Course Description

- **Instructor**
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- **Recommended prerequisite**
  - Manufacturing process I (21-418)

- **Class time**
  - Sunday-Tuesday 18:00-19:30

- **Course evaluation**
  - Mid-term (25%)
  - Final exam (40%)
  - Quiz (5%)
  - Exercise (Manufacturing Lab.) (30%)
**Course Description** (Continued...)

- **Mid-term session:**
  - Wednesday: 9th Ordibehesht 1394, 16:30 ~ 18:30
- **Final Exam:**
  - Monday: 1st Tir 1394, 09:00 ~ 11:30
- **Reference:**

**Course Description** (Continued..)

- **Contents:**
  - Product development in the changing Global world
  - Stages of Product Development
  - The Structure of the Product Design Process
  - Early design: Requirement definition and conceptual Design
  - Trade-off analyses: Optimization using cost and utility Metrics
  - Detailed design: Analysis and Modeling
  - Design Review: Designing to Ensure Quality
  - Production System: Strategies, planning, and methodologies
  - Production System Development
  - Planning and Preparation for Efficient Development
  - Supply chain: Logistics, packaging, supply chain, and the environment
The Structure of the Product Design Process

- **Early Design:**
  - **Customer Needs Analysis**
  
  Defining the customer’s needs can be an extremely complex process resulting in many different and conflicting types of information.

  There are several approaches for knowledge acquisition of customer needs.

  The design team should use several of these methods to insure that the final requirements are representative of the customer.
The Structure of the Product Design Process

- Early Design:
  - Customer Needs Analysis
  - Methods for capturing and documenting customer needs:
    - QFD
      - QFD constitutes "A system for translating customer requirements into appropriate company requirements at every stage, from research through production design and development, to manufacture, distribution, installation and marketing, sales and services"
The Structure of the Product Design Process

- **Early Design:**
  - Customer Needs Analysis
  - Methods for capturing and documenting customer needs:
    - **QFD**

  - When possible, the customer requirements should be grouped at their highest level by arranging them according to the applicable dimensions of Garvin’s eight dimensions of quality (Performance, Features, Reliability, Conformance, Durability, Serviceability, Aesthetics, perceived Quality).
The Structure of the Product Design Process

- Early Design:
  - Customer Needs Analysis
  - Methods for capturing and documenting customer needs:
    - QFD

List of Characteristics

The Structure of the Product Design Process

- Early Design:
  - Customer Needs Analysis
  - Methods for capturing and documenting customer needs:
    - List of characteristics:

<table>
<thead>
<tr>
<th>Quality Characteristic</th>
<th>Customer Requirements</th>
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<tbody>
<tr>
<td>Performance</td>
<td>Short time to make connection</td>
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<td></td>
<td>Strong connection</td>
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<td></td>
<td>Makes connection every time (repeatable)</td>
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<td>Features</td>
<td>Lightweight</td>
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<td>Accessible to hard-to-reach places</td>
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<td>Overload protection</td>
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<td>Easy to undo connection</td>
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<td>Conformance</td>
<td>Safe</td>
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<td>Quiet</td>
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<td>Easy to use</td>
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<td>Impact resistant</td>
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<td>Low vibrations (if applicable)</td>
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<td>Ergonomics</td>
<td>Not fatiguing to use</td>
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<td>Controllable/maneuverable</td>
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<td>Comfortable to hold</td>
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<td>Compact/balanced</td>
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<tr>
<td>Serviceability</td>
<td>Little or no maintenance</td>
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<td>Components easy to replace</td>
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<tr>
<td>Aesthetics</td>
<td>Rugged-looking</td>
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</table>
The Structure of the Product Design Process

- Early Design:
  - Customer Needs Analysis
  - Product Use and User Profiles
    - Product use and user profiles document on a time scale, all the functions that a product and the user must perform, including the various environments that the system will encounter.
    - These profiles are often called scenarios, use cases, task analysis, network diagrams and environmental profiles.
The Structure of the Product Design Process

• Early Design:
  • Product Use and User Profiles
    • They list and characterize each step in product use, its important parameters and how they relate to the environment.

  • Profiles provide the operational, maintenance, and environmental baseline for the definition of design requirements.

The Structure of the Product Design Process

• Early Design:
  • Product Use and User Profiles
  • Scenarios and Use Cases
    • Scenarios and use cases are step-by-step descriptions of how the product will be used for a particular application or task.

    • They are usually formatted as a list or a flow diagram. A product will have several scenarios depending on the number of product uses, features and different users.

    • Scenarios are elicited from users and experts in the domain, and validated by independent experts.

    • Scenario analysis identifies typical and atypical process flows within the system. Results are used to define task responsibilities and often involve time dependent sequencing.
The Structure of the Product Design Process

- Early Design:
  - Product Use and User Profiles
    - Scenarios and Use Cases
      - A storyboard for each scenario(s) is generated using
        - Group techniques
        - Interactive observation
        - Structured interviews
        - Demonstrations
        - Focus groups

- Task Analysis and User Profile
  - Task analysis (sometimes called task-equipment analysis) is a design technique that evaluates specific task requirements for an operator with respect to an operator's capabilities.

  The level of detail for the task analysis is based on the design information required at each phase of the design and the importance of each task.

  User profiles are descriptions of the users and support personnel's capabilities.

  This includes descriptions of their physical, educational, training and motivational levels.
The Structure of the Product Design Process

**Early Design:**

- **Product Use and User Profiles**
  - **Network Diagram**
  - Network diagrams are used to graphically show the interrelationships and sequential flow of how the product will be used and supported.

- Traditional structured analyses may also be used to identify process flows, events and conditions, and entities in legacy system documentation.

- **Structure diagrams such as data flow, state transition, and entity relation diagrams may be used.**

- Early conceptual analyses elicit "as-is" user information for the definition of standard or common values, metrics, roles and responsibilities, and standard high-level abstract components with their capabilities and constraints.

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**The Structure of the Product Design Process**

**Early Design:**

- **Product Use and User Profiles**
  - **Product Use, Mission, or Environmental Profiles**
  - These profiles should include both environmental and functional conditions.

- Many products such as washing machines and notebook computers can experience harsher physical environments in moving and shipping than they experience in actual use.

- An environmental profile shows on a time scale the significant environmental parameters, including their levels and duration that are expected to occur during the life of the product.

- The functional mission profile emphasizes how a system must perform in every potential situation in the total envelope of environments.
Project

- Product profile and elements