

Developing Tools and Techniques for Product Development in Startups: A Design Science Approach



Idea:

This thesis aims to develop tools and techniques for enhancing product development processes in startups by applying Design Science Research (DSR) principles. The study focuses on creating a comprehensive tool that integrates conjoint analysis as a method for evaluating product attributes and understanding customer preferences. The research will begin with a systematic review of existing product development frameworks, followed by the design and prototyping of a decision-support tool tailored for startup contexts. To validate the effectiveness of the developed tool, a real-world application will be conducted within a startup, testing the tool's ability to inform product design decisions and improve alignment with customer needs. The findings will contribute valuable insights into practical application of DSR in product development, offering startups a structured approach to enhance their innovation strategies and market positioning.

Study design:

Design Science Research

Data:

Publications, Case Study

Relevante Literature:

O'Shea, G., Farny, S., & Hakala, H. (2021). The buzz before business: A design science study of a sustainable entrepreneurial ecosystem. *Small Business Economics*, 56, 1097-1120.

Seckler, C., Mauer, R., & vom Brocke, J. (2021). Design science in entrepreneurship: conceptual foundations and guiding principles. *Journal of Business Venturing Design*, 1(1-2), 100004.

Dimov, D., Maula, M., & Romme, A. G. L. (2023). Crafting and assessing design science research for entrepreneurship. *Entrepreneurship Theory and Practice*, 47(5), 1543-1567.