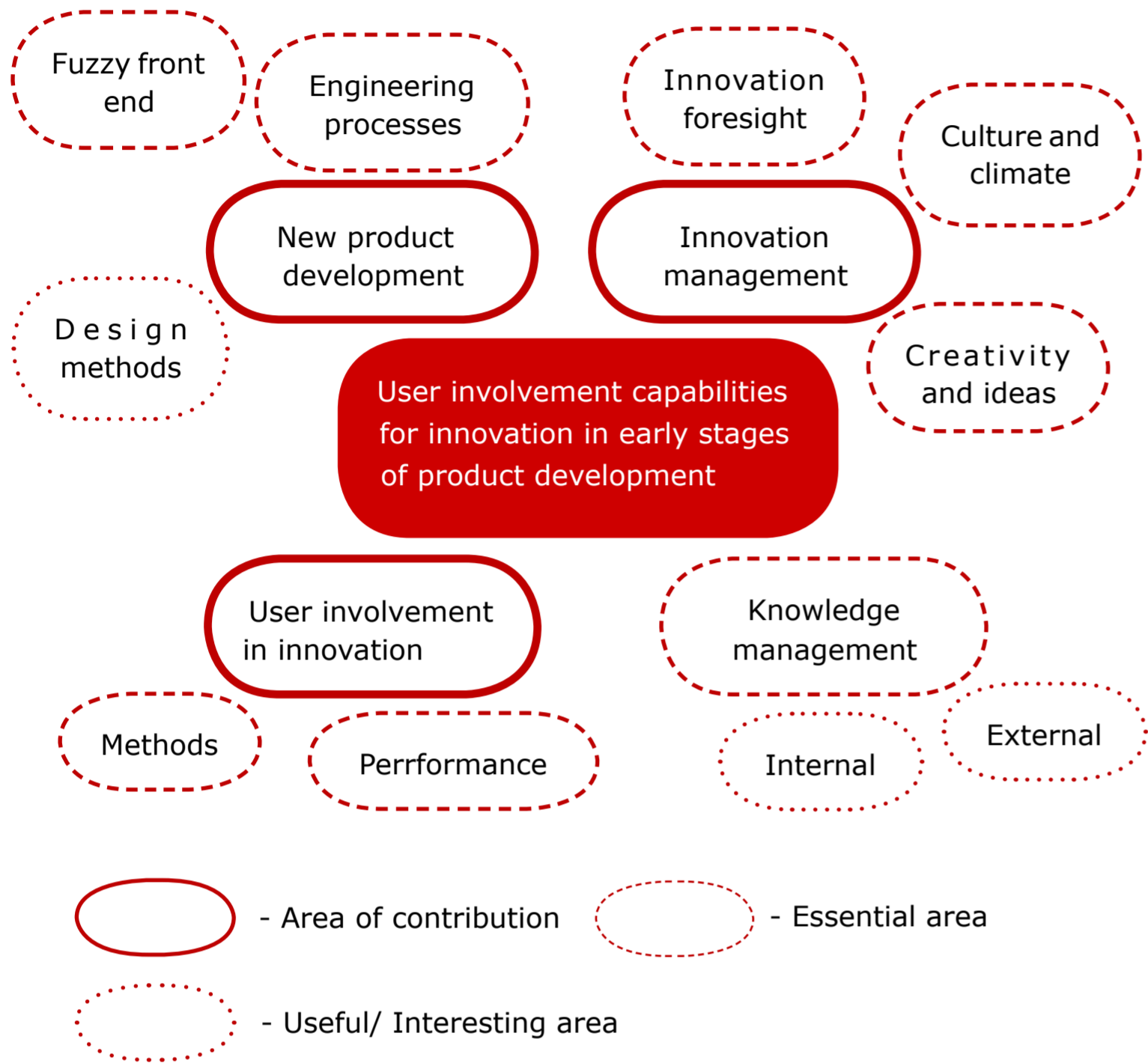


USER INVOLVEMENT FOR INNOVATION capabilities in early stages of product development

Areas of relevance and contribution

Blessing (2009)



Background

Involvement and collaboration with users in the early stages of product development is pragmatic. On one hand it is essential for identification, generation and validation of opportunities and ideas. On the other hand it is resource consuming and uncertain. This is particularly true for the early stages of product development. During the last decades product developing organizations has mainly focused on creating efficiency and process stability. Today there is a shift in product developing organizations where innovation is the driver of market competition. Companies ask themself questions like...

"...what constitutes innovation capability in organizations, and how can it be developed and exploited?"

Terziovski (2007)

But what does innovation capability mean? One definition is;

"... the ability to continuously transform knowledge and ideas into new products, processes and systems for the benefit of the firm and its stakeholders..."

Lawson and Samson (2001)

User involvement is one important area for the continuously innovating company as it influence the recognition, assimilation and transformation of opportunities and ideas.

Research questions

1. What capabilities are needed to manage user involvement effectively in the early stages of product development to improve the overall product innovation capability of a company?
2. What capabilities are needed to perform involvement of external stakeholders effectively in the early stages of product development to improve the identification, generation and validation of opportunities and ideas?

Expected results

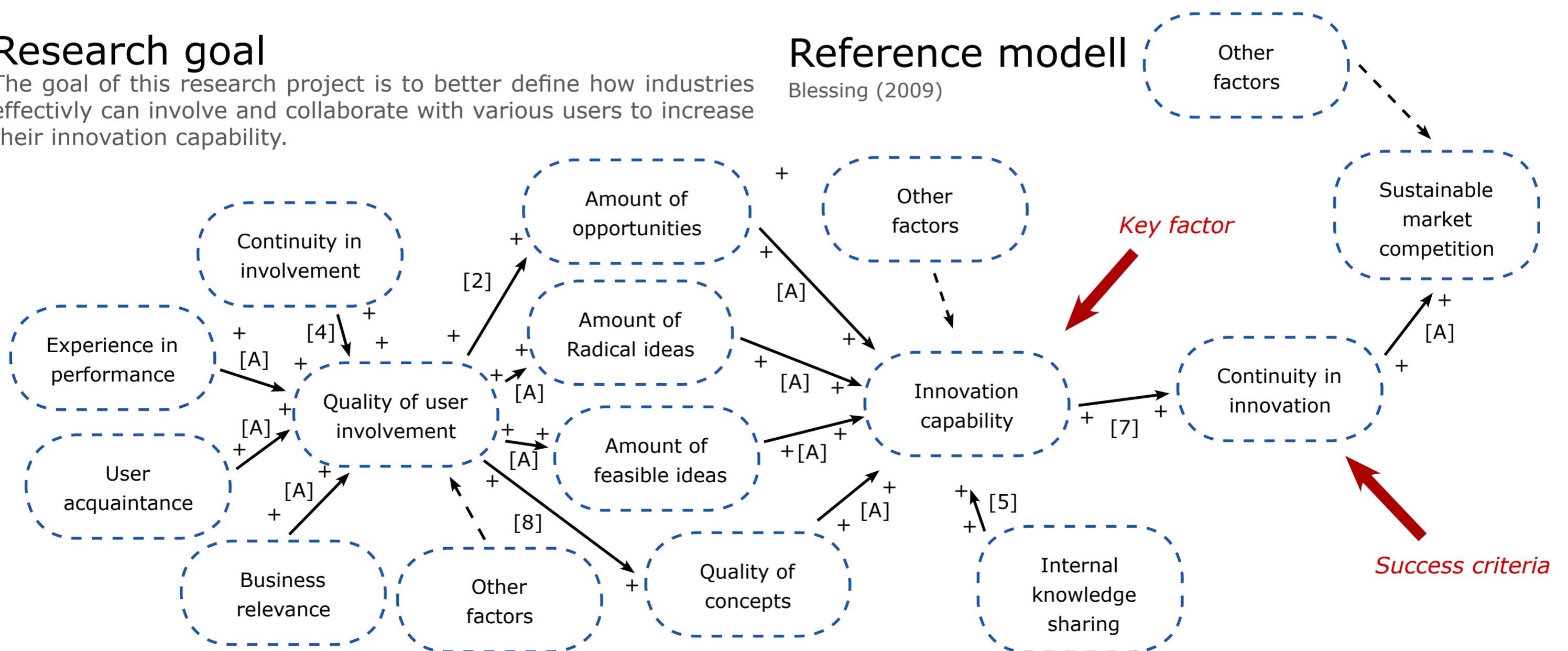
The expected result of my research is a more profound understanding of how to manage and perform involvement of external stakeholders in the early stages of product development. The understanding will probably be visualised and described in terms of new methods, tools and guidelines for industry.

Research goal

The goal of this research project is to better define how industries effectively can involve and collaborate with various users to increase their innovation capability.

Reference modell

Blessing (2009)



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