

## CONCURRENT CONCEPT DEVELOPMENT

*Who would have thought that a DVD player headrest would motivate families to make that 12-hour drive to grandma's house?*

You start with hundreds of ideas each year in hopes of a breakthrough product. But 'homeruns' are rare. The culprit is often a fuzzy front end. This is the point in new product development that is clouded by lack of clarity around customer requirements and markets. It's also the point when it is the easiest to miss a golden opportunity to focus resources towards those ideas with the greatest potential.

Does your product development look something like this?

- R&D runs over budget and behind schedule
- New products don't meet market or financial expectations
- Products need to be redesigned too frequently
- Good ideas are rejected, or there are too many product ideas to handle

### EXPLOITING THE FUZZY FRONT END

Concurrent Concept Development (CCD), otherwise known as the 'Fuzzy Front End,' radically improves the concept development process and eliminates wasted time and money. The process enables the concurrent assessment of technology and the marketplace to reveal a keen understanding of the factors that will delight your customers. The iterative process narrows your universe of ideas into those tangible ones that clearly align with the market and your ability to execute. Using CCD, vetted ideas become detailed specifications for Development Engineering.

### A MULTI-PHASE PROCESS TO GREAT PRODUCT CONCEPTS

Each phase of the CCD process provides greater clarity for the critical research that must be accomplished to determine what product ideas are best suited for further development.

- Rapidly sort through ideas for scale and corporate alignment
- Eliminate bad ideas quickly without overinvestment
- Examine new technologies and markets to uncover disruptive or preemptive products
- Identify basic customer needs and delightment opportunities
- Produce a statistically valid sample of what the market wants
- Protect ideas, including patent and trademark protection
- Create specific product and market definitions for a clear product development roadmap

### WHY MORGANFRANKLIN

MorganFranklin combines business and technology expertise to eliminate the obstacles that impede high-stakes financial, operational and IT objectives. Our Innovation/Supply Chain Management expertise helps clients commercialize new technologies, produce products more efficiently, and optimize their resources in the global marketplace. Through innovations in concept development like CCD, our clients commercialize technology and products with speed and the efficient use of resources. Clients also look to MorganFranklin for manufacturing, logistics and engineering services designed to help manufacturers improve profitability and overall efficiency ranging from product development to factory layouts.



### *We Know the High-Stakes Implications of Our Work:*

- High productivity in R&D
- Clarity of market needs
- Increased speed to market
- Higher new product sales
- Higher profits per R&D dollar
- Customer loyalty
- Delighted customers

*“The ‘Fuzzy Front End’ process was instrumental in conceptualizing and defining the award-winning and market-leading DeWALT DW705 Miter Saw.”*

Michael O'Banion  
Director of Innovation, Retired,  
Black & Decker