



Karl Albrecht, 1920 - present: billionaire

**if you are not serving the customer...
you'd better be serving someone who is**

2.009 Product engineering processes

Sketch model review

Thursday in 35-225

Formal evening review presented to the entire class, 7-9:30 PM.

Each section presents 2 well-prepared design concept alternatives. Relevant technical, market/benchmarking, and customer needs information.

Each section will have 6 minutes for their presentation and 2 minutes of questions. Transition occurs during the question period.

Important criteria are:

appropriateness of the sketches, sketch models, CAD models, calculations
clarity and quality of the design alternatives/design exploration
quality of technical, market/benchmarking, and customer data

Sketch model review

Preparation

There is no class Wednesday. I'll be in Pappalardo

Communication instructor help available

Load slides onto presentation computer 2:30-5:30 PM Thursday in Pappalardo lab

Work in the shop will cease at the usual 4:45 PM, but you will be able to have access to pickup materials until 6:30 PM

Presenters test in 35-225 between 5:30 and 6:30 PM

Sketch model review

Presentations and wrap up

Sketch models/presentation props should be in the hall outside of 35-225 prior to starting at 7:00 PM

See the presentation order and detailed logistics on the sketch model logistics page

Return models to the Pappalardo lab after the presentation

2.009 Product engineering processes

Today

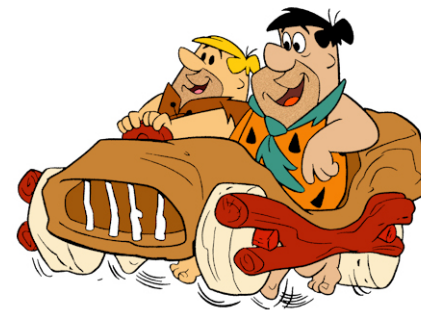
Modeling challenge organize, delegate, build

Design challenge

Your challenge was to design a bird launcher



it must be human powered



Build challenge!

a couple of pledges

I will work safely in the lab



I will not flip birds in the lab (no testing)