

37208-ENG - LABORATORY DIGITAL INNOVATION AND MANAGEMENT (DIM) – DIM LAB

Preparation to Lab 03

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Takeaways from PBL4 (Concept selection and testing)

- Once concepts have been generated, they need to be **evaluated and selected**
- Structured concept selection involves **screening and scoring processes**, based on a comparison of the relative strengths and weaknesses of the concepts
- Once one or few concept have been selected, a response from the target market regarding the few selected concepts is solicited
- **Testing** can be used to improve a concept and estimate the sales potential of the product
- Testing often uses **prototypes**

Overview of the Labs (1/2)

Lab	Day	Topic	Presentation by teams (during the Lab)	Feedback by the faculty (upon the Lab)
00	30 th April	Product-company	- Selected product and company	- Confirm teams' selection
01	7 th May	Product strategy and planning (PBL 1)	<ul style="list-style-type: none"> - How does the NPD fit the product strategy? - Expected timeline for the project and Project Management - Empirical strategy for need validation 	<ul style="list-style-type: none"> - Confirm mission statement - Refinement of strategy for need validation
02	14 th May	Customer needs, product specifications and concept generation (PBLs 2 and 3)	<ul style="list-style-type: none"> - Customers' needs - Product specifications - House of Quality and benchmarks - Set of generated concepts - Testing strategy 	<ul style="list-style-type: none"> - Feedback on process/outputs of the need validation/product specifications/concept generation - Refinement of the strategy for concept testing

Overview of the Labs (2/2)

Lab	Day	Topic	Presentation by teams (during the Lab)	Feedback by the faculty (upon the Lab)
03	21 th May	Concept selection and testing (PBL 4)	<ul style="list-style-type: none"> - Scoring/selection of the concept - Concept testing and rough estimation of customer demand - Assumptions of economic analysis 	<ul style="list-style-type: none"> - Feedback on the scoring process and output - Feedback on the testing process and output - Feedback on the assumptions of the economic analysis
04	29 th May	Product development economics (PBL 5)	<ul style="list-style-type: none"> - Estimated costs - Economic analysis (break even and NPV) 	<ul style="list-style-type: none"> - Feedback on the assumptions and outcomes of the economic analysis - Suggestions for the final presentations
05	4 th June	Final presentation	<ul style="list-style-type: none"> - Proposal of improved product and justification 	<ul style="list-style-type: none"> - Overall comment on the product development process and outcome

“Homework for Lab 03”

- 10 minutes presentation (7-8 slides) + 5 minutes feedbacks
- 1. Refined scoring of the concepts and presentation of the selected concept
- 2. Results of concept testing based on the refined testing strategy
- 3. Rough estimation of customer demand based on concept testing
- 4. Assumptions regarding economic analysis
- 5. Possible Questions