

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. 17 Customer Benefits, Product Features & Product Specifications****Project Description**

Your assignment is to develop a chart or structured list of customer **benefits**, product **features**, and preliminary product **specifications** for your team's top product/platform/system concept. You will present this content as part of your Mid-term Presentation.

Please bear a few points in mind:

1. Rejoice! It is finally time to move from a problem/opportunity perspective to a product-system/solution perspective. You are to create and analyze your lists with respect to the particular product-system platform concept your team has selected to pursue.
2. Customer benefits come first (as outlined during the in-class lecture).
3. Product features provide customer benefits, and come second.
4. Product specifications provide a measurable way to determine if the concept really provides the features that deliver the benefits, and come third. Since they are measurable, specifications have units of measure.
5. There is a subtle difference between specifications and targets. When determining product specifications, determining **what** to measure is often the hardest task; *setting a target* is determining what value of a given measurement is required to declare the product a success.
6. Some uncertainty in either the set of product specifications, or their targets, or both, is anticipated and permissible at this stage. This is a working document.
7. Do not forget that the reason to create this document is to make the best possible product. Stop occasionally and ask yourself if your document is useful to you in developing your product concept.

Each team may present its lists in any convenient, useful, or elegant format. Please include a section on your findings in your Project Document in addition to presenting them at Mid-term to Motorola.

Project Requirements

1. As a team, develop lists of customer benefits, product features, and measurable specifications for your top product/platform concept. Include preliminary numerical targets/values. Provide as much detail as you can.
2. Express your results in a graphical format that makes clear how the benefits, features, and specifications are related. You may use the sample chart format presented in class, or another format that conveys the relevant information. Include this information in your Midterm presentation, and also include a section detailing this information in your project document. Make sure that your most current project document is uploaded.

Due Date

Tuesday, March 3, 2009

Include in your Mid-Term Presentation and upload separately to the website as part of your project document.