

# PRODUCT DESIGN



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**Short Description**

**PRODUCT DESIGN**

## **Description**

### **PRODUCT DESIGN SOLVED PAPERS AND GUESS**

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**Publisher: MEHTA SOLUTIONS**

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**RATING OF BOOK: EXCELLENT**

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## **UNIT I INTRODUCTION 9**

**Defining Product, Types of products. Product development – characteristics, duration and cost, challenges. Development Process: Generic Process- Adapting to product types. Evaluation – decay curve – cost expenditure curve.**

## **UNIT II PRODUCT PLANNING 9**

**Product Planning Process – Steps. Opportunity identification – breakdown structure- product development charter. Product Life Cycle. Technology Life Cycle - Understanding Customer Needs - Disruptive Technologies- Product Specification - Concept**

**Generation – Activity- Steps- Techniques.**

## **UNIT III PRODUCT CONCEPT 9**

**Concept Selection – Importance, Methodology, concept Screening, Concept Scoring. Concept Testing.**

**Product Architecture- Definition, Modularity, implication, Establishment, Delayed Differentiation, Platform Planning.**

## **UNIT IV INDUSTRIAL DESIGN AND DESIGN TOOLS 9**

**Industrial Design, Design for Manufacturing-Value Engineering-Ergonomics-Prototyping-Robust**

**DesignDesign for X-failure rate curve-product use testing-Collaborative Product development- Product development economics-scoring model- financial analysis.**

## **UNIT V PATENTS 9**

**Defining Intellectual Property and Patents, Patent Searches and Application, Patent Ownership and**

**Transfer, Patent Infringement, New Developments and International Patent Law**

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