

Verena Rumpf

The Use of Creativity and Systematic Innovation within the Product Life Cycle

From the Perspective of Product Management

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CAMPUS 02 Fachhochschule der Wirtschaft
Studiengang Innovationsmanagement

Bachelor Thesis

The Use of Creativity Techniques and Systematic Innovation Approach within the Product Life Cycle from the Perspective of Product Management

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Abstract

The fulfilment of customers' needs is the main objective of an organisation; the product line has to be continually improved and varied in order to reach this objective. The offer of alternative ways for conceptions to enhance or upgrade products and develop innovative product ideas within product management is the main goal of this paper. The main chapter deals with a selection of creativity techniques and systematic innovation tools that are connected to the several phases of the product life. The conclusion of this work is presented as a recommended checklist for the application of such techniques and tools. This paper also explains the daily tasks of a product manager relating to the life cycle of a product. It copes with the basics of innovation and creativity, with personal creativity barriers as well as with supporting characteristics of an organisation. The definition of advantages and disadvantages of team working is also part of this paper.

In general the content of this paper enables individuals or groups to improve their know-how in terms of creativity and innovation. It offers possible techniques and tools to enhance products that are categorised in a specific phase of its life cycle in order to improve their general figures.