



## Assessment of the degree of innovation and the success potential of innovative products

IKTD Universität Stuttgart

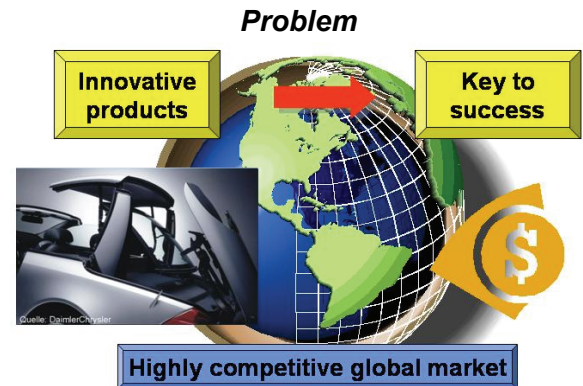


### BACKGROUND and BASICS

Challenge for research and development departments as well as for management:

Evaluation of **new products** or **product ideas** with regard to their **success potential** and their **degree of innovation**.

- **identify chances** for market penetration (success potential) and the degree of innovation
- **quantitative parameters** which will allow a **comparison** with other products

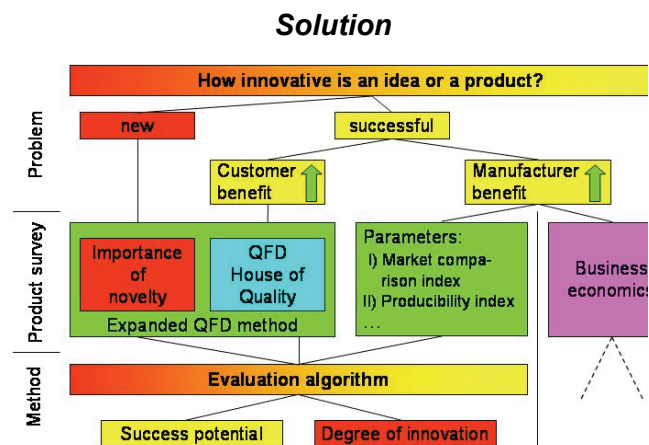


### CONCEPT and SOLUTION

A product innovation is the **successful realisation** of a creative **new** idea or invention with an **enhanced customer and manufacturer benefit**.

Key to solution: 1st house of quality of QFD, expanded by a new aspect, the **importance of novelty** and by parameters to regard the manufacturer benefit like **"market comparison index"** or **"producibility index"**.

Benefit: quantitative estimation of the **success potential** and **degree of innovation**.



### STATUS and OUTLOOK

The algorithm was set up for testing purposes in Excel. A basic pilot test in field with 5 partners was successfully undertaken. Results indicate that the method supports decision making in the development process.

Actual focus: verification and calibration of the algorithm and contributing parameters.

Looking for:

- partners with projects from different areas for application and further development. Goal: adjustment, validation and implementation in software

### Evaluation

Five pilot projects in cooperation with

- ▶ **BRAUN**
- ▶ **FESTO**
- ▶ **metabo**
- ▶ et al.



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