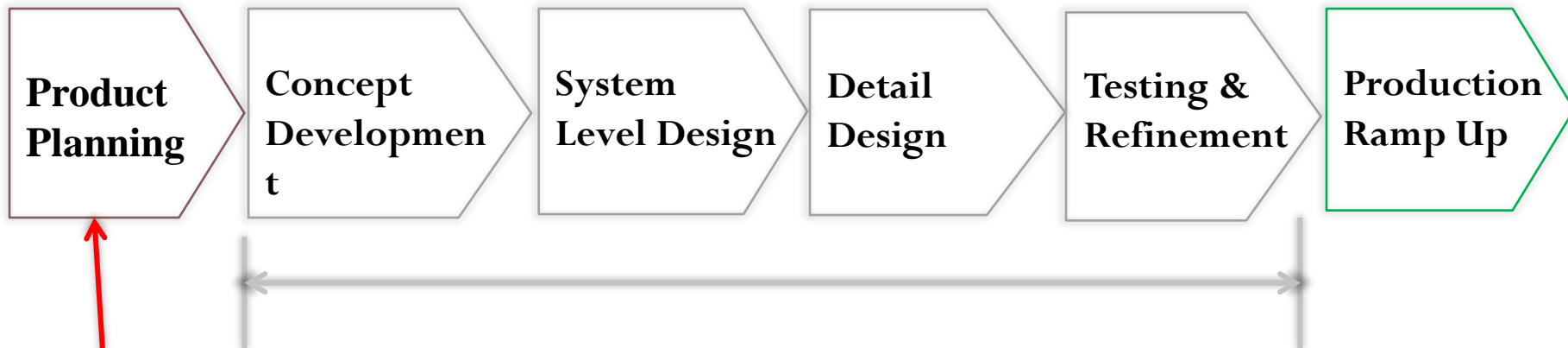


Product Planning

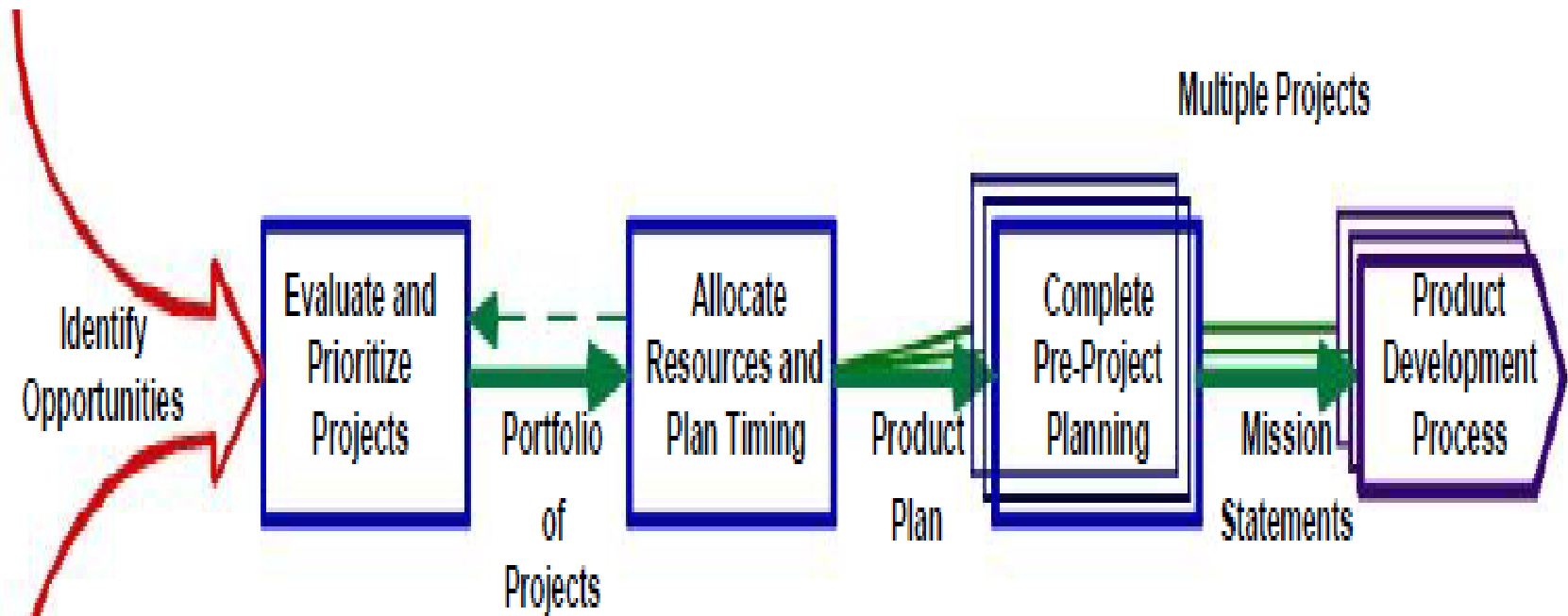
Product Development Process



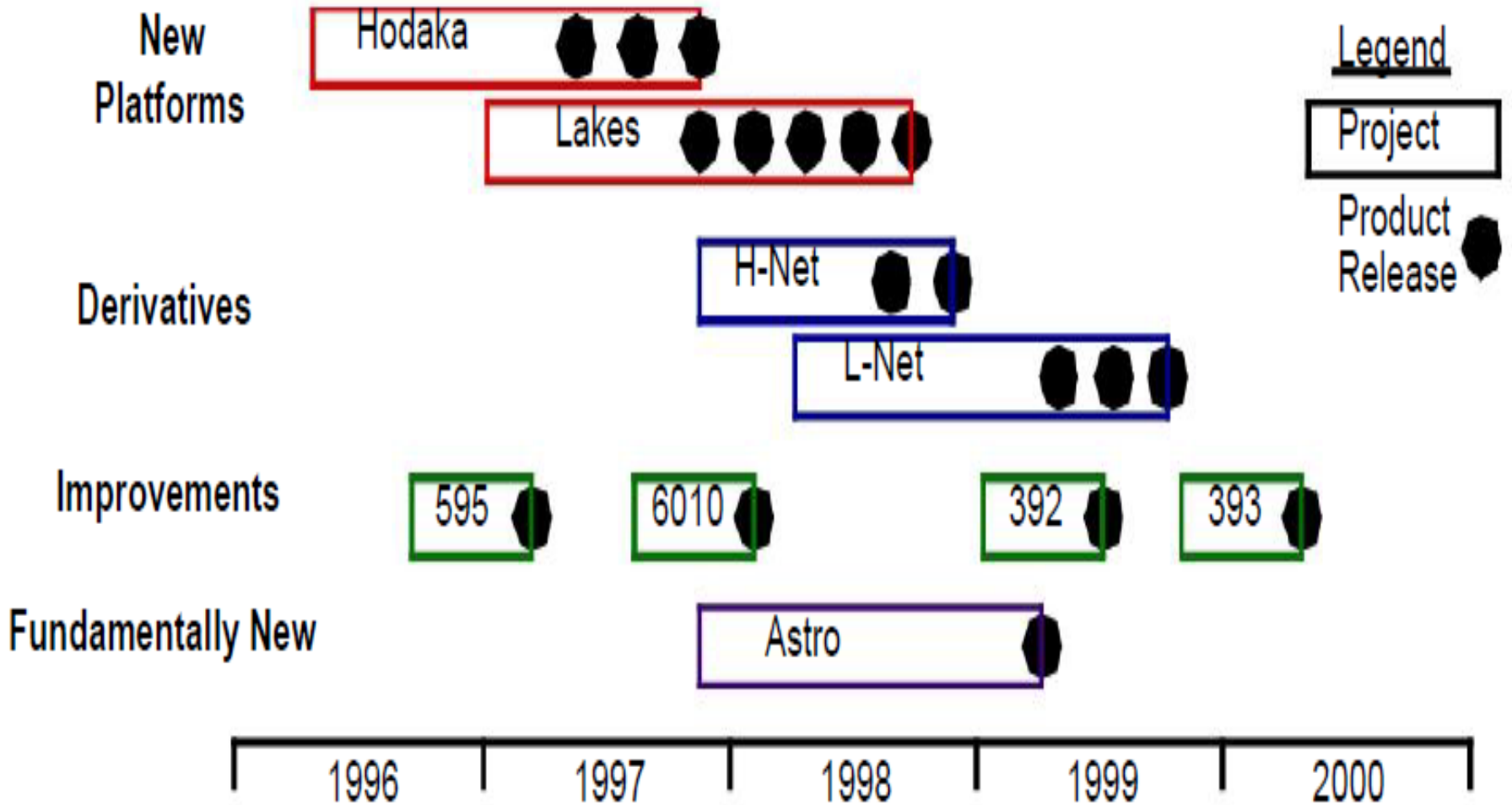
Four Phases of Product Development

The Product Planning Phase precedes the product development process

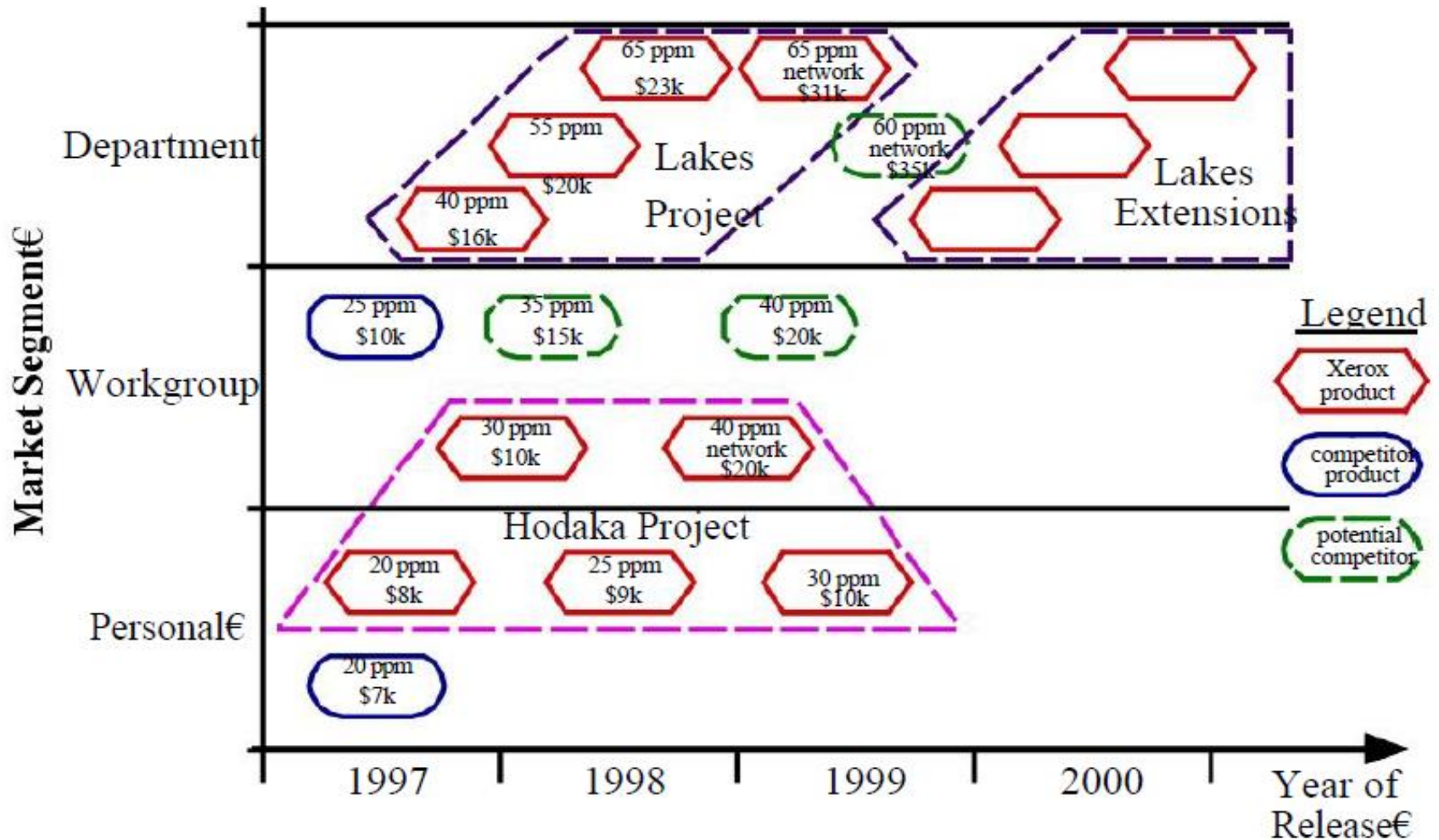
The Product Planning Process



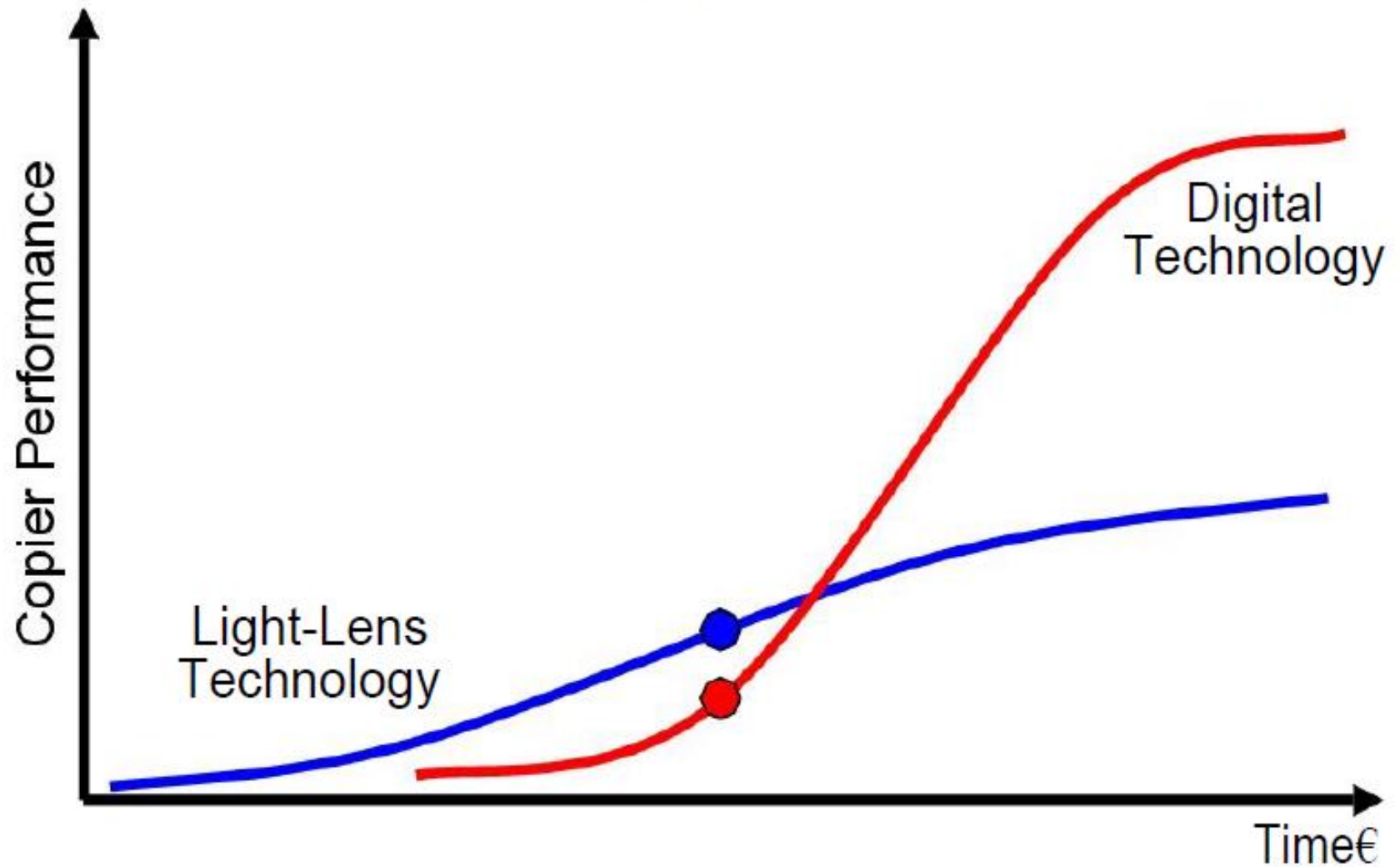
A Product Plan



Market Segment Map



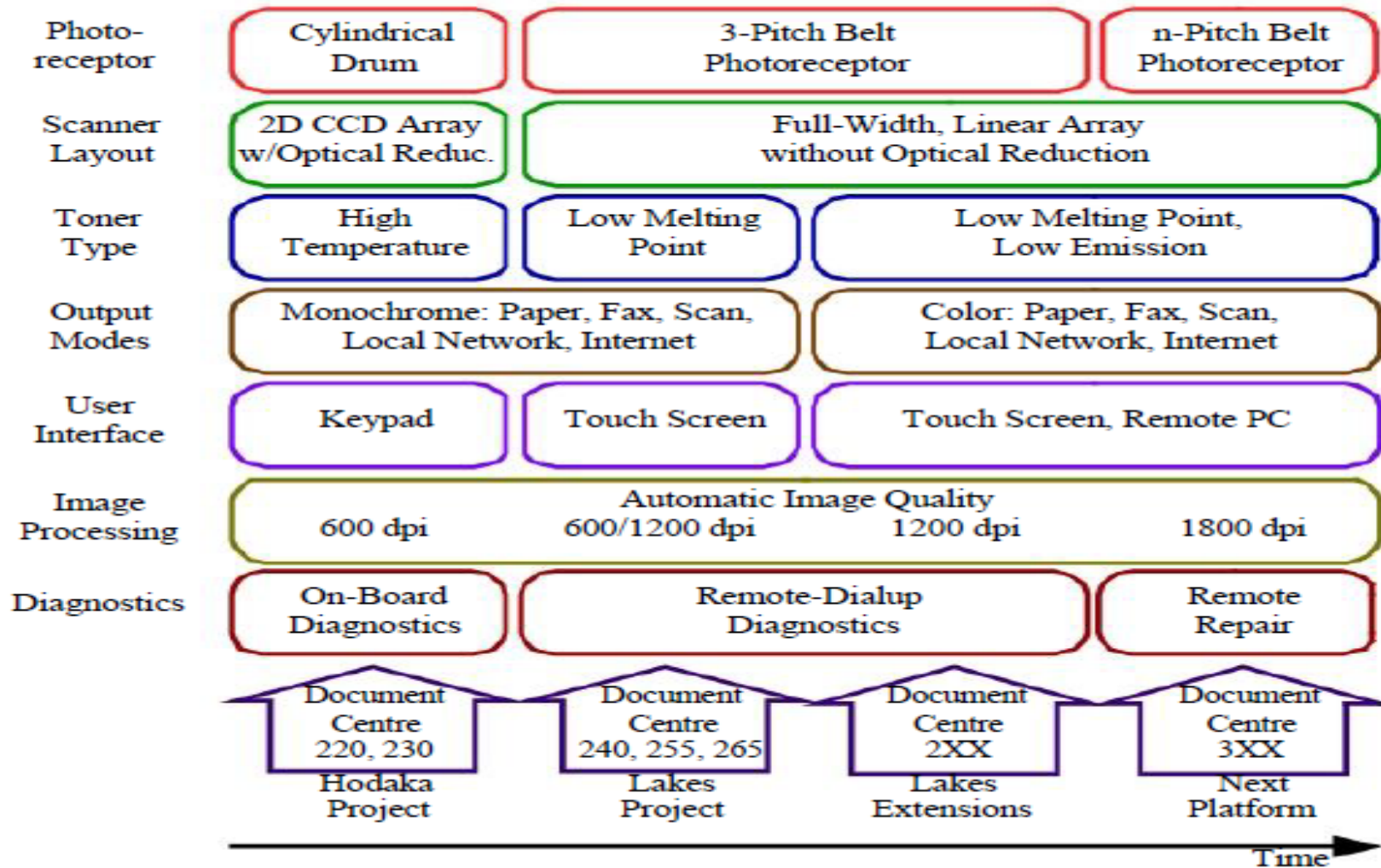
Technology S-Curves



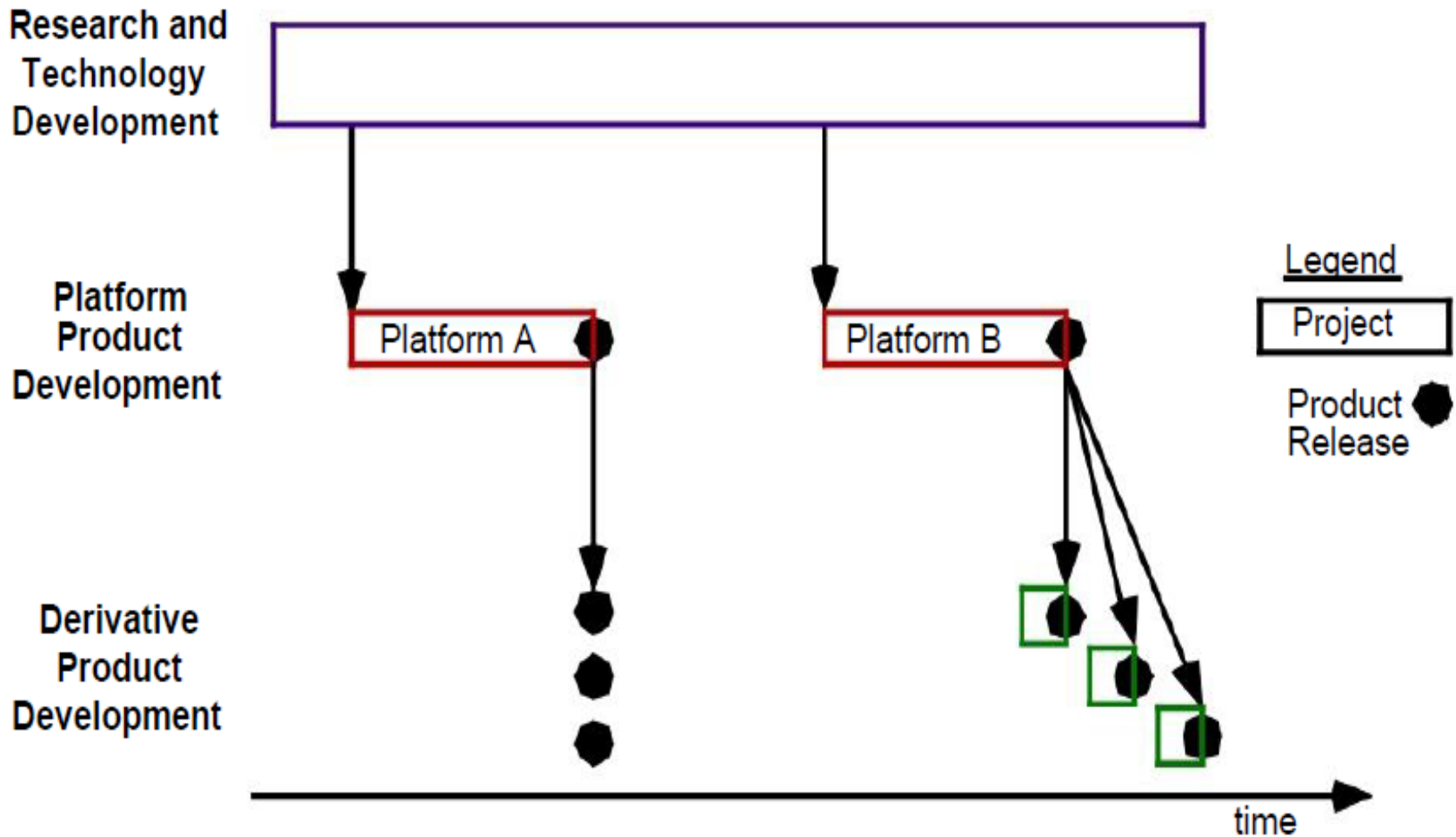
Technology Roadmap

Functional Elements

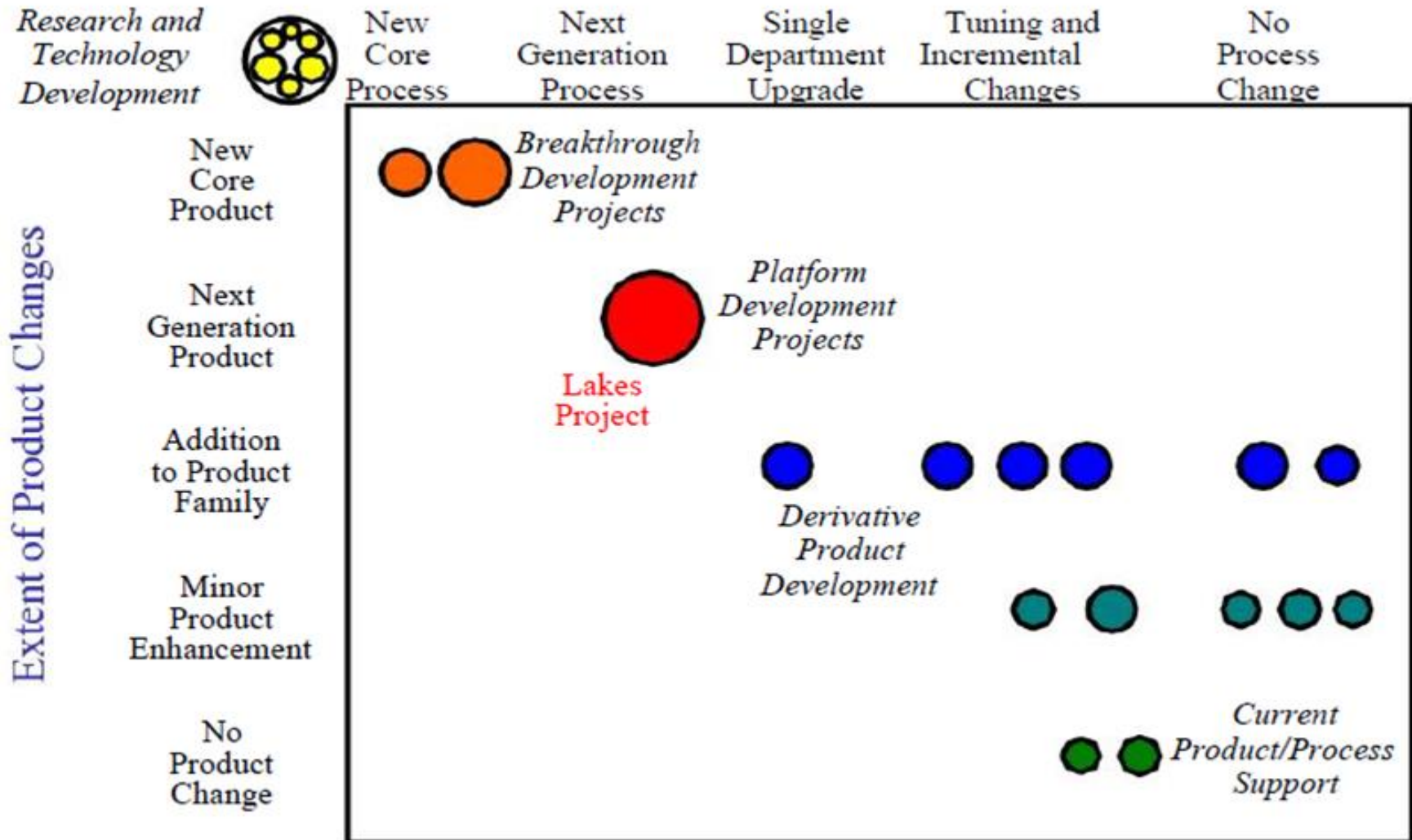
Technologies



Platforms vs. Derivatives



Product-Process Change Matrix



Aggregate Resource Planning

