

# CREATING A PROTOTYPE – PHYSICAL GOODS

Professor Karl T. Ulrich



Wharton  
UNIVERSITY *of* PENNSYLVANIA

ONLINE

# Types of Prototypes

## Focused

(reflect just one or a few dimensions of performance)

Test rigs

Mock-ups

## Comprehensive

(fully functioning product)

1. Proof of concept
2. Alpha
3. Beta
4. Pre-production

### Source:

Karl T. Ulrich and Steven D. Eppinger, Product Design and Development, McGraw-Hill, Sixth Edition, 2015.

# Why build prototypes?

## For you:

- Learn, solve problems, answer questions.

## For others:

- Prove that your solution works technically.
- Prove that “the dogs will eat the dog food.”
- Communicate what you are doing.
- Demonstrate you can implement. It’s not “just an idea.”



# BLEND 8

Moisturizer M1

Compare to Creme de La Mer

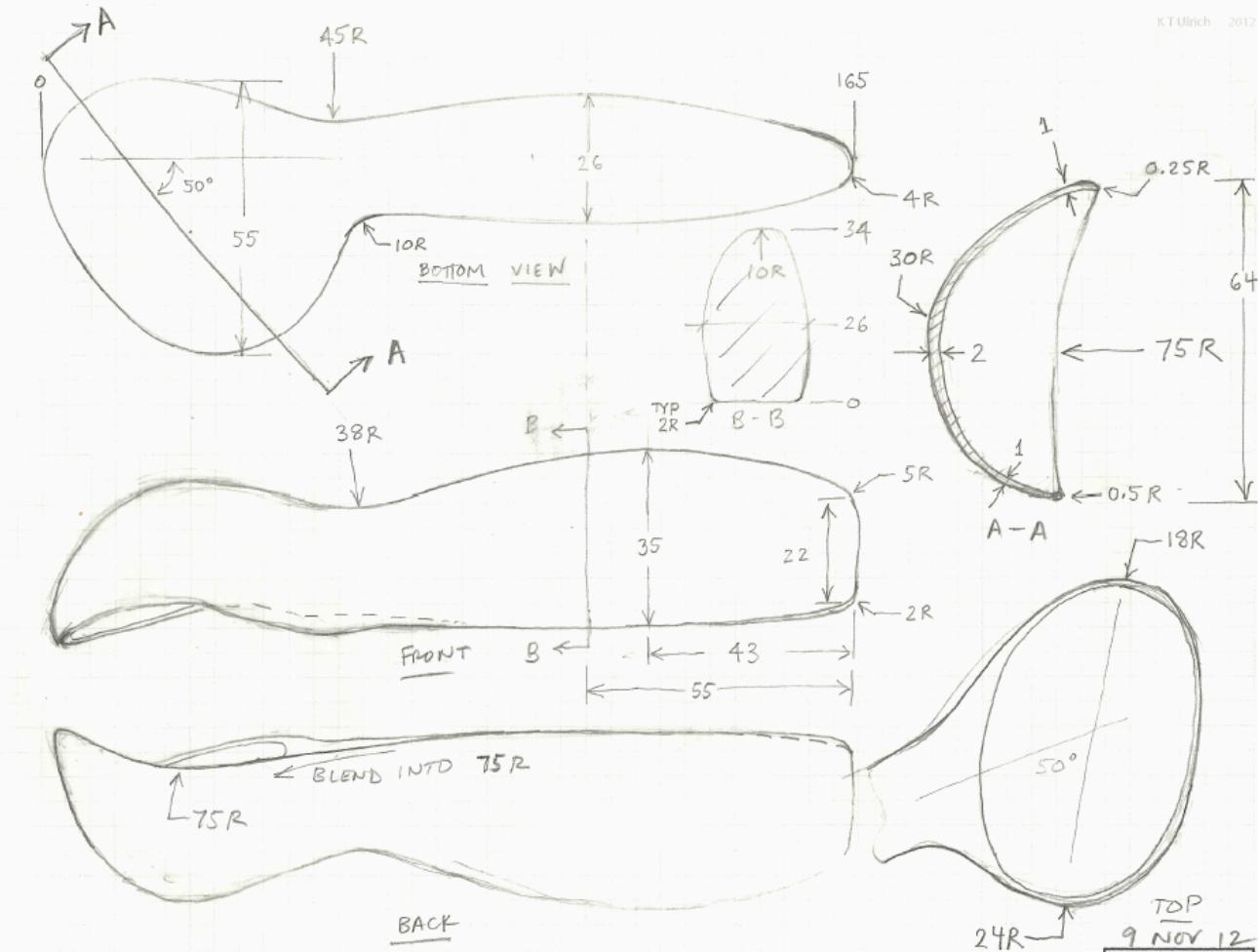
2.0 oz (48ml)

Creme de La Mer is a trademark of La Mer Technology, Inc.











Actual creation of prototype by  
3D Printing (Shapeways, Inc.)





Final product produced and sold by Belle-V.





# Working with a Supplier for Prototypes

- Two basic approaches:
  1. ODM (“original design manufacturer”)
    - The factory has the know-how.
    - Their staff create a design based on your requirements.
    - Advantage is that they know how to design for efficient production.
      - Design work is often “free.”
    - Disadvantage is that you have nothing proprietary.
  2. Factory producing to your proprietary design.
    - Does your enterprise’s advantage come from a unique, proprietary design?
      - If yes, then you have to own your design.
        - Design should be in-house (or possibly with close partnership with a consulting firm). Then work with a factory to produce your proprietary design



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