

**AD421 • ME445 • MKTG594 Motorola Project**

Spring Semester, 2009

**Stephen Melamed**, Industrial Design, College of Architecture+Arts**Albert Page**, Marketing, College of Business Administration**Michael J. Scott**, Engineering, College of Engineering**Course Syllabus****IPD : : Interdisciplinary Product Development II**

The second semester of this course in Interdisciplinary Product Development will continue to be team-taught by faculty members from all three colleges: Architecture+Arts, Business Administration, and Engineering.

Student teams will now work to develop a *solution* to the problem(s) they identified at the end of the first (Fall) semester. The culmination of Spring Semester will be the creation and detailed development of the product/system platform, including models/prototypes (level of detail appropriate to its complexity), photos, renderings, 3D engineering database, coupled with a marketing plan and launch strategy and full documentation package for the entire year.

**Motorola** continues in its role as corporate client/sponsor for the balance of the academic year. Each team will make two additional presentations of course progress to the Motorola management team, and may continue to fully utilize the assigned Motorola point person for on-going feedback and input.

**Class Meetings**

Tuesdays 3:00-6:00pm Innovation Center (unless announced otherwise).  
Class meeting locations subject to change; check e-mail and the IPD web site.  
There will also be team meetings, with and without faculty, until 6:00pm.

**Faculty**

Prof. Stephen Melamed  
Art+Design,  
Industrial Design  
Consulting Office  
312.670.6880  
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Prof. Albert Page  
Business  
Marketing  
2220 UH  
6-6233  
ALP3@uic.edu

Prof. Michael J. Scott  
Mechanical +  
Industrial Engineering  
3057 ERF  
6-4354  
mjscott@uic.edu

**Course Web Site**

<http://www.IPD.uic.edu/IPD>

**Teams**

All students will continue to work within the same multi-disciplinary teams previously established in the first semester.

**Grading Policies**

There are no tests. Grades will be assigned to individuals based on faculty assessment of performance on the group project and on student evaluations of team member performance (*effort* and *contribution*). Please refer to the hand-out on grading for detailed explanation of all policies, including attendance, distributed at the beginning of the Fall Semester.

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<b>Week   Date</b>	<b>Topics, week by week : :</b>
<b>1. January 13</b>	<ul style="list-style-type: none"> <li>• Introduction to the second semester of IPD, overview, objectives and goals.</li> <li>• Focus Group scheduling and participant profiles</li> <li>• Shop certification</li> <li>• Team breakout sessions, re-write <i>opportunity statements</i> (in class exercise)</li> <li>• Lecture/discussion+Assignment 12: Documentation</li> <li>• Lecture: Ideation for quantity. KnowBrainer tool/NY Minute/Top 10 List/Vowel Exercise</li> <li>• Guest Lecture+hand out: <b>Prof. Christopher Barlow</b>, Brainstorming Guidelines</li> <li>• Assignment 13: List of 100+ Ideas (from brainstorming) for Motorola</li> </ul>
<b>2. January 20</b>	<ul style="list-style-type: none"> <li>• Screening of <i>The Launch</i></li> <li>• Lecture+Assignment 14: Concepts Cards/Concept Screening (preparation of top 10 ideas and testing)</li> <li>• Lecture: Idea screening, 100+ ideas down to 1</li> <li>• Lecture+Assignment 15: BOPs (Behavioral Observation Prototypes, fabrication+testing)</li> <li>• Lecture+Assignment 16: Moderator Guide II (Concepts Cards - qualitative testing)</li> </ul>
<b>3. January 27</b>	<ul style="list-style-type: none"> <li>• Plenary session : : Public review of concept cards</li> </ul>
<b>4. February 3</b>	<ul style="list-style-type: none"> <li>• Lecture+Assignment 17: B-F-S (Benefits-Features-Specifications)</li> <li>• Assignment 18: Deliverables for <b>Mid-Term</b> Presentation</li> <li>• 1st Week of Focus Group concept testing (continues through week 6)</li> </ul>
<b>5. February 10</b>	<ul style="list-style-type: none"> <li>• Lecture+Assignment 19: Quantitative concept testing</li> <li>• Plenary session: Direction/Design Reviews</li> <li>• 2nd week of Focus Group testing</li> </ul>
<b>6. February 17</b>	<ul style="list-style-type: none"> <li>• Introduction/overview of IC Project Lab/RP (Rapid Prototyping) processes/methods with Andrew Graham, Motorola. DEUs/Design Evaluation Units</li> <li>• 3rd and final week of Focus Group testing</li> </ul>
<b>7. February 24</b>	<ul style="list-style-type: none"> <li>• Lecture+Assignment 20: Marketing Plan and launch strategy. 1st draft due March 31st, 2nd draft due April 14th, final version due April 28th.</li> </ul>
<b>8. March 3</b>	<b>Mid-term</b> presentations at IC to IPD faculty and Motorola management.
<b>9. March 10</b>	Mid-term <b>debrief</b> with IPD faculty and Motorola management.
<b>10. March 17</b>	Guest Lecture: Marketing/distribution of Motorola products/mobile devices+services
<b>11. March 24</b>	<b>Spring Break... enjoy</b>
<b>12. March 31</b>	• Design Reviews: product development / work-in-progress ( <i>individual teams</i> )
<b>13. April 7</b>	<ul style="list-style-type: none"> <li>• Design Reviews: product development / team progress (<i>plenary session</i>)</li> <li>• Lecture+Assignment 21: Final presentation deliverables</li> </ul>
<b>14. April 14</b>	• Design Reviews: product development / work-in-progress ( <i>individual teams</i> )
<b>15. April 21</b>	• Working Session: product development / work-in-progress ( <i>individual teams</i> ) Concretize product development; wrap-up, and final preparation team reviews
<b>16. April 28</b>	<b>Final Presentations at Motorola</b> All assignments due <b>IPD Spring Semester: Year-end Annual Banquet</b>