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 the design problem in terms of what is required, not how it will be solved.

2) Recognition of need statement: Discuss the need for a design solution for the problem. (NOTE: this may be combined with #1 above)

3) A definition and discussion of your customers/stakeholders: Identify and discuss your customer base and their anticipated needs/wants. 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. Identify the size of the potential market (from research) and base you “guesstimate” of initial annual sales based upon a reasonable market penetration (1%?). Discuss the potential selling price target (from competitive benchmarks) along with any design requirements and constraints. 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) Final arguments to sell your proposal (why the project should 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 they should continue the project. Make sure that your objective is a design objective, and that it is realistic and clearly defined.

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