

CONCEPT When beginning a new project, the research stage of the project is extremely important. However, how do you know when you are ready to move to the innovation stage?



BACKGROUND

The automobile has a long history of research and innovation. Before the first motorized cars, there were horse-drawn carriages. In 1908, Henry Ford introduced his Model T, which was reliable, sturdy, and easy to drive. This is the first car mass-produced in a factory with the new assembly line process. Automobile manufacturers research to find out what people need, what they want and what they will purchase before designing cars for the next couple of years.

REAL WORLD CONNECTIONS

Companies that do research and development will use several different research avenues, such as interviewing random people to find their needs, sending out surveys of interest, compiling all their data together to decide which innovation path to take. Once they have a path, they begin the innovation and prototyping stages.