

Topic	User Integration in the Product Development Process
Overview	<p>In today's competitive world, innovation is a top priority for companies. That's why understanding customers' needs is crucial for developing the right products or services. However, identifying these needs can be difficult as they change rapidly (von Hippel, 2001).</p> <p>To address this challenge, various methods have been developed to help companies involve users in product development. For instance, the lead user method which recognizes users' ability to provide valuable insights for both needs and solutions. Nevertheless, implementing this method can be hard, as it requires identifying specific user types. For that reason, it is essential for companies to understand the different methods available to choose the most suitable one for their needs.</p> <p>This work will review existing knowledge about different user integration approaches.</p> <p>Exemplary research questions are:</p> <ul style="list-style-type: none"> • What methodologies are utilized for integrating user into product development processes? • How do users contribute to enhancing product innovation? • What are the challenges associated with integrating users into the development process? <p>The questions could be answered within the scope of a literature review.</p>
Language	English
Additional information	<p>Start: As soon as possible</p> <p>Type of thesis: Bachelor or master thesis</p> <p>Requirements: interest in the topic, motivation</p>
Publication options	Excellent works can be submitted as international conference paper or to the working paper series on Market-oriented Management of the chair of Marketing and Human Resource Management.
Literature (examples) <i>All references mentioned here can be accessed via google scholar.</i>	<p>Franke, Nikolaus and von Hippel, Eric (2003a). Satisfying Heterogeneous User Needs via Innovation Toolkits: The Case of Apache Security Software. <i>Research Policy</i> 32(7):1199-1215.</p> <p>Enkel, E., Perez-Freije, J., & Gassmann, O. (2005). Minimizing market risks through customer integration in new product development: learning from bad practice. <i>Creativity and innovation management</i>, 14(4), 425-437.</p> <p>Veryzer, R. W., & Borja de Mozota, B. (2005). The impact of user-oriented design on new product development: An examination of fundamental relationships. <i>Journal of product innovation management</i>, 22(2), 128-143.</p> <p>von Hippel, E. (1986). Lead Users: A Source of Novel Product Concepts. <i>Management Science</i> 32(7):791-806.</p> <p>von Hippel, Eric (2001). Perspective: User Toolkits for Innovation. <i>Journal of Product Innovation Management</i> 18(4):247-257</p>
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