



ASME Ontario Section Professional Development Series - Product Design

**Interested in learning more about Product Design but don't know where to start?
Check out our upcoming PD seminars!**

Over the next 6 months ASME Ontario will be presenting a series of professional development seminars related to various processes and approaches to creative product design. Topics will involve product research, establishment of design parameters, experimentation, development of conceptual alternatives, visualization, evaluation, revision, optimization and presentation.

The first seminar in the series is on **Front End Development** and will be presented on **Nov 4, 2006 at the Mississauga Central Library**. This module introduces the business marketing aspect of product design. Beginning at the organization's core competencies and mission statement, this section looks at identifying a key market segment, capturing the voice of the customer and translating the VOC into technical specifications.

Topics that will be discussed include the House of quality, Pugh Matrix and Concept development. All these tools will be illustrated using industry examples, and brainstorming exercises.

Date: Saturday, Nov 4, 2006 **Time: 9am to noon**
Venue: Classroom 2, Mississauga Central Library (301 Burnhamthorpe Rd. W)

Instructor: David Nacson

Cost: \$10 for members, \$20 for non-members, \$5 for student members

To register, please contact Charlene Tung at tungc2@asme.org

Speaker's Biography:

David Nacson holds a P.Eng, MBA, Masters in Financial Engineering and Black-belt in Design for Six-Sigma. He has been active in the area of new product design, management and business strategies for the last 8 years. The majority of his work has been with Xerox where he has launch 3 new programs. His international experience in product development includes design and manufacturing activities in England, Brazil, Holland, and the US. Over the last 9 years he has taken roles such as development engineer, program manager, test and reliability manager and Six Sigma Black-belt. David Nacson is also a part-time instructor at the University of Toronto, teaching graduate-level Mechanical Engineering course Product Design MIE540.

Front End Development:

The front end development consists of activities targeted at understanding customer what's are and how to translate these customer's wants into technical terms. There are many benefits associated with properly completing the front end (also known as Quality Function Deployment (QFD)). The most obvious benefit is designing and manufacturing a product that the customer wants. Other benefits include:

- Improved customer satisfaction.
- Shorter development cycles (less work in re-design or multiple launches).
- Important customer requirements are addressed.
- The market segment is clearly identified.
- Implicit and explicit customer needs are clearly articulated.
- A ranking of customer needs and hence ranked orders of technical specifications are available up front in the event that design trade off decisions has to be made.
- A customer checklist ensuring that those critical customer needs are addressed.
- A tool to help marketing forecast more accurately the product demand.
- Shared document between different disciplines of an organization aimed at understand the projects objective.
- Well defined technical specifications will help establish critical parameters and develop FAST diagrams.