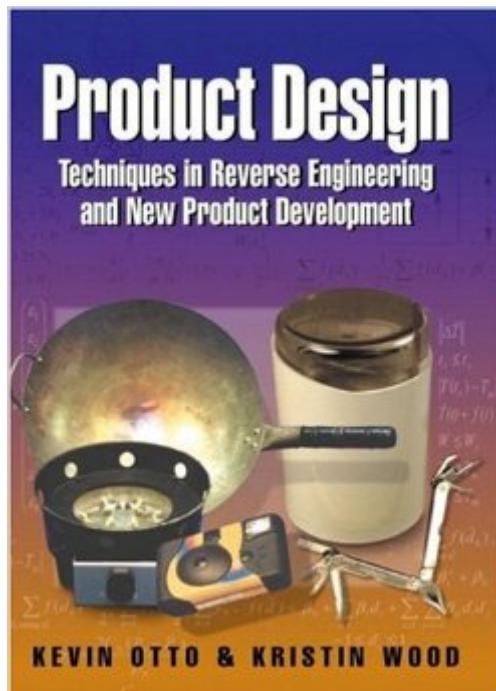


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# Product Design: Techniques In Reverse Engineering And New Product Development



## **Synopsis**

Product Design presents an in-depth study of structured designed processes and methods. Fundamental approach is that reverse engineering and teardowns offer a new better paradigm for design instruction, permitting a modern learning cycle of experience, hypothesis, understanding, and then execution. For practicing engineers interested in learning about mechanical design.

## **Book Information**

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## **Customer Reviews**

Typically a graduate coming from a university is expected to work on product development. However, engineering institutions typically do not teach full product design cycle and associated concepts which can prepare these engineers for developing a product using some proven techniques. Even knowing the options in various tools and technique is lacking sometimes. This book is a master piece and answer to those questions. At first it looks like a reverse engineering book but it contains range of novel treatments from NPD perspective. The book is organized in 19 chapters of high value concepts in regard to contemporary product design processes and tools. Not in congruence with its title, book covers a great deal of team formation aspect in detail and also provides insight on various personality types which composes the teams. Chapter 4 covers use of various tools like affinity diagram to prioritize customer needs. The book goes onto establish the knowledge base on how to convert customer needs into product function using techniques of activity diagram and function structures. Great deal is covered on process of benchmarking usually not available in other books to precise details. Use of house of quality is highlight of this treatment in

context of product design. The chapters on developing product architectures, generating concepts and selecting best concepts has been explained with some of the superb examples. Engineering professionals will find real good value out of DFX chapters which pertains to design for manufacturing, design for assembly, and design for environment and design for robustness / reliability. The most valuable understanding which I got from this book is - looking at solution from analytical and numerical modeling perspective.

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