

Skills in Design Thinking

Learn how to use critical design thinking skills to improve an existing product or create a new one.

Assessing the Requirements of the Customers

As a first step toward user innovation, learn to identify consumer requirements and write customer needs statements.

Product Specifications

Learn how to statistically translate customer needs into product specifications and how product metrics can aid in the definition of those specs.

Applying Creativity

Learn how to design needs solutions using creativity, brainstorming, and concept generation.

Prototyping

Investigate prototyping techniques, tactics, and real-world examples of how they were used to generate a design that reflects client wants and product specifications.

Services-oriented design

Learn how to recognise the potential for innovation in service design and how to apply product development concepts to the service environment.

Architecture of a Product

Learn how to determine the building blocks of a product using modular and integral product architectures.

Financial Analysis

Learn how to run a financial analysis on your project idea to see if it has a solid business case (Worth-It).

Environmental Design

Learn how to apply environmental design concepts to the life cycle of a product.

Processes of Product Development

Learn how to choose and implement a product development approach that's right for your project (staged, spiral, or agile).