

PDW Feedback

BME 590L

Remember Format, don't embed a solution

“A way to address (Problem) in (Population)
that (Outcome)”

Estimating your TAM

TAM = Total Addressable Market (or
Total Available Market = total
revenue you could theoretically
generate (usually per year)

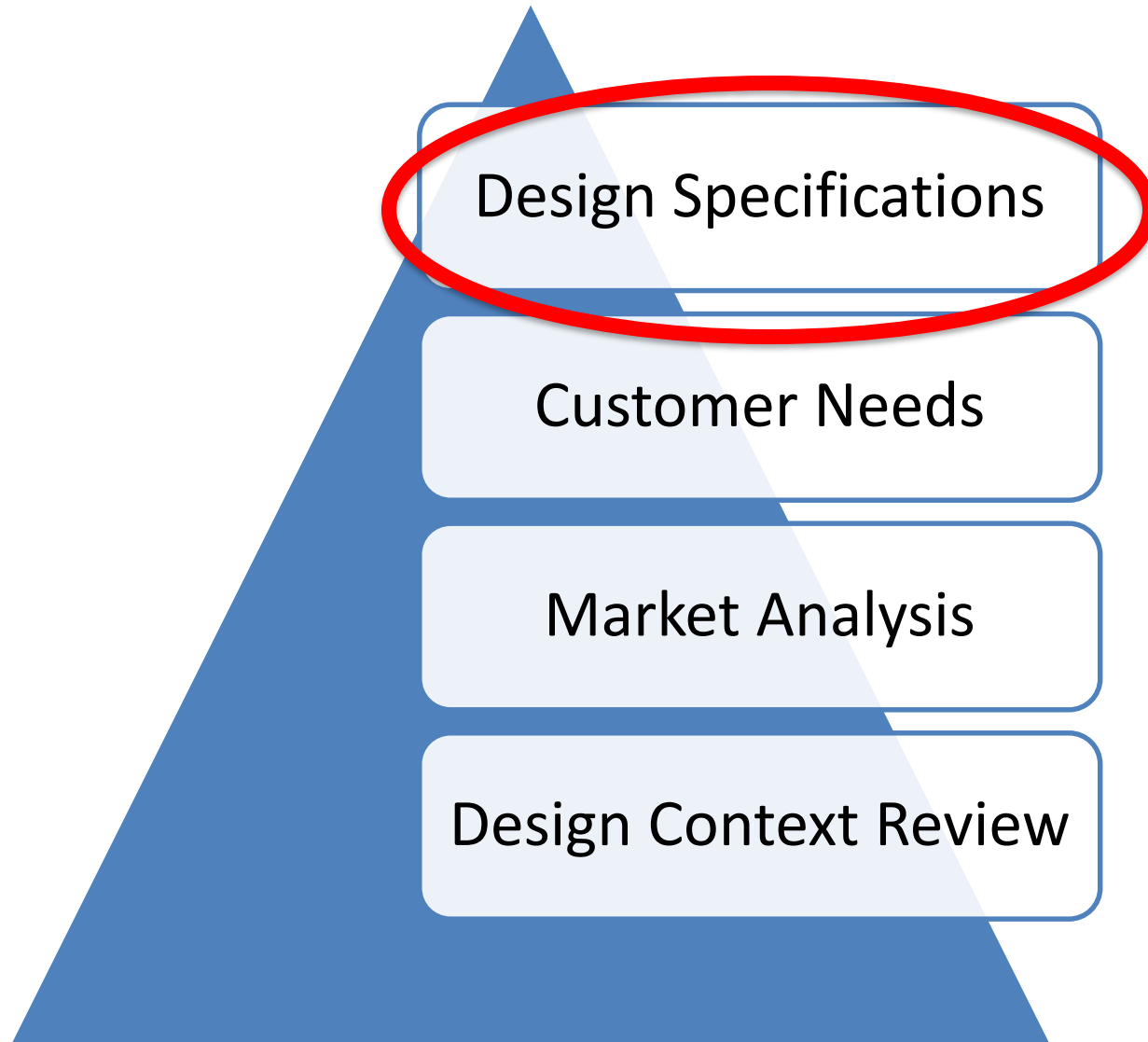
$TAM = (\text{Market Size}) \times (\text{\$\$ Willing to Pay})$

Customer Needs

Steps from Ulrich & Eppinger, Chapter 5:

1. Gather raw data from Customers
2. Interpret raw data in terms of customer needs
3. Organize these needs into a hierarchy
4. Establish the relative importance of the needs

Design Foundation Document



Target Specifications: What you will deliver in Engineering Language

- Translation from Customer Language to Engineering Language
- Target specifications should:
 - Be measurable (with a method that is available to you)
 - Be independent of the solution
 - Map to a customer need
 - Have an ideal value, and a target value, informed by your competitive products
- Choose wisely!
 - This is the criteria that you will be judged on at the end of the year
 - It acts as a contract and negotiation tool for you and your sponsor

Review SPEC sheet

Other things...

- DCRs and patients flows were very good (even though I gave you three lines under each heading, feel free to add more)
- Market Analysis – lots of questions, but take one all the way through to the end
- TAM goes in last column of Market Analysis
- For Kevin's teams – choose something to take through to the end, for now
- Customer needs – make sure to prioritize
- Feedback provided on Sakai, I'm available at office hours (1-3 Tu/Thur) to discuss.
- Look over documentation first before coming to me or emailing me