

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. 18 Mid-Term Presentations & Deliverables****Project Description**

The next set of IPD presentations to **Motorola** will be on Tuesday, March 3rd at the UIC Innovation Center. All the ground rules for presentations from last semester will still apply for these mid-semester, work-in-progress presentations.

The general content of your team's mid-semester presentation should cover all of the following topics, including but not limited to:

- Quick Recap: In a minute or two, explain to the **Motorola** product management team the status of your team's development at the end of last semester.
- Describe the work the team has completed to date during this semester. Tell the panel about the concepts (Concept Cards) your team has developed; incorporate any concepts developed to date and point out the key learnings (both positive & negative) gained from these realizations; discuss the feedback you have received from the focus groups, quantitative research, and any other contacts with relevant respondents (qualitative), including your own brainstorming sessions. What has your team learned? How has this information guided your selection process, and what were the criteria that directed your team to select the one (or two) top concepts you will now pursue through detailed design and development. How has what you've learned through your additional research changed your thinking about this selected product concept that you've chosen to develop for **Motorola**?
- Explain the status of your current state of research and development. Define the product concept (*benefits-features-specifications*) your team now plans to develop for **Motorola** to be implemented during the rest of the term. Discuss the status of your preliminary Marketing Plan envisioned for this new product. Point out the projected size of your potential market. Include a clearly defined problem statement. Detail your next phases of development and indicate your intentions for the final deliverables at the end of the semester.

Project Requirements

1. Prepare a team presentation (digital file format) that covers an overview of all research and development work to date (work-in-progress). Include concept drawings, features list, summary of focus groups, as well as all other relevant research results (quantitative). Present your team's development in all the areas of investigation covered to date and plans for the duration of the term.
2. Electronic Submission: Provide a workable copy of your presentation to Prof. Scott electronically by the end of the day on Monday, March 2nd. Updated files will be accepted, either uploaded onto the IPD web site until 11:00am Tuesday, March 3rd, or you may also bring a final version on your Flash Memory stick, but must have it to Prof. Scott no later than 1:45pm on the day of presentation.
3. As is customary, each team will have 15 minutes to present their information, followed by 15 minutes of feedback/comments from the panel.

Due Date

Tuesday, March 3rd at the UIC Innovation Center