the mere formulation of a problem is far more often essential than its solution

Albert Einstein
1879-1955, Nobel prize in physics
a relatively smart person

abstract and presenter slides online
idea fair?

athletics mat sterilizer
2.009 Product engineering processes

Today

meetings effective and efficient

finding information informed ideation, teamwork
2.009
BEVERAGE STATION
STAFF AND STUDENTS ONLY

VENMO
$ 1.00
@MIT2009
but first…
results from Monday’s mini quiz

list 4 individual creativity strategies

Junior Neeranartvong: think?
anonymous: pay attention in class
2.009 Product Engineering Processes

Mini-quiz

Put your name on the top of an index card

i) List a mental attitude/thought that *blocks* creativity?

ii) List two factors that correlate with *unsuccessful* product development teams.
at last! **Meetings (lab time +)**

*why be good at them?*

roughly 25% of your professional life will be spent in meetings

meetings will have a big influence on your level of professional success
Meetings
why be good and efficient?

correlates with good performance

they are very expensive!
$55,000/year tuition
$50,000/year in opportunity costs
100 units/year, 12 unit course, 12 weeks gives ~$80/hour/person

team meeting costs ~$1,800/hour (your time only)
~$12,000/lab
including staff, mentors, facilities, etc.

be on time!
Running a meeting
resources/running meetings

plan and prepare

clear roles, challenge ideas not individuals
set ground rules

plan for problem behaviors

dominators (assign them to be the scribe)
Running a meeting
resources/running meetings

Giving Opinions

encourage constructive behaviors
helping to keep things on track

summarize and seek closure
review the plan and disseminate (minutes, team site)
Constructive behaviors
optional tutorial: Thursday 7:00 PM, Pappalardo lab

how to be proactive and set your team up for success
(see home page)
coming up! 3-ideas milestone during class, Monday September 24
coming up! 3-ideas milestone during class, Monday September 24

See 3-ideas presentation link under the Project menu

Coming up: 3-ideas presentation, Sept. 24
This week in 2.009! The theme is danger!

class Wednesday:
secondary research!
- treasure hunt instructions

Project idea fair presenter summaries

Team assignments are now posted!

Of interest: /archive

Labs
Please login and start using your timesheet

For the start of your first lab:
- have and be using your design notebook
- read the lab 1 outline
- complete the product opportunity brainstorming deliverable. Please read the deliverable description early so that you have time to think about it. This is part of your individual grade and is really important for your project!
coming up! 3-ideas milestone
during class, Monday September 24

See 3-ideas presentation link under the Project menu

3 ideas proposed by your section
idea/opportunity, feasibility, customer, market, expert/client

the team’s opportunity area chosen by panel of instructors/mentors

portrait orientation
supporting data on back
Finding information

**task at hand: 3-ideas, September 24**

your section proposes 3 feasible, viable ideas (opportunities), and identify contact resources
2.009 Information treasure hunt

informed ideas

Become more familiar with different information resources and search techniques

Find types of background information relevant to the project and early ideation (secondary research)

Obtain initial practice in task delegation and coordination

Help your section learn how to mobilize quickly and to delegate strategically (considering skills and different schedule constraints)

instructions are linked on course home page
information
treasure hunt
problem statement

where will we find the answers?

how should we submit the answers?

when is this due?

who can I ask for help?
problem statement

you need good information to identify, choose and develop your product.

information on “dangerous products or devices”

market information (trends, competition, customers, etc.)

but a lot of important information is in the “hidden” web, not available via Google.
where will we find the answers?

2.009 library course page:
also under “resources/2.009 library page” on course website

http://libraries.mit.edu/2.009

you can use other resources, but teams using the library-recommended resources will score higher

you will may need to visit
how should we submit the answers?

create one answer sheet per section in MS word or pdf
include your section name on the answer sheet
answer the question

citations are required, including the source of answers
guidelines are in your instruction packet, and are linked to the home page

email answers to Nicholas
(nalbaugh@mit.edu or 2009library@mit.edu)
when is this due?

Thursday (Sept. 13) at 12 noon
who can I ask for help?

ALL

NICHOLAS
who can I ask for help?

librarians in class today
ask us! (librarians via email) http://libraries.mit.edu/ask

staff at any MIT Library

Nicholas Albaugh
nalbaugh@mit.edu, Barker Library (Wednesday 3-6)

Elizabeth Soergel
esoergel@mit.edu, Barker Library (Wednesday 3-6)
2.009 Information treasure hunt

Getting started

Make sure you are with your lab section

Distribute instruction packets
All instructions are also on the course website, except the questions

Read the instructions

Delegate tasks and decide how you will coordinate
Mailing lists are active: see information/mailing lists
Team slack site available

Take advantage of available help!

Like most treasure hunts, there is a prize!