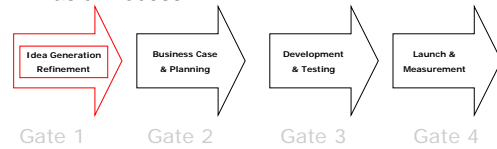


Product Development Lab

Wednesday, October 3, 2007

Product Development Process

- AT&T – Complex, multi gate process
- Any good Product Development text can provide guidance
- Basic Process



Assignment & Discussion 1 Define how to find some good ideas

It's to guide the brainstorming

Our Goals

- Speed the Early Design Process
- Reduce Design Iterations
- "Engage the Customer"
- Reduce their Frustration; Give them an experiential roadmap
- Resolve issues before they come

Prospectus 1 page

- Introduction (Paragraph)
 - You and your team
 - Your relationship to the customer
 - *What is the product*
- Needs / Goals
- Features
- Deliverables

Charter 1 page

- Introduction (Paragraph)
 - You and your team
 - *What is the product*
 - Who is your target customer
- Description of Target
- Features & Unique Feature(s)
- Deliverables

Role Induction²

For Process & Software Project Mgt
Customers

What is Role Induction???

- Pretraining the Client / Customer to be a "more effective customer"
- Used in Psychotherapy
 - **Prevent Premature Termination**
 - 40% of clients fail to return after first meeting
 - Especially Ethnic Minorities / Less Educated
 - Is Software Design a culture thing?
 - **Increase Treatment Participation / Motivation**
 - **Increase Productivity**

Results of Studies

- Somewhat equivocal for therapy
- Ideal for us

Like Therapy, Like Software

- Both are worried about Cost & don't understand it
- Both are worried about a never ending marathon
- Both are worried about the ultimate benefit
- Both are worried about contractual obligations
- Both are ignorant of the process, would like to grasp the abstract into something concrete
- Both may dread each meeting with the professional
- Psychobabble vs. Geek Speak
- Both may become defensive

Typical Methods Employed

- Smooth Introductions b4 you meet
- Lecture (rarely used)
- Guided Group Exercises
- Role Playing
- Brochure
- Can you find others?

Why market research fails to bring across user needs

- "The truth is that information is sticky -- difficult to transfer from site to site. Just try teaching a child how to ride a bicycle by *telling* him rather than *showing* him."
- --Eric von Hippel, MIT