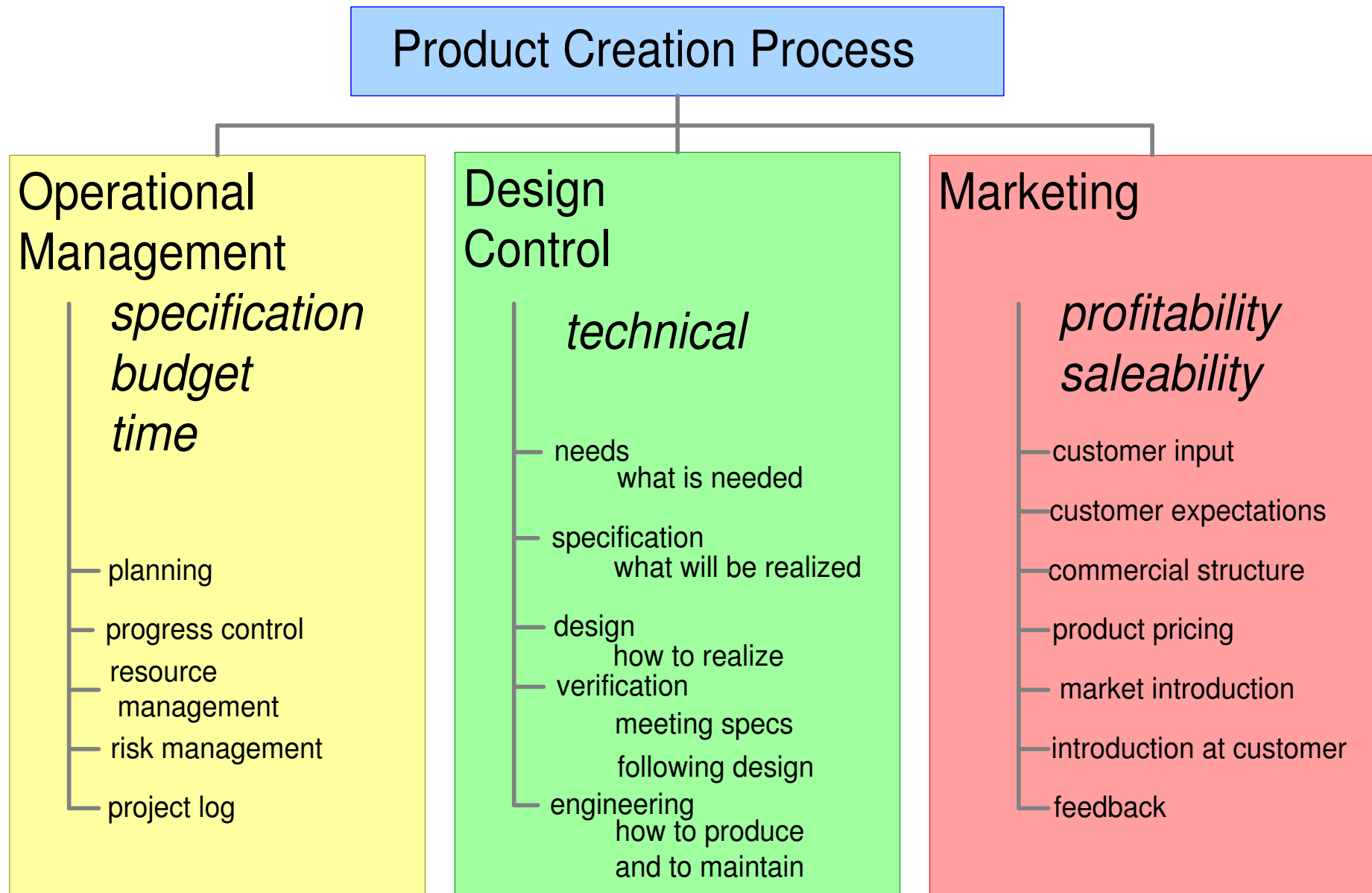
Decide explicitly.

Communicate the decision clearly and widely.

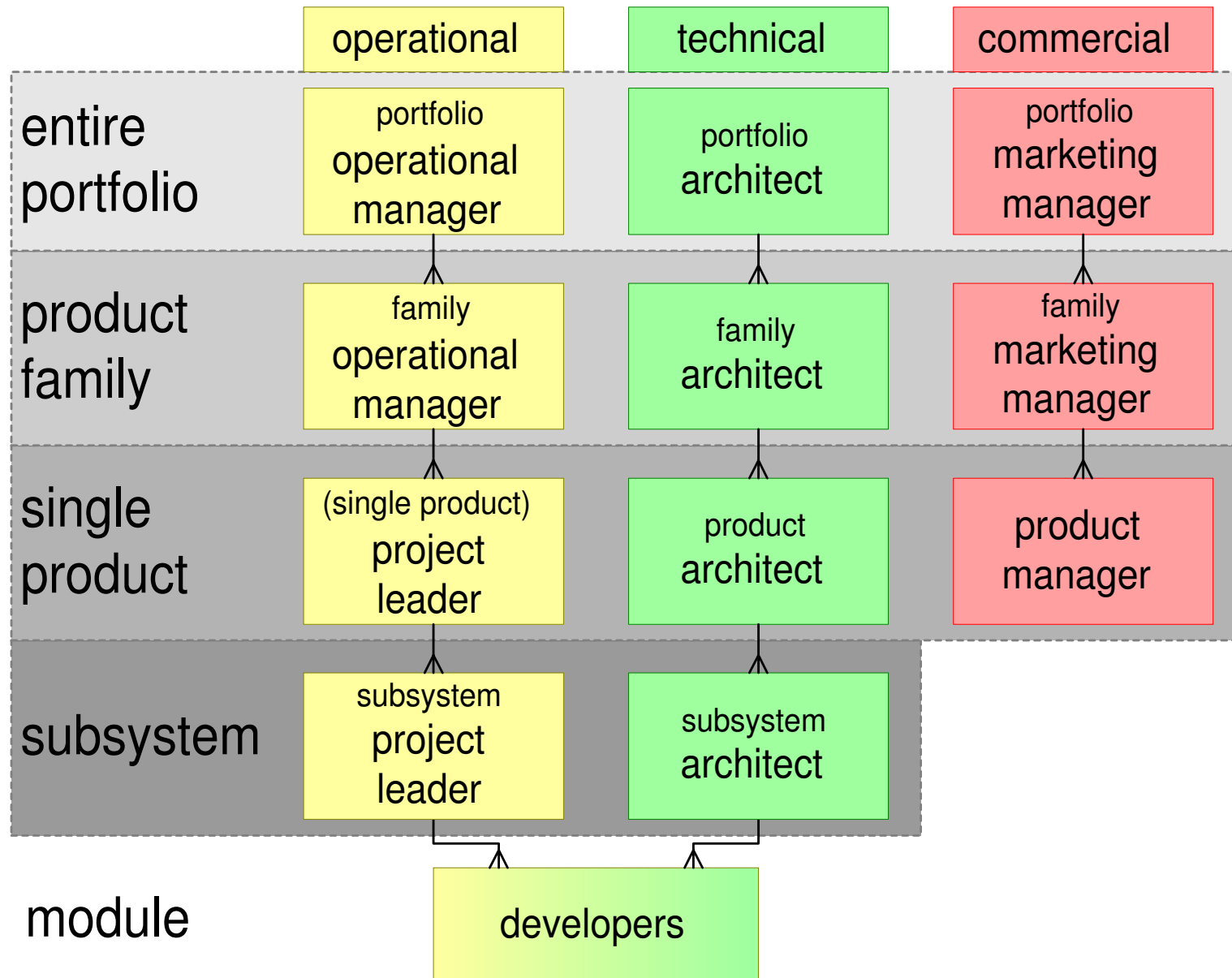
Evolutionary PCP model



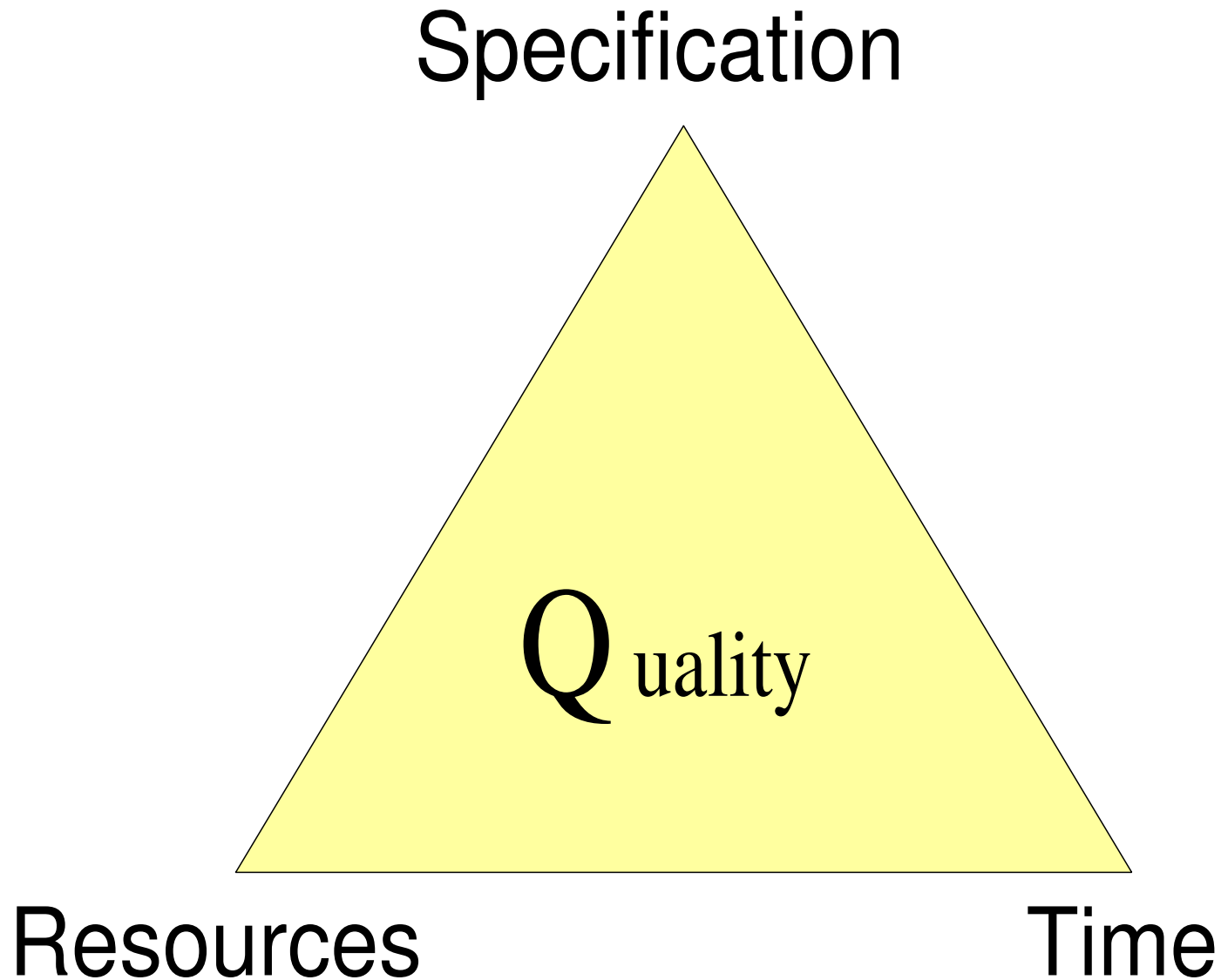
Decomposition of the Product Creation Process



Operational Organization of the PCP



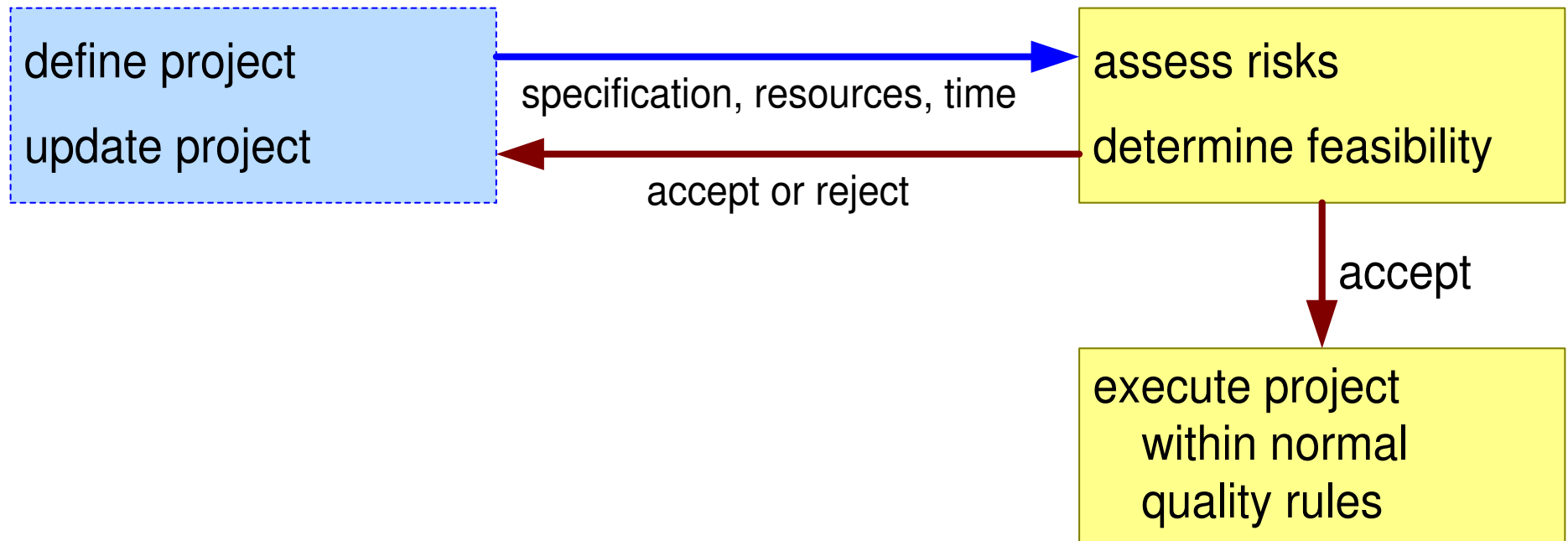
Prime Responsibilities of the Operational Leader



The Rules of the Operational Game

business management

project leader



Operational Teams

