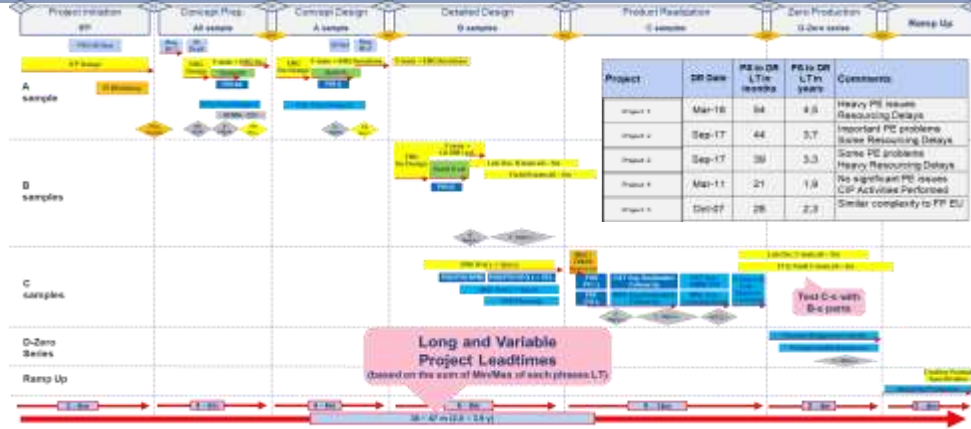


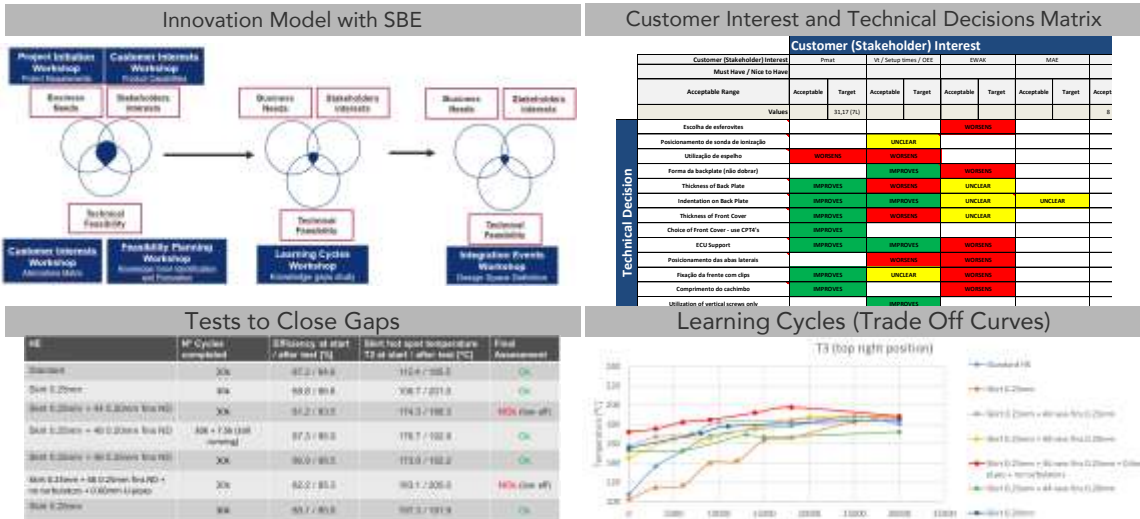
# Productivity and Quality Improvement in the Innovation Process

## PICTURES BEFORE

Long and variable project lead times



## PICTURES AFTER



## Problem

- High industrialisation costs of new products
- Projects with long and variable lead times
- Engineering teams involved in firefighting to solve problems and delays

## Root Causes

- Focus on developing a prototypes to test, without validating feasibility or customer requirements beforehand
- Initial stages of conceptualisation and design were not adequately validated in line with customer requirements or the business directives
- Product quality problems causing rework and delays in the industrialisation stage

## Solutions

- Innovation model design with Set Based Engineering (SBE) and design sprint cycles
- Customer insights analysis to identify product use cases
- Knowledge gap prioritisation based on feasibility planning
- Learning cycles with trade-off curves for knowledge reuse
- Integration events creation to define the optimal solution based on the learning from the tests

## Benefits

**£2.3M per project**

