**Product Proposal**

The purpose of this product proposal is to get some interesting ideas out in front of the class so that you can start thinking about what would be interesting, fun, and at least mildly practical for the major project this quarter.

In the project overview lecture on January 8th, I showed this slide.  Your task in this homework is to think of some really interesting function that all this could do for you or someone else, then come up with a skeleton concept showing why it would be fun to have and an outline of how it would be built.
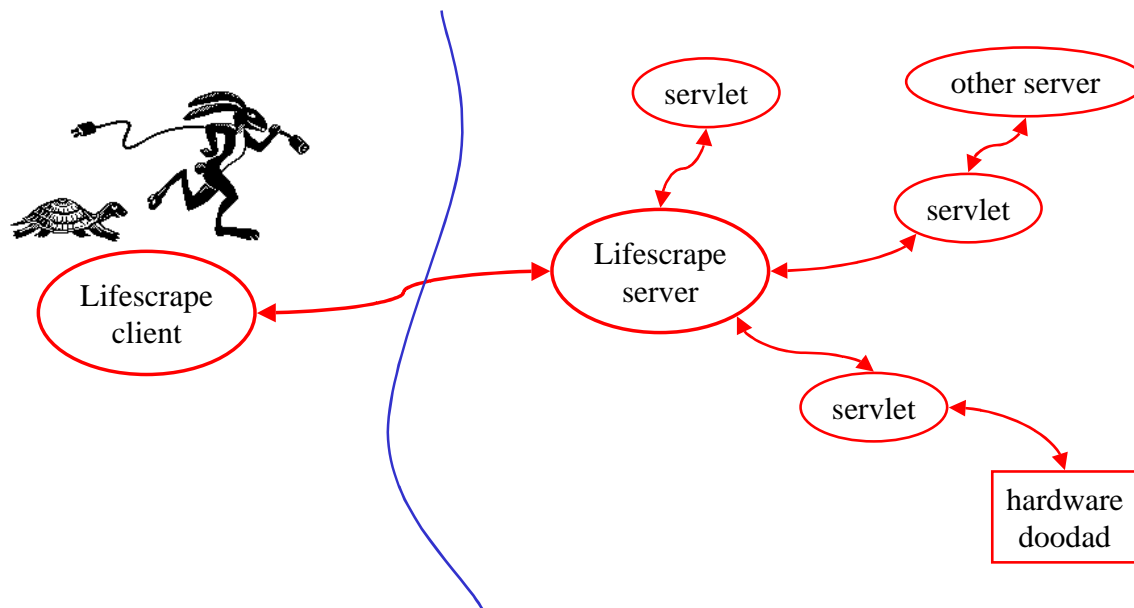


The fundamental goal is to get good ideas out on the table and expose them for others to see and think about.  In hw4 you'll build prototypes for many of the proposals, and then in the remaining homeworks you'll build complete applications based on several of the proposals.

You and your partner will give a brief presentation (2-3 minutes) to the class outlining your ideas.  There is no requirement that these be world-beating smasho million-dollar concepts.  Just dream it up, thrash it a little bit, and see what you've got.

Your goal in the pitch is to get across to the other designers and developers in the room why you think this is an interesting idea, and get them to thinking about it too.  Our final projects will probably incorporate variations on many of these proposals, so don't be shy!

**What is it?  Who wants it?  Why?**

The elevator pitch.  What's the most compelling aspect of this information tidbit for somebody out there in the real world?

**What does it look like or sound like when it's being used?**

Does it show an image, capture an image, play a sound, communicate a text message, or what?

**Scenario of one person using it**

Give us an example of a real user.

**What is the environment it is displayed in?**

Can it be combined with other similar data elements on the cell phone to provide a high info-density page?  Can it be combined with similar or related data elements on a server to develop information collected by a distributed group of people?

**What are the major architectural elements?**

Draw a simple picture. What are the components? What are the major interfaces between the item and the user?  Interfaces with the item containers (server, midlet)?  Interfaces with other similar items?

**Risks**

What are the unknowns?  Are there any required miracles?

**Format and Turn-in**

1.  A few slides for presenting to the class on Wednesday January 29.  These can be rough and hand-drawn as long as they communicate clearly.  The ideas are what matter here, not the publishing tools that you're using.

2.  A two- or three-paragraph summary of the pitch.  Write this down and turn it in as a text file (not a word doc) on the turn in page for hw3.  We will collate these and have them available as notes during the pitches.  **This summary writeup is due at the same time as the coding project, before midnight Tuesday January 28.**