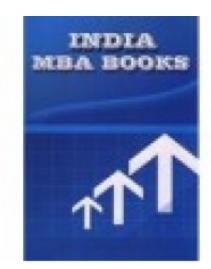
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Defining Product, Types of products. Product development – characteristics, duration and cost, challenges. Development Process: Generic Process-Adapting to product types. Evaluation – decay curve – cost expenditure curve.

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
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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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