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| ECE 411 | Phuc Nguyen |
| Project Proposal | Golriz Sedaghat |
| Project Tittle: Marketing Spy | Anthony Do |
| Date: Oct 23, 2014 Revision : 2 | Bander Alenezi |

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

**Brief description of operation:**

A 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 and send the number of pick up and average time of pick up the display. Several devices can be used to determine the most interesting product by comparing the cumulative count and average time 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:**

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| --- | --- | --- | --- | --- | --- |
| **Task Name** | **Work** | **Duration** | **Start** | **Finish** | **% Complete** |
| **Proposed Project Millestone** | **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%** |