the superior person is modest in speech but excels in their actions

Confucius (contemporized)
2.009 Product engineering processes today

final presentation set expectations
2.009: A product development story

Three ideas presentation
September 28, during class
3 ideas per section

Mockup review
October 22
2 mockups per section

Assembly review
November 4 & 6
1 assembly

Final presentation
December 7
1 alpha prototype

Sketch model review
October 8
3 models per section

Final selection
October 27-29
1 concept per team

Technical review
November 16
1 (almost) prototype
Prototype Launch!
aka 2.009 final presentations 2015

a polished event

seating for 1100

~250 in little theatre
you will receive email to invite people
live webcast, thousand+ online
Final presentation

**general format**

a new product launch
but more technical and less sales

8 minute presentation
5 minute discussion
5 minutes for transition

a reception
Final presentation expectations

good product

good presentation
design, testing, (a lot of) practice

4 minute compendium of 2014 presentations
MIT 2.009
Product Engineering Processes

2015 Final Presentations

MIT Mechanical Engineering Senior Class
Final presentation

**timing**

Presentations start at 7:30 PM sharp, December 7

Scheduled run-throughs 3-6 PM in auditorium

Reception (with dinner) at 9:45 PM, mingling at booths

Program is not over until the guests leave

Details will be posted on course website
Final presentation

**general format**

all should attend and be on time

display the merits of your design:
   the prototype
   key needs and user experience
   technical innovations
   business case
   outstanding issues

design of the presentation and its execution is graded
Final presentation
review form

Guest: ___________________________  Team: Blue
Project Name: _______________________

1. Quality of Presentation (25%)
   Was the overall structure of the presentation honest and effective?
   
   Was the customer need clear?
   
   Was the market clear?
   
   Was the product concept clear?
   
   Was the presentation of technical challenges clear?

2. Business Assessment (15%)
   Was the manufacturing cost assessment plausible and meaningful?
   
   Was the development plan and market assessment plausible?
3. Technology (25%)
Were major technical challenges/innovations identified (one or two)?

Were the challenges appropriately understood and engineered?

4. Prototype (35%)
Were design details well executed?
   (e.g., structures, bearings, actuators, controls)

Were the human interfaces well resolved?

Were subsystems well defined, integrated, and reliable?

I believe the prototype could be refined to become a real product.

5. Overall Comments:
Final presentation

time allocation

- the product, where and how it is used, use experience
- who it is for and why should we care
- how it works, principle of operation
- market and preliminary business model
Final presentation

typical presentation media

demonstration/role playing

slides

video if needed

animations

examples in gallery
Final presentation
presentation props/set

think about what type of setting you would like
provide a context and demo platform
abstracted to not compete
self contained and rolling, transport constraints

I will lead on implementation, with help
meeting with your teams this week
Final presentation
booth/reception area
details after thanksgiving
Final presentation

**typical booth**

product set as platform to demonstrate product

an online brochure, URL and QR code in brochure

**name tags for all team members**

(with timeline and instructions)
And finally
looking ahead

keep your team working effectively
if you task is done and you have time, offer to help

team areas noon-5 this Saturday

team areas noon-5 Sunday after thanksgiving

tutorial on UI design, Friday at 5 PM in 3-333

keep you team areas clean
And finally this week

Peer review 3 opens today, due Friday

Team review B opens today

30 minute design reviews on Monday afternoon
scheduler online

Project IP
Now

team picture