Goal: Use the computer company’s specifications to produce a projector to fit their laptops

Value: The completed product will provide the computer company with a competitive advantage in the laptop market

Customer: Specific computer company

Product: Projector which meets the specifications of the computer company

Work Practices:

Take the specifications from the computer company and design a projector to meet those specifications

Use the design to construct the projector

Combine the projector with a laptop to create a working model

Test the model to make sure it performs to the specifications

Allow others to test the product to ensure proper functionality

Technology:

Pico Projector

Computer Company’s laptop

People:

Project team

Design team

Production team computer company

Data:

Specifications set by the computer company

Final design

Software to make the projector work with a laptop

Value chain

Develop- concept for the laptop

Sell- the concept to the computer company

Produce- create the projector for the laptop

Deliver- the product to the test team

Service- make adjustments as needed to better the product

Value added: The final product will have already been tested and ready for production in order to provide the computer company with as many as they order

Narrative:

The goal of the production process is to create a projector which meets the computer company’s specifications.

The final product will be optimized in order to create the most value possible for the computer company

Work Practices:

Develop: The project team takes the computer company’s specifications and creates a concept for the laptop

Sell- Ensure that the concept includes all the specifications provided by the computer company

Produce- Using the specifications create the hardware and software needed to ensure the projector functions properly

Deliver- The hardware and software will be given to the test team to ensure that the projector functions and meets the specifications

Service- Get feedback from the test team and make adjustments in order to provide the best product to the computer company

The role of technology in the production process:

Pico Projector: Incorporate the projector technology into a laptop so that the laptop has a built-in projector.

Computer Company’s Laptop: Use the laptop to ensure that the product will function correctly with their system.

The role of people in the production process:

Computer company: Provide the specifications and laptop to ensure the highest quality product is built.

Design team: Designs the final product to meet the computer company’s specifications

Production team: Produces a final product using the design that was provided to the them by the design team

Test Team: Tests the final product to find any problems and provides solutions to the problems

The Role of data in the production process:

Computer company’s specifications: Provides the specifications in order to produce a final product.

Final Design: Provides the production team with the information required to construct the final product.

Software: Allows the computer to operate the projector in a manner that is set out by the specifications of the computer company.