

ABOUT

Welcome, Who's Who

NEWS & EVENTSConferences, Workshops,
News, Calendar, Summer
Schools**RESOURCES**Papers, Journals,
Proceedings, Newsletters,
Links**GROUPS**SIGs, Communities, Get
involved!**MEMBERSHIP**Join up, Renew,
Membership Types, FAQ's[HOME](#) > [PUBLICATIONS](#) > [PAPERS](#)**PAPERS**

A CROSS-FUNCTIONAL APPROACH FOR THE FUZZY FRONT END: HIGHLIGHTS FROM A CONCEPTUAL PROJECT

DS 80-8 Proceedings of the 20th International Conference on Engineering Design (ICED 15) Vol 8: Innovation and Creativity, Milan, Italy, 27-30.07.15



Year: 2015

Section: Innovation and Creativity

Editor: Christian Weber, Stephan Husung, Gaetano Cascini, Marco Cantamessa, Dorian Marjanovic, Francesca Montagna

Author: Figueiredo, João Filipe (1); Correia, Nuno C. (1); Ruivo, Inês Secca (2); Alves, Jorge Lino (1)

Series: ICED

Institution: 1: University of Porto, Portugal; 2: University of Évora, Portugal

Section: Innovation and Creativity

Pages: 319-328

ISBN: 978-1-904670-71-1

ISSN: 2220-4334

Abstract

Ideation is regarded as a critical element in the innovation process; besides, it is transversal to the different design models. Notwithstanding its fundamental characteristics for the innovation process, ideation is the least-studied phase and an ambiguous nature is sometimes assigned to it. Consequently, the Fuzzy Front End (FFE) designation was born to describe this early phase and the interest over its study has recently increased.

By means of an extensive literature review, ideation is highlighted from the design process and diverging models for the FFE are comparatively analyzed. The importance of a cross-functional approach for the FFE is underpinned with an analysis of a multidisciplinary and mainly conceptual project over the transportation sector. The innovative character and the perceived value of this project is precisely grounded in its integrated and cross-functional approach, which combines the technological possibilities with the passenger focus.

Keywords: Conceptual Design, Early Design Phases, Fuzzy Front End, Innovation

BUY NOW

Books & Proceedings	161
Papers	6977
Public reports	3
Theses repository	205
Case studies/Transcripts	4
Merchandise	1
Other	7

[Add to Cart](#)**KEYWORDS**

Conceptual Design Early Design Phases
Fuzzy Front End Innovation



Member price: **0.00 GBP** ([Join Now](#))
Full price: **3.00 GBP**

[Add to Cart](#)

[Shopping Cart](#)

ICED15 THE 20TH INTERNATIONAL CONFERENCE ON ENGINEERING DESIGN 27-31ST JULY 2015

The registration for ICED15 is open. The theme of the conference is DESIGN FOR LIFE - Design for Contended Life, Design for healthy Life, Design for Sustainable Life For Full conference information about this important Design Society event go to <http://iced2015.org/> See you in Milan!...

[Read More](#)

Like { 0 Tweet  { 0

The Design Society is a charitable body, registered in Scotland, number SC 031694. [Privacy policy](#) • [Cookies policy](#) • [Data protection](#) • [Security Policy](#) • [Terms of use](#) • [Mobile Web](#)
Registered Company Number: SC401016.

Website developed & SEO by AMagdic Web Design. Copyright © 2002-2016 The Design Society. All rights reserved.



v4.20150925