Class Activities

# Chapter 4: Product and Service Innovations

**Activity 1:** **Individual Exercise**

Learning objective: Demonstrate how new strategies have improved the way which new products are designed and tested

Have students find a product that does not completely satisfy their needs. Each student puts together a house of quality diagram for the product. Explain how the diagram can help the company focus on the most important product design features to develop a new product that best meet the unsatisfied needs. Select several students to share their work with the rest of the class.

**Activity 2: Experiential Activity**

Learning objective:Explain why new product development is vital for organizations

Have students find a new product success story as reported by the news media and/or articles (e.g., wall street journal, business magazine, company report, your textbook, etc.). Summarize the story in their own words and give credit to the source. Explain how the new product is vital for the success of the company. Be prepared to share the work with the rest of the class.

**Activity 3: Online Activity**

Learning objective: Describe the approaches companies use to develop new products

Have students watch the video “Invert Your Process” (https://newproductblueprinting.theaiminstitute.com/overview/video-tour/invert-your-process/#video-top) and post answers to the following questions on the discussion board:

1. Are you surprised that the average new product development process has a 25% success rate?
2. Do you agree that the number one reason of new product development failure is poor understanding of market need?
3. What is the “invert your process” approach to new product development?

Each student will comment on three other students’ postings.