# Assignment

## Project Description

The IPD first semester Final Presentation will be held on the fifteenth class session, December 4th. Our class will once again be visiting Elkay Mfg.'s facility in Broadview for this review of work-in-progress. Each of the five student teams will make a progress report presentation of their work to date performed on the client assigned domain. Each team will be required to make a fifteen minute presentation following the course guidelines for presentations (Refer to hand out, Presentation Guidelines). In the presentation you will be required to share with Elkay product management your progress to date on the assignment and expected to include, but not limited to, the following points:

1. Provide a brief recap of the work that the team previously discussed at the Mid-Term presentation.

2. Describe your team’s domain within the assignment. Provide a definition of your team’s specific problem(s). This should include a) the aspects of the problem category the team will be focusing on; and b) address the specific demographic the team will be focusing upon. Pay particular attention to any important facts and figures that give some sense to the nature and magnitude of the problems your team has identified. Some elaboration of the team’s reasons for these choices should also be presented.

3. Describe in detail the additional research that has been conducted since the Mid-Term presentations. Also describe the plan for conducting continuing user research (potentially Visual Stories & Focus Groups for concept testing) that the team will undertake in the coming semester.

4. Describe the particular problems the team has identified within your specific domain. Cite the specific research and other insights that led you to this problem or opportunity.

5. Demonstrate the process the team has used to first generate a myriad of ideas (100+) from the Thinkubator and your own brainstorming. Then funnel down the most likely ideas into a Top 10, Top 5. Describe in detail these top rated problems, and/or opportunities and the next steps the team will take to further refine the list into defining the one (possibly two) most viable option to pursue in the second semester for actual product development. Describe how the team chose the one (or two directions) to be pursued. Include any other information and factors that influenced the team’s decision regarding the concept(s) that have been rated the highest, and most likely to be pursued and developed.

## Project Requirements

1. Organize all research materials and idea generation.

2. Demonstrate the processes the team has gone through to arrive at this point.

3. Identify the team’s top problem’s and/or opportunities.

4. Prepare a document (for Elkay) with a list of all ideas generated by your team.

5. Prepare a 15 minute electronic presentation of your team’s findings to date.

## Due Date

Tuesday, December 4, 2007 2:00pm - Last day of class for the Fall Semester Presentations will be held at Elkay Mfg. • 2700 S. 17th Ave. • Broadview, Illinois immediately followed by year end IPD Holiday Party.