First half topics to be addressed by midterm (see also the midterm oral presentation rubric)

1. Characteristics of Successful Product Development
2. Who designs and develops new products
3. Challenges of Product Development
4. Types of Product Development Processes
5. Concept Development and Organizational Structures
6. Gantt Charts
7. Exhibit 18-13, Documenting IPD process
8. Defining Opportunities, Types and Sources
9. 7 Techniques for Generating Opportunities
10. Types and Uses of Intellectual Property
11. Developing an IP business strategy
12. IP & Project Documentation: individual notebook and team binder
13. Product Planning
14. Industry and Company Description
15. Company Portfolio
16. Types of Product Development Projects
17. Competitive Strategies
18. Market Segmentation
19. Technology Trajectories,
20. Exhibit 4-10 Mission Statement
21. Customer identification
22. Process of Eliciting and Interpreting Customer Needs
23. Customer Needs Matrix
24. Definition of a Specification
25. House of Quality or Needs-Metrics Matrix
26. Competitive Benchmarking
27. Setting target Specification
28. Developing technical and financial models
29. Developing mockups and prototypes
30. Presentation