

# Project Milestone 1: Concept Submission

Outline the final idea you and your group will address based on your brainstorming activities. Consolidate your insights to form a single, cohesive project focus. Effectively communicate your process and results.

## 1. Video Submission (10 points):

- Present a clear project concept - give your project a relevant yet catchy name.
- Describe your idea - smart modification of your selected tool or prop.
- How it supports the user - what benefits the user receives.
- Communicate your process (Verplank's Sketching and SCAMPER Brainstorming) and group efforts effectively.
- Note: Storytelling is the best way to keep your audience engaged.  
Use visual aids, such as slides or images, to support your explanations.
- The video must be no longer than five minutes.

## 2. Paper/Cardboard Prototype (8 points):

- Create a paper or cardboard prototype for your project and provide at least one photograph of the prototype (crafted material).
- A brief description of how it was conceptualized:
  - How the paper/cardboard prototype works must be explained in a clear manner, including a description of the expected features.
  - Explain how the group collectively reached the final idea.
  - Highlight the iterations and refinements implemented.
- This description document must not exceed one page.

## 3. Reflection (2 points):

- A brief account of your understanding, experience, knowledge, learning process, challenges faced, and insights gained on the task and the process, submitted as a group.
- Must also outline the allocation of work for each group member.
- This reflection must not exceed one page.

## Deliverables:

**Deadline: Tuesday, 29.10.2024, 23:59h**

**Group Submission of a \*.zip archive "group[number]\_project\_concept.zip" to TUWEL, containing the following files:**

- A \*.mp4 of your concept presentation (max. 5 minutes)
- A one-page \*.pdf description of how the paper cardboard prototype was conceptualized with at least one photo of your paper/cardboard prototype.
- A \*.pdf of your reflection (max. 1 page)