

Project Website: Motivation

- ◆ Fill this section out before your 1st in-class team presentation
- ◆ 2-3 sentences that represent the **need** for your project
- ◆ Often also viewed as the “market differentiator” for your project
- ◆ What does your project fundamentally make possible that is
 - Not available today?
 - Far too expensive today?
 - Difficult to use today?
- ▶ 1st sentence – how are things done today that is inadequate in some way that drives the need for your project? (the “before” scenario)
- ▶ 2nd sentence – how will things be different after your project? (the “after” scenario)
- ◆ Example
 - ▶ 1st sentence – A blind person today requires assistance from a sighted individual (a friend or a store clerk) in order to purchase grocery items, thereby hampering his/her independence.
 - ▶ 2nd sentence – Using our prototype system, a blind person will be able to navigate a grocery store, free to locate, identify and purchase items on his/her own, unassisted.