

# Product Definition and Concept Development

# Agenda

- Context
- Concepts
- Summary



# Jeep Wrangler JK





# Removed

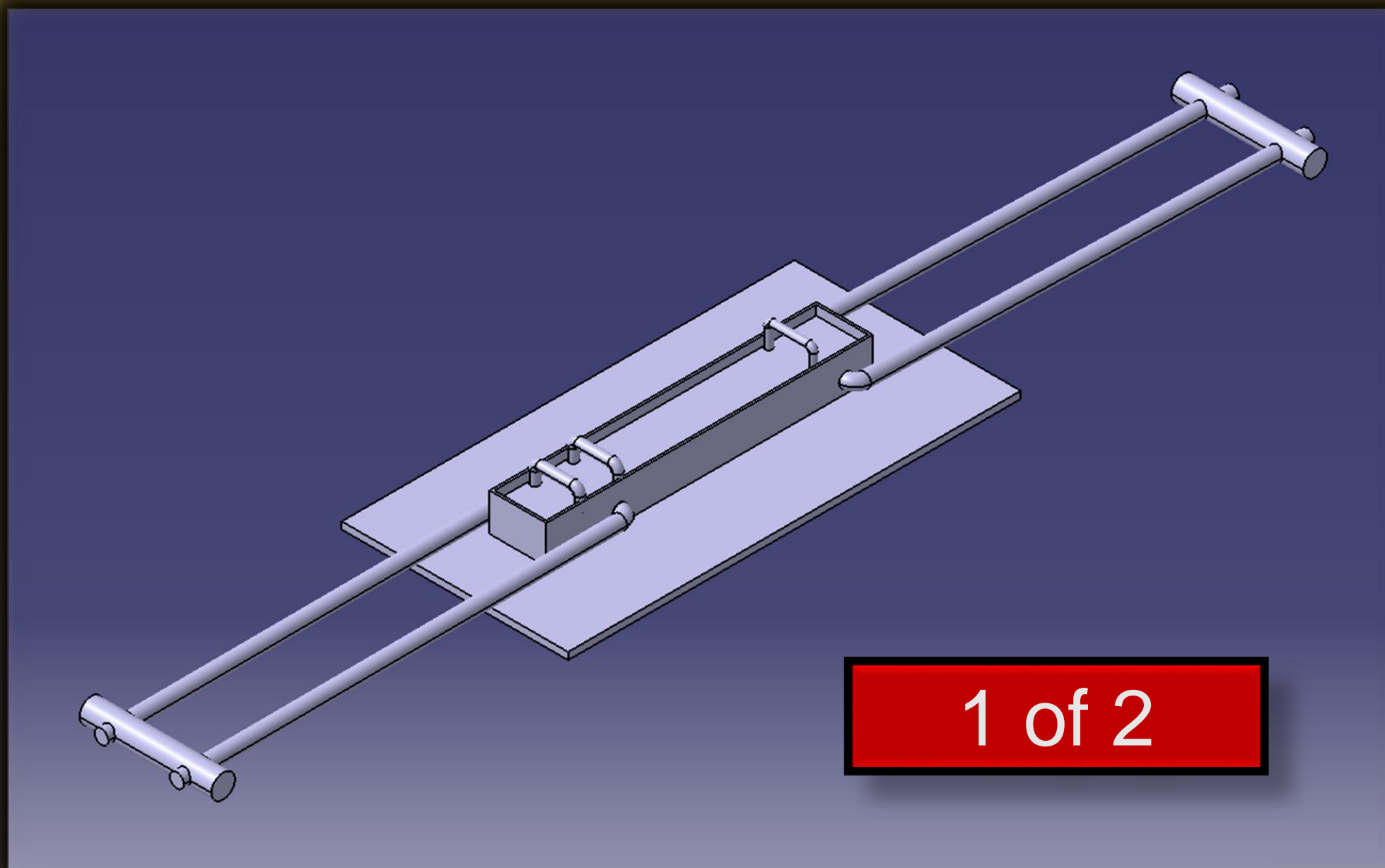




# Removed



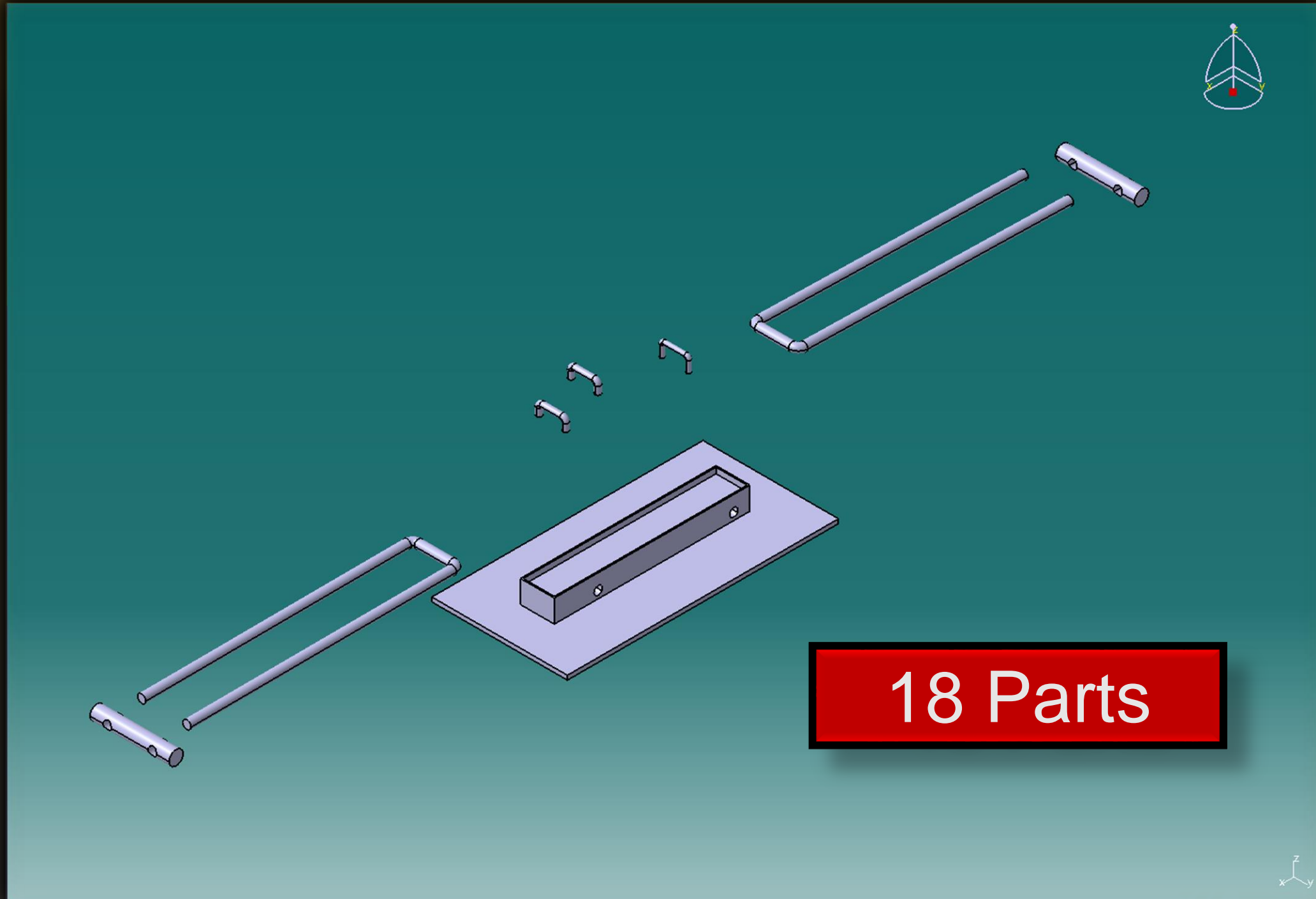
# Baseline



1 of 2

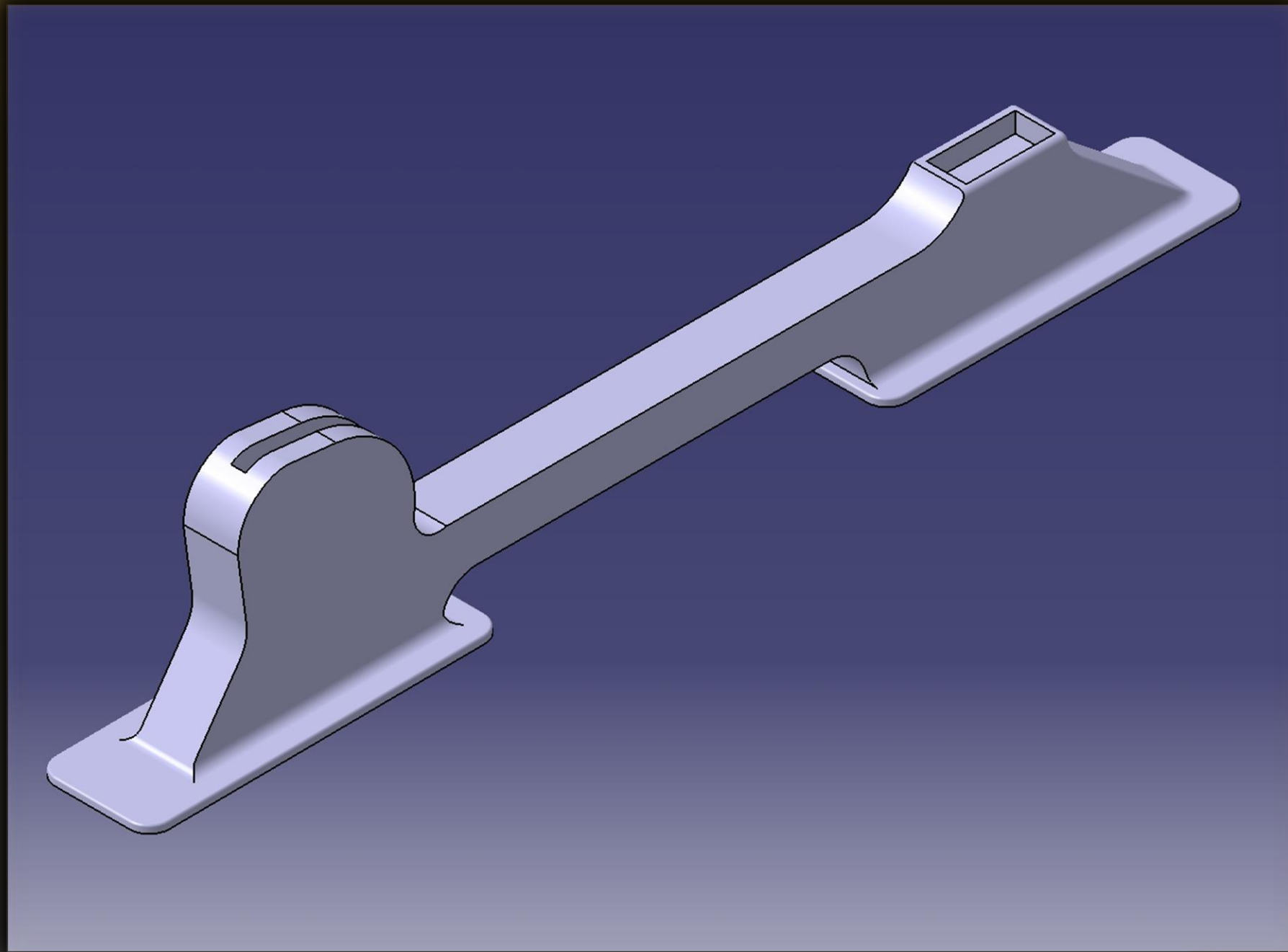


# Baseline



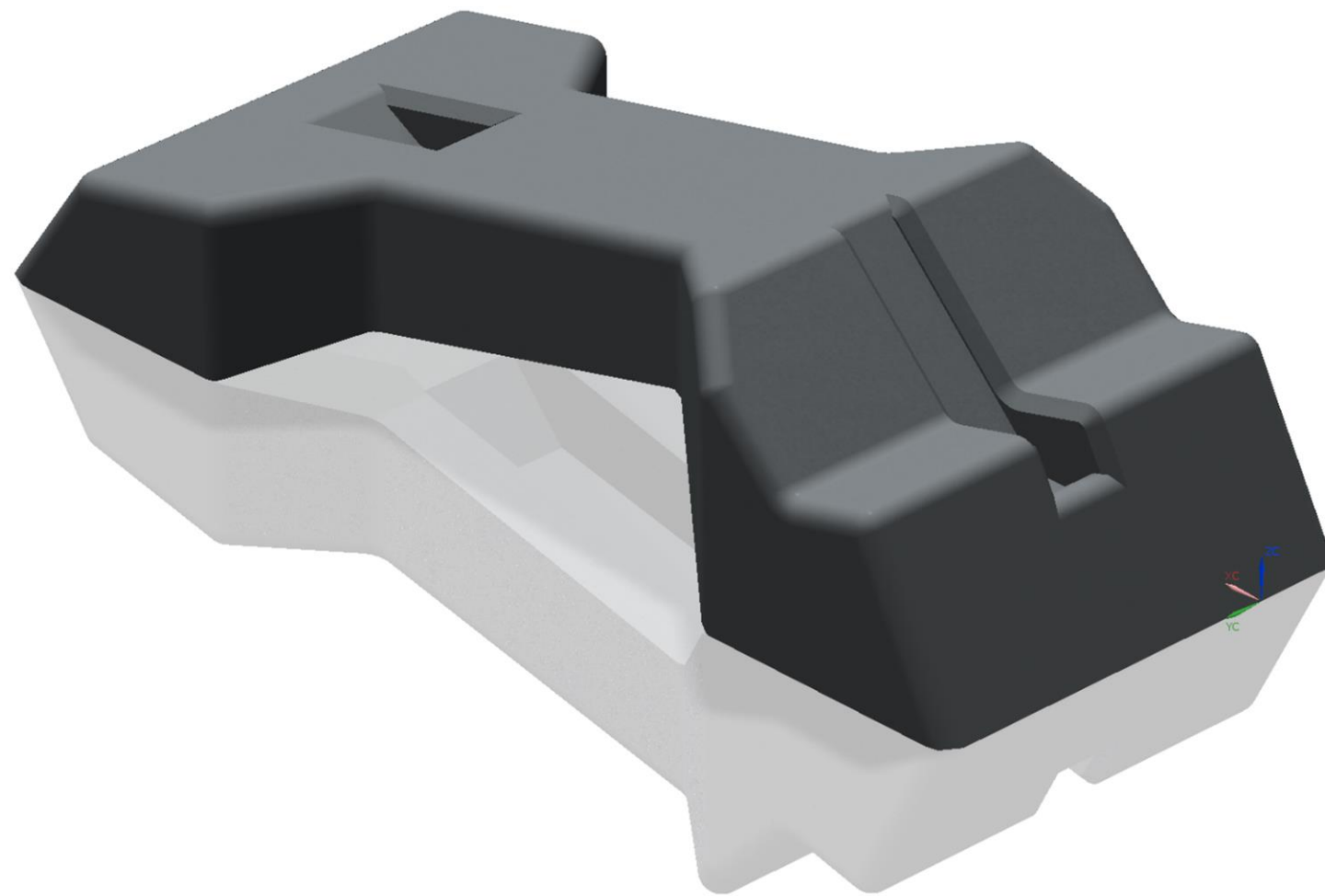


# Second Concept





# Third Concept



# Third Concept



Wednesday, November 19, 2014

BenchSupport.dfax

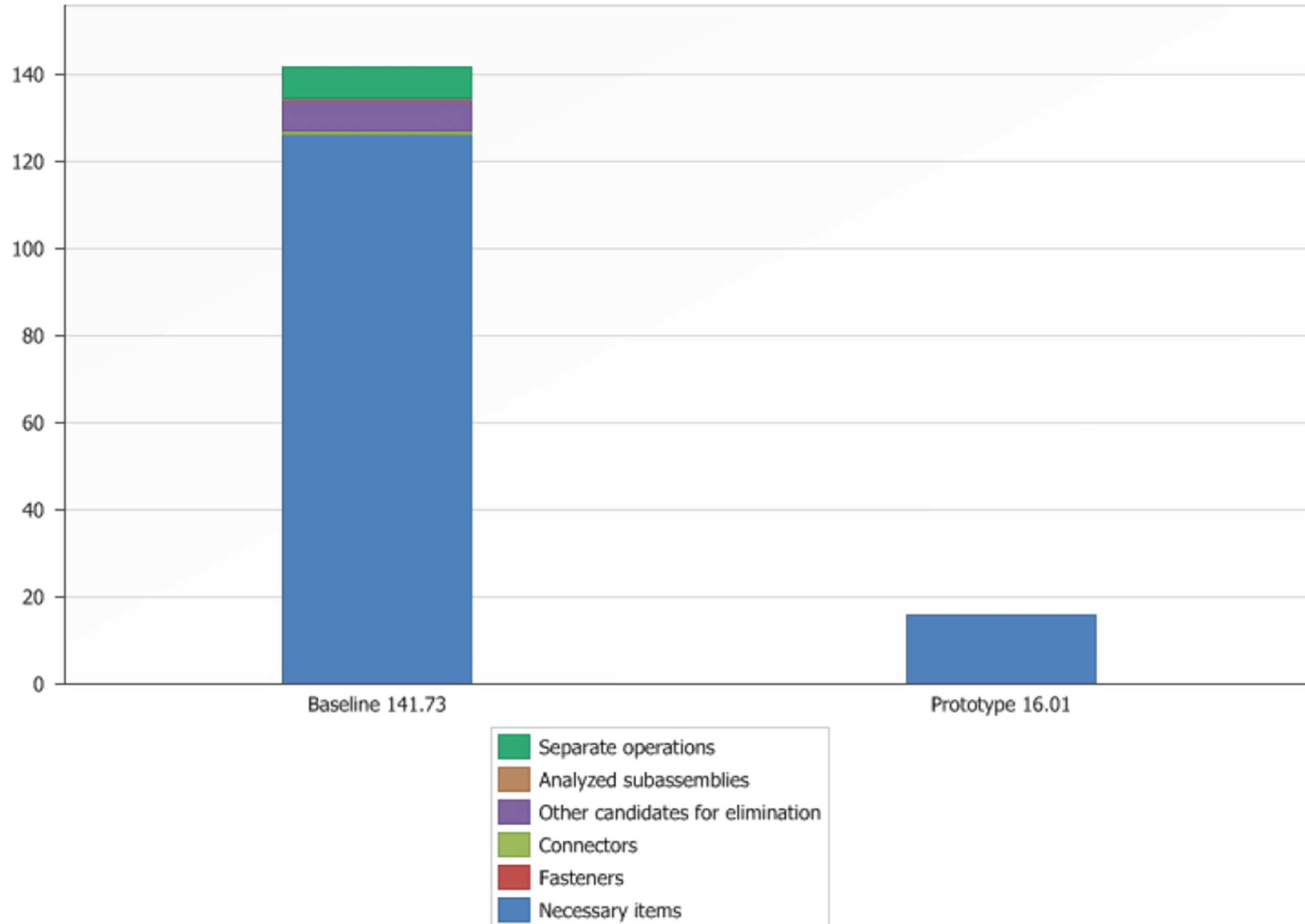
<b>Entries including repeats</b>	<b>Baseline</b>	<b>Prototype</b>
Parts meet minimum part criteria	2	2
Parts are candidates for elimination	12	0
Analyzed subassemblies	1	0
Separate assembly operations	22	0
<b>Total entries</b>	<b>37</b>	<b>2</b>

<b>Assembly labor time, s</b>		
Parts meet minimum part criteria	37.30	18.90
Parts are candidates for elimination	103.53	0
Insertion of analyzed subassemblies	18.65	0
Separate assembly operations	533.90	0
<b>Total assembly labor time</b>	<b>693.38</b>	<b>18.90</b>

<b>Design efficiency</b>		
DFA Index	1.77	64.87



### Total cost, \$



# Summary

- **Interconnected**
- **Outside Convention**
- **Dynamic**

