Manage a new product development project

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DPIC-5   2 Days (14 Hours)

Description

Why training in the development project of new products and services? In an open and strong competitive context, you must know how to differentiate yourself, satisfy your customer, find the most value-creating solutions and involve the right partners. For the project manager, this challenge comes in four facets: involving customers in the development process; control the performance of the product and/or service; innovate and differentiate; set up a project team and partnerships. At the crossroads of all these issues, the project manager for developing new products and services brings innovation to fruition and thus contributes to the growth and sustainability of the company. PMBOK, PMP, PgMP, PMI-SP, PMI-RMP and the PMI Registered Education Provider logo are registered trademarks of the Project Management Institute, Inc.

Who is this training for ?

For whom

Project manager, project engineer, in charge of developing new products and services. Product, process and process engineer and technician. Responsible for design, development or industrialization. Marketing manager, product manager. Head of design or methods office.

Prerequisites

Aucune

Training objectives

- Identify the customer's needs.
- Use the levers of creativity to create value in the project.
- Write specifications and frame the project.
- Master the development approach.
- Manage the players in the development project.

Training program

Identifier le besoin du client

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- Involve customers and users in the project.
- Define customer expectations using the 'persona' method.
- Classify customer expectations customer using the KANO diagram.

Utiliser la créativité pour trouver des solutions originales

- Identify the keys to creativity.
- Succeed in brainstorming.
- Test idea emergence tools.
- Select and test ideas.

Choisir la démarche de développement

- Identify the types of development projects (from incremental to disruptive innovation).
- Choose the appropriate development cycle (V-cycle, design thinking, agile).
- Form and involve a project team for development.

Cadrer le projet de développement

- Create the functional specifications of the solution in 4 steps.
- Create a project framework sheet.
- Control the development of your product or service and involve the stakeholders.
- Organize and plan the project.
- Treat the project risks.
- Build and involve a project team.
- Establish service contracts.
- Practice visual project management.
- Define and carry out the validation plan for the solutions developed.

Activités à distance

- To apply good practices and training acquired: two e-learning modules: 'The framing of the project' and 'Detecting customer expectations to succeed in your project'.