

# **BLG 374E**

## **Technical Communication for Computer Engineers**

### **Week 3 Proposals**

Your team's proposal is due in three weeks!

# Lecture Notes

I'll be using lecture notes prepared by earlier instructors, including Esbie van Heerden, Damien Jade Duff, and probably others (though I may revise them).

# Why Write Proposals?

- Engineers write proposals to bring in business.
  - Consultants
  - Company employees
- Academicians write proposals to get research funding.
  - TÜBİTAK (Scientific and Technological Research Council of Türkiye)
  - BAP (Scientific Research Projects units of universities)
  - International Institutions



# BLG374E

## Technical Communications for Engineers

### Writing Proposals

#### Lecture Contents:

Characteristics of proposal writing.

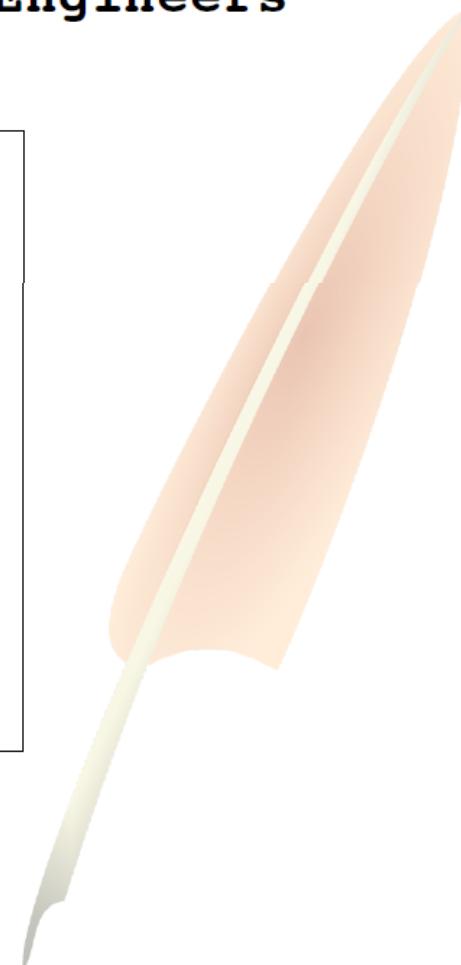
Kinds of proposals.

Format of proposals.

#### Layout:

- Introduction.
- Background.
- Proposal summary.
- Outcome.
- Value (promotion).
- Methods.
- Schedule and cost.

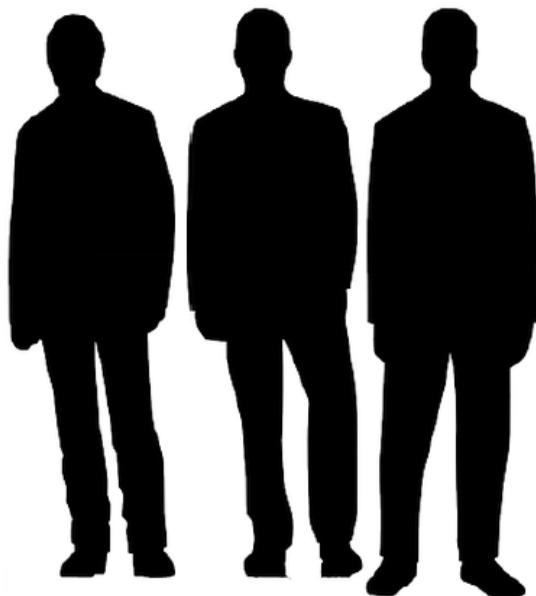
Other considerations.



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# Characteristics of proposal writing

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Eng.



*"What can you do for us?"*

- Persuasive.
  - Get the proposal accepted.
- Competitive.
  - "Why THIS proposal?"
- Outcomes important:
  - "What will we get from it?"
- Costs important:
  - "How long will it take?"
- Qualifications important.
  - "Can they do this?"
- Research important:
  - "Is it desirable? Do they know what they're doing?"



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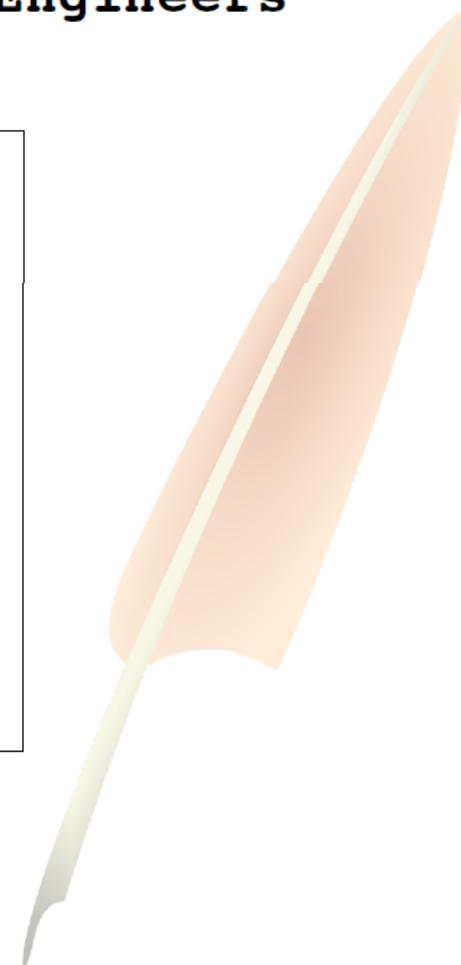
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# Kinds of proposals: Target

- Institutions
  - service implementation, research funding, ...
- Businesses
  - sales proposals, infrastructure improvement, product development, ...
- Individuals
  - targeted fund-raising, ...



European Commission > Research

Topic: [Advanced 3D modell assets:REFLECTIVE-](#)  
Specific challenge: The

Call title: [Reflec](#)  
Call identifier: [H2020](#)

Topic: [Advanced 5G Networ](#)  
Specific Challenge: As

Call title: [ICT 20](#)  
Call identifier: [H2020](#)

Topic: [Advanced Cloud Infr](#)  
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Call title: [ICT 20](#)  
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Topic: [Advanced Earth-sys](#)  
Specific challenge: The

Call title: [Growir](#)  
Call identifier: [Sustai](#)  
[H2020](#)

# Kinds of proposals: Context

- Solicited.
  - E.g. calls for proposals.
- via informal communication
  - Informally solicited.
    - E.g. follow-up.
  - Unsolicited.
    - E.g. targeted marketing.



European Commission > Research

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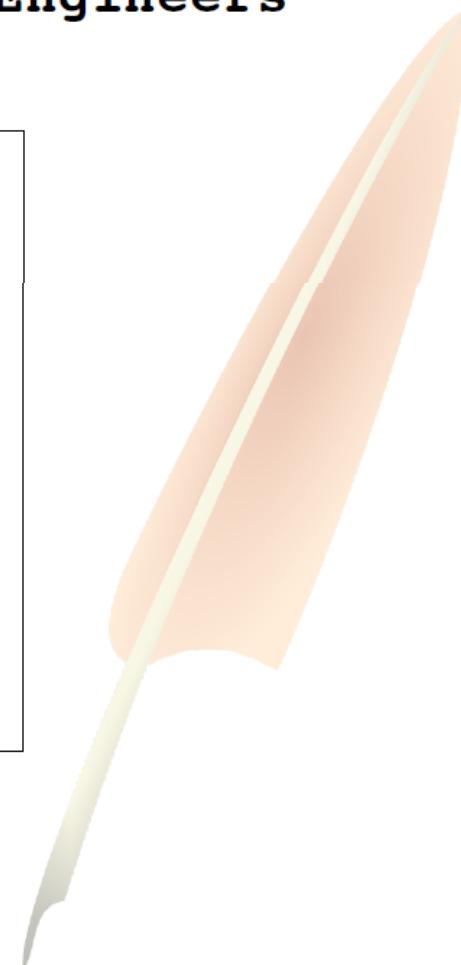
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# Different proposal formats

- Report format.
  - e.g. responses to formal proposals.
- Email.
  - e.g. within companies.
- Formal letter.
  - e.g. between companies.

## Report format + cover-letter



**PROPOSAL**  
to  
**Develop a Guide for Writing Policies and Procedures**

The following is a proposal to business people in writing policies and procedures. Included in this proposal is a guide like this, a description of the schedule for its development.

*Problem: Businesses without*

Many small businesses in Austin do not have a handbook or guide for employees. The procedures governing that business are usually ill-equipped to develop the pressure of their normal work with this type of documentation. Many small businesses lack writing experience.

However, the lack of such operations can lead to various kinds of problems for productivity, loss of sales opportunities, and lawsuits by unhappy employees.

*Proposal*

Morris Business Consultants proposes to write a handbook for distribution to Austin Chamber of Commerce. This handbook will help local business people in developing policies and procedures manuals.

*Cover letter (attached to the front of the proposal).*

**MORRIS BUSINESS CONSULTANTS**  
135 Twin Towers Suite 105  
Austin, TX 78700

May 25, 2009  
Mr. Patrick H. McMurrey  
Chamber of Commerce  
100 West 1st Street  
Utopia, TX 78777

Dear Mr. McMurrey:

I enjoyed meeting with you this past Monday, May 21st, concerning your interest in a manual on how to write policies and procedures. Local-area businesses do need help in this very important area of their operations. With the lack of good practical guides available commercially, developing and making one available through the Chamber will serve a great need.

The attached proposal outlines the details of our conversation concerning the content of the guide, costs, schedules, and so forth. I've added my qualifications for review by your other colleagues.

If you have any questions, please feel free to call me at 455-1122 during business hours.

Respectfully,

  
Gayle Morris  
Business Consultant

Attachment: Proposal

Source:  
Beer & McMurrey

Actual proposal: The introduction repeats information in the cover letter (the letter may not remain attached).

<https://www.hloom.com/resources/templates/more/proposal>

## WEBSITE PROPOSAL TEMPLATE

**Website Design Proposal**

Chuck Rogers  
Account Manager  
Malarkey Designs  
3256 Beverly Blvd.  
Los Angeles, CA 90039

Jesus Munoz  
48920 Washington Ave.  
Los Angeles, CA 92303

December 12, 2012

Dear Mr. Munoz,

Thank you for your interest in Malarkey Designs. After our talk on the phone the other day, I have put together this proposal for your website design. Please look over the proposal and let me know if you have any questions, or anything you wish to have added to or removed from the website. Attached to this document is our standard contract for you to sign once we have come to an agreement.

Thank you,  
Chuck Rogers

**Proposal for Jesus Munoz's Website**

**Overview**

The website will serve as Mr. Munoz's business and fan website for his music. It will incorporate his social media pages, a store selling merchandise, an area to download his music, a blog, and a fan forum. Furthermore, it will have behind-the-scenes photos, tour dates, and an area for people to contact him. There will be another page with a direct link for engaging people to hire him for concerts, advertising music, film music, and other engagements.

**Solutions, Scope of Work, and Deliverables**

First, the team will research the music field, especially in Mr. Munoz's genre, to get a feel for the competition pages. Additionally, they will look at what he already has online. There will also be research into the target audience to see what pages they respond to best. Next, the team will create a strategic plan that will capitalize on this market and make it easy for them to find the site and navigate once on it. The team will also work on a logical flow of the site. Then, the website design and graphics production will begin. Finally, it will be programmed, assessed for quality, and launched.

**Hosting and Maintenance**

You can choose to host your site with us, or you can use a hosting service of your choice. It is to your benefit to engage us for periodic maintenance to keep your website up to date and enhanced with the latest website technology.

**Preliminary Design**

As per a discussion with Mr. Munoz, I have attached a preliminary sketch of the website design. It will include a home page, a biography page, a tour schedule page, a merchandise page, a behind the scenes blog and photo page, full integration with social media, and a fan forum.

**Fees**

Full Design and Coding of the Site: \$10,000

**Hosting Fees**

\$1,000 annually

A musician contacted Malarkey Designs to create his website. After they had a discussion about the musician's ideas and wants from the website, the developer from Malarkey Designs sent this website design proposal.

- Size: 183 B
- Downloads: 26562
- Filename: Website-Design-Proposal.docx

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# NETWORK DESIGN TECHNICAL PROPOSAL

## Network Design Proposal

After having met with the managers of the company, reviewing their current network set-up, and touring the new office location, I have put together this design proposal.

### Feasibility Study

Background - Voolum Call Center is opening a new location in downtown Chicago that will better meet the needs of their growing staff. The office center is newly renovated but is not currently set-up to run an intranet that can handle the needs of Voolum.

Scope - This network is to be planned and installed by myself at the new office location, a month before it opens.

### Objectives:

1. Secure Service - Protection of data
2. Collaboration - Information and services
3. Scalability - Room for future growth

Intended Users - Employees of Voolum who will be using internal information to make on-going calls for clients.

### Network Needs Analysis

Data Type - Client details, call information, phone banking records, multiple lines with 2000-3000 users

Data Sources - Created and used by all stations on the network, software in Office 2007 run on Windows 8

Number of Users - 20 with an expansion capability of up to 50

Priority Levels - Level 1 for phone reps, level 2 for managers

Speed Requirements - Should be transparent, average 20 Mbps per user

Reliability & Security - Industry standards

### Network Design

Please see the attached documents detailing how the network will be set up. The visuals include basic layout of the building and floor measurements. Diagrams show exactly how all hardware and computers will be connected. There are 2 connection points for the 20 computers bought and supplied by Voolum; however, ones for expansion space can be seen in the accompanying documents.

### Costs

Initial costs including first year maintenance upfront - \$57,800

Item	Cost
Server	\$15,000
Other Hardware	\$10,000
Software	\$5,000
Install	\$25,000
Training	\$1500
Maintenance	(First year's \$1200)
Internet Access	\$100 (initial set-up, \$27 monthly afterwards)

For final review of equipment, please contact me this week and we can move forward with a contract.

Mark Farthing  
Mark@DefultFrenzy.biz  
048-574-2421

This network design proposal sample shows a technical consulting firm providing an intranet plan for a call center opening a new location. The technician has previously met with the client to establish a basic understanding of the location and network needs, as shown in the proposal. After an agreement is made, the technician describes how he will personally implement the design described in the proposal.

- Size: 183 B
- Downloads: 12944
- Filename: Network-Design-Proposal.docx

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# IT PROJECT PROPOSAL

## IT PROJECT PROPOSAL

### Proposal to Move to a Cloud-Based Network

At Bluebeam Consulting, we have been using the same software and computer technology for the past five years. There are good valid reasons to upgrade, and I propose that we move to cloud-based software and networking. The cloud makes it easier to perform tasks, and one can work from anywhere and access the same information from anywhere. It is safe and reliable, and we do not have to worry about losing any valuable data. Teams can work on the same documents and see any changes done as they are being done, enhancing their ability to work together. Additionally, specific documents can easily be shared with clients, even large files. We do not have to worry about storage space, as we will have unlimited data storage and availability. All software and applications will be set up on the cloud, and everyone will have equal access without having to download or install the programs onto their computers. It will allow the efficiency of the company with a 30% increase in work performance and profitability.

Completing the entire change over will take about three weeks. During the first week, the IT department will work on getting the cloud network ready, which includes the creation of the accounts and the installation of the software and applications. The second week will involve moving the data over and upgrading all the computers. The new computers will be set up on the cloud. The third week will be dedicated to training employees on the nuances of using the cloud and the programming.

There is a significant cost involved, and the new technology will pay for itself in short time as everyone will be able to work more efficiently. We would normally be upgrading the system this year, so there much of the cost of the project is already covered in the budget.

### COSTS

New Computers for the Company: \$10,000

Contract with the Cloud Server: \$5,000/year

New Software Costs: \$2,000

Training Costs: \$5,000

This IT project proposal sample was used when a company moved to a cloud-based network. The project included upgrading everyone's computers, moving the server, adding backup and software to the cloud, and training necessary employees on the new system.

- Size: 34 KB
- Downloads: 22641
- Filename: IT-Project-Proposal.docx

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# IT BUSINESS PROPOSAL

**IT Business Proposal**

From: Jack Donnelly; Consultant at Twist IT.  
To: Shanti Wilson; Owner at Scalable Parallelists  
Re: IT Business Proposal  
Date: [ ]  
**Project**  
Set-up and Maintenance of a Dedicated Server  
**Scope**  
Scalable Parallelists focuses primarily on the marketing needs of start-ups. Often this requires reviewing and managing large amounts of data. This data must be easily accessible and kept safe. A private server can provide these services. It is simple to set-up in our nearby facility or in Scalable Parallel's offices. Twist IT can also provide regular on-site maintenance in either location.  
**Objectives**

- Secure information: We have the best security when it comes to our servers, and we run them on private networks.
- Plenty of space: For both Scalable Parallelists and its clients, data, hosting, cloud services and more.
- Less hassle: Partners at Scalable Parallelists will never have to worry about tonic IT issues as they will already be taken care of.

**Timeline**  
It takes four business days to order the correct parts for the service and one day to install at any location. Maintenance will continue for as long as needed.  
**Costs**  
Initial Set-up of Server: \$1200  
Monthly Maintenance: \$50/month  
Cloud Services: \$25/month  
**Benefits**

- Contact with a known IT professional if any issues arise.
- Nearby location of server.
- More time to focus on client's needs.
- Ability to host all client data.
- Give clients the option to host their web portal, with you now as a potential revenue stream!
- Top security for private information guaranteed.

**Next Steps**  
If this proposal meets the needs of Scalable Parallelists, please send us an email and we can get a contract signed. Ordering needed parts can then begin immediately.  
Jack Donnelly  
Twist IT  
Jack@TwistIT.com  
598.374.2442

This IT business proposal example will look at what kind of proposal an independent IT company might put together. It shows the outline of a project that they know the customer needs taking care of. The proposal is used as a sales pitch for their services (a sale proposal). If the other company sees the benefit in using an outside company for their IT they can choose to turn the proposal into a contract between the 2 businesses.

- Size: 183 B
- Downloads: 20022
- Filename: IT-Business-Proposal.docx

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# RESEARCH DESIGN PROPOSAL

## Research Design Proposal

**Submitted By:** Marguerite Layman, PhD Student at Shimer University  
**To:** The Shimer University Office of Sponsored Projects

**Proposal Submission Date:** January 15, 2013

**Proposed Study Commencement Date:** March 30, 2013

**Study Title:** Determining the Correlation Between Runners and Vegetarian Diets

Many previous studies studied the healthy benefits of both eating a vegetarian diet and running. Many studies, like that of Williams and team, discuss the optimum diet for a runner, including a combination of carbohydrates and protein. Likewise, studies have demonstrated that a vegan diet or vegetarian diet leads to a leaner body mass as well as lower risk of heart disease, diabetes, cancer, and other preventable diseases. Furthermore, there are numerous studies indicating that running provides significant health benefits, including improving cardiovascular health. Johnson, et al., demonstrated the increased health of runners versus non-runners in their study. However, no research has been done to see what correlation there may be between runners and vegetarians or vegans.

This study will determine if those who choose to be healthy, either through eating a plant based diet or running regularly, also seek to improve their health through other positive lifestyle choices. Additionally, it will examine the vegan or vegetarian diet, or runners to see if there is any benefit or harm.

There will be two levels to this study. First, an online survey will be sent out to both runners and vegetarian communities. The questionnaire will include questions about lifestyle choices, including exercise, diet, smoking, alcohol and stress. The answers to these surveys will be analyzed to see what kind of correlation can be seen between healthy lifestyle choices, including the percentage of people who choose healthy choices across the board. The second, more important part of the study will focus on 40 volunteers. Ten will be a control, neither eating a vegan diet nor running. Ten will eat a vegan or vegetarian diet, but not run. Ten will run, but not eat a vegetarian or vegan diet, and ten will do both. Over a two-year period, they will be tested to assess their health levels.

The significance of this study will allow doctors, nutritionists, physical therapists, trainers, and others learn how to encourage patients to be healthier through acting in the understanding of why some people choose to lead healthy lifestyles while others do not. Furthermore, it will demonstrate the role nutrition and a vegetarian diet plays on health, especially for runners.

This research design proposal sample was submitted by a PhD candidate for her research into the correlation between runners and those who eat a vegetarian diet. She also wanted to demonstrate that those who choose one healthy lifestyle choice often choose to adopt others.

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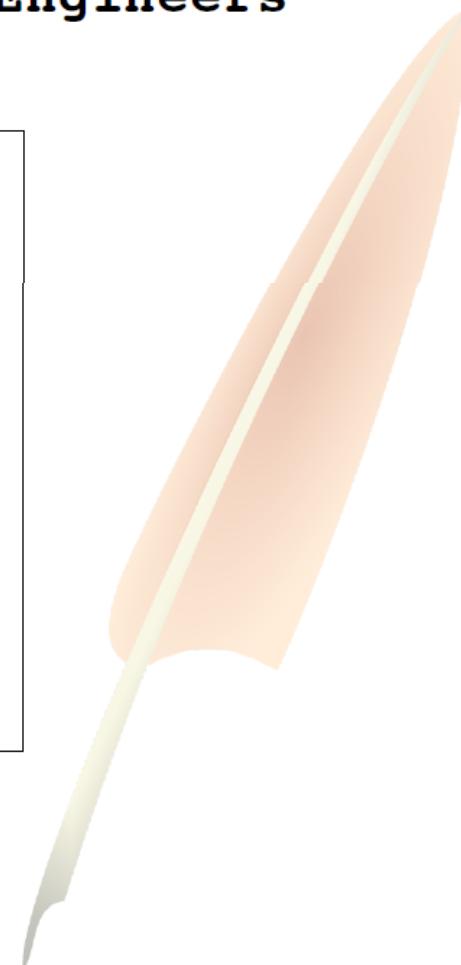
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# Typical sections of a proposal: Introduction



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Eng.

- Reiterate proposal context.
  - *Within the scope of call H2020-ICT-2014-1,....*
  - *As discussed between your representatives and our marketing department,....*

"So what's all this about then?"

★Might be found in cover-letter also.

# Typical sections of a proposal: Introduction



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Tech.  
Comm.  
Eng.

- State the purpose.
  - *We aim to apply autonomous robots to three common warehousing problems.*
  - *We wish to supply your company with our custom ERP solution.*

"So what's all this about then?"

★Might be found in cover-letter also.

# Typical sections of a proposal: Introduction



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Eng.

- Summarise the sections to follow.
  - *The following proposal first outlines the state-of-the-art in mobile robotics then in Section 2...*
  - *The remainder of this proposal outlines our solution in light of your specific needs, starting with section 1 where...*

"So what's all this about then?"

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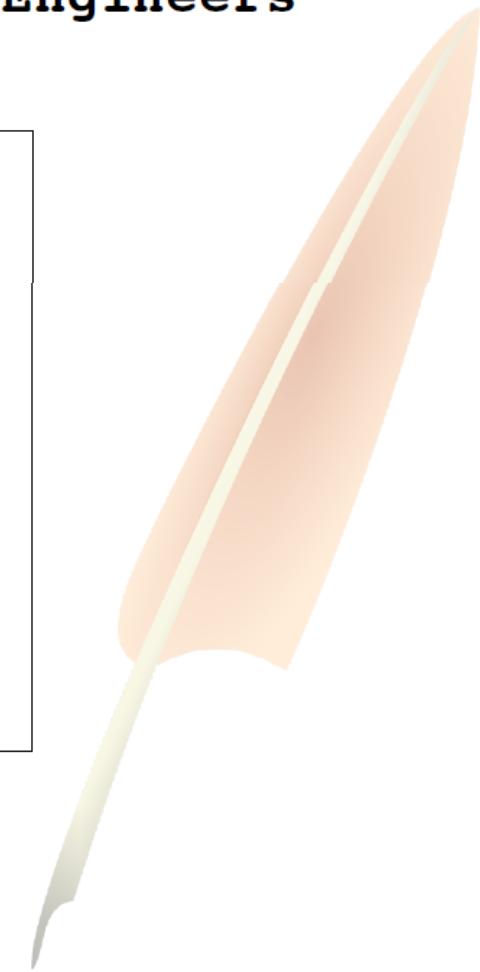
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## Typical sections of a proposal: Background

Give problem statement (could be in introduction, or both).

- *Robots are not yet robust enough for...*
- *You are losing sales through your order process...*

"Why would we need this anyway?"

# Typical sections of a proposal: Background



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More details may be necessary.

- Literature review.
- Evidence for problem.
- Analysis of current situation.

"So how do things work in this area?... Do they know what they're doing?"



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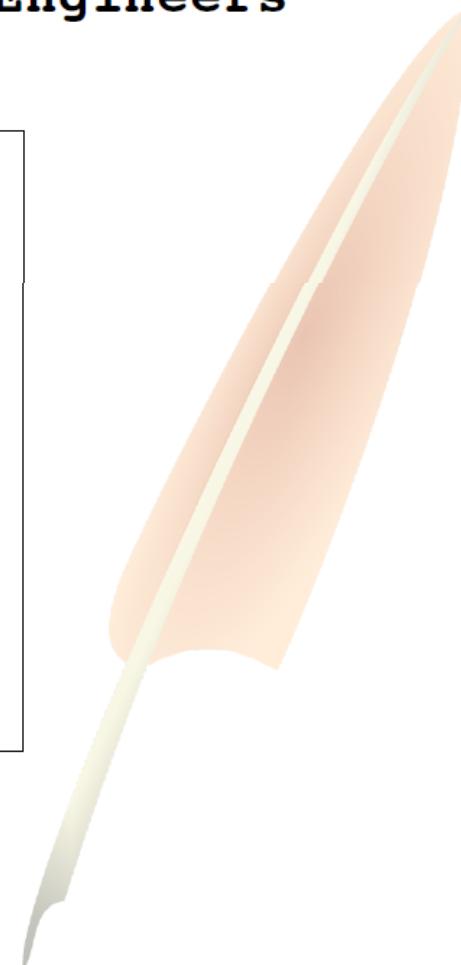
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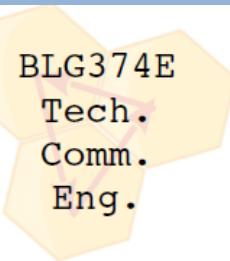
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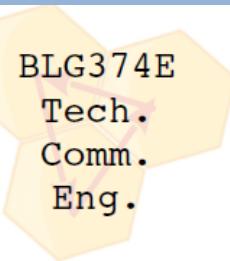


In brief, what you will do.

- *Using the MM500 robot arm we will integrate and build...*
- *Using the Django framework and back-end integration with...*

"So what are you going to do then?"

# Typical sections of a proposal: Proposal summary



Scope.

- *This is primarily aimed at producing a proof of concept.*
- *Requests for legacy data-imports are not within scope...*

"So what are you going to do then?"



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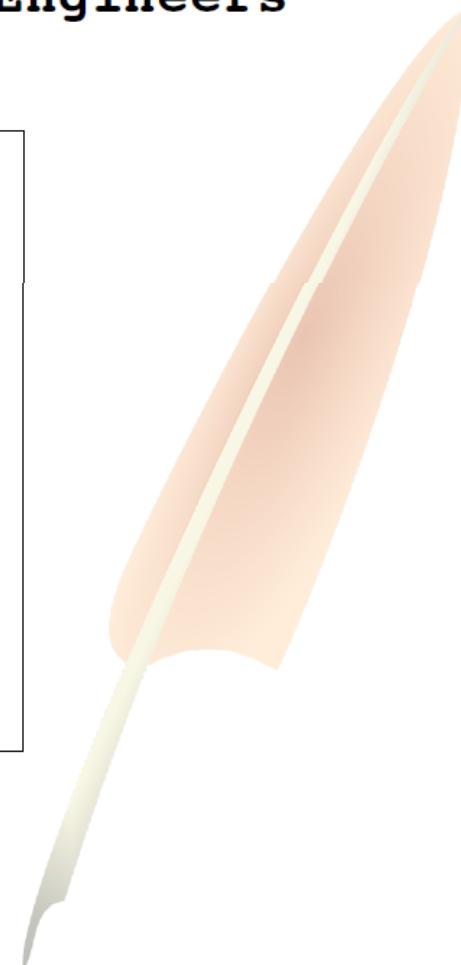
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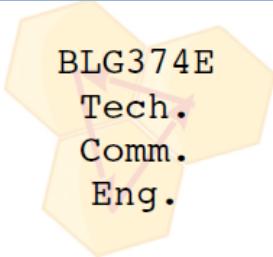
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# Typical sections of a proposal: Outcomes/product

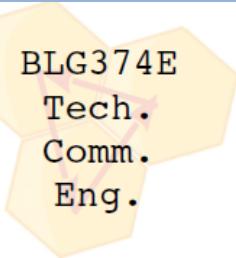


Concrete outcomes:

- *Prototype.*
- *Publication output.*
- *Outreach.*
- *Infrastructure.*
- ...

"But what do we get?"

# Typical sections of a proposal: Outcomes/product



Details about the result of the project.

- *Data-flow diagrams.*
- *Networking diagrams.*
- *Integration with existing systems.*
- ...

"But what do we get?"



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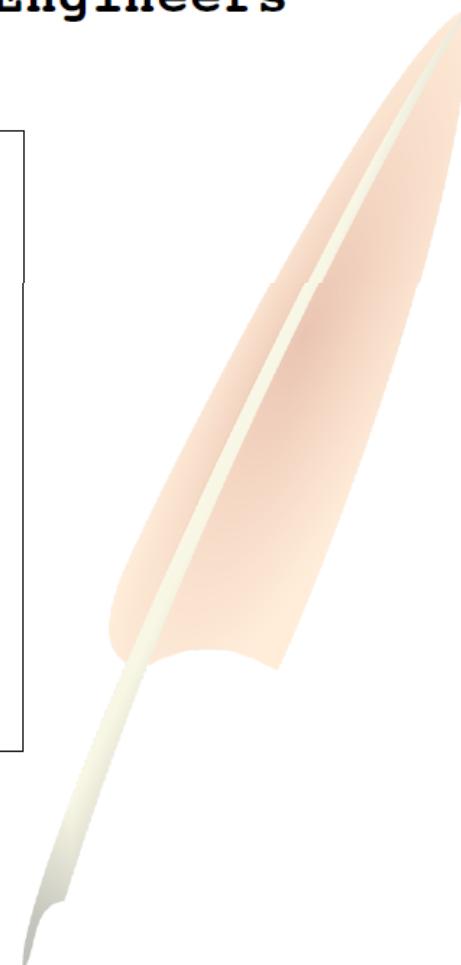
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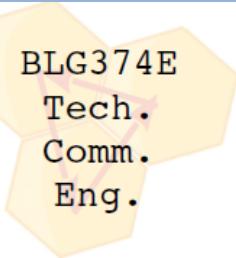
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# Typical sections of a proposal: Value.



Value of project.

- *Fully unmanned warehouses can potentially save...*
- *You can expect an immediate lift in order retention of 40%...*

"Do we really need that?"



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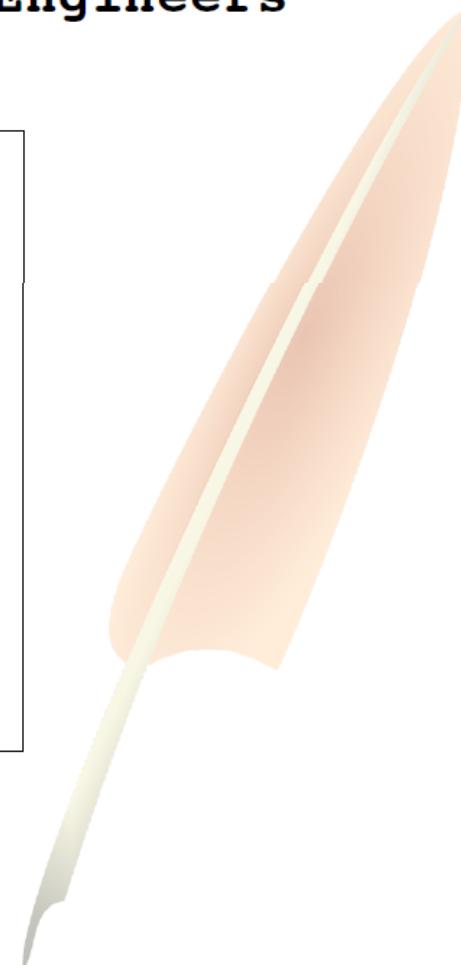
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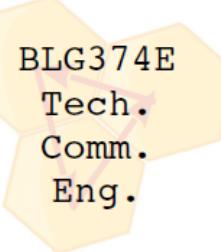
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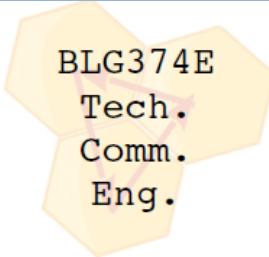
# Typical sections of a proposal: Methods



- Theory.
  - *We proceed using a deep learning based robot...*
- Process.
  - *...the fusion algorithm will be that described by Pitt (1999)...*
  - *...an analysis of the existing data-store structure will be followed by...*

"And how exactly are you going to do this?"

# Typical sections of a proposal: Methods



- Monitoring/evaluation.
  - ...*continuous integration will track the status...*
  - ...*12 work packages will be reported on weekly...*

"And how exactly are you going to do this?"



# BLG374E

## Technical Communications for Engineers

### Writing Proposals

#### Lecture Contents:

Characteristics of proposal writing.

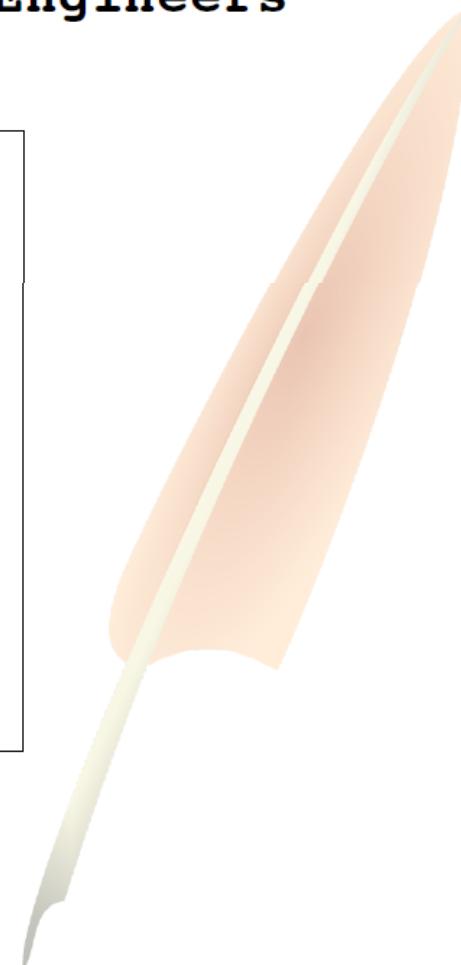
Kinds of proposals.

Format of proposals.

#### Layout:

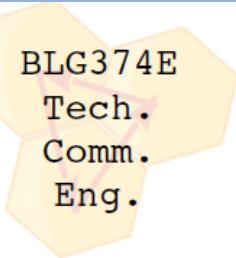
- Introduction.
- Background.
- Proposal summary.
- Outcome.
- Value (promotion).
- Methods.
- Schedule and cost.**

Other considerations.



[https://openclipart.org/detail/21390/used-quill-by-solar\\_granulation](https://openclipart.org/detail/21390/used-quill-by-solar_granulation)

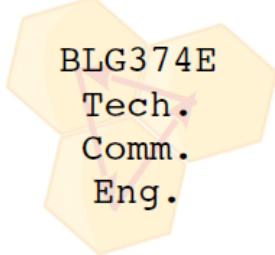
# Typical sections of a proposal: Schedule & costs.



- Break up by (parallel) work packages / deliverables.
  - Month 5 WP1: *Recognition on target objects.*
  - Month 5 WP2: *Grasp planning in simulation.*
- Build expense sheets.

"What can we expect to see when?"

# Typical sections of a proposal: Schedule & costs.



- Consider Gantt charts.
  - Man-hours can be a consideration.
- Consider a RACI analysis.
  - Roles vs. tasks.

"What can we expect to see when?"



# BLG374E

## Technical Communications for Engineers

### Writing Proposals

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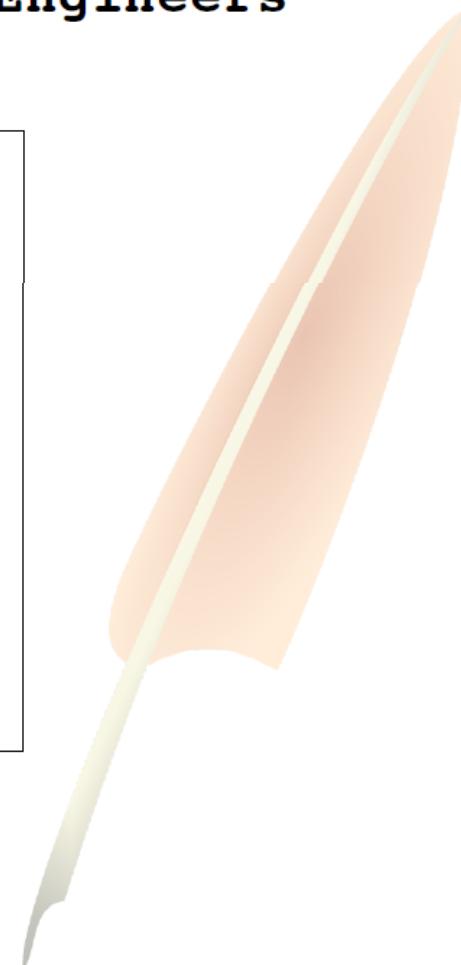
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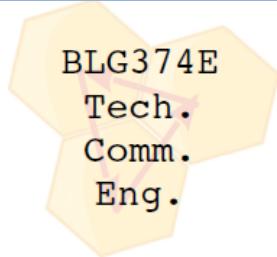
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# Proposals: further considerations

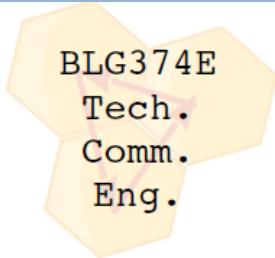


It's all about the client.

- Talk to the client!
  - They know what they want / don't know.
- Build around their core goals.
- Research!
  - (study any RFP\* carefully).
- Be flexible about structure.

\*RFP = Request For Proposals

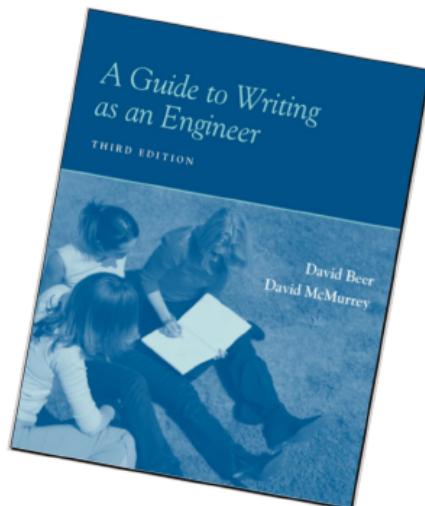
# Proposals: further considerations



Proposal-writing is expensive.

- Concentrate your efforts.
- Proof-read! Carefully!

# Reading



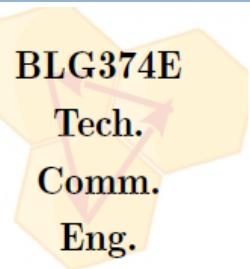
Beer & McMurrey  
Chapter 5 – Section  
"Proposals" (p.107) .

Also, try the  
internet:

- [http://www.captureplanning.com/!hc\\_how\\_to\\_write\\_a\\_proposal.cfm](http://www.captureplanning.com/!hc_how_to_write_a_proposal.cfm)



<https://www.hloom.com/resources/templates/more/proposal>



# Project Topics

- An **experimental investigation**.
- Suggested topics:
  - *Performance analysis* of multiple algorithms (e.g. sorting algorithms).
  - *Usability analysis* of open-source software (e.g. video-editing software).
  - Your own topic.

# Your Term Project Proposal

## Layout:

- Introduction.
- Background.
- Proposal summary.
- Outcome.
- Value (promotion).
- Methods.
- Schedule and cost.

Other considerations.

After you submit your proposal, you will have five weeks to submit your project report.

So, your proposal should demonstrate that the project you propose can be completed in five weeks; **not too trivial though.**

**Should not exceed three pages in total.**

Introduce the topic you chose.

Provide background information.

State what exactly your team will do in the project.

What will be produced?

What results will be presented in the report and during the in-class presentation? Graphs and tables showing ... results; website; code; etc.

# Your Term Project Proposal

## Layout:

- Introduction.
- Background.
- Proposal summary.
- Outcome.
- Value (promotion).
- Methods.
- Schedule and cost.
- other considerations.

What will be the value of doing this project for your team members, your classmates, and perhaps the general public?

Who will do what in the project? Provide team member names, student IDs. Hardware/software/data to be used. Theory. Work packages. **Contact person.**

Timeline. RACI/Gantt charts.

The term project is not intended to cost you any money, so please do not list any costs for doing the project.

Explain if any preliminary work has been completed (for instance during the week preceding the proposal submission).

Explain if any team members have prior experience working on a similar project.