

ECE 411	Phuc Nguyen
Project Proposal	Golriz Sedaghat
Project Title: Marketing Spy	Anthony Do
Date: Oct 12, 2014 Revision : 1	Bander Alenezi

Objective: To build the device that can determine the hottest and more interested product by customers in an electronics store. Usually it can be used for the new launched product

Brief description of operation:

An infrared sensor will be attached on the surface wherever the product such as (iPhone, camera ...) is put on. Every time the item is picked up by the customer, the sensor will detect and send the signal to the processor, the processor will process the signal then send the feedback to counter for adding one and show the cumulative count on a 7-segment display. Several devices can be used to determine the most interested product by comparing the cumulative count during certain period.

Project requirement compliance:

At this moment the project team determines that the considered project meets all the requirements about the hardware, design, testing requirement, timeline and usage of designed item. The most challenging part would be the implementation of the hardware and software of the microcontroller. Testability of the whole design is easy and straightforward (counting the number of picking up the item); the amount of time and effort to complete and accomplish the project throughout the term is sufficient and satisfactory. The budget for this project is forecasted to be moderate (the cost of the project will not be expensive nor cheap). Documentation will be included throughout the construction of this project in the form of block diagram, schematics, programming code, datasheets and ... on the team's Wiki page

Tentative project schedule:

Task Name	Work	Duration	Start	Finish	% Complete
Proposed Project Milestone	512 hrs	51 days	Mon 9/29/14	Mon 12/8/14	17%
Phase 1 - Planning	88 hrs	11 days	Mon 9/29/14	Mon 10/13/14	100%
Phase 2 - Project design and modeling	176 hrs	21 days	Mon 10/13/14	Mon 11/10/14	0%
Phase 3: execution and testing	200 hrs	19 days	Fri 11/7/14	Wed 12/3/14	0%
Phase 4: Project presentation and demo	48 hrs	4 days	Wed 12/3/14	Mon 12/8/14	0%