**EGR 7020: Systems Engineering & Analysis Spring 2106**

**Team Name: Mechs Marketing**

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| **Mission Statement** |
| *Product Description:*  A team based quiz-card game for 2, 4 or 8 players with a spinner. |
| *Benefit Proposition:*   * Educational, challenging and fun oriented * Customizable: Can be designed in different versions for different demographics * Icebreaker and for social interactions |
| *Key Business Goals:*   * Easy/Quick manufacturing * Cost for the game ≤ $15 |
| *Primary Market:*   * Family and party games * Ages 12 and above |
| *Secondary Market:*   * Schools * Hobbies |
| *Assumptions and Constraints:*   * The game can be played for ≤ 1 hour * The design team has knowledge to develop a game for diverse clients. * Creativity in forming quiz questions. |
| *Potential Problems/Obstacles:*   * Penetrating the quiz-card games market * Setting up levels in the game * Manufacturing difficulties * Persuade the customers |
| *Stakeholders:*   * Design team * Customers * Dr. Middleton * Quality Assurance Team |

**Team Name:**

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| **Team Charter** |
| *Team Members:*   1. Abdalsalam, Fadeel 2. Anusha Anisetti 3. Hongtao Yu 4. Vijay Kiran Yellamraju |
| *Team Roles and Responsibilities:*   * Dr. Middleton: Team sponsor and supervisor * Fadeel: Manufacturing Team, Recorder, Devil’s advocate, Marketing team. * Anusha: Team leader, Team Facilitator, Recorder, Marketing team * Hongtao Yu: Game designer, Packaging, Recorder, Marketing team * Vijay Kiran Y: Game designer, Recorder, Time keeper, Marketing team |
| *Team Organizational Structure and Rules:* |
| *Individual Member Strengths/Skills Inventory:*   * Fadeel: Drafting for production and manufacturing (designee), safety and functionality, quality assurance * Anusha: Time management, Organization, quality assurance * Hongtao: Processing and packaging, Production scheduler, Quality assurance * Vijay Kiran: task allocator, communication between teams |
| *Milestones*   |  |  |  |  | | --- | --- | --- | --- | | **Milestone** | **Status** | **Due** | **Done** | | Team Formation | Complete | 01/21/2016 | 01/21/2016 | | Mission Statement | In Progress | 02/02/2016 |  | | Market Plan/Customer Base/Benchmark | Yet to start | 02/24/2016 |  | | System Level Detailed Design | Yet to start | 03/17/2016 |  | | Test Plan/Marketing plan/Final requirements | Yet to start | 03/31/2016 |  | | Draft Final Report | Yet to start | 04/14/2016 |  | | Presentation in PowerPoint | Yet to start | 04/19/2016 |  | | Final Report | Yet to start | 04/25/2016 |  | |
| *Expectations:* |
| *Success Criteria:* |