



Innovative Product Design (IPD) at the University of Dundee adds value to the front end phases of the new product design development process.

# Innovative Product Design

The IPD group can assist businesses through the delivery of creative workshops, the creation of influential prototypes and the exploration of design strategy and management. The group have a successful track record in collaborating with industry to improve processes and products.

## Expertise:

- Design Consultancy
- Market and Consumer Experience Research
- Strategic Design Management
- User-Centred Design
- Digital Product Design
- Creative Practice
- Electronic Prototypes

## Current projects

IPD work on a wide range of collaborations with industry and have recently explored:

- consumer experiences
- the impact of stakeholder relationships on product innovations
- business processes
- innovative packaging
- sustainability

IPD have completed a Knowledge Transfer Partnership (KTP), an industry funded research and development project with Nich Digital Ltd for batch production of high-end digital radios and an Initial Technology Audit (ITA) grant from the Innovation Portal's Small Grants Scheme.

## Funding

IPD have successfully negotiated ongoing funding for PhD and Masters programmes and undergraduate teaching (e.g. Microsoft Expo 2008).

## Opportunities

We welcome the opportunity to engage with local and global companies to advance and add value to their business process and product portfolio.



*Single station radio - industrial design project*



*Storymaker storyteller designed for Microsoft Expo*

## Further information

To find out what Innovative Product Design can do for you contact Jon Rogers.

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## Research & Innovation Services

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