

iMDE: international Market-Driven Engineering

Guidelines for
Written report and Oral presentation



ZHEJIANG UNIVERSITY



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 Business 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 colleagues (not this class)



Oral Presentation

Wednesday Oct. 17th and Friday Oct. 19th:

- 4 groups to present
- 4 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 include everyone for the presentation



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.



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.

