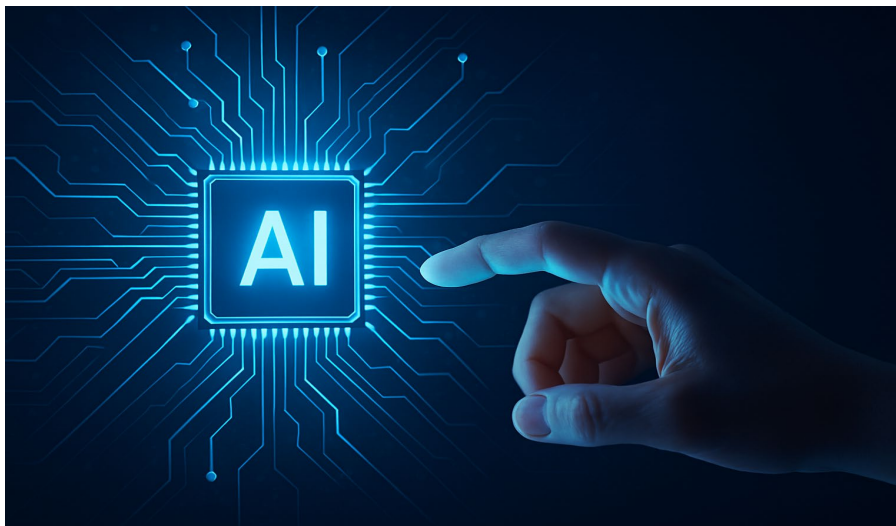


Master's Thesis, Semesterarbeit

# Developing an AI Trend Radar for Product Development



## Motivation

Product development is undergoing a fundamental transformation: Artificial Intelligence opens up new opportunities – from automated concept generation and simulation-driven design processes to intelligent quality management. While companies recognize the potential, there is a lack of systematic approaches to identify relevant trends early, assess their maturity, and translate them into practical applications.

This Master's thesis offers the opportunity to build a structured framework for an AI Trend Radar in product development (PD) and to derive actionable recommendations for industry practice.

## Tasks

- Identify and classify AI trends relevant for PD
- Assess their maturity and applicability using foresight methods
- Validate insights with expert feedback and case evidence
- Develop a domain-specific AI Trend Radar and derive strategic recommendations

## Expected Results

- Structured overview of relevant AI trends in PD
- A validated AI Trend Radar visualizing maturity and business value
- Practical recommendations for the integration of AI trends into development processes

## Your profile

- Initiative and creativity
- Interest in AI, digitalization, and technology foresight
- Analytical mindset with ability to combine qualitative and quantitative research

## Language

German or English

## Application

Interested students are invited to apply with a **current CV** and **transcript of records**. Please send your documents and direct any questions to the contact person.

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## Type of Work

- ☒ Practical
- ☒ Theoretical
- ☐ Experimental



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## Contact

Lucien Zapfe, M.Sc.  
Lucien.Zapfe@tum.de