Assuming that your team has now converged on a single product platform, or system concept for further development, that one platform concept (and/or two remaining most preferred concepts if you so choose) will be used as the basis for this assignment. Develop a chart (as shown in class), or structured list of customer benefits, product features, and preliminary product specifications for this selected product platform/system. Please bear in mind a few points as you develop your lists:

1. First and foremost, it is at this point in the IPD program that teams are to move from a problem/opportunity perspective to a product-system/solution perspective. The lists are created and analyzed with respect to the particular product-system platform concept your team has selected to pursue.

2. Customer benefits come first (as outlined during the in-class lecture).

3. Product features provide customer benefits, and come second.

4. Product specifications are a means to measure (also may be targets) if product features are appropriately provided, and come third.

5. Product specifications should be high-level, and written from an end user’s point of view; at a later date these product specs will cascade down to working design and engineering specifications.

6. Some uncertainty in either the set of product specifications, or their targets, is anticipated and permissible at this stage (this is a working document). Product specifications tend to evolve during the design process. Specifications should be written with targets (or target ranges) and quantifiable values.

Each team may submit the list in any convenient format, but must also provide the faculty with an electronic data file.

Project Requirements

1. As a team, develop list(s) of customer benefits, product features, and (high-level) specifications for your top product platform concept. Include preliminary numerical targets. The high-level specifications will be broken down later into more detailed design and engineering specifications, so any detail that can be inserted at this point will be helpful.

2. Submit your results in a graphical format that makes clear how the benefits, features, and specifications are related. You may use the chart format example presented in class, or another format that conveys the relevant information.

Due Date  Tuesday, February 7, 2006 (To be included in your Mid-Term Presentation)