

Feb 13, 58

Talk to Visitors from Stanford Research Inst.

I. Definition of Product Planning:

a relatively new concept: planning for future products.

There have been examples where ^{2 or 3} millions of development money has been lost because (1) product did not meet user's requirements
(2) specialized market only.

Called "Systems Engineering", or "Sales Engineering".
~~Phil of Marketing~~ (not sales, let's combine) (DP)
Responsibilities: to define scope of business activities (illustrated in Mr. Seaver talk).

- (1) Preparation of functional specifications which describe what is needed from user's point of view.
- (2) Preparation of complete development program of such products.
(Interaction between products)
- (3) To follow the various stages of development & coordinate the activity of all departments involved.
(To evaluate progress as devel. proceeds)
(illustrated by simulator).

Description:

- (1) Product Planning is part of Marketing Division.
- (2) Prod. Planning people are called "Representatives" (of salesmen and customers).
- (3) Prod. Planning Departments are located in the ^{Dist. Head.} ~~staff~~ laboratories.

II, Example of Planning Stretch,

(1) Have worked closely with Los Alamos Scientists on project.
→ other markets? commercial & scientific,
(2) Example of ~~evaluation~~

(2) + worked with Eng. Planners on op. codes.

(3) example of evaluation (simulation)

graph: Performance

no. of ~~memories~~ multiplied

Team to Paul Seener

→ Data Transmission:

Eng. Req.
Devel. Study
Market
Applications,