Pilot Study

Customer Centered Design Concepts

Identify Customer Needs and Requirements

Toolbox
- Meeting
- Interview
- On Site Visit

Translate Customer Needs to Specifications

Toolbox
- Customer Needs – Property Matrix
- Measurable Properties – Target Values

Generate Design Concepts

Problem Breakdown

Internal Brainstorming Processes

External Information Searches

Systematic Exploration

Design Concept Selection

Toolbox
- PUGH Concept Selection Matrix

Handover of Pilot Study to Customer

- Description and Justification of Recommended Design Concept

- Attached Methodology Documentation as Quality Assurance of the Design Process

- Basis for Decision whether to proceed to the next phase