

# THE ENGINE OF THE CREATIVE PROCESS: A CONTRIBUTION TO PRODUCT DEVELOPMENT

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The ideation generates both useful and useless information. Then, its efficiency is related to the generation of information waste. To increment the ideation efficiency, the author presents a structured system that aims to reduce the generation of information waste, which leads to the improvement of the product development process, both in the product quality and time/cost to market. The reduction of the information waste generated by the engine, leads to a reduction on the control of the process, required to select the best ideas. As a result of this rich information, the flow of information is continuous, and the process is highly flexible in a way to adapt to the competitive environment changes, i.e. information-driven approach. The flexibility of the information-driven process is achieved by an undisciplined/uncontrolled approach, which is difficult to implement, but the authors propose an ideation engine to solve this shortcoming, with a high efficiency and focus. The proposed engine of ideation in combination with the Electronic Brainstorming presents the platform to develop effectively the information-driven process.