**4 - Essay**

**Circa**

Finding ways to promote communication in people with dementia

* Push technology - User centered design
* SaaP
* Waterfall methodology
* Spin out company
* Co-investors from University Memebers
* Funded by
* New opportunities are identified by consultations with UK residential homes.
* Both have multiple people doing multiple roles.

Circa is a Dundee based company that is a spin out from the University of Dundee. It creates products that promote communication in people with dementia. The product it produces is a bespoke software produced that comes pre installed on a hardware device – a touch screen computer. The company operates in a waterfall methodology with a large emphasis on user testing once a product has been created. It sells it’s product under the Software as a product module. As the software comes installed on a single machine, mimicking the licensing structure of one license per device.

The start up was initially funded by the developers and co investors from the university. These individuals used their own money to produce the product and some members have a role within the company. Dr Norman Alm is the principal investigator but he also in charge of product management. He looks for sales both directly and indirectly, often consulting care homes across the UK attempting to sell his product. This is a push technology as a market need is trying to be created and it is still in the innovators / early adopters stage of adoption as sales have to be chased currently.

Innovation is managed through requirements gathering via user testing and reiterating the product. Due diligence, IP protection, and risk assessment is carried out by the university as they have a share of interest in the product.

**Waracle**

An app development company

* **management approaches** - Agile methodology
* Freemium/Premium/ Internet Model
* Pull Technology - App Store
* Start up company
* Funded by two brothers out of university that wanted to start a games company.
* Clients fund the development / App store payments
* New opportunities are sought by the marketing manager.

highlighting differences

company structure

how new opportunities are identified

**how innovation is managed** – du diligence done internally.

**how these are funded** – Customers / App Store

**Product manager**

Person responsible for finding customer problems and ensuring the product meets those needs

Does this by going out into the market place and find people who will pay to solve them

works with team of engineers and designers to create them - we call them concepts

concepts are tested with customers - test the concept, not the customer.

If the concept solves their problem and they like it

does not solve their problems, the customer usually walks away.

Finish business case and asks for approval.

Colloborates with engineers and designers.

- marketing advertises

- sales sells the product.

**Product innovation**

delivering a product to the market that delivers more value to the customer than the alternatives.

copying the competition is safe and customers want those ideas

Need good data to show they are moving in the right direction.

**Innovation process**

simpler product that costs half as much.

beat competition to the punch.

**Quotes**

Jeff Lash ( 280productmanagement ) - Good product managers listen to the customers but they also listen to the market.

You need to know something about the product you want to get out the door. - john cook.

**Profuct life cycle**

* **Intro** - little competition - risk, most fail electric cars
* **Growth** - more competition - need to differenciate iphones, smart phones
* **Maturity** - Slowing sales and growth Laptops, flat screens ( some can stay here for decades)
* **Decline** - Falling sales/profits Desktop computers / vcrs / fm radio

Redesign and repurposes – e.g. baking soda – went through product life cycle, retooled for deodorisation.