Abstract

The ultimate goal of Product Creation is to create products which give the user a great experience. User experience is very intangible. Product engineering focuses on tangible requirements. Successful products require both sound engineering as well as creative design. The question is how to obtain a workforce, which is capable of both activities?

The education of successful engineers is limited to engineering methods. Additional skills are acquired by experience. Unfortunately, experience cannot be transferred from one engineer to the next. Such a transfer is approximated by active personal development.

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version: 1.2 status: draft 3rd March 2003
1 test

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References


History

Version: 1.2, date: 12 February 2002 changed by: Gerrit Muller
- Solved printing problem

Version: 1.1, date: 28 January 2002 changed by: Gerrit Muller
- Article version created

Version: 1.0, date: September 2001 changed by: Gerrit Muller
- Created, no changelog yet

Gerrit Muller
test dit is vervelend om te "parsen", Gaudí project
3rd March 2003 version 1.2