

TIM 80C Lecture #9 (5/2/17)

Review of Previous Lecture Material: Below is a list of some material, but you're responsible for anything in the lectures, handouts, and homework.

- relate
- 6 steps (overview) & how they relate (1)
 - Structured brainstorming (1, Handout)
 - Structured problem-solving (3, Handout)
 - Product dissection (FAST, FS) (3, 4, Handout)
 - Product spectrum (4)
 - 2x2 matrix (criteria for products) (4)
 - Product design process - 9 step (4, 5)
 - Solution Principles
 - Morphological Matrix
 - Design Concepts with MM
 - Rating Criteria
 - Product strategy (design \rightarrow prototype \rightarrow α \rightarrow β \rightarrow production) (5)
 - Roles and responsibilities (5)
 - Timelines (5)
 - Vision and Mission (6)
 - Business Goals (6)
 - Market Strategy - 5 steps (6)
 - Market size, growth rate, segmentation
 - Marketing Mix - 4P's (7)
 - Porter's 5 forces & relationship w/ strategy (7)
 - Competitive Strategy: strategic target & competitive advantage (7)
 - Estimation (8)
 - Product lifecycle (8)