

Methodology: explorative case study with a qualitative approach

Two case studies at VCC

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Research Question (1/2)

- What challenges are there in the interaction between Product Development and Manufacturing, specifically focusing on the development of software based systems in the automotive industry?

Research Question (2/2)

- What are the underlying factors that affect cost estimation in system development projects in automotive industry?

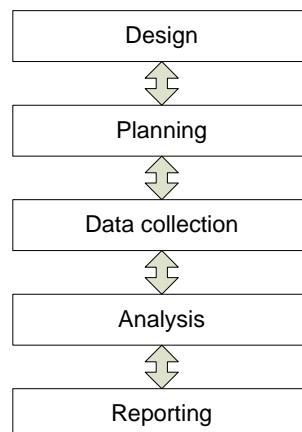
Research strategies

- Experiment
- Survey
- Archival analysis
- Case study

Case study

- Exploratory
- Explanatory
- Descriptive

Case Study Process



Sources of evidence

- Archival records
- Documentation
- Interviews
- Direct observation
- Participant observation
- Physical events

Interviews

- Structured
- Semi-structured
- Unstructured

Questions?