

IDT 290

Capstone Project Proposal

(Guidelines for each section are provided in italics. Delete the guidelines, and do not use italics in your proposal.)

(If you wish, you may use a cover page that includes the header information. If you use a cover page, do not duplicate the header inside the document.)

Designer's name:
Title of proposed project:
Version number:
Date of this version:

Product Overview

In a sentence or two, describe your product and its top two qualities or features that set it apart from the competition. Don't try to describe all of the product features in this section, but make it clear how your product will solve a problem and/or meet a need that is not being achieved by other currently-available products.

Target Audience

In a few sentences, describe key characteristics (age, gender, income, and/or other important considerations) of your target audience. If you have more than one target audience, briefly describe key characteristics of each group.

Example 1: if you design a toy for children, your customers would include the children who would play with the toy, and parents/caretakers who would purchase the toy.

Example 2: If you design a product to assist elderly or disabled people, your target audience could include family members and/or care providers as well as the elderly or disabled individual.

Product Uses

Briefly explain how, when, and where your target customer(s) will use your product.

Product Features/Benefits

List and briefly describe at least five features and benefits your product provides that address target customers' wants and needs. You may also discuss other features that may not be obvious to the customer(s), but are significant for your product in other ways.

Product Materials

Identify materials that would be used to produce your product, and explain why each material was selected. You do not need to identify every part of the product, but you should discuss materials that are most significant to product success.

Product Distribution

- *If your product would be sold directly to customers through retail stores (offline and/or online), briefly describe the types of stores where you would expect your product to be sold.*
- *If your product would be distributed in some other way (not direct retail purchase by target customer(s)), explain how the target audience would obtain the product. (Example: if your product is a school desk, it would be purchased by a department manager, from a wholesale furniture supply—the students or teachers who use the desk would not buy it themselves.)*

Competition

Briefly describe (and if possible, include photos) of at least two existing products that might appeal to your target customer(s). Identify the competitors by brand name and/or manufacturer name, and briefly explain the most important feature or benefit each competitor's product provides to your target customer(s).

Before writing the next two items, consult the course Syllabus and Schedule to be sure you understand expectations for Capstone projects.

Final Product Deliverable(s)

Describe the final version of the product you will present at the end of the term (Examples: appearance model, computer model, manufacturable working prototype, etc.)

Design Approach/Constraints

Briefly describe the tasks you will need to complete to successfully design this product, and identify any constraints that could impede successful completion of the project.

Resources

Provide full MLA citations for all research you conducted that helped you prepare this proposal.

*MLA citation guidelines are available from:
Purdue U. Online Writing Lab (OWL) -
<https://owl.english.purdue.edu/owl/resource/747/01>*

Diana Hacker's MLA Guide - http://bcs.bedfordstmartins.com/resdoc5e/#p04_c08_o

*EasyBib Citation Generator - <http://www.easybib.com>
(Note: you need to know some of the citation rules to use this resource correctly)*