

AD421 • ME445 • MKTG594 Elkay Project
Spring Semester, 2008**Stephen Melamed**, Industrial Design, College of Architecture+Arts
Albert Page, Marketing, College of Business Administration
Michael J. Scott, Engineering, College of Engineering**Assignment****No. 18** Final Deliverables**Project Description**

The final set of IPD presentations to **Elkay Manufacturing** will be on Tuesday, April 29th at the Elkay facility in Broadview. Ground rules from all of the previous presentations will still apply for these presentations. The general content of your team's in-depth final year end presentation, you may have up to 20 minutes, should include (but not limited to) the following topics:

- a. In a minute or two, summarize to Elkay management, the status of your team's development at mid-semester. Clearly state the domain/category and specific product platform your team has chosen to develop.
- b. Describe the work you have completed in detail. Describe the particular problem(s) you identified and cite the research and other insights that led you to this problem. Tell the panel about the concepts you have developed, the iterations, the DEUs, and concept testing that led you to this specific solution.
- c. Show your team's concepts and describe how you chose the one product and/or product platform your team pursued. This should include your concept test results and any other information and factors that influenced your decision (including Elkay input) regarding the final concept your team chose to develop.
- d. Present your final product/system design, working prototype/appearance model, engineering support information, materials research, and explain the logic and rationale for its design. How does it solve the problem you identified? Remember, this must be effective story-telling with appropriate supporting visuals.
- e. Present the Marketing Plan (distribution/launch/advertising) for your new product/ product platform. Explain your market and projections on how this will achieve the a goal of extending Elkay's business into new arenas. The marketing segment should be considered one component of several parts, and not the major emphasis of your final presentation (limit this section to a maximum of 5 slides).

Project Requirements

1. Prepare a team presentation (digital file format - PowerPoint/pdf) that covers an overview of all research and development throughout the Spring Semester. Include concept drawings, renderings, features list (B-F-S), engineering support documentation, materials research, B.O.M., research results (concepts, users, markets), use-case scenarios, DEUs/prototypes/breadboards/models, and photos of stages of development and testing, as well as the model as *Hero* and *in situ*. Demonstrate your team's development in the areas of mechanical layouts, 3D modeling, and testing.

2. Electronic Submission: Copy of your presentation to Prof. Scott electronically by the end of the day on Monday, April 28th. Updated files will be accepted uploaded onto the web site until 11:00am Tuesday, April 29th. You may also bring a final version on a flash memory drive or CD.

Due Date

Tuesday, April 29, 2008 Final presentation to Elkay Manufacturing