

Workshop 3: Technology

0:00 Introduction

- *Review outputs from Workshops 1 & 2*
- *Discuss market-product analysis grid outputs*
- *Overview of Workshop 3*
- *Objectives of overall process and Workshop 3*

0:30 Technological solutions

- *Consider each product feature in turn, starting with high priority features*
- *Brainstorm possible technological solutions*
- *What technological problems / constraints / challenges apply to delivery of desired product features?*
- *What technological / design / manufacturing solutions could deliver desired product features?*
- *Group solutions into areas / programmes / 'routes' (aim for maximum of 10 areas)*
- *Assess 'maturity' of technological areas (i.e. risk / development effort), if time allows*
- *Identify other key 'resource' dimensions (i.e. skills, competences, alliances, capital)*

2:00 Tea / coffee

2:15 Impact of technological solutions

- *Rank impact of each technology area on product feature concepts*
- *Use scale 0, single tick, double tick, triple tick / cross*

3:15 Gaps

- *Identify key gaps in technological knowledge*

3:30 Close