

**AD420 • ME444 • MKTG594 Motorola Project**  
Fall Semester, 2008**Stephen Melamed**, Industrial Design, College of Architecture+Arts  
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<b>Assignment</b>	<b>No. 10 Deliverables for Mid-Term</b> Motorola : : <i>work-in-progress</i>
<b>Project Description</b>	<p>The IPD Mid-Term will be held during the ninth class session, October 21st. A product development/product management team from <b>Motorola</b> (cellular division) will be present at the Innovation Center to provide for this Mid-Term review of each team's work-in-progress.</p> <p>Each student team will make a progress report presentation of their work to date on the client assignment. Each team is expected to make a fifteen minute presentation following the course guidelines for presentations (Refer to hand out, <b>Presentation Guidelines</b>). In the presentation you will be required to share with <b>Motorola</b> and the IPD Faculty your team's progress to date and you will be expected to include, but are not limited to, the following points:</p>
<b>Project Requirements</b>	<ol style="list-style-type: none"><li>1. Definition of your team's identified specific problem(s). This should include: <b>a)</b> an overview of the general category (from the Problem Statements) your team has selected to focus on; <b>b)</b> the specific product category(s) your team has focused on and has conducted its research on; and <b>c)</b> the specific aspects of this particular category that your team has researched (use case scenarios, behavior patterns, technologies, etc.). Some elaboration of your team's reasons for these choices should also be presented.</li><li>2. Background research on your category, including findings from any in-store and internet research, as well as discovered trends. Share with the <b>Motorola</b> product development team the background information you have found out and learned about with regard to your team's selected domain. Regarding trends and tacit knowledge, pay particular attention to any important facts and figures that may give some sense to the nature and magnitude of an identified problem and/or direction for potential opportunity within your selected category.</li><li>3. Describe in detail your team's plan for conducting additional research and preliminary product and/or system conceptualization that your team will undertake through the end of the Fall semester (Next Steps).</li><li>4. Present to the <b>Motorola</b> management team any preliminary results you have found from the research you have conducted to date. Detail for them the type of research conducted (Primary &amp; Secondary: VOC, Observation/Contextual) and site specific examples and insights derived from the field research.</li><li>5. Present the aggregate findings of all the research conducted to date. What has your team learned from this process at this preliminary stage of the product development cycle?</li><li>6. Prepare a 15 minute dynamic presentation for sharing your information. Consider how to construct the presentation to be both informative and engaging to your audience.</li><li>7. Upload the presentation in advance to : : <a href="http://www.ipd.uic.edu/IPD/2008-09">http://www.ipd.uic.edu/IPD/2008-09</a></li></ol>
<b>Due Date</b>	Tuesday, October 21, 2008 3:00pm Innovation Center