A Needs-Driven Innovation (NDI) Approach to New-Product Definition

Application
- Identify applicable business unit
- Identify application(s) and associated procedure(s)
- Identify target user(s)

Research
- Establish most appropriate research method(s)
- Establish budget and assign participants
- Conduct research w/ users

Needs
- Document and rank user needs
- Sanity test relative values of need satisfaction
- Focus on meeting highest-impact unmet needs

Concepts
- Brainstorm potential solutions
- Document ideation process
- Select target product concepts

Evaluation
- Quantify functional and economic impacts
- Compare to known and suspected competitive offerings
- Select favorable product concept(s)

Test
- Assess receptivity and merits w/ users
- Assess technical feasibility and adjust concept(s)
- Re-test w/ users and choose best product concept

Develop
- Finalize product specs
- Plan and execute development program
- Re-test receptivity, merits and economics w/ users; refine design as required

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