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PAPERS

# A CROSS-FUNCTIONAL APPROACH FOR THE FUZZY FRONT END: HIGHLIGHTS FROM A CONCEPTUAL PROJECT

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**Abstract**

Ideation is regarded as a critical element in the innovation process; besides, it is transversal to the different design models. Notwithstanding its fundamental characteristics for the innovation process, ideation is the least-studied phase and an ambiguous nature is sometimes assigned to it. Consequently, the Fuzzy Front End (FFE) designation was born to describe this early phase and the interest over its study has recently increased.

By means of an extensive literature review, ideation is highlighted from the design process and diverging models for the FFE are comparatively analyzed. The importance of a cross-functional approach for the FFE is underpinned with an analysis of a multidisciplinary and mainly conceptual project over the transportation sector. The innovative character and the perceived value of this project is precisely grounded in its integrated and cross-functional approach, which combines the technological possibilities with the passenger focus.

Keywords: Conceptual Design, Early Design Phases, Fuzzy Front End, Innovation

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- Conceptual Design
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