introduction

ESE3002: Project Preparation

formulating a project

tools

1. perspective and vision
   a. establish the "big picture"
   b. planning a market strategy
2. brainstorming
   a. being "open" initially
   b. gauging feasibility
   c. positives & negatives
3. design research/thinking
   a. taking the user's perspective
   b. is the market "small enough"
4. working with others
   a. respecting diversity
   b. listening with empathy

a tale of two companies

circa 1975...

	Motorola	**Intel**
microprocessors	6800 family	8086 family
performance	best performance	average performance
customer support	none	support engineers providing schematics for board designs, software for basic input-output operations (low level ISRs)

markets

(next time)

TURN ON YOUR CAMERAS PLEASE