This paper explores the possibilities of improving Product Development (PD) processes by reducing rework as it has been defined in lean thinking and by managing iterations based on how they contribute to the creation of value. To conduct this broad objective, two main tools are used: the Kano Model and the Multiple-Domain Matrix (MDM). The Kano Model classifies customer requirements into different groups according to their importance for customers, while the MDM provides the possibility of an inter-domain tracing to establish the connection between the customer requirement categories and the process tasks. These activities are performed in order to identify the role of certain iterations in the creation of value. Based on this information, decisions on how to support PD process improvements are made. These decisions are aimed at reducing the number of iterations and should help developers to minimize rework in PD processes.

Stichworte: Product development; lean thinking; Multiple-Domain Matrix; Kano model

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