ME214: Good Products, Bad Products

Quality Topic Research Projects: Description of Work

My goals are that this work should 1) lead us to new intellectual insights into means to discuss and design products with high perceived quality and 2) to present existing product examples in a fashion that is powerful to the senses and to the intellect.

Format

Presentations might take various formats:
- PowerPoint Slides
- Video
- Dark Room, Projected Images, Theatrical Commentary by Invisible Speaker
- Stand Up Presentation
- Skits

It is highly desirable that the presentations be strong from a design point of view:
- Examples of products physically present
- Richly illustrated with still imagery, video imagery, quality sound
- Offer an appropriate mix of intellectual, sensory and emotional stimulation

Content

Each research project should include a presentation to the class and a paper. Where technically possible both the presentation (PowerPoint document, video, etc.) and the paper will be posted to the public section of the ME214 web site.

- Define the research topic (e.g. what is symbolism as pertains to product appeal?) that you group is addressing.
- Identify products which succeed by design and manufacture that capitalizes on the research topic (e.g. craftsmanship, senses ….)
- Analysis of how the quality topic is implemented in the products that succeed through it application.
- Do a case study of a company whose product(s) succeed through the effective use of the research topic your group is addressing.
- Provide actionable information which product designers could use to create products that would be successful by means of the research topic.
- Provide resources for further study of the topic area (books, papers, web sites …)
- Create a list of seminal questions which you could ask the class in case the question and answer section of the presentation is slow to get started or looses energy. If needed, these questions could be asked from the podium or planted with friends in the class. In any case the questions should be part of the paper.

The presentations should be 8 minutes plus 4 minutes for each team member beyond 1. An individual presentation should last 8 minutes. A team of two should present for 12 minutes; a team of 3 for 16; and a team of 4 for 20.

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