

Ten Key Basics for New Products

1. Assemble a multi-disciplined team.
2. Set specific parameters up front.
3. Involve end-users/purchase influencers early.
4. Involve upper management early.
5. Challenge existing research.

Ten Key Basics for New Products

6. Look in your archives.
7. Be sure each idea is reducible to one sentence description/positioning statement.
8. Show prototypes and/or concepts with visuals; try not to work with abstract concept statements.
9. Give ideas/concepts a chance to evolve.
10. Don't be afraid to go with your gut.