

Harley Davidson, Birth of the V-Rod Product Development Example

Things to observe during the program:

1. The structure of the design organization:

- What functions were represented?
- How was the team aligned? (by function or product?)
- What was the nature of the relationships between the various functional groups (particularly the industrial design group and the design engineers)?

2. The design process:

- How and when were decisions made?
- How were options generated?
- How many options were explored?
- How did they narrow their options?
- Was the process linear or iterative?

3. How did the design team capture the desires of the customer?

4. Name one design choice for which the Industrial Designer had veto power.

5. Name one design choice for which the Engineer had veto power.

6. Is Harley Davidson a For-Profit or Not-For-Profit enterprise?

7. Why does Willie G. appear to have so much power

8. Companies use a variety of techniques to protect intellectual property including patents, trademarks, copyrights, and trade secrets. How has Harley-Davidson tried to protect its characteristic sound?

9. Did the V-Rod program help Harley economically? (e.g. From 2000 to 200X, what happened to the stock price?, sales volume?, profit?, market share?)
10. One goal of the V-Rod project was to increase the size of the market for Harley Davidson motorcycles without offending the loyal customer base. This is because the loyal base is aging and younger customers are more interested in high tech, high performance bikes. What measure would you use to measure success in reaching that goal? Using that measure, did the V-Rod help expand the customer base?
11. Exhibit 2-4 in Ulrich and Eppinger lists different process types. For the Harley Davidson V-Rod, consider which of the process types are applicable. You may expect that one of the process types will be the primary one, but aspects of the design will reflect other types.

For each type, check the appropriate column and state your brief justification.

Type	Yes	Some	No	Justify (for each type)
Market-Pull				
Technology-Push				
Platform				
Process-Intensive				
Customized				
High-Risk				
Quick-Build				
Complex				

ME 470 Systems Engineering
Lab 1 – Harley V-Rod Case Study

Assignment:

Answer the questions on the **Harley Davidson, Birth of the V-Rod Product Development Example** handout.

Due Date:

Thursday, September 17, 2009 at the beginning of class.

Evaluation

Answers should be typed rather than handwritten.

Questions 1-6 can be answered by watching the video and will be evaluated based on what was stated in the video.

Questions 7-11 require justifications.

- The justifications for question 11 should be reasonable and logical, but do not need external sources.
- The justifications for questions 7-10 require external sources. Those sources should be
 - Listed (use bibliography format)
 - Available (Instructor can find)
 - Believable (is believable by a typical supervisor on the job)