

Abstract

In innovation management, as in other complex tasks, a well-structured method by which information of all types and from all sources is weighed and considered is of major importance.

The present dissertation takes the QFD (Quality Function Deployment) method as the basis for a targeted expansion which enables a more comprehensive handling of planning and decision-making tasks. Taking as the starting point suggestions from working practice, proven methods and conceptual models such as the stakeholder principle, the Kano model, the scenario technique and the core competence model are discussed, considered and finally, with appropriate adaptation, integrated into the expanded method, which is given the name QFD⁺.

To enable the efficient application of QFD⁺ in practice, the method support software *Logic MindGuide* has been designed and implemented. This provides for a high level of applicability not only in its use in innovation management and the related fields of product and market management, but also well beyond.

Finally, QFD⁺ and *Logic MindGuide* are successfully used in the detailed case study "Coastal Development System on the Adriatic".