



Assessment of Innovation Form

ID and Title of the Project: Moo-tion

Team Member IDs: 22103833 - 22101815 - 22202233 - 22002460 - 22102919

Name of the Supervisor: Doruk Öner

Below questions needs to be filled by the Innovation Expert

Considering the definition of innovation as "creation of better or more effective products, systems, services, or technologies that have the potential to be accepted by markets, governments, and society", please assess the innovativeness of the design project with below questions.

1) The project and subject that is proposed and presented to you is:

Criteria	Poor	Unsatisfactory	Satisfactory	Good	Outstanding
Technically feasible:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
You see enough market demand:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Development planning is done well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Enough research done for marketplace and competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Delivers enough value or solves a real problem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

2) What is the nature of the innovation you see in this project? Do you have any suggestion to improve converting the knowledge and idea of the subject more into benefit and value?

The project's innovation is integrating estrus, calving, and counting features into a single, non-invasive system. To enhance its value, I suggest adding a proactive health monitoring function that flags cows which do not show estrus within the expected timeframe. This feature would act as an early warning for underlying health issues, enabling timely veterinary intervention and preventing significant economic losses.



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Computer Engineering Department
CS 491 Senior Design Project I

2) Are there any unaddressed risks that team members need to consider during implementation?

A critical unaddressed risk is the challenge of maintaining accurate and consistent identification for each animal. The system's core functions, like tracking individual estrus cycles and health, rely entirely on this, but visual tags can easily get dirty, damaged, or be obscured by other cows. If the system fails to correctly identify an animal, the entire dataset for that cow becomes corrupted, leading to false alerts and making the system unreliable.

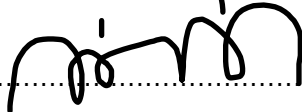
3) Any suggestions while shaping go to market strategy?

For the go-to-market strategy, the primary focus should be on simplicity and affordability to ensure wide adoption. The system must be presented as a "plug-and-play" solution with an intuitive mobile interface that requires minimal technical expertise from farmers. This ease of use, combined with a competitive and transparent pricing model, will be the key differentiator to attract small to medium-sized farms that are often priced out of more complex, high-cost technologies.

Innovation Expert

Name: Bayer Niyazi Kılıçkaya

Date: 20. / 10. / 2025

Signature: 

Final Expert Score:.....5..... (out of 5)

Scale:

(1) Poor, (2) Unsatisfactory, (3) Satisfactory, (4) Good, (5) Outstanding