

Managing Product Development Projects

Final Exam

Congratulations. You were just promoted to New Product Development Director for Child Software Plus, Inc. Child Software Plus, Inc. is a company that develops and markets educational software for K-5 children. The development team is considering the launch of a new software package that teaches children how to read and write the German language using voice prompt and other child friendly features. This software will be called "Ger-Kids".

You are tasked with the following:

1. How would you structure your cross-functional core team? Who would be on it? What are their roles and responsibilities?
2. Discuss the navigation of Ger-Kids through the various stages.

Concept Evaluation
Planning & Specification
Development
Testing & Evaluation
Product Release

3. The team has developed the Ger-Kids software prototype. Draft a hypothetical consumer survey to gather VOC information.
4. The investment cost is \$1,500,000 and the annual sales are \$450,000 per year. What is the payback period?
5. Define risk and contingency planning. Assume that the first prototype failed in the marketplace. What would be your contingency plan?
6. Create a project scoring table for the new product. Use hypothetical information if needed.
7. Why is rapid time to market important?
8. As Director, you determine resource requirements needed. What resources do you recommend to successfully launch Ger-Kids?
9. What is portfolio management? How is it applicable to Ger-Kids?
10. What is your product plan for Generation 2?