ISM 80C: Project Kickoff and Homework #1

Project Kickoff: Preliminary Project Report due Tuesday, 7 April 2009

Instructions. Hold a 2-hour meeting with members of your group. At this meeting, first set up a day/time for a “face-to-face” meeting once a week. Then move on to the next steps.

1. Conduct a structured brainstorming session to generate 20-25 potential high-level customer/market/societal needs. Identify 2-3 needs for further investigation.
2. For each need from Step 2, conduct a structured brainstorming session to generate 20-25 potential product/service ideas to fulfill these needs. Then identify a short list of the 5-7 most promising ideas for further exploration.
3. Submit a 2-3 page preliminary project proposal with a prioritized list of the 5-7 ideas for further exploration. Briefly explain and justify each idea. Also, provide, in the form of an Appendix, a summary of your brainstorming session, documenting the larger set of needs and ideas that were generated.
4. Team-building: Over the next 7-10 days, plan and conduct a team-building activity, the purpose of which is for the team members to get to know each other better in the context of working as a team. This activity might be playing a game or performing some task that requires communication and cooperation. You may want to use brainstorming to generate a list of potential activities.

Homework #1: Due Thursday, 9 April 2009

Instructions

• You are allowed to discuss homework problems with members of your project group. However, your problem solutions must be distinctly your own work, and not a copy of any other student’s work.
• Use the structured problem solving approach (see class handout). Draw conclusions at the end of each problem.

Problems

Please read and follow the above instructions before doing the problems.

1. Structured Problem-Solving: Use the structured problem solving approach to solve the following problem: “Improve the home computer”.

2. Product Dissection: Use the Function Analysis System Technique (FAST) to dissect the following products and, in each case, draw the appropriate FAST diagram:
   • A screwdriver
   • A bicycle
   • A laptop