

INSE 6411 – Assignment 2: Case Study

- **Objective:** This exercise is meant to acquaint you with a more practical side of product design and development. It offers the opportunity to study and present a case study on the design or development of some real existing product.
- **Assignment type:** This is an individual assignment worth 17.5 % of the final mark.
- **Case study selection:**
 - Search for and find some material about the design and development of some real existing product. It could be some existing case study discussing the design and development of the product or you can find various materials or documents discussing the design and development of the product and put them together. It can be any kind of product you are interested in. The original material could come from any source and the related text could be of any length, context or level of analysis. You should use a variety of sources, a case study should not be based on only one reference.
 - In the heart of the case study there should be some **design problem** solved or addressed when developing **one product**. It is not about a company (discussing several products)!
 - Each student has to select a different product/case.
 - The case study should be related to the topics discussed in the course and it should be interesting. For example, it can come up with some interesting design solution ideas, new methods or tools, unexpected solutions, original approaches; it can deal with controversial or ethical issues, etc. Simply anything which will catch yours and possibly other students' attention is valued.
 - Read well all the related materials, you may be asked questions related to it.
 - Prepare a presentation and a report based on this material according to the guidelines below:
- **Case study presentation:**
 - Prepare a **10-minute presentation** (using PowerPoint slides) and present it during one of the presentation sessions. Your presentation should attract the attention of other students and encourage the discussion in the class.
 - The presentation should summarize the case study while highlighting the most important points. Do not include any theory slides in your presentation! Focus exclusively on the case study, especially on the critical and interesting points. You should also include some input coming from you (opinion, evaluation, suggestion, discussion, comments) in your presentation. Please, indicate clearly in the slides what your own input is.
 - You have to stick to the assigned time (you will lose points for longer or shorter presentations), so select only the most important and interesting points for the

- presentation. After the presentation, you will be asked questions (so you will have chance to explain the unclear points).
- The presentation will take place during one of the presentation sessions. There will be seven possible sessions when you can present your assignments. You should select your session in the first lecture. The following are the tentative presentation session dates:
 - February 5
 - February 12
 - February 19
 - March 12
 - March 19
 - March 26
- ***Q&A period:***
 - After each presentation other students will be required to ask questions. If nobody volunteers to ask any questions the students will be randomly selected during the class. The relevancy and quality of the questions asked will count towards your grade for the participation (not for the assignments!). The participation in the Q&A period related to the assignment presentations is worth 5% of the final mark. Therefore the attendance of presentation sessions is required!
 - ***Presentation evaluation:***
 - Your grade for the presentation will be determined by your ability to select a suitable case study for the presentation, to summarize it effectively and in an interesting way, to highlight the most important/interesting points/lessons learned, to provide your input (opinion, evaluation, suggestion, discussion), to keep the exact presentation time, and by your ability to answer the questions asked by other students. The quality of your slides (e.g. too much writing, too small letters) and the oral presentation quality (please, do not read from the slides or from your notes during the presentation!) will be evaluated as well. You will receive 7.5 % of the final mark for the presentation itself.
 - ***Case study report:***
 - Write a report on your case study. As a minimum it should be 5 pages long (If single-spaced, Times New Roman 12 and without pictures you will have around 40 lines per page), but it is recommended to have at least 7-10 pages. The report should include the following information:
 - Abstract (short summary)
 - Background (history and motivation)
 - The design problem (the design conflict, requirements versus constraints): A good description of the design problem is obligatory. It is preferable to focus on one design problem only.

- The problem solution: How was the problem addressed/solved? Which solutions were considered? What were the methods used to solve the problem (advantages/disadvantages of the methods)?
 - Describe the critical parts of the design and development process in detail
 - The success of the resulting product (sales, customers' acceptance, etc.)
 - Conclusions (related to the design or to the product)
 - YOUR opinion, evaluation and suggestions (related to the design problem)
- The due date for submitting the case study report is in the last lecture of the course, which is **April 9**. It should be submitted as a hard copy (no electronic copies are accepted). Please, submit it on time, late submissions will be penalized.
 - Please, ensure that your text is in conformance with the correct citing and referencing rules using proper paraphrasing and quoting. Proper referencing should be present throughout the report. Every sentence taken from another source unchanged (copied as is) has to be quoted (in quotation marks "...") and must be referenced in the text. Each sentence/information/idea which is not coming from you must be paraphrased (written using your own words) and must be referenced directly in the text as well. Moreover, the full list of all the references should be included on an additional, separate page. The reference/bibliography page does NOT count towards the page length requirement.
- ***Case study report evaluation:***
 - The case study report is worth **10 %** of the total final mark. Your grade for the report will be determined by your ability to sufficiently address all the points above. Your ability to communicate ideas in organized and logical fashion, together with the grammatical and organizational quality of your report (including English writing skills) is important too. The timely submission, the suitability of the selected case study, the length of the report and the proper referencing are part of the evaluation as well.
- The guidelines for the assignments can change