Assignment #2 – Product Specifications

Overview: For this unit, you are a product development engineer working for Apple or Dell. An Asian company has won a bid to manufacture the popular i-Pod or MP3 Player locally. Your task is to develop a "hand-off" package that will enable a licensee to duplicate the design and then manufacture your product. When your package is finished, you will collaborate with other product engineers to develop a "final" package, which you will then present to management for approval.

Pay-back: A common task for engineers is writing specifications (technical descriptions) for the products they develop. Knowing what to include in these descriptions is crucial to communicating with management and with potential end users.

Assignment – 100 Points
Develop a Product Specification
- 40 pts – Write a specification for an Apple i-Pod or MP3 Player
- 10 pts - Project Background (1 page with audience analysis, purpose of document, background of task)
- 10 pts – Research (list of sources consulted including review of samples in text and online resources; you should include competitor sites)
- 10 pts – Document Design (evidence of organization, use of heads/subheads and lists, materials and equipment lists, etc. that fit the user and the situation)
- 10 pts – Graphics (offered where helpful, with titles, captions and credits)
- 10 pts – Style (including proper grammar, spelling and punctuation; language suitable for audience; appropriate "helps" offered such as definitions and needful repetition)
- 10 pts – Presentation (discuss the content and appearance of your team's Specification and why you made the choices you did [3-5 min])

Instructions for Individual Portion of the Assignment
- Focus only on materials, dimensions, and features of the product, such as data storage, fidelity, sound, durability, battery life, etc. You may include an accessories list.
- Use the same format as in Figure 21.9 in the Lannon text, or design a better one.
- Consult the Apple or Dell website, but do not copy information verbatim. Remember, you are writing for an audience who has English as a second language.

Instructions for Team Portion of the Assignment
- Compare your first draft with those of three other classmates. Work together to select the best features of each draft. You may find it useful to create a checklist to work from. Then work together to create a final draft that is most effective for your audience.
- Prepare a 3-5 minute discussion of your team's final draft, including its content, appearance, and perhaps how the first drafts were different/similar among team members.

Grading: Individual Specification (90 pts)
Each student will submit his/her first draft, audience rubric, and list of sources.
This portion of the assignment will be graded on the student's ability to follow the instructions, create an effective specification, and produce error-free text and graphics.

Grading: Team Specification & Presentation (10 pts)
Each team will submit its final draft. This portion of the assignment will be graded on the team's ability to present clearly on the choices that went into creating the final draft.

Due Dates
Rough Drafts for Peer Review: Next Week
Final Drafts for Submission: 2 Weeks
Team Presentation: 3 Weeks