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Written Case Analysis - IDEO Product Development IDEO faces the decision of whether it should shortcut its product development process to meet a client's time frame, or request a product launch extension so that IDEO has enough time to carry out a complete development process. IDEO's client, Handspring, has requested that IDEO create a competitor to the Palm V, which IDEO helped to develop.

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IDEO Product Development case study discusses the company's process, organization, culture, and management. It looks into whether IDEO should accept the Visor, a novel hand-held computer, which was created at less than half the time IDEO usually creates its handheld computers. Stefan Thomke Harvard Business Review (600143-PDF-ENG) June 22, 2000

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