

Performance modelling based on value analysis for improving product development process architecture

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ABSTRACT

Improving the architecture of product development process (PDP) is an effective approach to improve PDP performance. However, performance is difficult to model because the criterion of performance such as development cost, time and product quality are usually contradictory. The objective of this paper is to use process value as the evaluation indicator of PDP performance. The process value of PDP, as well as the ratio of process function and process cost, is discussed and its quantitative method is proposed. The process function is defined as the process effectiveness which considers the importance of each activity of PDP, and its evaluation methods based on rework theory and quality function deployment (QFD) are given. The simulation method is used to illustrate the proposed model and analyze the relation between architecture and process value of PDP, and an optimization model for PDP architecture is provided. With the model, we can get a suitable PDP architecture to balance the cost and product function during product development.

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ARTICLE INFO

Keywords:

Product development process
Process performance
Process architecture
Value analysis
Effectiveness
Modelling

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Article history:

Received 20 October 2016
Revised 15 February 2017
Accepted 18 February 2017

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