



# PRODUCT DEVELOPMENT

## ***Course Descriptions***

A good Definition and Conceptual Design, that take place at the very early stages of the product development, are known as major keys to success of new products. A systematic, step by step design method is proposed. Our method integrates, modifies and customizes a selection of techniques and tools to provide innovative, fast, efficient and cost effective processes for New Product Definition and for Conceptual Design of New Products. It is a flexible, integrated process, that is customer driven and can be tailored to the unique needs and requirements of each organization and each project team.

## ***Learning Outcomes***

- The participants will learn and practice the principles and the tools of the new product development method.
- The participants will be able to improve their ability to initiate and to define new needs.
- They will have learnt methods and tools for engineering design of new, high quality and competitive products.
- They will have learnt how to initiate and manage development of new products which satisfy a real customer need.

## ***Who Should Attend?***

- New Product Definition and Concept Design team members and those involved in support roles.
- Those involved in development of new products like project managers, system engineers, design engineers, marketing or quality managers.
- Managers wishing to understand the benefits of New Product Definition and Conceptual Design methodologies before implementation.

## ***Course Rates***

Early Bird Rates: 2,700 CHF. Regular Rates: 3,000 CHF

## ***Duration***

5 days

## ***Delivered By***



**Amihud Hari**

Dr. Amihud Hari now heads Design Speedovation Inc. He is a facilitator, consultant and instructor of New-Product Development, System Engineering and Engineering Design methods. His experience includes many applications of Engineering Design Methodologies. He also teaches Engineering Design and T&E at the Technion, Haifa, Israel and was an Adjunct Associate Professor at the System Engineering and Evaluation Centre (SEEC) in the University of South Australia.

Dr. Hari has 20 years of experience as an operational manager in manufacturing, research and development, and procurement, for both government and private sector industries.

Dr. Hari has published more than 40 papers and book chapters on engineering design and quality methods, and he is a co-editor of the Quality Language Book. He holds a B.Sc. in Industrial Engineering, a M.Sc. in Quality Assurance and Reliability, and a Ph.D. in Engineering Design, from the Technion, Haifa, Israel.