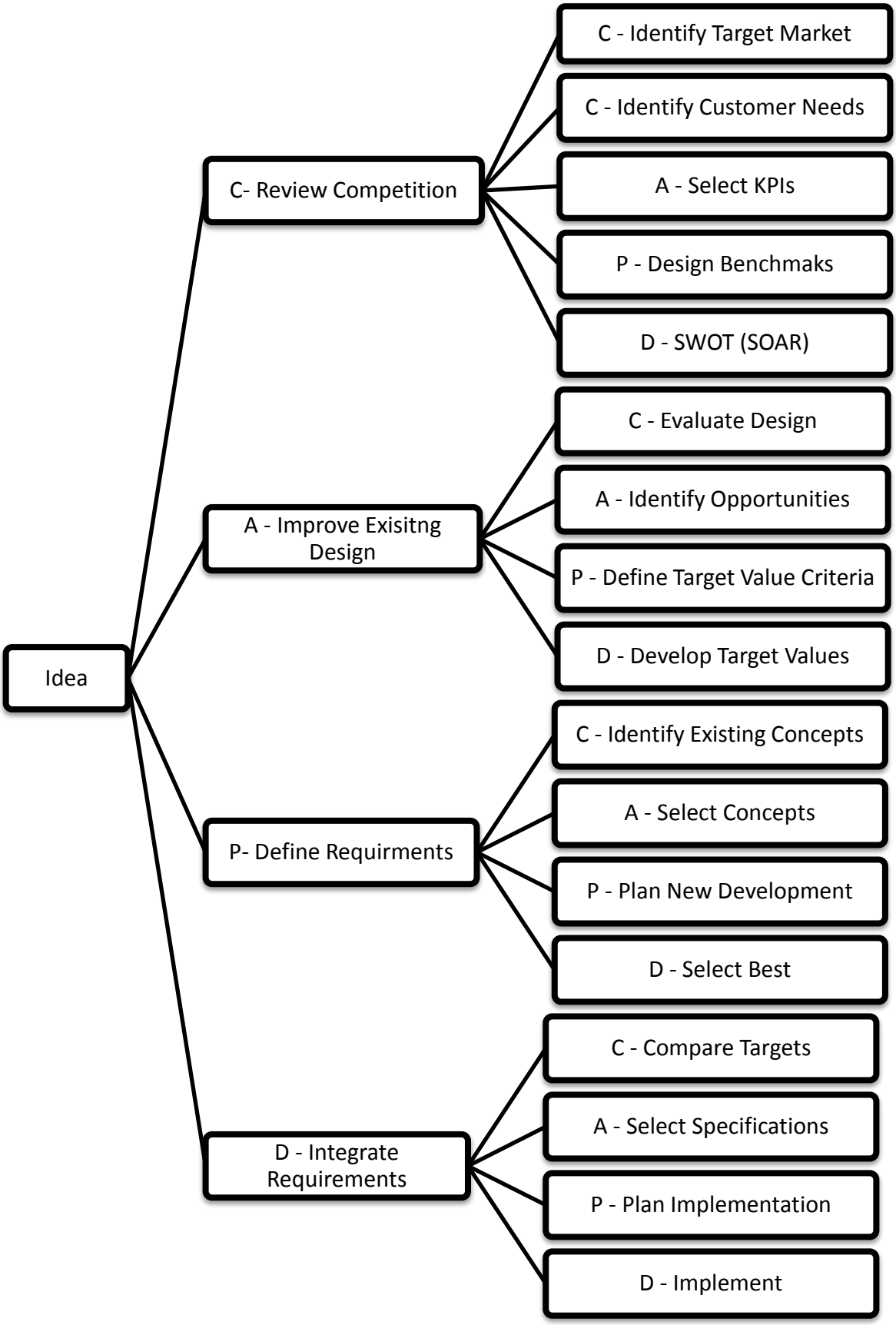
Idea
C- Review Competition
A - Improve Exisitng Design
P- Define Requirments
D - Integrate Requirements
C - Identify Target Market
C - Identify Customer Needs
A - Select KPIs
P - Design Benchmaks
D - SWOT (SOAR)
C - Evaluate Design
A - Identify Opportunities
P - Define Target Value Criteria
D - Develop Target Values
C - Identify Existing Concepts
A - Select Concepts
P - Plan New Development
D - Select Best
C - Compare Targets
A - Select Specifications
P - Plan Implementation
D - Implement