New report: Product Development 2040

In September 2020, the Design Society launched a report on the future of product development. The report pictures trends that will affect product development and engineering design until year 2040. It relies on several interviews with experienced European engineers during 2018. It is also based on a workshop where experts from more than 20 leading Swedish companies and academics within the field participated. The report outlines some interesting scenarios that may drive the need for new and improved product development processes and practices. Examples are:

- Gamification of Engineering Design
- Democratisation of Data
- Design the behaviour of System of Systems
- Structured and flexible processes.

If the scenarios become reality it will influence the roles among engineers. Even though they will still be experts in their respective domains, new roles might emerge such as:

- Data engineers
- Multi-disciplinary integration analysists
- Extreme virtual testers.

In addition to the scenarios and potential effects may result, the report also outlines some interesting recommendations to industry and research.

The report is available at: https://www.designsociety.org/publication/43268/Product+Development+2040
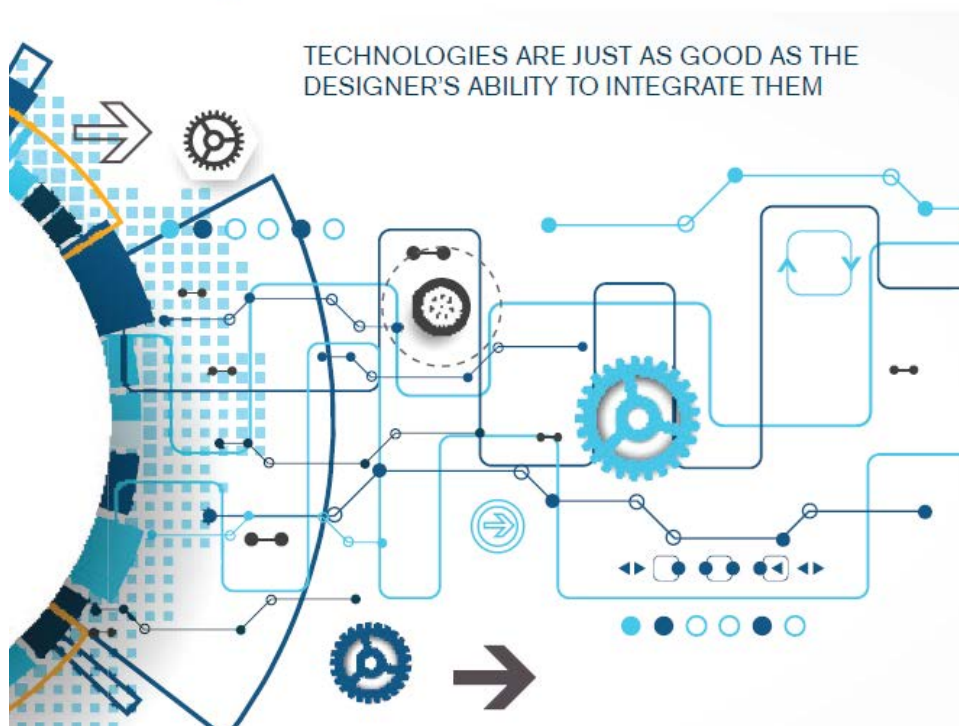

Exhibit 1: New report from the Design Society on Product Development 2040.

PhD activities

P09 EPD: Engineering Management starts on 18th Jan. Deadline for registration is 14th Jan.

PM4 Engineering Design Research Methodology Development starts on 27th Jan. Deadline for registration is 13th Jan.

P13 Sustainability in Engineering Product Development will start on 4th March. It will be held online. Deadline for registration is 28th Feb.

P06 EPD: A Critical Review of the Product Development Process is postponed and will be given during autumn 2021.

More details and other PhD courses are available at https://kunskapsformedlingen.se/en/courses/

Conferences and Calls

ICED21, hosted by Chalmers, has an extended deadline for paper submissions until Dec 11th, 2020. For further info please go to: https://iced.designsociety.org/

SIP Produktion2030 opens a call with the theme Challenging projects for sustainable competitiveness. Deadline for applications is 11th Feb 2021.

Membership and upcoming events

If you are interested to become a member of the PDA network, go to the PDA web and sign in via 'Contacts': http://www.productdevelopmentacademy.se/.

You are also invited to join the PDA LinkedIn group that is accessible via https://www.linkedin.com/groups/8416181/. '

The Design Society has a number of interesting activities. More info can be found at https://www.designsociety.org/group/5/News%2C+Events+%26+Listings

Finally

The PDA Board hopes you stay healthy and wishes you a Merry Christmas and a Happy New Year!!!