

**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. 21** Final Deliverables : : Final Presentations**Project Description**

The final set of IPD presentations to **Motorola Corporation** will be on Tuesday, April 28th at the Motorola design studio in downtown Chicago. Ground rules from all of the previous presentations will still apply for these final presentations, you may have up to 20 minutes. The general content of your team's in-depth final year-end presentation, should include (but not be limited to) the following topics:

1. Briefly summarize to Motorola management the status of your team's development at mid-semester. Clearly identify the problem statement, product category and specific product platform your team has chosen to develop.
2. Describe the work you have completed in detail. Describe the particular problem(s) you identified and cite the research and other insights that led you to this problem and proposed solution. Tell the panel about the concepts you've developed, the iterations, the BOPs/DEUs and testing that led you to this solution.
3. Show your team's best concepts and describe how you selected the one device and platform you pursued. This should include your concept test results and any other information and factors that influenced your decision regarding the final concept your team chose to develop.
4. Present your final product platform design, prototype/appearance model, GUI (screen samples and/or simulation) engineering support information, materials research, and explain the logic and rationale for its design. Demonstrate how it would be used. How does it solve the problem you identified?
5. Present the marketing plan (distribution/launch/advertising) for your new product/platform. Explain your projections for this new business category. This should be considered one component of several, and not the major emphasis of the presentation (*limit this section to a maximum of 5 slides*).

**Project Requirements**

1. Prepare a team presentation that covers an overview of all research and development throughout the Spring semester. Include concept drawings, renderings, features list (B-F-S), engineering support documentation, research results (concepts/users/markets), use scenarios, prototypes/breadboards/models, GUI simulation and screen samples, photos of stages of model/BOP development and testing, as well as photographs of the model *as Hero* and *in situ*. Demonstrate your team's development in the areas of mechanical layouts, 3D modeling, and testing.
2. Electronic Submission: Copy of your presentation to Prof. Scott electronically by the end of the day on Monday, April 27th. Updated files will be accepted until 11:00am Tuesday, April 28th. **Upload the file using the file upload link on the password-protected section of the IPD web site.** You may also bring a final version of your presentation on a flash memory drive.
3. Final **Project Documentation Book**: Uploaded to the IPD web site and a printed/bound copy ready for delivery to Motorola.

**Due Date**

Tuesday, April 28, 2009 3:00pm  
Presentations will be held at the **Motorola** design studio in downtown Chicago. 233 N. Michigan Avenue