introduction to the design process

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Professor, Father, Friend and Husband

introduction

1. What are we going to do and why?
2. Getting Organized – organizational commitment
3. The development process
4. Understanding the user needs – ***voice of the customer***
5. *Parametric Analysis*
6. *Quality Function Deployment*
7. *Product Design Specifications*

Session's *Goals* & *Objectives*

- Goal – Present the design / development process
- Objectives
  a. Teach the fundamentals of the development process
  b. Make sure participants can organize a project
  c. Make sure participants can evaluate the project needs
  d. Make sure that the participants can define the project requirements and deployment plan

What is ***Design*** ?

- ***Cambridge Dictionary of American English***
  – The process of originating and **developing a plan** for a product, structure, system, or component with intention - *proposal, drawing, model, description*
  – The result of implementing that plan in the form of the ***final product of a design process***
- ***Solving a situation that has more than one solution***

Why ***Design***?

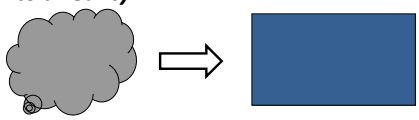
- To **solve an existing problem** – "*this package breaks during transportation and it … "*
- To **improve an existing solution** – " *we want to increase the fuel efficiency by 20% for the next year models…"*
- To take **advantage of an opportunity** – "*most people have internet but do not have time to run errands…*"

The Design Process

- ***Design process*** is a collection or methods and tools that help teams design better products
- Designing a system is a fluid process. That is, the procedure itself has to be adapted to the situation in which it is being applied.

The Process of Designing

- ***Designing*** is the process of making many decisions that converts an ***abstract concept*** into ***a reality***



Abstract **Concrete**

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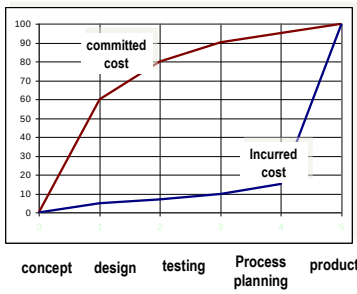
The Design Process

- We want a process where **intentionally** we create **useful** products and services

slide 8

Incurred vs Committed Costs



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The Rule of 10

Level of completion	Cost to find & repair defect
the part itself	x
at sub-assembly	10x
Final assembly	100x
At the dealer / distributor	1000x
At the customer	10000x

slide 10 10

Situation Statement

1. You are going down the road and your fan belt breaks, what do you do?
2. Develop a storm shutter that will disrupt the market - Capture 25% market share in 4 years
3. Buy a Christmas gift for your wife, husband, mother, father, daughter, son,…

slide 11 slide 11

Defining the project

slide 12 slide 12

Getting Started

- You have the situation
- You define scope, goals and objectives
- You may define your schedule, resources needed
- You may identify the risks
- You must do some planning

slide 13

slide 13

PROJECT ROADMAP

slide 14

What is a ***Project***?

- A project is a ***temporary endeavor*** undertaken to create a **unique product**, **service**, or ***result*** (*PMBOK 2004*).
- A project is a problem scheduled to be solved (*Dr. J.M.Juran*)
- *A project can be initiated to solve a problem or take advantage of an opportunity*

slide 15

slide 15

A historic opportunity

- April 12, 1961 the USSR put the 1st man in orbit – Yuri Gagarin
- This was a threat to the US international power

Yuri Gagarin in the bus to a launch pad just before his historic flight on April 12, 1961.

slide 16

slide 16

John F. Kennedy issued his famous challenge in May 1961

"I believe this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to Earth "

slide 17

slide 17

Example of a Successful Project

- $100 billion moon race
- The US won the race to the Moon because it ***committed vast resources to a well thought-out "game plan" right from the start.***
- Stuck to that plan despite occasional technical and political problems.

slide 18

slide 18

Lunar Program Project

Scope	Land a man on the moon and return
Time	Before Dec 31, 1969
Performance	Go to the moon and return safely
cost	$100 billion

Project Planning Example

❑*Request*

*Final Product Sterilizer – develop a new system that can package and sterilize the final product in **50% of the actual time** and with **20% increase in quality***

Writing the Project Executive Summary

"Nothing is impossible for the person who doesn't have to do it."

Developing a Project Executive Summary

- This is the 1st step after being assigned to solve a problem or explore an opportunity
- It is not a project plan, it is a summary
- The objective of the PES is to communicate to the stakeholders
  - ✓ the issue to be addressed
  - ✓ what are the deliverables
  - ✓ what resources are required
  - ✓ when is it estimated to be completed

Example of project planning ***actual situation***

- ✓ ACME TUNA CORP is interested in remaining competitive in the market of processing frozen fish loins (thawing, canning, cooking and packaging)
- ✓ The existing thawing system has
  - ☑ *Significant material handling costs*
  - ☑ *Long thawing times*

Project's Objective

- Develop a system that produces the same quality (or better) at a lower total cost per unit –
- The operations that will be impacted with the development are
  - ✓ Transport of frozen loins from freezer to thawing system
  - ✓ Thawing process
  - ✓ Transport of thawed fish loins to canning operation or to chiller

Project's Objective

- The main objective is to develop a better thawing system that is cost effective, based on
  - ✓ Labor requirements
  - ✓ Space requirements
  - ✓ Handling times and distances
  - ✓ Thawing times
  - ✓ Utilities costs
  - ✓ Maintenance and Cleaning Costs
  - ✓ Final product cost.

slide 25 slide 25

Project Requirements

requirement	justification	specification
Labor	The company wants to reduce operational cost	Reduction + 10% of costs per pound
Space	There is no more space available	Use of to 90% of existing space
Handling times and distances	There is too much time due to transportation and handling – non value added	Reduce handling times by 40% Reduce transportation load by 50%
Thawing times	Thawing takes too much time, process can be changed	Reduce thawing time by 50%

slide 26 slide 26

Project Executive Summary

Project Description

- **Issue Statement** – describe the problem to be solved, or the opportunity to be examined. The idea is to justify the project
- **Project Objective Statement (POS)** – in this section you must describe WHY you are going to work on the project, what is the mission of the team

slide 27 slide 27

Project Executive Summary

example – tuna processing plant

- **Issue Statement**

  The operational costs are increasing every year, at this rate the site will be cease to be competitive by 2009

- **Project Objective Statement (POS)**

  Develop a thawing system to reduce operational costs by 50% by 2008

slide 28 slide 28

Project Executive Summary

- ***Major Deliverables –*** here the team describes what results will be produced at the completion of the project. Achieving these deliverables signals the end of the project
- ***Metrics and Targets –*** These are indicators that will assist in measuring the success of the project
- ***Assumptions –*** this is description of the rules of the game, what is being counted on

slide 29 slide 29

Project Executive Summary

example – tuna processing plant

- **Major Deliverables –**
  - ✓ Proven design for a thawing system
  - ✓ Proven design for a fish handling system
  - ✓ Design and validation data for both systems
  - ✓ Work Standards and Operating Procedures for both systems.
- **Metrics and targets**
  - ✓ % of reduction of labor costs, 50%
  - ✓ % of reduction in utility costs, 50%

slide 30 slide 30

Project Executive Summary

- **Assumptions –**
  - ✓ *Help and collaboration of parties involved.*
  - ✓ *Will have access to raw material testing facilities and key employee participation*
  - ✓ *All construction work will be subcontracted*

Project Executive Summary

- **Milestones** - significant events on a project
- **Estimated Costs and Resources**
  - – List of cost of the project and what resources are needed for completion

Project Executive Summary

milestone	definition	duration
Project Definition	clearly define the goals,requirements, restrictions and project schedule	3 weeks
Development of Thawing System	develop a better system for thawing the frozen fish.	6 weeks
Development of the System Layout	change the existing system layout to make it more efficient.	4 weeks
Validate System	make sure the system will work as designed	6 weeks

Project Executive Summary

- **Estimated Costs and Resources**
  - ✓ Net Benefit - reduction of labor cost by $ 40,000 a month
  - ✓ Reduction of energy and water costs by $25,000 a month
  - ✓ Project costs = $300,000.00

Project Executive Summary

- ***Dependencies*** – this is a list things on which the successful completion of the project depends on.
- ***Risks, Issues*** – this is a list of things that can go wrong and adversely affect the outcome of the project

Project Executive Summary

- **Dependencies –**
  - – All the utilities are available
  - – All the testing and quality personnel are available
- **Risks and Issues**
  - Changes in thawing can change fish characteristics

Project Planning Exercise

❑***Request***

*Final Product Sterilizer – develop a new system that can package and sterilize the final product in **50% of the actual time** and with **20% increase in quality***

slide 37

slide 37

Project Planning Exercise – 10 minutes

- Let us divide the class in **groups of 4 persons each**
- Prepare a 1 page project plan to get the project completed by March 1st, 2009

slide 38

slide 38

The Design Methodology

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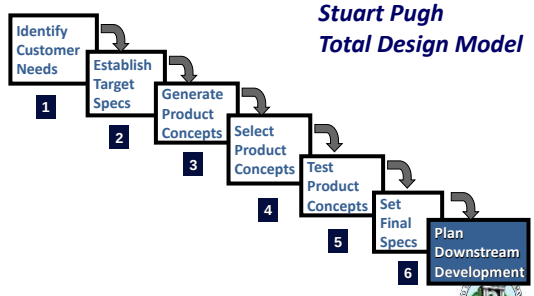
Design Methodology

Stuart Pugh
Total Design Model



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Advantages of Structured Methods

- ***Decision Process*** is explicitly communicated facilitating group buy-in
- ***Checklists*** ensure that important issues are not forgotten
- ***Structured Methods*** are largely self-documenting

slide 41

slide 41

Objectives of Development Methods

❖***WHAT*** – We want to address the reason why we are doing this project and what problem to be solved

❖***How*** –We must "create" different solutions for the problem

❖***Which One*** – We must select the best solution for addressing the problem

slide 42

1 - *Identify Customer Needs*

- Products and services are designed to satisfy the needs of the customers
- Knowing and understanding the ***voice of the customer*** is very important
- The main challenge is that the customer may not know how to describe what is wanted
- The outcome of this step is a list of **customer requirements**

1 - *Identify Customer Needs*

Identify The WHAT ?

- ***Activities***
  - ✓ Write Problem Statement
  - ✓ Interact with Technical Marketing and/or sales groups to obtain a list of customer needs
  - ✓ Customer analysis (dissatisfied customers)
- ***Deliverables***
  - Customer Needs List or Product Design Specifications

1 - *Identify Customer Needs*

- Most information related to the customer needs must be evaluated and analyzed to obtain useful trends and other information
- Possible Methods
  a. Affinity Diagrams
  b. Parametric Analysis
  c. Quality Function Deployment

1 - *Identify Customer Needs*

- The ***customer needs*** can be identified by using market research techniques such as
  - ✓ Surveys & questionnaires
  - ✓ Customer complaints
  - ✓ Focal groups
  - ✓ Trade publications
  - ✓ Patents
  - ✓ competitors

Additional Sources of Information

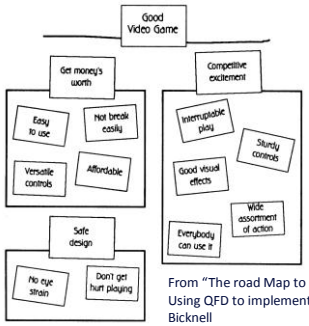
- ✓ Thomas Register
- ✓ Market Share Reporter
- ✓ National Bureau of Standards
- ✓ Census of Manufactures
- ✓ Moody's Industry Review
- ✓ Consumer Reports Magazine
- ✓ Trade Magazines
- ✓ Market Research Databases
- ✓ Web
- ✓ Vendors
- ✓ Technical Specialists
- ✓ Experts/Friends in Industry

Affinity Diagram

Gather large amounts of data (ideas, opinions, issues) and organize them into groupings.

- Construction:
  - Record data on cards (Post-it notes)
  - Place cards on board
  - Group cards that seem to be related (without talking)
  - Establish a summary title for each group
  - Critically evaluate each group. Remove "How's" from "What's" categories
  - Eliminate redundancy

Affinity Diagram – example
video game



From "The road Map to Repeatable Success – Using QFD to implement change" by Barbara Bicknell

Parametric Analysis

Parametric Analysis

- This is a analysis method that allows for the identification of relationships, trends and opportunities using actual **product information**

1. **Create a table of product data** for all the competitors - *weight, horsepower, mpg, ram, hard drive, speed*,…
2. **Plot product data**, one parameter vs another parameter – horsepower vs mpg, towing capacity vs mpg, turning radius vs

Parametric Analysis

3. **Start with the "obvious" relationships –** plot horsepower vs miles per gallon
4. **Then proceed with the none obvious relationships** – legroom vs horsepower

Parametric Analysis

5. **Evaluate possible trends between parameters –** check if there is a correlation between horsepower and towing capacity , or horsepower and fuel efficiency

✓ **The trends you identify can indicate:**

a. that there are some fundamental correlations of the technology

b. That there is some certain way of doing things – this you could repeat or go against the grain

Parametric Analysis – *example*

- You are to design a car that can compete with
  - Toyota's **Camry**
  - Honda's **Accord**
  - Ford's **Fusion**
  - Nissan's **Altima**
  - Hyundai's **Sonata**
  - BWM's **328i** (just for fun!!!)

Parametric Analysis – *example*

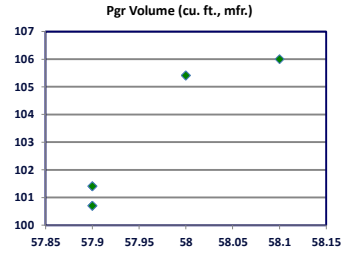
- You gather some specifications of these cars

	Honda Accord	Toyota Camry	Nissan Altima	Hyundai Sonata	Ford Fusion	BMW 328i
Curb Weight	3230	3263	3145	3253	3101	3362
Wheelbase (in.)	110.2	109.3	109.3	107.4	107.4	108.7
Length (in.)	194.1	189.2	189.8	188.9	189.2	188.9
Width (in.)	72.7	71.7	70.7	72.1	71.7	72.1
Height (in.)	58.1	57.9	57.9	58	57.9	58
Passenger Vol (cu. ft.	106	101.4	100.7	105.4	101.4	105.4
Cargo Vol(cu. ft.)	14	15	15.3	16.3	15	16.3
Headroom - front	41.4	38.8	40.6	40.1	38.8	40.1
Headroom 2nd row	38.5	37.8	36.8	38.2	37.8	38.2
Legroom front	42.5	41.7	44.1	43.7	41.7	43.7
Legroom 2nd row	37.2	38.3	35.8	37.4	38.3	37.4
Shoulder Room front	58.2	57.8	55.7	57.4	57.8	57.4
mpg(City)	22	21	23	21	20	18
mpg (Highway)	31	31	32	32	29	28
Horsepower	177	175	158	175	160	230
Torque	161	168	161	180	156	200

slide 55

Parametric Analysis – *example*

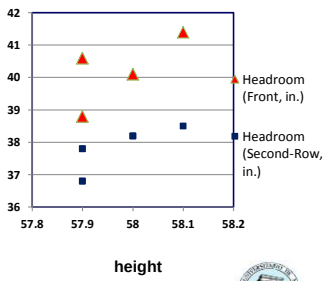
- ✓Plot the obvious relationships 1st
- ✓In this plot, the higher the vehicle the greater the passenger volume



slide 56

Parametric Analysis – *example*

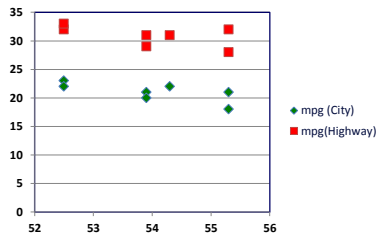
- ✓You can plot multiple parameters (2 is good)
- ✓In this plot, the higher the vehicle the greater headroom space



slide 57

Parametric Analysis – *example*

- ✓Some plots do not provide any useful information



slide 58

Parametric Analysis – *exercise*

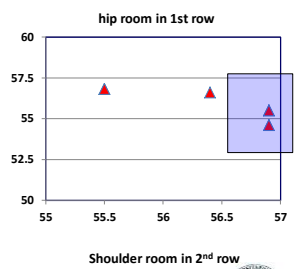
- Take the data set provided for the car comparison and conduct a ***parametric analysis***

slide 59

slide 59

Parametric Analysis – *example*

- ✓This plot suggests that the hip room in the 1st row decreases as the shoulder room in the 2nd row increases
- ✓OPPORTUNITY – design a car that has both hip room and should shoulder room



slide 60

Quality Function Deployment

slide 61 slide 61

Quality Function Deployment

- The ***product's quality*** can be defined as how well it meets the expectations of the users
- **QFD** translates user requirements into Design Specifications that can be used to develop the product or solution
- Prioritize Design Features
- Evaluates the Competition
- Develops the ***House of Quality***

slide 62 slide 62

QFD Approach

Translate **qualitative wants** into **quantitative targets**

- Customer cares about final product - design requirements
- Targets apply to individual building blocks or parts

slide 63

QFD Key Points

- Use customer input (not engineering specification) to define what is important
- Focus on important items (not everything)
- Determine targets for important items - limit variations around target

slide 64

The QFD Process

1. Identify the Customer(s)
2. Determine Customer Requirements/Constraints
3. Prioritize each requirement
4. Competitive Benchmarking
5. Translate Customer Requirements into Measurable Engineering specifications
6. Set Target values for each Engineering Specification

slide 65

QFD Steps

1. Establish the **Objective**
2. Listen to customers, document the ***Voice of the Customer.*** Develop a list of **customer requirements** and establish **weighting factors** for each – this is a list of ***WHAT*** the customer wants
3. Develop a list of ***technical requirements*** – this is list of **HOWs** the customer ***wants*** will be satisfied
4. Determine the relationships between the **technical requirements** and the **customer requirements**

slide 66 slide 66

Partial House of Quality

The HOWs

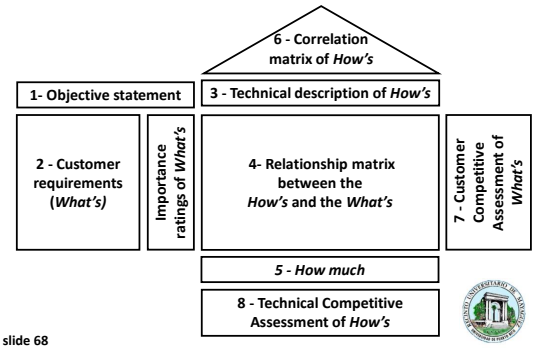
1- Objective statement		3 - Technical description of *How's*
2 - Customer requirements (*What's)*	Importance ratings of *What's*	4- Relationship matrix between the *How's* and the *What's*

The WHATs

For each ***what*** we need to have one or more ***how's***

slide 67

The Full House of Quality



slide 68

QFD Example
An Automobile Bumper

Customer Request:

There is too much damage to bumpers in low-speed collisions. Customer wants a better bumper.

slide 69

QFD Example
An Automobile Bumper

Step 1: Identify Customer(s)

- Repair Department
- Automobile Owner
- Manufacturing Plant
- Sales Force

slide 70

QFD Example
An Automobile Bumper

Step 2: Determine Voice of the Customer & Customer Requirements

- ✓ I want something that looks nice (basic)
- ✓ It must hold my license plate (performance)
- ✓ I want it strong enough not to dent (excitement)
- ✓ It must protect my tail-lights and head-lights (performance)
- ✓ I don't want to pay too much (basic)

slide 71

Voice of the customer to customer requirement

Step 2: Determine Voice of the Customer & Customer Requirements

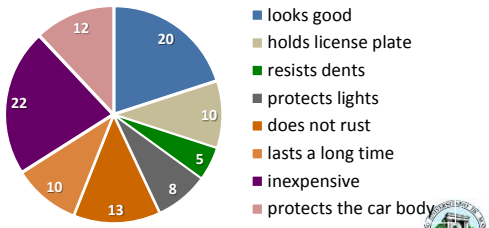
- ✓ looks good
- ✓ holds license plate
- ✓ resists dents
- ✓ protects lights
- ✓ does not rust
- ✓ lasts a long time
- ✓ inexpensive
- ✓ protects the car body

slide 72

slide 72

QFD Example
An Automobile Bumper

Step 2: Prioritize Customer Requirements



slide 73

QFD Example
An Automobile Bumper

Customer requirements

looks good	20
holds license plate	10
resists dents	5
protects lights	8
does not rust	13
lasts a long time	10
inexpensive	22
protects the car body	12

- ✓ These are **customer requirements** – how do we design for requests such as ***"it must last a long time"?***
- ✓ We must design for **engineering requirements**

slide 74

From customer requirement to technical requirements

Step 3: Determine The Technical Requirements

Customer requirement (what?)	Technical requirements (how?)
Looks good	*Surface finish, formability, hardness*
Lasts a long time	*Corrosion resistance*
inexpensive	*Cost, weight, formability*
Resists dents	*Toughness, hardness, stiffness*

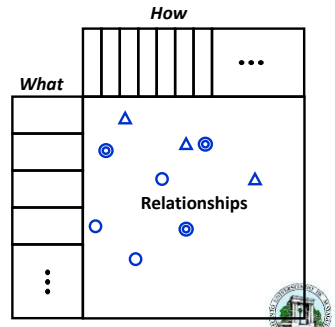
slide 75

slide 75

Relationship Matrix

Determine individual relationships between *what's* and *how's*

△ - weak
○ - medium
◎ - strong



slide 76

relate *customer requirements* to *technical requirements*

Step 4: Relate Customer Requirements to Technical Requirements

relationship	symbol	ranking
strong	◎	9
medium	○	3
weak	△	1

slide 77

slide 77

QFD Example
An Automobile Bumper

technical requirements

Customer requirements

		Yield strength	modulus	toughness	weight	Surface finish	cost	Corrosion resistance	hardness	formability
looks good	20					◎			△	○
holds license plate	10	◎	△							
resists dents	5		◎	◎					△	
protects lights	8	○	◎							
does not rust	13							◎	○	
lasts a long time	10						◎	◎		
inexpensive	22	△			○		◎			◎
protects the car body	12	◎	◎	◎						

slide 78

Step 5 - *establish technical requirement limits*

technical requirements

Customer requirements		Yield strength	modulus	toughness	weight	Surface finish	cost	Corrosion resistance	hardness	formability
looks good	20					◎			△	○
holds license plate	10	◎	△							
resists dents	5		◎	◎					△	
protects lights	8	○	◎							
does not rust	13							◎	○	
lasts a long time	10						◎	◎		
inexpensive	22	△			○		◎			○
protects the car body	12	◎	◎	◎						
technical requirements		77,000psi	15 mpsi	350 pis	0.5 lb/ft	glossy	$15/ft	Rating A	60 BHN	75 / 100

slide 79

QFD Exercise – *Captain's Coffee Cup*

Customer:

- People who use cups for drinking on boats

Project Focus Area:

- Create best cup for use on a boat

Time Constraint:

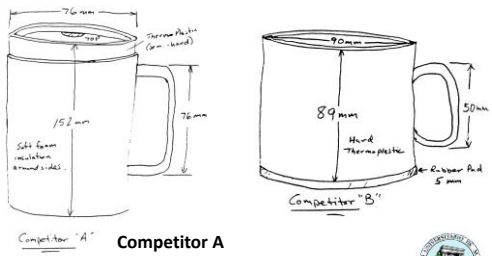
- 6 months from start of product development to market

slide 80

slide 80

Competitors

Competitor B



Competitor A

slide 81

Determine the **WHAT**s and **HOW**s

Determine the WHATs

- ✓ what the customer wants - a product feature and characteristic
- ✓ this is not something that is directly actionable,
- ✓ i.e. we don't yet know what to do to get the feature /characteristic of the product

Determine the HOWs

- – This is a statement on how a designer can meet the customer requirements actionable items
- – Example
  - ☑**What** – soft bed
  - ☑**How** –material stiffness

slide 82

slide 82

Coffee mug
Customer needs - *What's*

- Holds a lot of coffee
- Keeps drink warm
- Stable
- Stays where put
- Durable
- Looks Good
- Splashless
- Easy to Hold

slide 83

Coffee mug
Technical requirements - *how's*

- ✓ Height
- ✓ Bottom area
- ✓ Handle size
- ✓ Top area
- ✓ Durability of material
- ✓ Color
- ✓ Volume
- ✓ Height of CG, %
- ✓ Insulation value
- ✓ Top covered?
- ✓ Weight
- ✓ Bottom coefficient of friction

slide 84

Listening to the Customer

Vegetable Peeler Design

slide 85

Listening to the Customer

- “Carrots and potatoes are very different."
- "I cut myself with this one."
- "I just leave the skin on."
- "I'm left-handed. I use a knife."
- "This one is fast, but it takes a lot off."
- "How do you peel a squash?"
- "Here's a rusty one."
- "This looked OK in the store."

slide 86

Customer Requirements

- peels a variety of produce.
- can be used ambidextrously.
- create minimal waste.
- save time.
- durable.
- easy to clean.
- safe to use and store.
- comfortable to use.
- stays sharp or can be easily sharpened.

slide 87

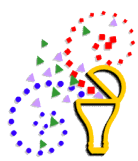
VALUE OF QFD

Structured, systematic basis for reductionist thinking:

- ✓ Drives exploration and shared understanding of the whole business
- ✓ Establishes a basis for objective design and management of business entities
- ✓ Encourages thought before action
- ✓ Challenges assumptions
- ✓ Prioritises effort

slide 88

product design specifications



slide 89 slide 89

Product **D**esign **S**pecification

- This is an organized method for documenting the ***specifications*** of the desired solution

requirement	Motivation or justification	Target Value	Need or desire

slide 90 slide 90

Product Design Specification

- The PDS provides a long list of categories of requirements
- The customer requirements are translated into these requirements along with a proposed target value

Product Design Specification

specification	explanation	example
1. Performance	this spec covers how well the product works	this car goes from 0 to 60 mph in 10 seconds
2. Environment	this spec refers to the operational environment that the product will encounter	The product must operate at 200 degrees and 95% rh

slide 92

PDS - *performance*

- This specification covers how well the product works
- This is the more versatile category since it covers most of the aspects of the operation of the product
- **Examples**
  - ✓ *Must go from 0 to 60 mph in 10 seconds*
  - ✓ *Must paint 5 parts per minute*
  - ✓ *Must place the part with 0.001 inches of the desired spot*

slide 93

PDS - *environment*

- This specification describes the operational environment to which the product will be exposed, such as
  - ✓ *Temperature range*
  - ✓ *Pressure range*
  - ✓ *Humidity*
  - ✓ *Dust*
  - ✓ *Noise*
  - ✓ *insects*

slide 94

PDS – *life in service, shelf life, life span*

- This specification the life of the product
  - – ***Life in service*** *– describes how long it should last during operation*
  - – ***Shelf life*** *– describes how long it can last before it starts being used*
  - – ***Life span*** *– this describes the expected life of the product in the market place (in terms of technology)*

slide 95

PDS – *maintenance, reliability*

- Maintenance and Reliability describe how well the product will work and what is the expectation in terms of how often it has to be serviced and repaired
  - – ***MTBF –*** mean time between failures
  - – ***MTTR*** *– mean time to repair*
  - – *How much it will cost to repair*
  - – *Who can repair it and how?*

slide 96

PDS – *size, weight*

- These describe how well physical dimensions of the product
  - **Weight** – the product may not weigh more than **X** pounds
  - **Size** - the product must have a maximum height of **Y** feet

slide 97 slide 97

PDS – packaging, shipping, installation

- These describe how the product will go from the production facility to that actual point of use
- Packaging – *this product can be packaged with a simple cardboard box*
- Shipping - *this product will be sent by air mail*
- Installation – *this product can be assembled by the user*

slide 98 slide 98

PDS – manufacturing, materials

- These describe all the steps to create a final product ready to be shipped
- ***Materials*** *- this product will be in a salt water environment so it has to be corrosion resistant*
- ***Manufacturing*** *– the volume of productions allows us to use injection molding tools.*

slide 99 slide 99

PDS – legal, social, political issues

- These describe other requirements that impact the product
- ***Legal*** *– this product is a medical device*
- ***Social*** *– this product will allow low income families to have easier access to the internet*
- ***Political*** *-This product allows farmers to increase their production and not depend on government funding*

slide 100 slide 100

PDS - *example*

High Speed Point of Sale

❖**"**Design a ***cost effective*** high speed inkjet printer for printing receipts, capable of ***outperforming*** any of the existing receipt printing systems now in the marketplace"

slide 101

PDS for HS POS (partial list)

Requirement	Motivation	Target
Size		
Weight		
Shipping		
Disposal		
Company Constraints		

slide 102

PDS for HS POS (partial list)

Requirement	Motivation	Target
Size	▪ The new printer system is targeted to compete with present systems. ▪ We want these printers to be smaller than existing printer since the space on sales counters in a precious commodity	

slide 103

PDS for HS POS (partial list)

Requirement	Motivation	Target
Weight	▪ We want these printers to be lighter than the existing systems so that it is very easy to move it very quickly from one counter to another. ▪ Make it so that one person can carry it without suffering any injuries	

slide 104

PDS for HS POS (partial list)

Requirement	Motivation	Target
Shipping	▪ We want to be able to ship these printers even by air mail in case we have to replace one very quickly. ▪ So the unit and the required packaging should still satisfy the requirements for Next Day Service	

slide 105

PDS for HS POS (partial list)

Requirement	Motivation	Target
Disposal	The system will be design so that it can be taken apart very easily. Neither the printer nor the supplies can have any toxic materials	✓Disassembly time <=2 hours ✓NO TOXICS, ✓Use recycled materials ✓Follow EU disposal standards

slide 106

PDS for HS POS (partial list)

Requirement	Motivation	Target
Company Constraints	▪ We want this new product to be aligned with SUPER DUPER Jet 1000 ▪ We want to beat direct thermal printers	❖Cost of Printer less than 75% of direct thermal

slide 107

Product Description *Exercise*

- ***Problem Statement*** – There are many land mines that are in former war fields, these go undetected until the explode when an unaware person walks over it.
- ***Objective*** - Create a cost effective land mine detector to be used in former war zones in the ***"3rd World"***

slide 108

MINE DETECTOR - PDS

- **Functional Performance**: The autonomous mine detector is designed to sweep a 20’ x 20’ terrain with the capability of detecting up to four land mines.
- **Requirement: Time**
  - Complete sweep of area in 10 minutes
- **Requirement: Budget constrained**
  - $400 of reimbursed capital
  - $100 of out of the pocket capital

slide 109

MINE DETECTOR - PDS

- **Requirement: Must be back-portable**
  - Fit in 2’ x 2’ x 2’ box
  - Weigh less than 50 lbs
- **Requirement: Does not detonate mine**
  - Sniffer at least 9” above center of mine
  - Parts of vehicle that touch ground at least 9” radius from center of mine

slide 110

MINE DETECTOR

- **Requirement: Undetectable by enemy**
  - Cannot be radio controlled
  - Cannot be wire controlled
- **Requirement: Sufficiently powered for one sweep**
  - Battery powered (Type to be decided)
  - Battery life of 10 or more minutes
- **Requirement: Safe for use**
  - Designed for operator of 18 years or older

slide 111

MINE DETECTOR - PDS

- **Requirement: Operates in various climates**
  - Functions in temperatures ranging from -10°F to 120°F
  - Functions in precipitation (handles daily maximum rainfall recorded in South Bend)
  - System functions in a maximum of 3” of snow/water

slide 112

The importance of the PDS

- A Product Design Specification (PDS) is a structured description of the purpose, functions, characteristics and other kinds of information that describe the design problem.
- Developing a proper PDS is the essential initial step in any design process.

slide 113

The importance of the PDS

- A good PDS is especially important when designing in teams, because it's vital that the whole team solve the *same* problem.
- Sometimes, different team members will be working on slightly different problems - without knowing it.
- Each will end up with slightly different solutions - slightly different designs - that will be incompatible.
- These kinds of problems can be quite small but can lead to huge losses in efficiency and product quality.

slide 114

Session's *Goals* & *Objectives*

- Goal – Present the design / development process
- Objectives
  a. Teach the fundamentals of the development process
  b. Make sure participants can organize a project
  c. Make sure participants can evaluate the project needs
  d. Make sure that the participants can define the project requirements and deployment plan

Questions?