Project Proposals Guideline

- What is a proposal? A proposal is a document to
  1. Identify what work is to be done
  2. Explain why this work needs to be done
  3. Explain why you (as a team) are qualified for the work. You need to have a management plan and technical approach, and have the resources needed to complete the task within the time and cost constraints.

- What makes a good proposal?
  1. Appearance. A strong proposal has an attractive, professional, inviting appearance. In addition, the information should easy to access.
  2. Substance. A strong proposal has a well-organized plan of attack. A strong proposal also has technical details because technical depth is needed to sell your project.

Your proposal should have the following sections:
1. Title page
   a. Title of project in initial capital letters
   b. Team name and individual member names
   c. Date
   d. An appropriate picture of the product, a team logo, or both
2. Summary
   a. A brief summary of the proposal (never more than one page)
3. Why this work needs to be done (**Why?**)
   a. Relevance or importance of problem
   b. Background information to educate the reader
   c. Previous related work by others—literature review with credible sources
   d. Detailed problem description, as you now understand it
4. Objectives (**What?**)
   Define the scope of work and clearly state the project objectives, including the following:
   i. Design specifications in specific, quantitative terms
   ii. Critical design issues, constraints, limitations
5. Approach (**How?**)
   Although you may not know all the details of the problem solution, you should know a first design on how you will attack the problem, and you should have some design concepts. The purpose of this section is to present the process by which you will arrive at the final answer. This section answers the following questions:
   i) What are the steps?
   ii) How will you generate solution concepts?
   iii) How will you analyze the performance of your solution?
   iv) What are the alternatives?

v) How will you decide on the best alternative? (If your first approach has problems you should be ready to switch to your alternate. To do this switch, you will need to submit a revised "Full Proposal.")

6. Project management

This section describes how the project will be managed, including a detailed timetable with milestones. Specific items to include in this section are as follows:
   i) Project duration
   ii) Each milestone is to be labeled with a title (Iteration 1, Iteration 2, Iteration 3)
   iii) Schedule all tasks
   iv) Each task is to be labeled with a title and person or persons assigned to the task.
   v) Link the tasks that are dependent on the completion of a previous task.
   vi) Continue to update your schedule throughout your project. This tool is important for organizing and viewing the progress of your project

7. Deliverables for each iterations

In this section, provide a detailed description of what you are providing and when you will provide it. Be as specific as possible.

8. Team qualification (**Who?**)
   a. In a paragraph for each person, establish the team qualifications for the project. Highlight any specific job or course experiences that are relevant to the project.
   b. Include a one-page resume of each team member in the Appendix. Do not include your hobbies.