

Concept Decision Making in Complex Product Development

▲ **Research issue/problem to solve, purpose and goal** - *Its purpose is to improve the concept-choice process in product development projects. The project's research question deals with the aspects faced in the concept rolling process and how these aspects can be managed to reach better decisions. This project aims to investigate what happens in concept decisions, and to define improvement proposals for better decisions in the future. A better understanding of decision-making and its process is a key part of a company's innovation capability.*

▲ **Results and expected effects** – *An expected outcome is a deeper understanding of what affects the studied decision situation, including formal and informal factors. The project should result in improved operation, such as methods and instructions, and also an increased understanding and awareness regarding the decision making of employees in product development projects.*

▲ **Design and realization** – *The project is implemented as an industrial research student project, with a focus on action research. The first part identifies what influences concept decisions at this time (based on interviews, observation and experience). The later part will focus on developing improved approaches, which will then be tested and evaluated in cooperation with the company (action research).*

▲ **Project members**

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