

“ If I have a thousand ideas and only one turns out to be good, I am Satisfied. ”

— ALFRED NOBEL

Product Innovation Leading International Manufacturer of Transformers

Case Studies of Company

The Ask

How Might We enable the R&D chief engineers to accelerate the launch of new product line of transformers and proactively detect & reduce the high failure rate despite the close deadlines and limited resources available.

Project Objective

Challenges Faced

**Project Success criteria
defined by Management**

Outcome





Project Objective

- The primary objective of the project was to fix the design flaws in the next-generation out-door transformer.
- R&D process related to failure analysis and failure prevention in new product development.

Challenges Faced

- The team had designed a product that did not yet exist in the world. The product was however demonstrating a high failure rate. The team was making use of conventional techniques for root-cause-analysis to resolve the inexplicable product failures but was unable to derive any meaningful conclusions.
- The project had a completion deadline of 1 year and after 8 months the product was still not ready to be launched in the market.
- The internal stage gate process was unable to provide directions on overcoming these technical challenges.



Project Success criteria defined by Management

Management wanted a structured approach in new product development that was low on complexity and did not compromise the rigor and effectiveness. Additionally, it should be scalable and easy to teach to staff at all levels in the organization.

The following criteria were defined for evaluation of the ideas

- Low cost of implementation and maintenance
- Ease and speed of Implementation
- Solution should result in a high satisfaction score from the user of the transformer.

Outcome

- 174 ideas to reveal and fix potential failure points (Ideas related to reducing core losses, enhance heat removal, improve insulation)
- 26 Patentable Concepts and 5 Patents Filed
- Project completion deadline of 1 year was met and all criteria defined by management were met.



About QGLUE

QGLUE uses design-led practices to help businesses build services that people love and impact the world around us. Using a human centered approach, QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable. We facilitate innovation that makes the world better designed and people happier.

QGLUE undertakes Design Coaching, Innovation on Demand, Briefings for Senior Management and Culture Change Workshops to equip businesses to become design-led.

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Website: www.q-glue.com

Email: customer_relations@q-glue.com

Phone: +91-11-47776666