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

Exam guidelines

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Exam modalities

- 4th June (2PM–4PM):
  - **12 minutes presentations** (for the contents see the next slide)
  - **Additional questions** on the Project Work or on the course contents will be asked to each team member
  - The faculty might assign individual grades to each team member based on their answers
- If you want to obtain the grade by the first exam session, **submit by the 18th June to marco.zambelli@unibg.it**:
  - The **revised presentation** (based on faculty feedback)
  - **A written report** containing all the details of the Project Work (max 10 Word pages excluding Appendix, 11 Times New Roman, 1.5 spacing)
  - A link to supplementary material generated and used in the PW (e.g., survey data)
- To obtain the grade in the upcoming exam sessions, submit the presentation and report **within 5 days before the session**

Content of the presentation and of the report

12 minutes presentation + 8 minutes Q&A

- Overview of the company and the product
- Goals of the product development process
- Overview of the methodology (Data Gathering, Software)
- Customers' needs, product specifications and House of Quality
- Generated and selected concepts
- Concept testing
- Considerations regarding economic feasibility
  - Estimation of unit costs
  - Break-even point under different scenarios/assumptions (e.g., price ranges)
- The report should contain an Appendix with supplementary details on methods and data (e.g., sample and data collection of the interviews, determination of weights for the scoring systems, etc.)