Business

**Week 10: Product Development Process**

* **Objective:** Understand the stages of product development from ideation to launch.
* Topics: Idea generation, product design, prototyping.

**Product Development Process - Lesson 1: Idea Generation and Product Design**

**Objective:**

* Understand how product ideas are generated and designed.

**1. Product Development Stages (产品开发阶段)**

The product development process includes several steps that help a business create and launch a new product.

**Main Stages:**

1. **Idea Generation (创意生成):** Creating ideas for new products.
2. **Product Design (产品设计):** Developing the look and function of the product.
3. **Prototyping (原型制作):** Making a sample of the product to test.

**2. Idea Generation (创意生成)**

**What is Idea Generation?**
Idea generation is the first step in creating a product. It involves coming up with ideas that solve a problem or meet a need.

**Ways to Generate Ideas:**

* **Brainstorming (头脑风暴):** Discussing ideas in a group and listing them all.
* **Customer Feedback (客户反馈):** Asking customers what they need or want.
* **Market Research (市场调研):** Looking at trends (趋势) and what competitors are doing.

**Activity:**
In pairs, choose a product category (e.g., food, tech, clothing). Come up with four product ideas for that category. Think about what problems or needs the product would address.

Product category: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**3. Product Design (产品设计)**

**What is Product Design?**
Product design is the process of deciding what the product will look like, how it will work, and what materials will be used.

**Key Parts of Product Design:**

* **Function (功能):** What the product does and how it works.
* **Appearance (外观):** What the product looks like (color, shape).
* **Materials (材料):** What the product is made of (e.g., plastic, metal, fabric).

**Example:**
A new coffee cup design might focus on keeping drinks hot longer (function), being easy to hold (appearance), and using eco-friendly materials (materials).

**4. Activity: Design a Product**

**Task:**
In small groups, pick one of the product ideas you brainstormed in the first activity. Draw a simple sketch of the product and label its key parts (function, appearance, materials).

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**5. Homework:**

**Task:**
Write a short paragraph about the product you designed in class. Describe its function, appearance, and materials, and explain how it meets a customer need or solves a problem.

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**Product Development Process - Lesson 2: Prototyping and Preparing for Launch**

**Objective:**

* Understand the purpose of prototyping and preparing a product for launch.

**1. Prototyping (原型制作)**

**What is Prototyping?**
Prototyping is making a sample or model of the product before it’s mass-produced. This helps the team test the product and find any problems.

**Why is Prototyping Important?**

* **Test Functionality (功能测试):** Check if the product works as planned.
* **Get Feedback:** Have people try the product and give opinions.
* **Improve the Design:** Make changes based on feedback before mass production.

**Types of Prototypes:**

1. **Visual Prototype (视觉原型):** Shows what the product will look like.
2. **Working Prototype (工作原型):** A model that works like the real product.

**Example:**
A company making a new phone case might create a working prototype to check if it fits phones properly and protects them.

**2. Preparing for Launch (产品发布准备)**

**What is a Product Launch?**
The product launch is when a business officially introduces the product to the market.

**Steps to Prepare for Launch:**

* **Marketing Plan (营销计划):** Decide how to advertise the product.
* **Set the Price (定价):** Choose a price that covers costs and appeals to customers.
* **Distribution (分销):** Decide where and how the product will be sold (e.g., online, in stores).

**3. Activity: Create a Prototype Plan**

**Task:**
As a class or in pairs, choose a product idea from Lesson 1. Decide if you would make a visual or working prototype and describe how you would test it. Explain how you would improve the product based on feedback.

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**4. Group Discussion: Preparing to Launch**

**Task:**
Each student shares their prototype plan with the class and discusses how they would prepare to launch the product. Discuss marketing ideas, possible pricing, and where the product will be sold.

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