## **Innovative Product Development**



### **Organisation**

Lecturer: Prof. Dr. Bastian Leutenecker-Twelsiek, B. Eng. Jost Grünert

Lecture (4 SWS) Thursday | 13:30 - 16:30 | weekly |

Workload 180 h | 60 h (Presence) | 120 h (Project work)

Credits 6 CP

Participation requirements: Studying in any master's specification

Pre-registration by e-mail to: jost.gruenert@study.hs-duesseldorf.de

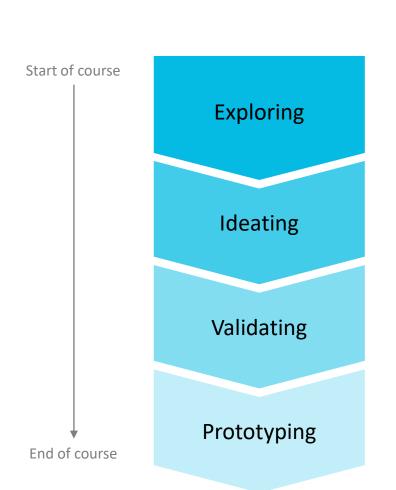
Form of examination: Project work and presentation

Language: English

# Innovative Product development



### **Key learnings of this course**



#### **WHY**

should we do this?

Foster creativity among engineers

**Gather Ideas** 

Checking, if our products gonna be top or flop

We want our product tangible and presentable

#### HOW

can we do this?

Exploring potential innovation fields

Organizing creative working sessions

Checking for feasibility, viability and desirability of our products

Turning the fuzzy idea into a real-world product

#### **WHAT**

will we do?

Desk research

We choose one of many creativity techniques and use it

Making use of canvases and conducting interviews

CAD-Models, Sketches, Al generations, MVPs

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### Literature (recommended, not mandatory)

