

3.1: Product Design and Process Selection

If you have purchased a mobile phone recently, you have witnessed a product category with perhaps the most diverse range of product designs in the marketplace. The variety can be mind-boggling. Looking back a year or two, you can probably recall a design that looked very promising, but simply faded away from the shelves after a few months. Have you ever wondered what happened to those short-lived products?

Businesses want to design the products that consumers demand. A good marketing department can tell the organization what consumers want, and even convince consumers that they want it. A company with the most wonderful product concept cannot be successful unless it also can devise a process to profitably manufacture the product. In this unit, we will consider the steps involved in designing a product with the manufacturing process in mind. We will look at several models that businesses can use to select the best design process or analyze an existing process.

Completing this unit should take you approximately 8 hours.

- [Unit 3 Learning Outcomes Page](#)
- 3.1: Generating Ideas
- 3.2: Product & Service Screening
- 3.3: Preliminary and Final Design
- 3.4: Methods for Improving Product & Service Design
- 3.5: Process Selection
- Unit 3 Activity and Assessment

3.1: Product Design and Process Selection is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.