SMART product innovation: a process manual for implementing and completing the SMART process
Among the inspirations for the SMART process is "design to customer value," where products are modified based on a thorough understanding of customers that allows product developers to eliminate features that do not affect customer satisfaction while including only the elements and functionality that customers really appreciate. The SMART process includes methods to understand product value for the customer and the user; analyse the cost of components and processes; combine customer value and cost reduction potentials into feasible, high-value concepts; and generate prototypes that can be tested with users and customers.

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