

**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**Assignment**      **No. 12** Project Documentation**Project Description**      **Documentation**

Over the year, your team will create a comprehensive project document describing your findings and decisions. The document should be available as a book in both electronic and hardcopy formats, and should include sections describing all of the phases of the Motorola project.

The book has two aspects: one, it is a self-contained description of the process, so that the reader can follow the evolution of your team's project; two, it serves as an archive for supporting material (for example, it should contain all your photos and solid modeling files as appendices, even though including all of them in the narrative section of the book might make it difficult to read).

**Project Requirements**

Read the more detailed description of project documentation available on the IPD website under today's handouts. Bring your project document completely up-to-date for two weeks from today, and then keep it up-to-date as each section (chapter) is completed. Your book must be uploaded to the IPD website as a PDF file and also maintained in a three-ring binder (you may choose a different binding format for your final version presented to Motorola at the end of the semester).

As of now, your document should include:

- Title Page with Team Logo
- Introduction
- Table of Contents
- A section on Trend/Mood boards and what you learned or decided using them
- A section on results and decisions from the Voice of the Customer interviews
- A section on results and decisions from the Focus Groups (make sure you include your Moderator's Guide)
- A section on your Storyboard
- Brief summaries of the state of your project at MidTerm and Final presentations. You do not need to include the presentations themselves in your book (they will be on the CD archive at the end of the year).

As the second/Spring semester progresses, other sections will be added to the document. These sections will include:

- A report on concept generation and concept screening
- Concept cards
- A report on a second round of focus groups
- A photographic history of exploratory models/mock-ups (BOPs and DEUs)
- Technical requirements derived from Benefits-Features-Specifications
- Marketing plan and launch strategy

**Due Dates**

**January 27, 2009** : : Hardcopy three-ring binder up-to-date as of the end of fall semester, to be shown in class.

**February 24, 2009** : : Hardcopy three-ring binder up-to-date including concept screening, concept cards, and photographs of BOPs completed to date, to be shown in class.

**April 28, 2009** : : Final complete binder and CD archive to be presented to Motorola. Electronic files must be uploaded to the IPD website as they are completed.