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**Self-Directed Learning (Topic 2)**

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## TOPIC 2 – SELF-DIRECTED LEARNING MATERIAL

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### Questions

1. During the lectures we used the launch of the first iPod as an example of a new-to-world product. Create a case study for this launch. Consider all five NPD phases. A good starting point can be the website <https://de.scribd.com/doc/62629829/iPOD-New-Produ.ct-Development-Process> [Accessed 9 Nov. 2016]. Additionally, you could read the book “The rise of Apple” which was published by New York Times in 2012.
2. Think of examples for the opportunities trends which were discussed during the lecture.
3. Create a Product Innovation Charter for the introduction of the first iPad and compare it with the version you can see in [1].
4. We strongly recommend you to have further readings in the book “New Products Development” [1]. Note the import facts about sources of concept generation which you can find in the appendix A and B.
5. Read the article “Why most product launches fail” on the Harvard Business Review and watch the provided interview. Afterwards, try to explain the reasons to friend of you (Link: <https://hbr.org/2011/04/why-most-product-launches-fail> [Accessed 9 Nov. 2016]).
6. Prepare yourself for the assessment using the online-tool Quizlet. You will find important flashcards based on [1] on the following websites [Accessed 9 Nov. 2016]:
  - a. <https://quizlet.com/71017535/npd-ch-2-flash-cards/original>
  - b. <https://quizlet.com/71042373/npd-practice-exam-flash-cards/>
7. Read the article “Why most product launches fail” on the Harvard Business Review and watch the provided interview. Afterwards, try to explain the reasons to friend of you (Link: <https://hbr.org/2011/04/why-most-product-launches-fail> [Accessed 9 Nov. 2016]).
8. Watch the following two videos at the end of the NPD presentation related to transport:
  - Honda Advert (<https://www.youtube.com/watch?v=vpqeQeTDGFA>);
  - Coradia iLint (<https://www.youtube.com/watch?v=O3bUE9uHkqM>).
  - a) Discuss how transport has developed over the last 100 years.



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- b) How are these two advertisements different? Which is more effective and would you use to help gain attention for a product launch?
9. Watch “The Ocean Cleanup” videos:
- <https://www.youtube.com/watch?v=xO1vVAb7BKk>
  - <https://www.youtube.com/watch?v=QpDxE8BhPSM>
- Find an example of a sustainable or environmentally friendly NPD.
10. Watch the new Dyson Hair Dryer unveiling. Note techniques used by the company to launch the project. (<https://www.youtube.com/watch?v=eIVizD-49QY>)
11. Research the “Customer Experience Iceberg”. How can this be incorporated into ensuring a successful new product?
12. Look at study material from the following link on a “Principles of Marketing” course (five day free trial): <http://study.com/academy/course/principles-of-marketing-course.html>

**Ideas for Assessment**

- The flashcards given in question 6.) can be additionally used to create an exam. It is actually possible to use the implemented test functionality on the Quizlet.com platform. Furthermore, we recommend to create a case study for a new product development as a way to assess students.
- You are a small company who has just developed a new app. You have six months until you want to launch. Create a poster showing the steps you will take to release the product to market. You can choose who your target market is and where in the world you want to market it.
- Write an essay comparing two case studies and their pros and cons during product testing. What could they have done better? What NPD models would best

**Additional Resources**

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