



**EXHIBIT 1-4** The product development process. The diagram shows where each of the integrative methods presented in the remaining chapters is most applicable.

- Chapter 14, Prototyping, presents a method to ensure that prototyping efforts, which occur throughout the process, are applied effectively.
- Chapter 15, Robust Design, explains methods for choosing values of design variables to ensure reliable and consistent performance.
- Chapter 16, Patents and Intellectual Property, presents an approach to creating a patent application and discusses the role of intellectual property in product development.
- Chapter 17, Design of Services, shows how the methods in this book can be applied to the development of intangible products, and introduces a method for representing those products, the service process flow diagram.