Lean Product Design Assessment

Institute for Lean Design

1 = "We don't do this"
2 = "We do this sometimes"
3 = "We do this but need improvement"
4 = "We are performing well"
5 = "We are superior in this"

Lean Design Principle	Rating & "Why" Comments
1. Universal Lean Design Equation. Our product teams are "lean thinkers." They know the "Optimize Strategic *Ilities*, Minimize Evil *Ings*" equation well and systematically apply it in all quadrants of design opportunity. They are very good at "waste prevention" by better design.	**Your View [ ] Group [ ] Bart's Rating [ ]** *"Why" Comments:*
2. Deliver Strategic Value. Our company knows the strategic Eight Primary Customer values *(Ilities)* and how to deliver them through better design. Our product teams know our Eight Company *Ilities* and uses them as a "checklist" to rate & improve our product designs.	**Your View [ ] Group [ ] Bart's Rating [ ]** *"Why" Comments:*

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3. Prevent Lifecycle Waste. The *Seven Evil Gremlins* are no strangers to our product teams. We are very good at "waste elimination through prevention." We use the *Seven Gremlins* as a way to get feedback from all stakeholders, as well as a way to measure one design solution against another.	**Your View [ ] Group [ ] Bart's Rating [ ]** *"Why" Comments:*
4. Anticipate Marketplace Pull. We have a good handle on the *"Three Sharks of Change."* We use these three to project future marketplace, technology, and competitive scenarios. We are never surprised by sudden changes in these three sharks.	**Your View [ ] Group [ ] Bart's Rating [ ]** *"Why" Comments:*

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5. Create Continuous Product Value Flow. We do not treat design as a "stop & go" task. We use "set based" design to evaluate multiple concepts. Our product teams develop design concepts in multiple generations. We are always ready with new ideas and new technology to meet any threats from the *"Three Sharks of Change."*	**Your View [ ] Group [ ] Bart's Rating [ ]** *"Why" Comments:*
6. Get Real Time Predictive Feedback. Our product teams develop feedback systems to predict future success. They go well beyond measuring "schedule, cost and specifications" to get feedback on whether a design is solving the value/waste equation. We make good design "trade-offs" based on this feedback. Our company understands the "Ten Rules of Predictive Feedback."	**Your View [ ] Group [ ] Bart's Rating [ ]** *"Why" Comments:*

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7. Build a "Knowledge Based" Design Culture. All our product teams, as well as team coaches and facilitators, understand the basic ten Lean Design tactics. We are constantly looking for ways to expand our design teams knowledge base. We systematically gather knowledge, both used and unused, for future design teams to reference and use. We have an effective way to access this knowledge.	**Your View [ ] Group [ ] Bart's Rating [ ]** *"Why" Comments:*
8. Rigorously Apply Systematic Innovation. There is no "innovation gap" in our company. All "corners of the box" are fully explored. We know the *Five Targets* of product innovation and seven ways to improve them. We are systematic in our search for new design solutions.	**Your View [ ] Group [ ] Bart's Rating [ ]** *"Why" Comments:*

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9. Develop a Strong Product Strategy. We recognize that product strategy is the first step in any design task. We go problem seeking before problem solving. We use our strategy development process to get stakeholder participation and management buy-in. We periodically review our strategy to make sure the same conditions apply as at the beginning.	**Your View [ ] Group [ ] Bart's Rating [ ]** *"Why" Comments:*
10. Constantly Strengthen the Seven Pillars. Our company knows the seven primary functions of an effective product development process and is constantly working to improve them. The company product development process is respected and used by all design teams. All seven functions are working at full power.	**Your View [ ] Group [ ] Bart's Rating [ ]** *"Why" Comments:*