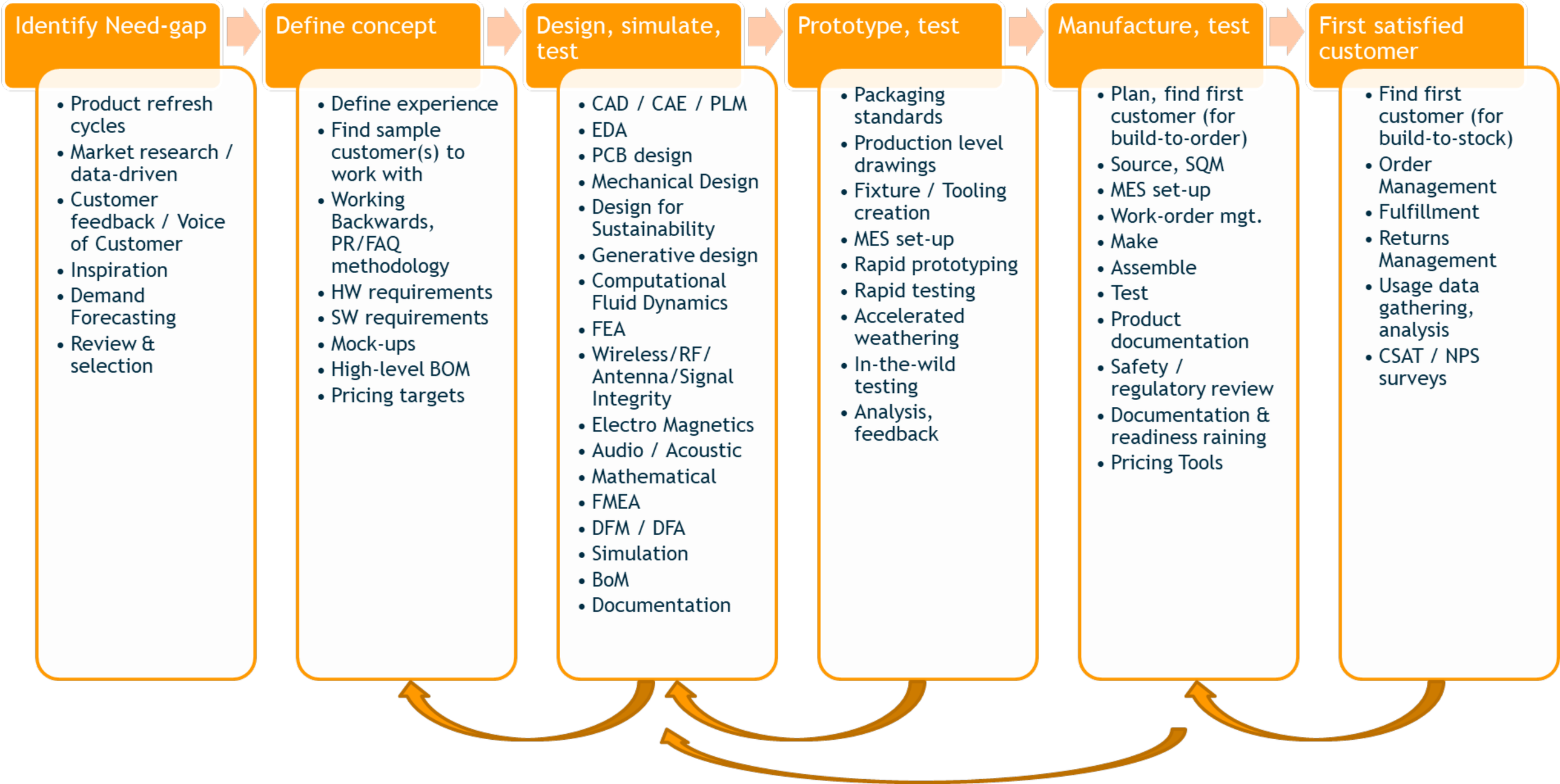
Identify Need-gap
• Product refresh cycles
• Market research / data-driven
• Customer feedback / Voice of Customer
• Inspiration
• Demand Forecasting
• Review & selection
Define concept
• Define experience
• Find sample customer(s) to work with
• Working Backwards, PR/FAQ methodology
• HW requirements
• SW requirements
• Mock-ups
• High-level BOM
• Pricing targets
Design, simulate, test
• CAD / CAE / PLM
• EDA
• PCB design
• Mechanical Design
• Design for Sustainability
• Generative design
• Computational Fluid Dynamics
• FEA
• Wireless/RF/ Antenna/Signal Integrity
• Electro Magnetics
• Audio / Acoustic
• Mathematical
• FMEA
• DFM / DFA
• Simulation
• BoM
• Documentation
Prototype, test
• Packaging standards
• Production level drawings
• Fixture / Tooling creation
• MES set-up
• Rapid prototyping
• Rapid testing
• Accelerated weathering
• In-the-wild testing
• Analysis, feedback
Manufacture, test
• Plan, find first customer (for build-to-order)
• Source, SQM
• MES set-up
• Work-order mgt.
• Make
• Assemble
• Test
• Product documentation
• Safety / regulatory review
• Documentation & readiness raining
• Pricing Tools
First satisfied customer
• Find first customer (for build-to-stock)
• Order Management
• Fulfillment
• Returns Management
• Usage data gathering, analysis
• CSAT / NPS surveys