



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

Accredited by NAAC-UGC with 'A' Grade

Approved by AICTE, Recognized by UGC & Affiliated to Anna University, Chennai

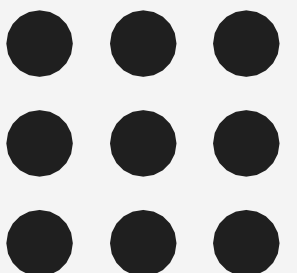
DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

COURSE NAME: 19OE116 - PRODUCT DESIGN AND DEVELOPMENT

III YEAR / VI SEMESTER

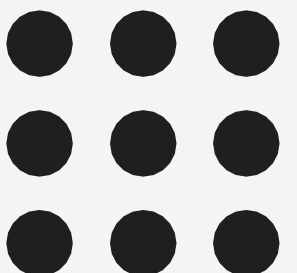
Unit 1 - INTRODUCTION

Topic 9 – Various phases of product development





The product development process is typically divided into phases that guide the systematic progression from idea to market launch.

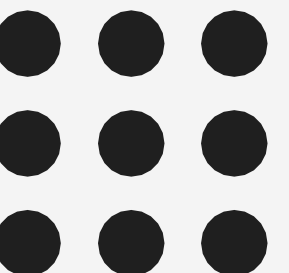




Concept/Idea Phase

Research & Feasibility Phase

Design Phase

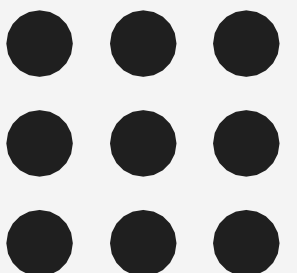




Development Phase

Testing & Validation Phase

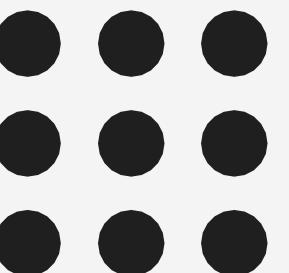
Production/Manufacturing Phase





Launch Phase

Post-Launch & Maintenance Phase





Thank You...