

ME349

Engineering Design Projects

Design Project Proposal

You are to submit a Project Proposal for your design project. This is a team document and is to be submitted by your team. Document length will be approximately 2-4 pages. This proposal must include the following:

- 1) A problem statement: Defining the problem is the initial step in the design process. This typically begins by recognizing a need for the design. While in some cases only a redesign of a current product is required, other cases require a completely new product. State and define your design problem and why it is needed.
- 2) A recognition of need statement: Discuss the need for solving the problem with a design solution. (This may be combined with #1 above)
- 3) A definition and discussion of your customers: Identify and discuss your customer base. This should include all those who will be impacted and/or concerned with your design.
- 4) Discuss the sales and marketing potential of a product that would satisfy the problem. Discuss the selling price requirements along with design and manufacturing requirements. Place computations in your notebooks and include a summary in the report. This step will require some speculation on your part. See me if this is unclear.
- 5) Arguments to sell your proposal (why should we continue)

Include in your report any information or arguments you feel are required for your proposal to be accepted. Your goal is to convince management that it should proceed with your project. Make sure that you're your objective is a design objective, and that it is realistic and clearly defined.

- Talk with people who may have knowledge of the problem
- Talk with people who may have knowledge of the solution
- Collect and organize information about the problem