

Project 1: Topic and system (or product) concept statement

Overview

In this project assignment you get started by establishing the target product or system that you will work on for a client and by writing a system (or product) concept statement.

What To Do

1. Establish a client for your project (virtual or fictitious is ok).
2. Establish a product or application system for which you will develop the user interaction design.
3. Get your client and target product or application system approved by the instructor before the due date for this project part. Earlier approval is better, in case you have to make some adjustments or find a different client.
4. Write and refine (several times) a system concept statement for your target system.

The Importance of Making These Choices

We urge you to choose carefully, since you will be living with your decision for the whole semester. Your choices for a product or system can range from an information system to a Web site to a commercial product such as a new kind of mobile or personal device. You can even design a new system with gestural interaction on a wall-size display. We are requiring you to pick a domain such as those discussed in class on the first day of lectures and listed below. These are not requirements but

- Car + Phone for music experience, or navigation (GPS), or shopping with location based reminders, etc.
- Large public displays in common areas coupled with your phones and proximity
- Bike + exercise coupled with your iDevice to manage your health, fitness, competitive spirit
- Public transportation + iDevice for daily travel or vacations, save energy, bike, car, share-ride, etc.

Please consider a choice that will involve lots of creative design, as that is one of the important emphases in this course. We also urge you to consider a product

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Entrepreneurship Heidi M. Neck, Christopher P. Neck, Emma L. Murray, 2020-01-07 Recipient of a 2021 Textbook Excellence Award from the Textbook Academic Authors Association TAA Entrepreneurship The Practice and Mindset catapults students beyond the classroom by helping them develop an entrepreneurial mindset so they can create opportunities and take action in uncertain environments Based on the world renowned Babson Entrepreneurship program this text emphasizes practice and learning through action Students learn entrepreneurship by taking small actions to get feedback experiment and move ideas forward They will walk away from this text with the entrepreneurial mindset skillset and toolset that can be applied to startups as well as organizations of all kinds Whether your students have backgrounds in business liberal arts engineering or the sciences this text will take them on a transformative journey and teaches them crucial life skills The Second Edition includes a new chapter on customer development 15 new case studies 16 new Mindshift Activities and 16 new Entrepreneurship in Action profiles as well as expanded coverage of prototyping incubators accelerators building teams and marketing trends This title is accompanied by a complete teaching and learning package

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Commercial & Financial Chronicle, Bankers Gazette, Commercial Times, Railway Monitor and Insurance Journal ,1915 The Forestry Chronicle ,2002 *Encyclopedia of Science and Technology Communication* Susanna Hornig Priest, 2010-07-14 In the academic world the term science communication refers both to a set of professions such as science journalism and public information work and to an interdisciplinary scholarly research specialization Much of this research is aimed at improving our understanding of the best ways to communicate complex information especially to people who are not scientists Science communication specialists are concerned with giving people useful information about health environment and technology as well as science itself In order to do this we also need to improve our understanding of how people think form opinions and process information Additionally professional practitioners in science communication are engaged in strategic and ethical decisions every day such as How should reporters cover the issue of climate change Should the views of scientists who do not believe that climate change has been caused by human activity be included alongside the

views of those who do in order to give a balanced story or does this mislead the public into thinking that both of these positions are equally accepted within the scientific community The Encyclopedia of Science and Technology Communication provides information on the entire range of interrelated issues in this interdisciplinary field in one place along with clear suggestions on where to begin the search for more Geared towards undergraduate and graduate students in journalism communication mass communication and media studies as well as towards working journalists public information officers and public relations specialists this encyclopedia introduces this vast fascinating field while challenging the reader to question assumptions inherent in communication across disciplinary boundaries Key Themes Associations and Organizations Audiences Opinions and Effects Challenges Issues and Controversies Changing Awareness Opinion And Behavior Critical Influences and Events Global and International Aspects Government Agencies US History Philosophy and Sociology of Science Important Figures Journal Publications Key Cases and Current Trends Law Policy Ethics and Beliefs Major Infrastructural Initiatives Practices Strategies and Tools Professional Roles and Careers Public Engagement Approaches Theory and Research Venues and Channels **Commercial and Financial Chronicle Bankers Gazette, Commercial Times, Railway Monitor and Insurance Journal** ,1879 **Market World and Chronicle** Arthur Richmond Marsh,1920

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