



What is New Product Development (NPD)?

New product development is the process used to generate new product ideas and turn the best ideas into a business product or service.

Why is NPD required?

New products and services are required to address changing market or policy requirements so that your business goals can be achieved.

Why is NPD difficult?

The major challenges facing NPD are:

- **Traditional project management** is not able to cope with the dynamic complex interactions required.
- **Key Information is in People's heads** – so individuals need direct involvement
- **Team effort** – individuals across the business (and often people outside the business) need to work together effectively to achieve a competitive solution
- **Specialist Skills** – specialists need to apply their knowledge and skills in a timely manner
- **On-going Delivery** – current products and services must still be delivered during NPD
- **Accountability** - finding out what has been done, when and by whom is difficult.

Change Management is Essential

An effective NPD process will generate understanding and ownership that will simplify implementation. When NPD is done correctly most team members should be keenly awaiting the product or service they have helped develop.

TASKey's NPD Methods

TASKey has developed web software that is ideal for NPD in complex operating environments.

The key features of the software are:

- NPD is coordinated with on-going work
- ToDo lists are automatically produced for each contributor, so your people know what to do, when and who they need to collaborate with
- Everyone is kept informed of progress
- Meeting actions are integrated into the NPD workflow
- The software presents critical task information on a need-to-know basis
- There is an audit trail for review
- The process steps can easily be turned into a template or easily modified as needed

TASKey's WorkNav Software Tool

The browser based software tool makes TASKey's methods easy for you to apply consistently between people with web access. Its ability to integrate tasks with ToDo's (the work being done) is unique.

Every user can participate in developing your NPD process so you get a process where the team members have ownership and agreement. Then TASKey WorkNav does the essential tracking, coordinating and reporting for you, so users can keep focused on doing their part of the work.

Steps your managers & staff take are:

1. Develop a high level framework of NPD tasks for all areas (eg. executive, research, marketing, sales, production, packaging, warehousing, distribution)
2. List the actions (ToDo's) to be delivered by each individual and team
3. Manage meetings (both physical & virtual) to add/update actions to address issues
4. Tick-off ToDo's via the web or mobile devices

What TASKey WorkNav does for you:

- **Tracks** – keeps track of changing tasks and changes to the actions required to do tasks
- **Coordinates** – keeps your team's tasks, ToDo's, teams and individuals synchronised
- **Informs** – keeps users informed of progress and notifies your people of important changes that affect them
- **Reports** – provides you with real-time personal ToDo lists and critical reports
- **Templates** – replicate the NPD process for new products and services in minutes.

All information is customised for each user and presented on a need-to-know basis in real-time. Plus TASKey WorkNav manages the essential work coordination for meetings in the context of the work being done.

Benefits of TASKey WorkNav for NPD

Key benefits are:

- Improved ROI through faster, more effective NPD
- Focus is maintained on high value work.
- Important steps aren't missed due to oversight.
- All tasks are integrated and coordinated.
- Mobile devices provide anywhere anytime access
- Templating reduces future planning time by reusing workflows and processes.

Your new products get to market faster and your people feel a greater sense of accomplishment than ever before.