interdisciplinary product design
timeline 2006 - 2007

September 2005: Visit Motorola in Libertyville

October 2005: Assign topic and group: well-being

November 15: Voice of customer qualitative surveys interviews

January 21: Research - identifying the problem and opportunity

February 5: Focus group to research in depth possible problems

March 1: Focus group to research in depth possible problems

April 15: Focus Group to research in depth possible problems

April 30: Midterm presentation for Motorola of the research in progress

May 1: Final presentation at Motorola in downtown

March 15: Creating rendering of final model

March 3: Thinkubator: Crank up +250 ideas

March 3: Working on marketing plan

March 3: Survey monkey: conduct in-depth research using internet

March 3: BOP models

March 3: Working on marketing plan

February 24: Midterm presentation for Motorola of the research in progress

January 21: Focus group to research in depth possible problems

November 15: Focus group to research in depth possible problems

October 24: Voice of customer qualitative surveys interviews

September 05: Visit Motorola in Libertyville

Assign topic and group: well-being

Research - identifying the problem and opportunity

Ideation: creative ideas process

"It was Da bomb"

at heaven on seven after the final presentation...