

NEW PRODUCT DEVELOPMENT

BLAŽ ZUPAN, PHD

[HTTPS://WWW.LINKEDIN.COM/IN/ZUPANB/](https://www.linkedin.com/in/zupanb/)

NEW PRODUCT DEVELOPMENT IS THE ABILITY TO:

TRANSFORM A MARKET OPPORTUNITY INTO A PRODUCT AVAILABLE FOR SALE

DEVELOP, TEST AND CONSIDER THE VIABILITY OF PRODUCTS

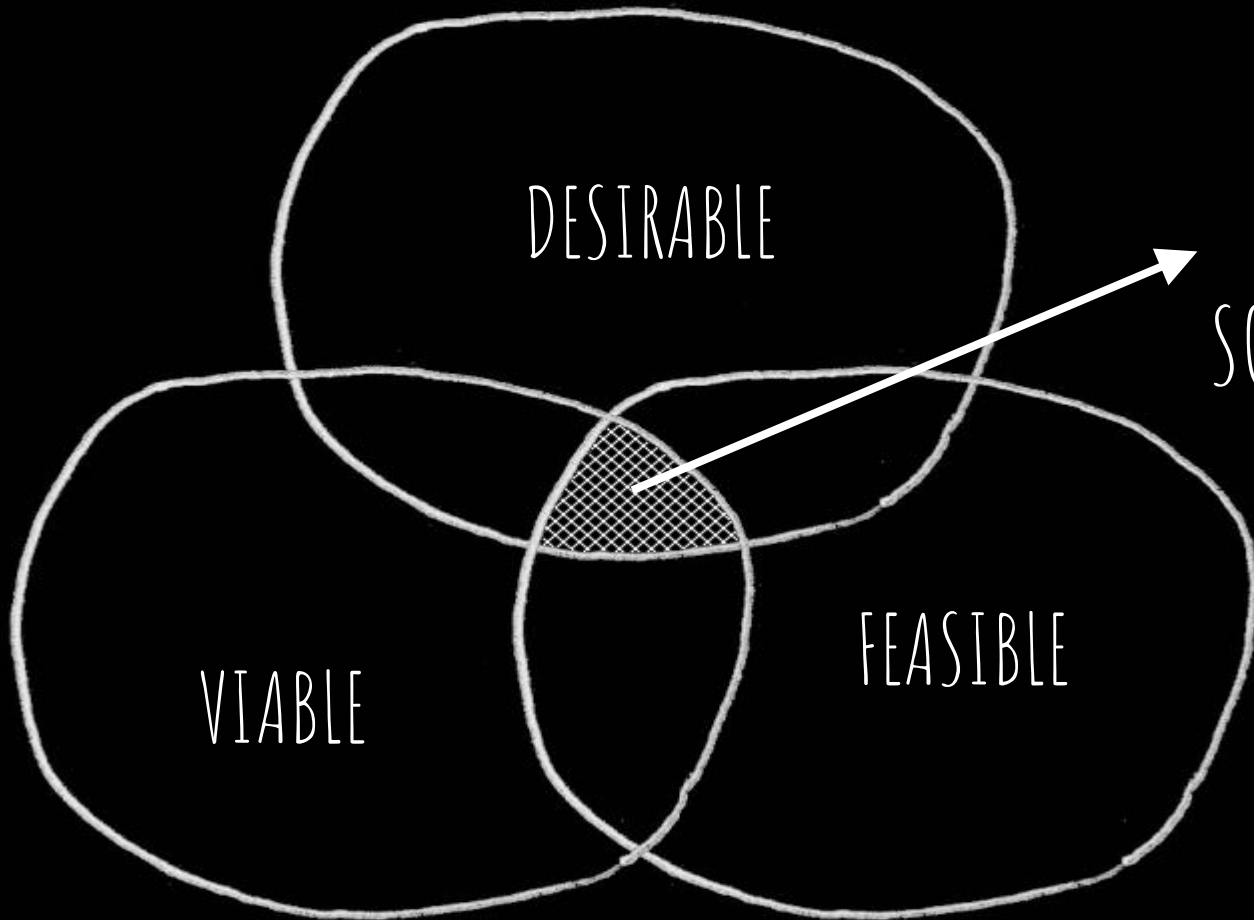
DEVELOP A PRODUCT THAT SOLVES THE UNDERSERVED NEEDS OF ITS TARGET CUSTOMER

SYSTEMATIC NEW PRODUCT DEVELOPMENT IS THE KEY TO SUCCESSFUL INNOVATION

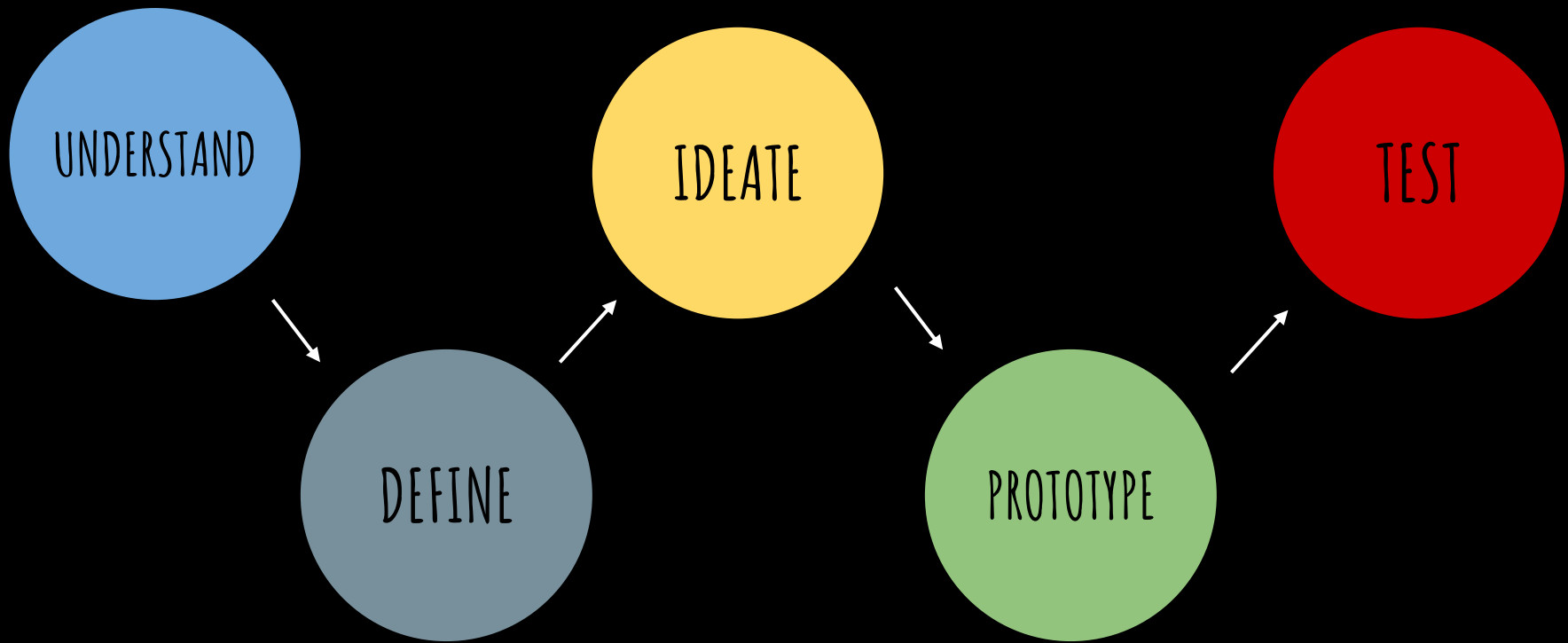
DIFFERENT



BETTER



BETTER
SOLUTION!



UNDERSTAND

IDEATE

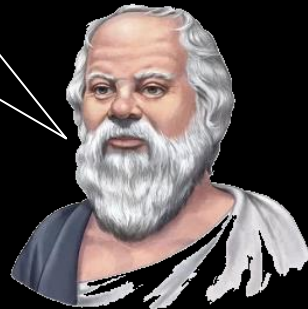
TEST

DEFINE

PROTOTYPE

WITHOUT DATA YOU ARE JUST ANOTHER PERSON
WITH AN **OPINION**

UNDERSTANDING YOUR PROBLEM IS HALF THE SOLUTION



SURVEY

CONVERSATION

FOCUS GROUP

OBSERVATION

IMMERSION

NETNOGRAPHY

SECONDARY DATA

PROTOTYPE & TEST

NEW PRODUCT DEVELOPMENT

=

UNDERSTANDING USERS, PROTOTYPING &
TESTING SOLUTIONS

BLAŽ ZUPAN

ADDITIONAL RESOURCES

- [6 RESOURCES TO HELP YOU LEARN DESIGN THINKING \(COLLECTIVECAMPUS.IO\)](#)
- [HTTPS://WWW.MYGREATLEARNING.COM/BLOG/DESIGN-THINKING-BOOKS](https://www.mygreatlearning.com/blog/design-thinking-books)
- [10+ BEST DESIGN THINKING ARTICLES IN 2023 \(REFIND.COM\)](#)
- [35 BEST DESIGN THINKING BLOGS AND WEBSITES IN 2023 \(FEEDSPOT.COM\)](#)
- [HTTPS://WWW.IDEOU.COM/BLOGS/INSPIRATION/TAGGED/DESIGN-THINKING](https://www.ideou.com/blogs/inspiration/tagged/design-thinking)