|  |  |  |  |
| --- | --- | --- | --- |
|  | Lower IDEO expectation | Outsource a part of the project | Do not take the project if time is not extend |
| Time | 3 | 3 | 1 |
| Product Quality | 1 | 2 | 3 |
| Client Satisfaction | 3 | 2 | 1 |
| IDEO Satisfaction | 1 | 2 | 3 |
| Sum | 8 | 9 | 8 |

Innovation process

* Phase 0: understand/observe
  + Help the team determine feasibility of designing a product
  + Understand everything about a new client and its business
* Phase 1: visualize/realize
  + The product development team visualized potential solutions through tangible prototypes to the point where a product direction was chosen
  + Product-focused
  + Required close coordination of efforts with the client to ensure constant feedback
  + Aim for having rough three-dimensional model, an understanding of the context in which the product would be used, and an outline of a manufacturing strategy
* Phase 2: Evaluating/Refining
  + To develop functional prototypes and resolve technical problems as well as problems users faced
  + Shift from human factors and ergonomics to engineering
  + A look like design model was delivered
* Phase 3: Implement (detailed engineering)
  + Team completed product design and verified that product worked
  + The team delivered a fully functional design model, tooling databases, and technical documentation
  + Testing might also be undertaken in this phase to meet government regulations
  + The team also started selecting vendors
* Phase 4: Implement (manufacturing liaison)
  + The team resolved issues involving final design to ensure smooth product release to manufacturing as the product moved from the shop floor to the client’s factory lines
  + The team still supervised production of tooling, regulatory approvals, and construction of pilot runs of the manufacturing line
  + The product wold be formally handed over to the client