Product Planning

Teaching materials to accompany:

Product Design and Development
Chapter 3

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14. Managing Projects
The product planning phase precedes the product development process.
Xerox Lakes Project Example

Xerox Document Centre 265
Newer models manufactured by Xerox Corporation.
Used with permission
Newer models manufactured by Xerox Corporation. Used with permission
The Product Planning Process

- Evaluate and Prioritize Projects
- Allocate Resources and Plan Timing
- Complete Pre-Project Planning
- Multiple Projects
- Product Development Process

Identify Opportunities
A Product Plan

New Platforms
- Hodaka
- Lakes

Derivatives
- H-Net
- L-Net

Improvements
- 595
- 6010
- 392
- 393

Fundamentally New
- Astro

Legend
- Project Release
Technology S-Curves

Copier Performance vs. Time

- Light-Lens Technology
- Digital Technology
Technology Roadmap

Functional Elements

<table>
<thead>
<tr>
<th>Photoreceptor</th>
<th>Cylindrical Drum</th>
<th>3-Pitch Belt Photoreceptor</th>
<th>n-Pitch Belt Photoreceptor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scanner Layout</td>
<td>2D CCD Array w/Optical Reduc.</td>
<td>Full-Width, Linear Array without Optical Reduction</td>
<td></td>
</tr>
<tr>
<td>Toner Type</td>
<td>High Temperature</td>
<td>Low Melting Point</td>
<td>Low Melting Point, Low Emission</td>
</tr>
<tr>
<td>Output Modes</td>
<td>Monochrome: Paper, Fax, Scan, Local Network, Internet</td>
<td>Color: Paper, Fax, Scan, Local Network, Internet</td>
<td></td>
</tr>
<tr>
<td>User Interface</td>
<td>Keypad</td>
<td>Touch Screen</td>
<td>Touch Screen, Remote PC</td>
</tr>
<tr>
<td>Image Processing</td>
<td>600 dpi</td>
<td>Automatic Image Quality 600/1200 dpi</td>
<td>1200 dpi</td>
</tr>
<tr>
<td>Diagnostics</td>
<td>On-Board Diagnostics</td>
<td>Remote-Dialup Diagnostics</td>
<td>Remote Repair</td>
</tr>
</tbody>
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Document Centre

- 220, 230: Hodaka Project
- 240, 255, 265: Lakes Project
- 2XX: Lakes Extensions
- 3XX: Next Platform

Time
Platforms vs. Derivatives

Legend
- Project
- Product Release

Research and Technology Development

Platform Product Development

Derivative Product Development

Platform A

Platform B
Lakes Project Mission Statement

Product Description
• Networkable, digital machine with copy, print, fax, and scan functions

Key Business Goals
• Support Xerox strategy of leadership in digital office equipment
• Serve as platform for all future B&W digital products and solutions
• Capture 50% of digital product sales in primary market
• Environmentally friendly
• First product introduction 4thQ 1997

Primary Market
• Office departments, mid-volume (40-65 ppm, above 42,000 avg. copies/mo.)

Secondary Markets
• Quick-print market
• Small ‘satellite’ operations

Assumptions and Constraints
• New product platform
• Digital imaging technology
• Compatible with CentreWare software
• Input devices manufactured in Canada
• Output devices manufactured in Brazil
• Image processing engine manufactured in both USA and Europe

Stakeholders
• Purchasers and Users
• Manufacturing Operations
• Service Operations
• Distributors and Resellers