

## Making It All Work: Combining Product Novelty and Project Management

How should you treat different novelty levels in real-life projects? Think back to our example of *Toy Story*, which illustrates a typical problem of a platform project: how to build the infrastructure for future derivatives. The technology required to create the movie was new (high-tech), novelty was at the platform level, and complexity was at the system level. In [figure 4-1](#), we use the notation  $D = (Pl, HT, Sy, -)$  to describe part of the *Toy Story* diamond shape (except for the pace dimension, which is discussed in [chapter 7](#)).

FIGURE 4-1

## The *Toy Story* project

