Major Design Proposal

Assignment
Develop a Design Proposal for a new product or service. You may select from your individual design concepts that you have submitted earlier, or develop something completely new. This proposal will represent the most significant assignment for this class, reflecting your best work and collectively represent what you have learned from this class. Label each of the proposal sections listed below, word process, 12 point type. The written proposal should include the following:

Criteria | Points
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1. Cover Page, Product/Service title/your names/graphics (1 page) | 10 pts. ______
2. General Description (function, form, size, use, etc., 2 pages) | 20 pts. ______
3. Rationale (why/how someone would desire this item, 1 page) | 15 pts. ______
4. Target Market (whom is the intended primary user, i.e. age, gender, lifestyle, etc., 1/2 page) | 10 pts. ______
5. Estimated Retail Cost (estimate as best as possible the retail cost of the product or service and relationship to competitive/similar item, 1/2 page) | 10 pts. ______
6. Materials/Required Resources (primary materials or items used to create the product or service, 1 page) | 15 pts. ______
7. Sustainability (how does the product or service promote or lend itself to sustainability in terms of using natural resources, 1 page) | 15 pts. ______
8. If New Product Proposal: complete one of the following: | 85 pts. ______
   a. Drawings/documentation (CADD drawings, Solidworks, etc.)
   b. Prototype (working, visual, full-size or scale, do not mail this to instructor – have ready to show on Skype session)
8. If New Service Proposal: complete both of the following: | 85 pts. ______
   a. a market analysis report of some type, (i.e. survey, or focus group and written results included in the proposal, 4 pgs.)
   b. a written marketing plan including specific strategies and advertising plan tied to projected market (4 pgs.) | 85 pts. ______
10. Completed by due date (see master course schedule) | 20 pts. ______

TOTAL | 200 pts. ______
Assignment Submission Directions
Submit a hard copy of this proposal by regular mail (no email). Mailing address is listed below. Your hard copy must be received by the instructor before your Skype session. The purpose of the Skype session is to make an oral professional type presentation as though you would be presenting to either upper management or individuals whom you would be asking to solicit financial/corporate support to back the development of your idea into a commercially viable product/service. There will be additional points and criteria for this part of the assignment. Schedule a Skype session with the professor to make your presentation. An email will be sent out later in the semester with specific dates and arrangements to schedule your Skype session.

Mail proposal to:
Dr. Jim McCracken
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Bemidji State University
1500 Birchmont Dr. NE
Bemidji, MN 56601-2699