

Integrated Product Development Winter 2022: 6 credits
Human-Centered Design + Business + Technology
TO 448 + ArtDes 416, 6 credits, students enroll in both courses

Integrated Product Development (IPD) is an experiential, cross-disciplinary course open to all UM students with Junior or Senior class standing. In IPD student teams respond to a Design Challenge by developing fully functional products, and test them in market competitions against products from other teams. Graduate student version (TO 548/ArtDes 416) was a winner of 2019 Provost's Teaching Innovation Award. Teams will draw on skill sets from student members from many Schools who have an interest in **design, entrepreneurship and business development**. IPD will be of particular interest to students studying **architecture, art & design, business, engineering, entrepreneurship, information, and science**. Student teams market-test their products in public Trade Shows, and develop business plans to take their product to market. **IPD is approved for 6 credits toward the Entrepreneurship Minor Practicum requirement.**

Previous term Design Challenge (Fall 2021)

Design a tangible product solution which enables aging in place safely. The solution might include service, technology, application and built environment features. It should be suitable for use by senior adults living alone in household circumstances in the US in 2021.

Team Assignments Instructors form teams to assure that team members embody needed technical, design, and business skills.

Competition: Market based, economic competition trade shows at term end.

Online Trade Show Teams build web sites to promote their products.

Physical Trade Show Teams show functional products for visitors to handle, use, and evaluate.

Both Trade Shows Visitors “buy” products from a play-money budget. Each team's market share and pro-forma sales revenue computed from the share of total “purchases” by visitors.

Instructors: Butoliya (Stamps, butoliya@umich.edu) & Svaan (Ross jerics@umich.edu)

Meeting details: IPD meets **twice per week**

Making Studio: Monday 4:30-6:15 pm, Art & Arch. A&A 2410,2420,2440 (North Campus)

Classroom Wednesday 6-9 pm, RSB Blau Hall B0570 (Center Campus)

Questions: email faculty (addresses above), text or call Eric Svaan’s mobile 734-474-2329