

Creating Shared Understanding In Product Development Teams

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Development projects that span different disciplines and groups often face problems in establishing a shared understanding of the projects purpose, deliverables, and direction. *Creating Shared Understanding in Product Development Teams: How to Build the Beginning* uses research-based cases from TC Electronic, The Red Cross, Daimler AG, and Copenhagen Living Lab to demonstrate one approach to this problem complex. It shows how prototyping specific physical artifacts can function as drivers and focal points for creating the much needed shared understanding. Encompassing both the participants and the facilitators point of view, *Creating Shared Understanding in Product Development Teams: How to Build the Beginning* provides both practical examples and theoretical explanation for the process of creating shared understanding. This book provides a toolbox and a practical guide for planning, executing, and facilitating workshops. The result is a clear outline of how to facilitate the creation of physical artifacts that enables and stimulates communication between team members, users, and stakeholders in order to create shared understanding of projects. EAN/ISBN : 9781447141808 Publisher(s): Springer, Berlin, Springer, London Discussed keywords: Produktentwicklung Format: ePub/PDF Author(s): Mller Nielsen, Louise - Tollestrup, Christian

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