

CHAPTER 16 Production Management and Distribution

SOFTWARE ACTIVITY

PowerPoint Application

OBJECTIVE: Identify and explain the steps in product development.

Some entrepreneurs want to start a business based on a new product idea. These potential entrepreneurs must realize that there is usually a long process involved in transforming an idea into a finished, marketable product. This process is known as product development, and it involves a series of steps. These steps usually include: opportunity recognition, concept investigation, product design, and prototype building/testing. Each of these steps is important to the product development process; however, depending upon the idea, entrepreneurs may not approach them in the same sequence.

Practice Situation

You want to develop a new computer game. First, identify activities that entrepreneurs would complete at each step of the product development process. Then, identify the specific steps and tasks you must perform to transform your idea into a marketable product. Make your list clear, concise, and complete. You do not have to use complete sentences, however, the statements need to be easily interpreted by others.

Now you are ready to use this information in developing a slide presentation. Your presentation will identify the steps in the product development process, as well as the specific activities you would have to complete before bringing your idea to the marketplace. Create a series of slides that includes a title slide, and at least one slide for each of the steps in the product development process.

**Name of
Computer Game**

Product Development Process 1

1. Identify Step One
2. Actions to Be Taken
3. Additional Actions to Take

Product Development Process 2

1. Identify Step One
2. Actions to Be Taken
3. Additional Actions to Take

Product Development Process 3

1. Identify Step One
2. Actions to Be Taken
3. Additional Actions to Take

 **PowerPoint Directions**

1. Start your Powerpoint software program.
2. Develop a minimum of four slides based on the information you have compiled about the different product development steps needed to transform your idea for a new computer game to a marketable product. You should have at least one slide for each step in the product development process. Some of those slides should include clipart to illustrate the points you are presenting.
3. Save your work.
4. Print out a copy of your slides if your teacher has instructed you to do so.
5. Answer the following questions.

Interpreting Results

1. Which is probably the most important step of the product development process that you have identified?

2. Exchange a copy of your slide presentation with a classmate. Check to determine if the advantages and disadvantages were concisely and clearly written. Identify activities that are not explained clearly. Suggest any additional activities that should be included in order to successfully bring this computer game to the marketplace. Be specific.

Drawing Conclusions

3. If you follow all the steps and activities that you have identified to bring your new computer game to the marketplace, are you guaranteed to be successful? Explain.
