This paper proposes a research program for identifying, understanding and describing innovation cycles concerning strategic planning of product-service-systems. A general overview about the background of cycle management in innovation processes, which the proposed research program is part of, is given before focusing cycles concerning strategic planning. As companies offer more and more complex products in order to satisfy market needs, the innovation process of such products becomes also more complex to manage. Sharing an integrated perspective on the innovation process, it can be detailed in the subprocesses described as follows. Identifying market needs is the subprocess that starts innovation processes. Continuing with various subprocesses that prepare and perform the design and the production, the subprocesses of launching the product and accompanying the time of use of the product conclude the innovation process. These subprocesses are not carried out in strict sequence, as iterations in-between the subprocesses are often necessary in order to achieve satisfying results.
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