

Team Design Project

Marketing and Computer-Aided Design Drafting

“SUPER” EYE GLASSES

- Objective – As a team, students will design a product and prepare a marketing presentation for a “new to market” pair of eyeglasses.
- Product must be capable of being used in visual improvement.
- Technique can improve on a current design, but cannot duplicate.

Gadget Examples



Medical Examples



Design Considerations

Appearance of the product – sale appeal, etc.

Purpose of the product – function, capabilities

Design Originality – innovative, on target with customer needs

Cost – use of common parts, development, overhead, labor, within target market

Ease of assembly –

Manufacture – process of manufactured parts, efficient, flexible, tolerances

Maintenance – ease of, lack of, field support, quality

Components – use of readily available components vs. custom designed

Flexibility – adapt to customer needs, production volume as sales increase

Marketing Requirements

- Marketing Plan to include:
 - Consumer Demographics
 - Product SWOT Analysis
 - Product Benefits/Features
 - Internal/External Analysis
 - Projected Annual Sales
 - Estimated Profit Margin
 - Consumer Needs

Final Sales Presentation to include:

Title Slide: Include Logo, slogan, color scheme

Organizational Chart

Mission Statement

Description of Product/Service (***Product Data***)

Target Market (*Sales and Distribution Data*)

Initial Brainstorming Ideas—Benefits and Features (***Product Data***)

Design Proofs/Sketches; Uniqueness (***Product Data***)

Survey Results (charts/data) (***Product Data, Sales Data & Financial Data***)

SWOT Analysis (***Product Data***)

Pricing and Other Financial Information (*Financial Data*)

Promotional Mix Data (*Sales & Distribution Data*)

Conclusion

Project Timeframe

- Begin February 27 End March 22
- Presentation March 23 (tentative)
- Weekly grading for team member participation
- Final project grading based on judge's scoring (see rubric) of presentation

Presentation

- 10 minutes to present to judges per team
- 10 minutes for Q/A from judges.
- Graded presentation base on:
 - Originality/effectiveness
 - Use of graphics/props/handouts/prototypes
 - Preparedness
 - Design thought
 - Quality of information
 - Professionalism

Team Effort

- Contributions of all team members
 - Project managers to score
- Time management
- Delegation of responsibility
- Focus on task
- Work well with team members

Drawings - Modeling

- Sketches of all conceptual ideas
- 3D CAD model
- Patent drawing
- Presentation details and renderings

Design Process

