iMDE: international Market-Driven Engineering

Guidelines for
Written report and Oral presentation

ZHEJIANG UNIVERSITY

ZJU
LU
技术管理
Technology Management

LUND UNIVERSITY

Written report

The report should present your Prototype from the three perspectives:

- Desirability
  - How did you work with Needfinding?

- Viability
  - How did you work with the Buisiness perspectives? Include a Business report

- Feasibility
  - How did you work with the technical perspectives?

Written report

The report should also present your work-process:

- Challenge
  - Why did you select this area/domain?
- Process
  - How did you plan your work and how did you carry out the work?
- Teamwork
  - Lessons learnt, What was easy/difficult etc
  - Contributions of each team member
- Next steps
  - If we had another 6 weeks, this is what we would do.
- Summary/Results

Written report

In addition there should be

- A short Executive Summary in English, Swedish and Chinese (about 300 words, ½ page)

General instructions:

- The outline of the report is flexible (your choice)
- Report written in English
- Approx. 20 pages
- References included in text when appropriate.
- Intended reader is: your collegues (not this class)

Oral Presentation

Thursday Oct. 18th (full day):

- 8 groups to present
- 8 groups to act opponents (on-line)
- Group has 30 minutes
  - 20 minutes oral presentation including 3 min film
  - 5 minutes to the opponent-group
  - 5 minutes general questions
- Please involve everyone in the group in the presentation

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Presenter-Opponent Schema

Presenting	Opponent
1	5
2	6
3	7
4	8
5	1
6	2
7	3
8	4

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Prototype

We encourage you to make prototypes

- – Try to make a physical product (include your domain of expertise)

- – Do not make it too difficult (new type of energy, new moon rocket etc). Make something do-able within this course.

- – A prototype is a sketchy version of the product, i.e., not the final version of it.

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Film

- The film should be about 3 minutes long and show "This is how we did it". It could include pictures of how you worked together in the groups and pictures of the resulting prototype.
- The intended target group for the film is "Next years' students" and other people interested in the course.
- The films will be uploaded on the course homepage.