

Lecturer :	Jost Grünert, M.Sc.
Lecture (4 SWS):	Friday or Monday   3 p.m.   weekly
Location:	05.3.026/ <a href="#">ZDD</a> / <a href="#">WEPA.Digital</a>
Workload:	150h   30h (Presence)   120h (Project work in team)
Credits:	6 ECTS
Participation Requirements:	Studying in any master's specification
Form of examination:	Project work and presentation



Only way to register for this course is to answer this survey

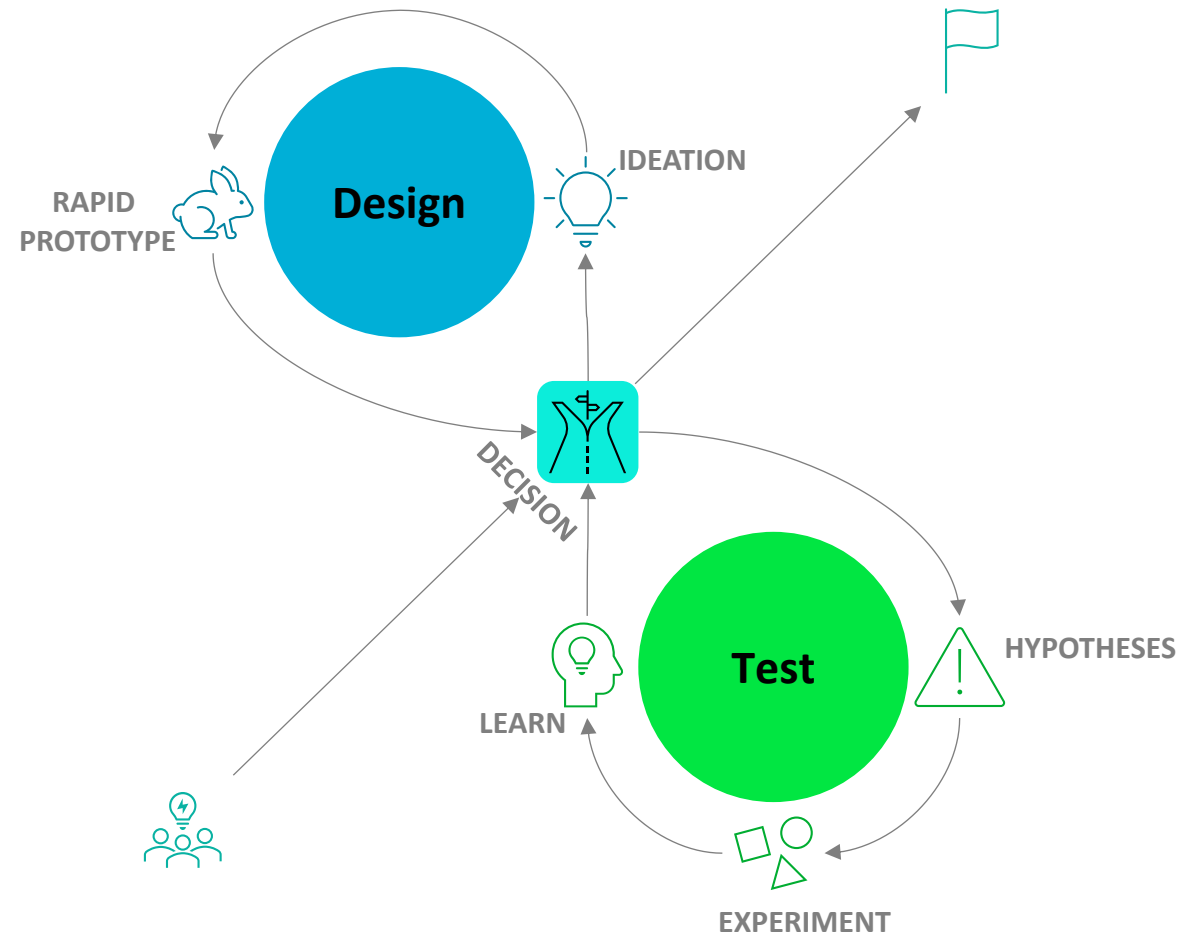


# Innovative Product Development

## How we will work in this project

### Decision on Search field.

A Search field is where we look for innovation – this could be technologies, trends, industries or hobbies. To find the right search field, we identify problems from daily life, observations, or challenges within your current industries.

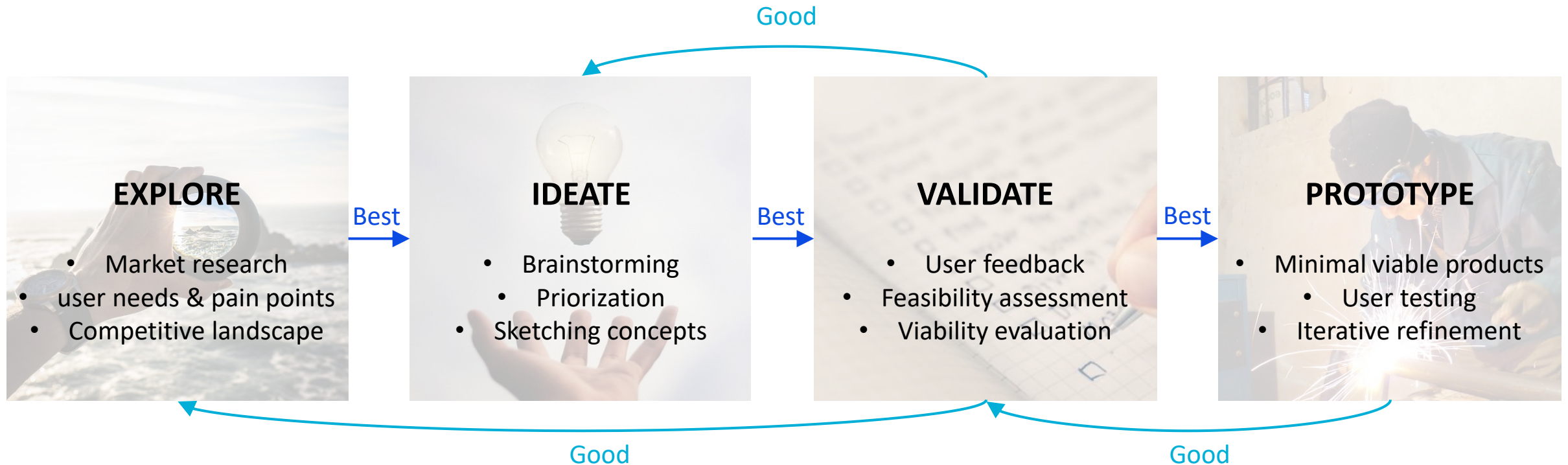


**First, we will find a search field in which you enjoy working, then we will enter an iterative cycle of testing and design**

Source: Testing Business Ideas (D.J. Bland, A. Osterwalder) | 2019

# Innovative Product Development

## Push your project through the four innovation phases

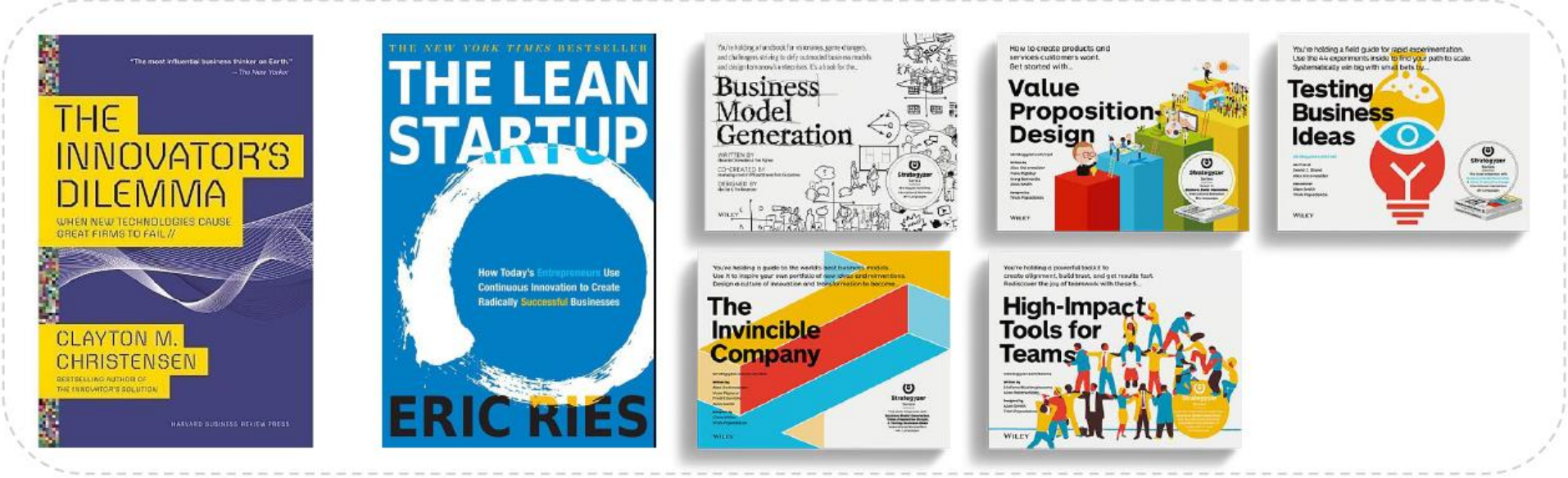


Every 2 weeks, we make a data-based decision: Do we switch phases? If yes, what's the goal?

# Literature recommendations

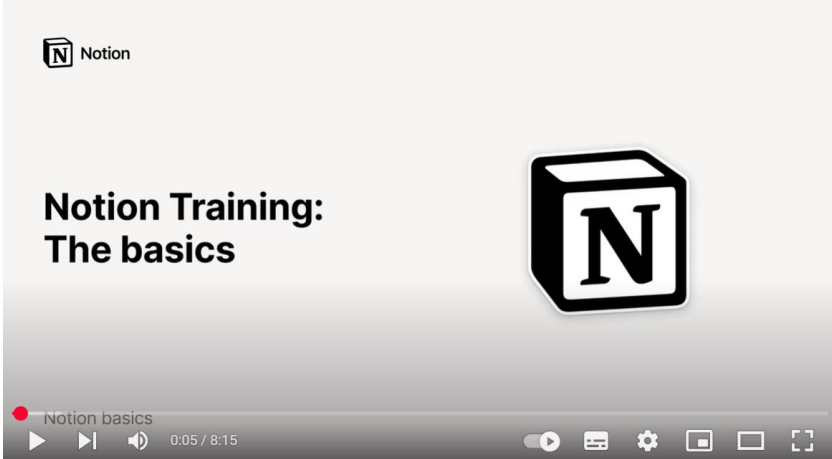


Fachbereich Maschinenbau und Verfahrenstechnik  
Faculty of Mechanical and Process Engineering



Recommended

MANDATORY



[Watch this video to get started with Notion – even if you don't attend this course](#)