

# The Product Creation Process

by *Gerrit Muller* USN-SE

e-mail: [gaudisite@gmail.com](mailto:gaudisite@gmail.com)

[www.gaudisite.nl](http://www.gaudisite.nl)

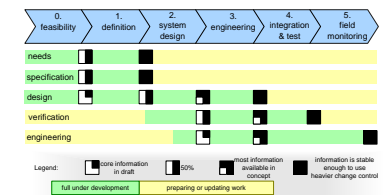
## Abstract

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.

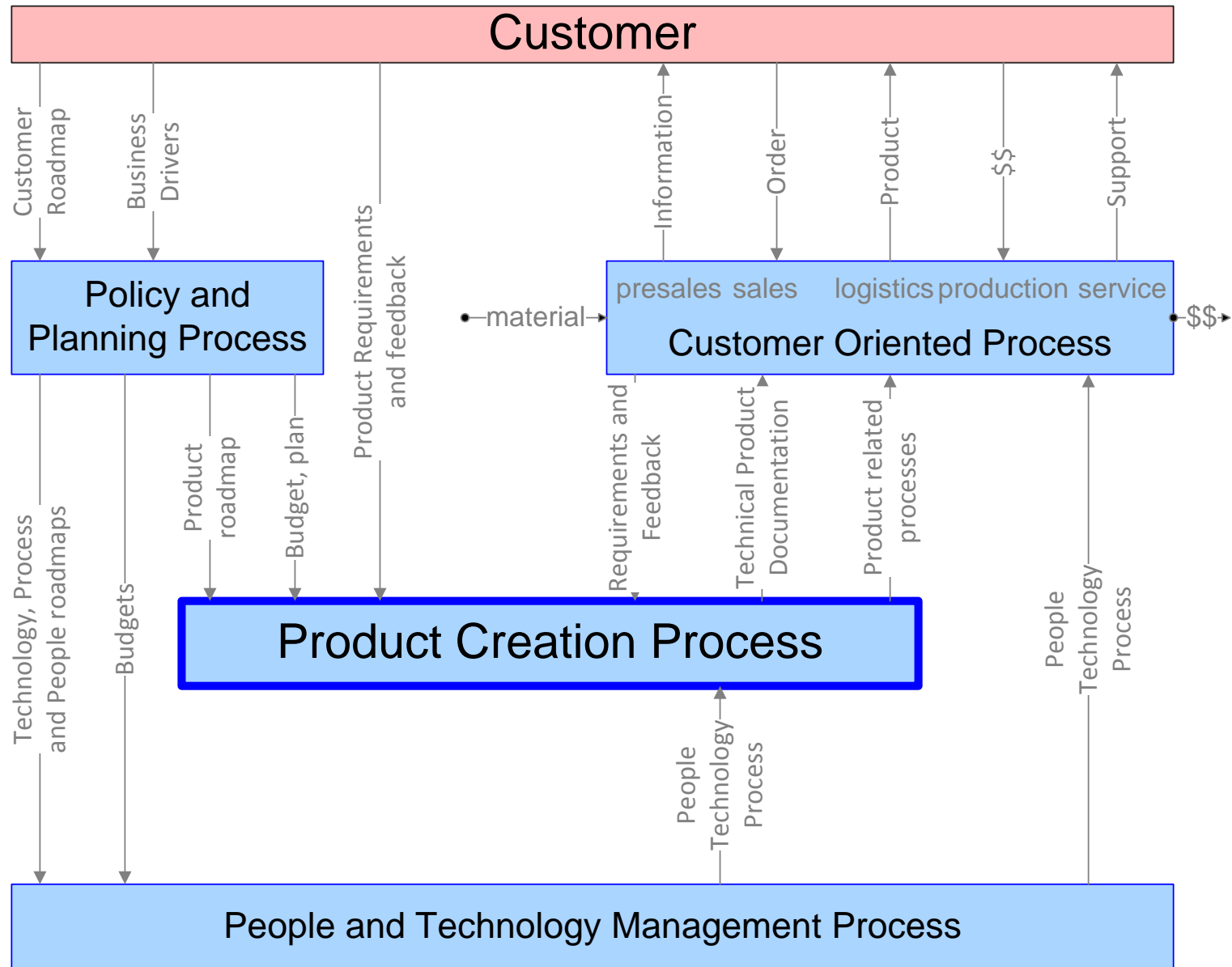
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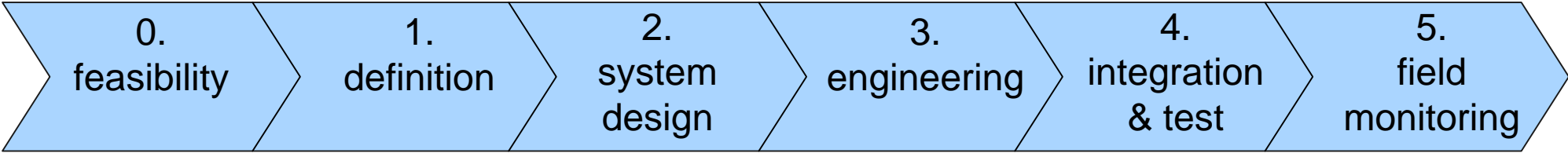


# The Product Creation Process in Business Context



# Phasing of the PCP at Business Level

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sales

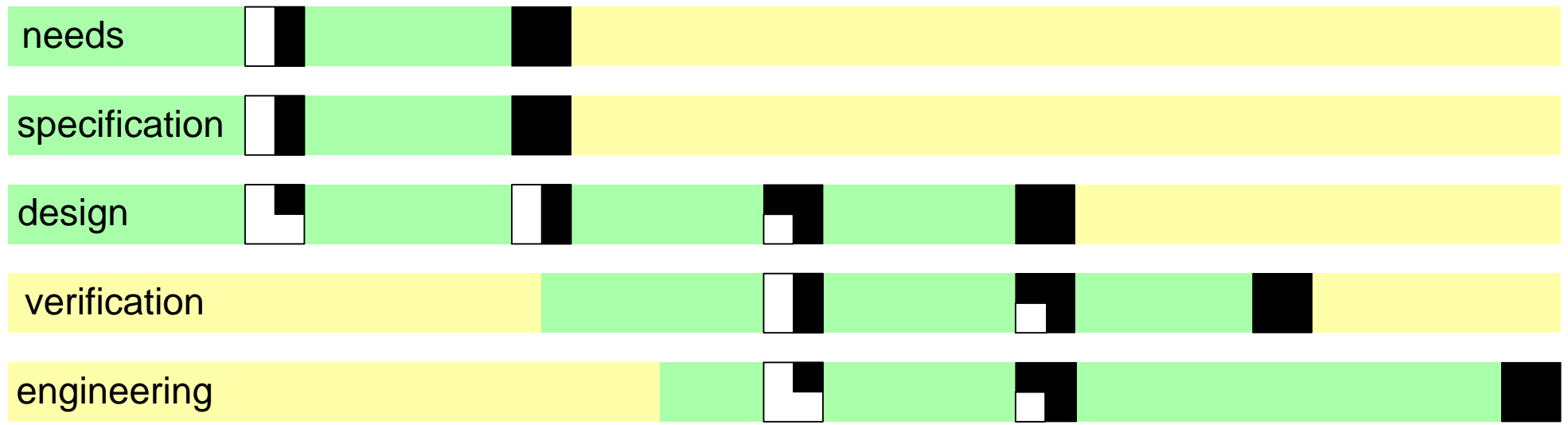
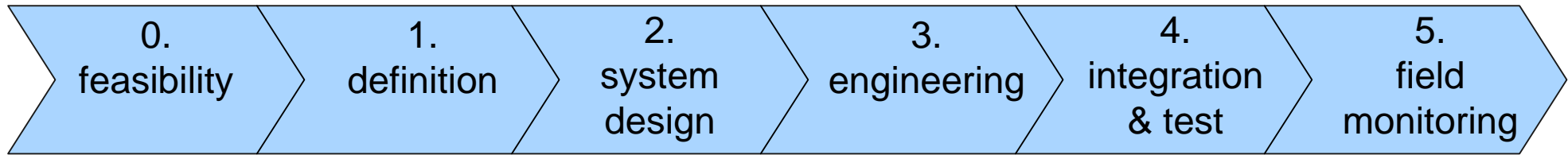
logistics

production

service

development & engineering: marketing, project management, design

# Phasing the Design Control Process



Legend:

- core information in draft
- 50%
- most information available in concept
- information is stable enough to use heavier change control

full under development
preparing or updating work

# Advantages and Disadvantages of a Phased Process

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## *benefits*

blueprint: how to work

reuse of experience

employees know *what* and *when*

reference for management

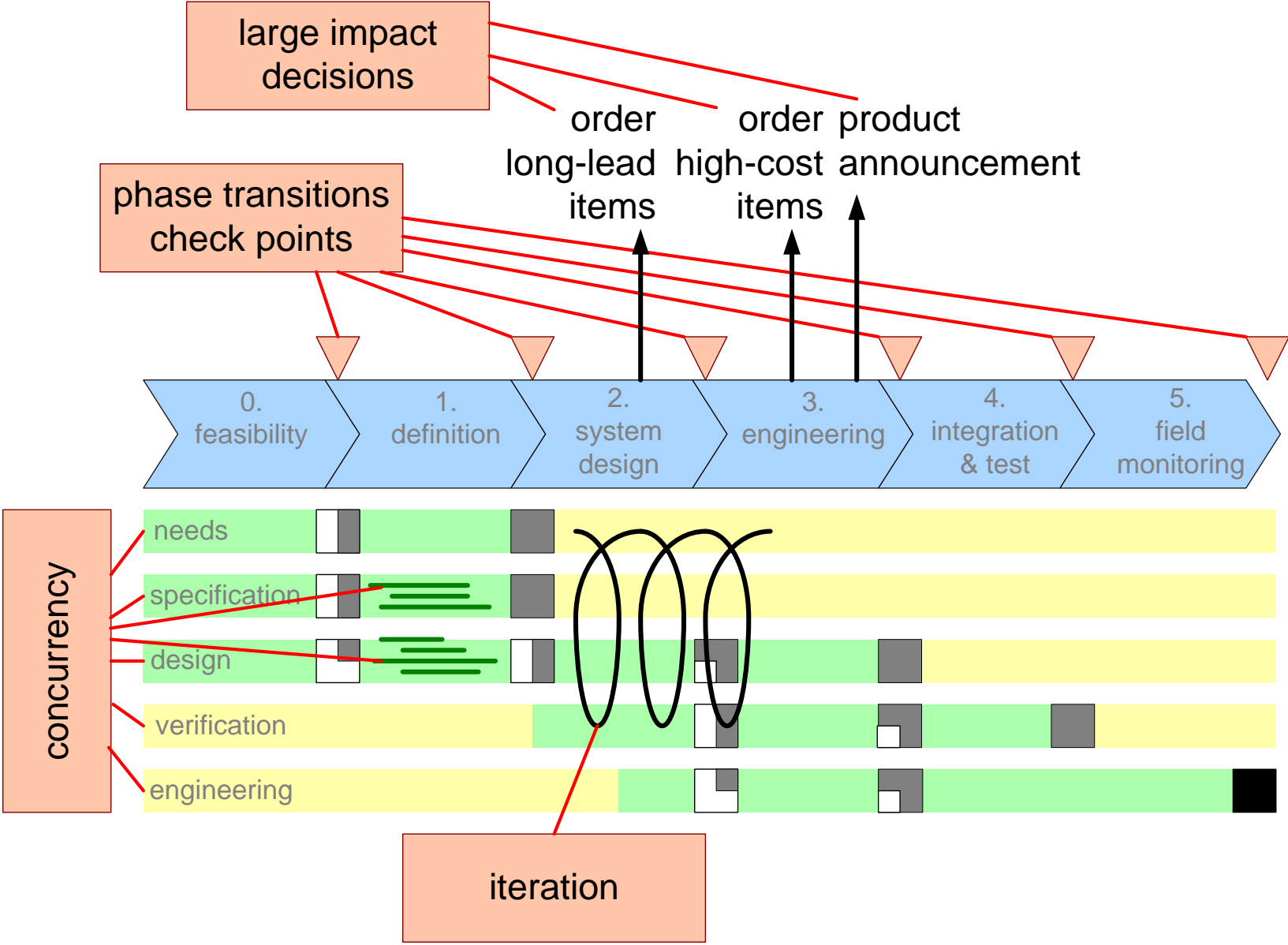
## *disadvantages*

following blueprint blindly

too bureaucratic

transitions treated black and white

# Characteristics of a Phase Model



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.

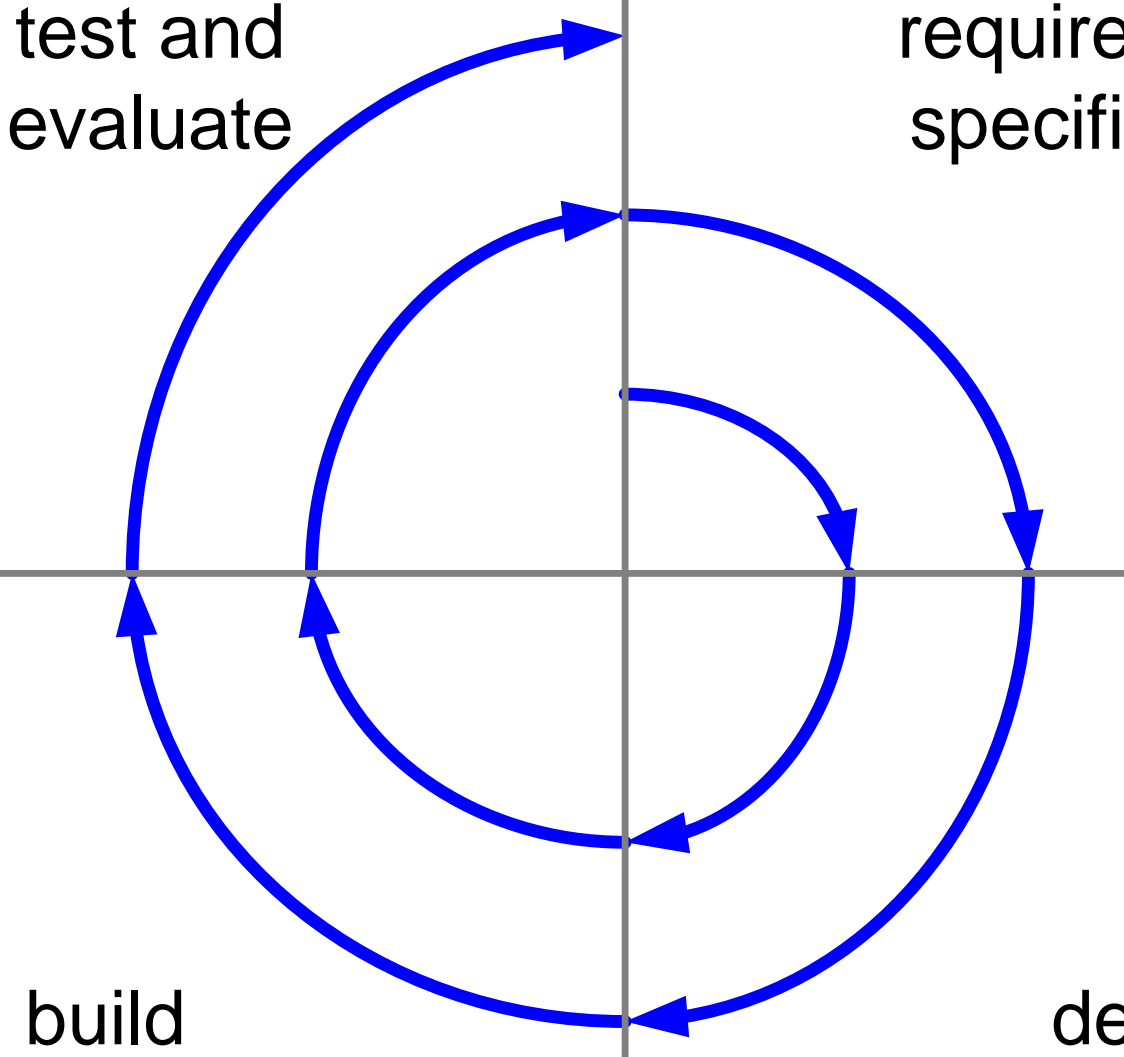
# Evolutionary PCP model

test and evaluate

requirements specification

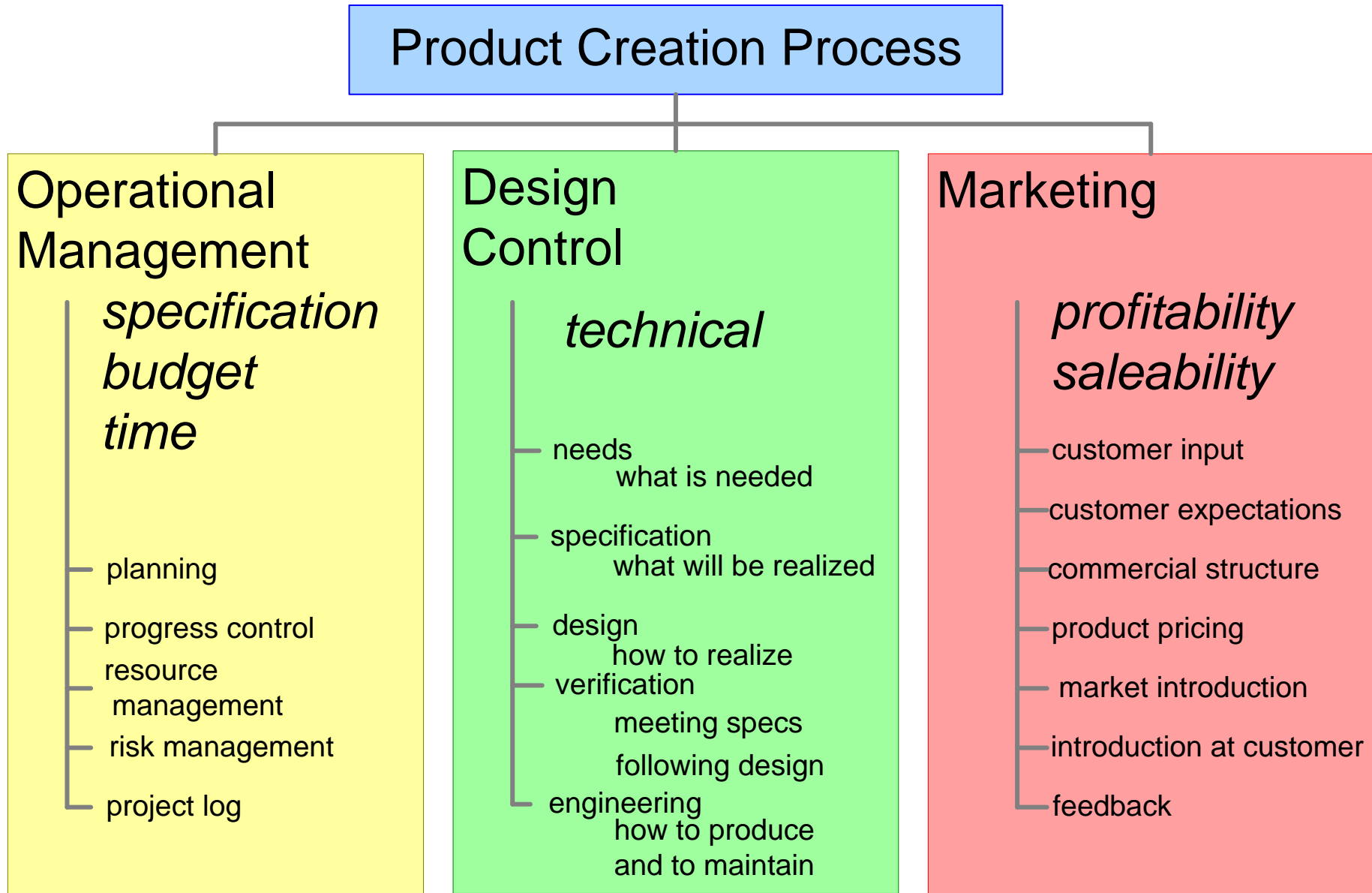
build

design

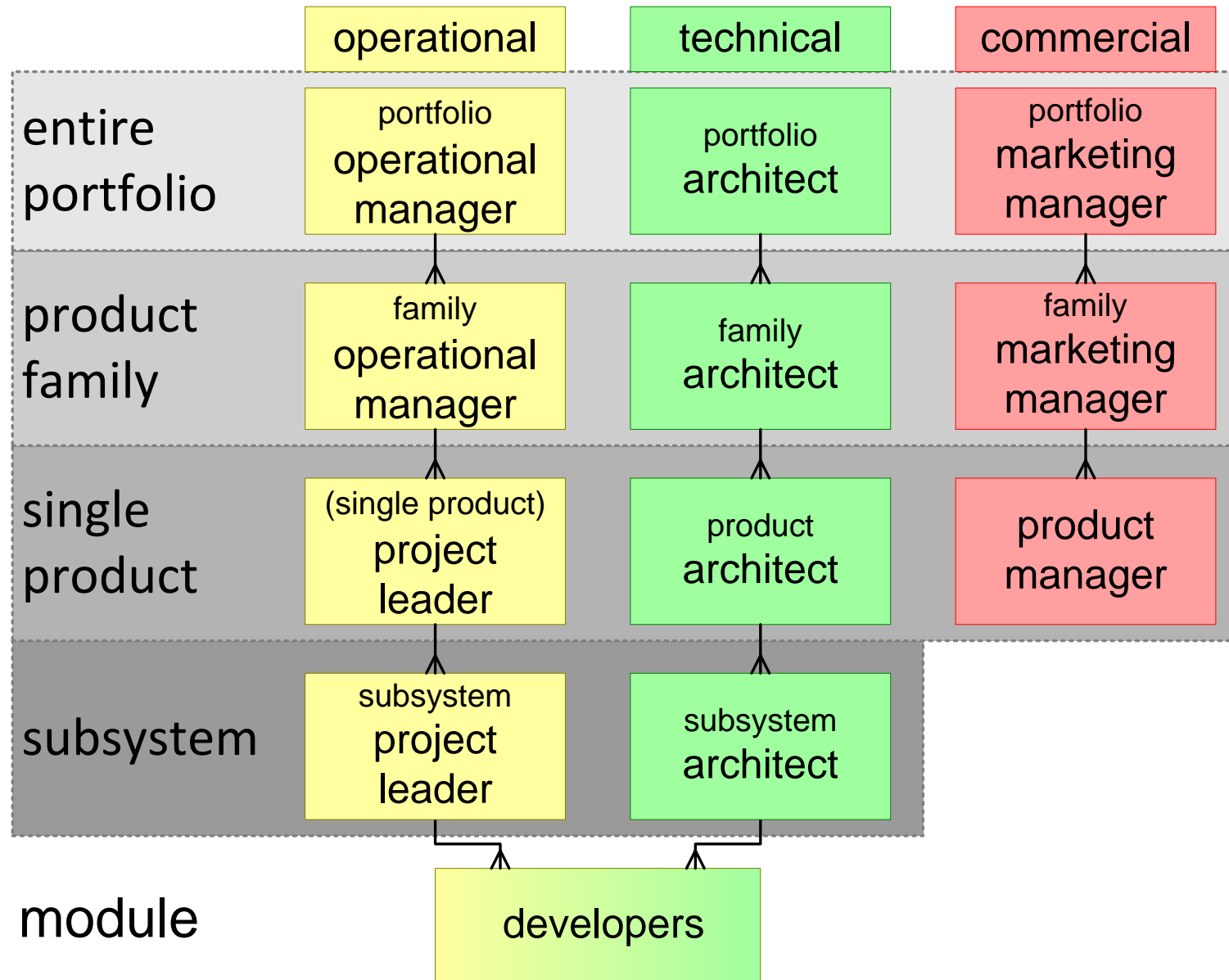


*2% of budget (EVO)  
2 weeks (XP)  
up to 2 months  
per cyclus*

# Decomposition of the Product Creation Process



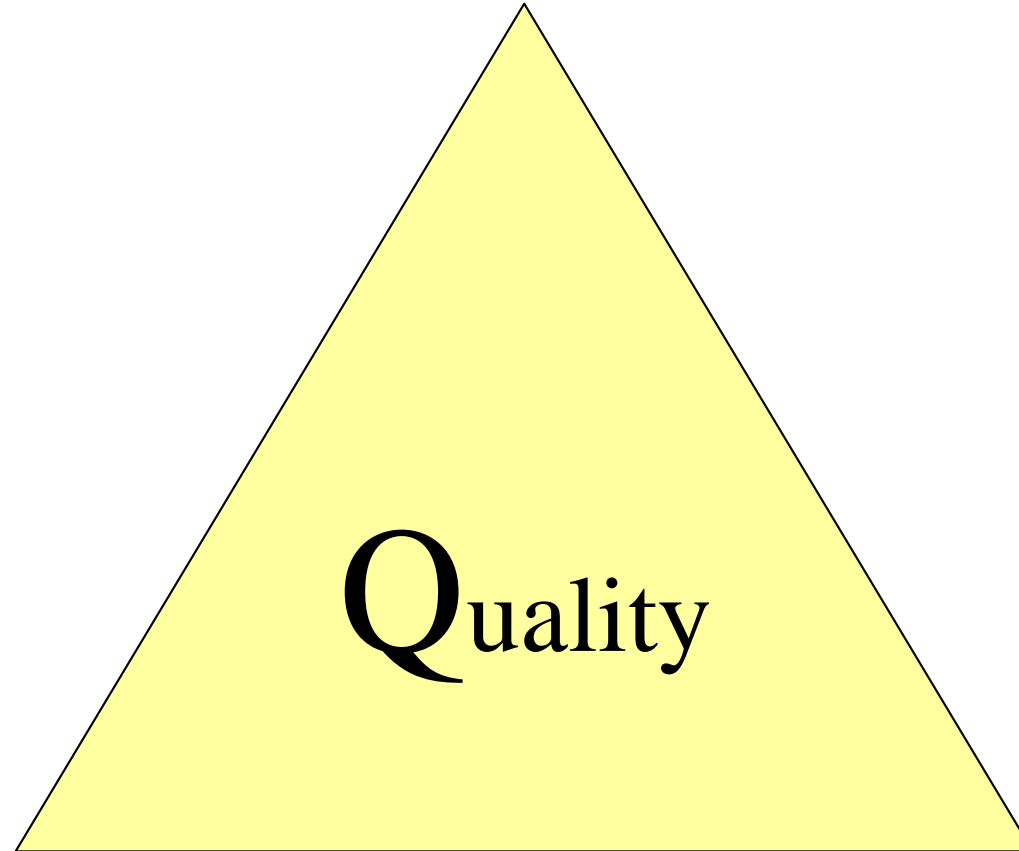
# Operational Organization of the PCP



# Prime Responsibilities of the Operational Leader

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Specification



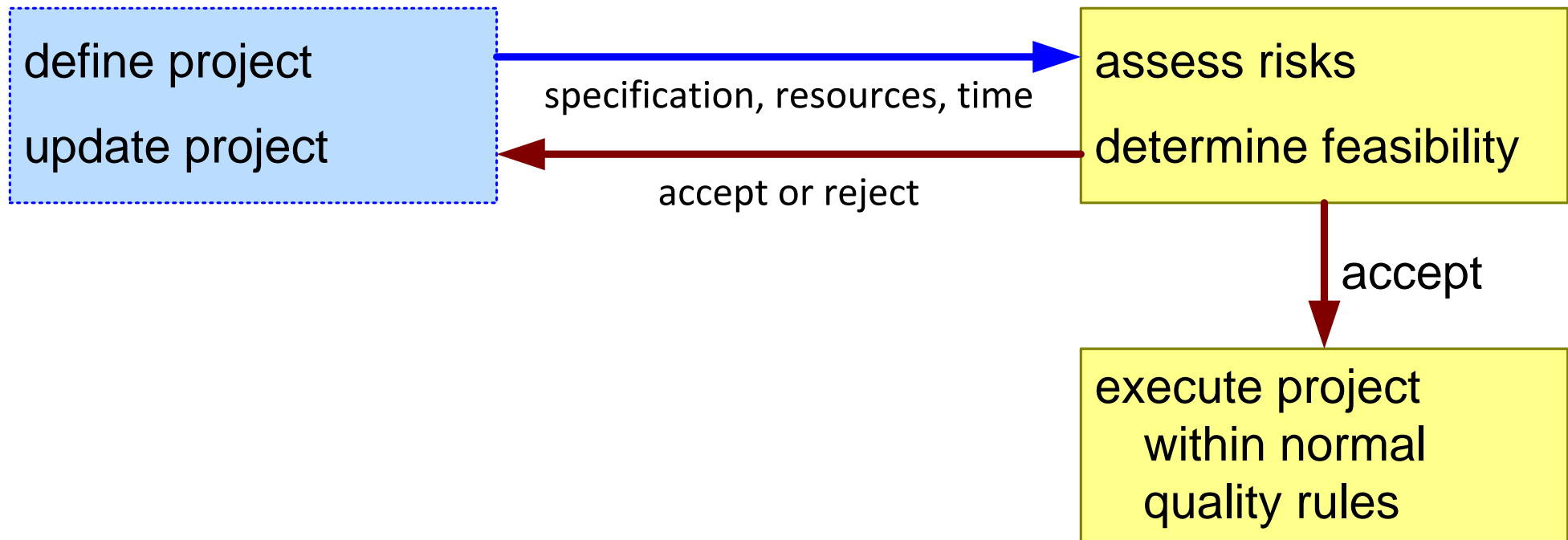
Resources

Time

# The Rules of the Operational Game

business management

project leader



# Operational Teams

