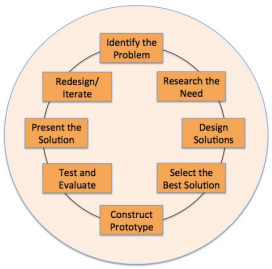

Select The Best Solution

ASSIGNMENT

Select one of the following situations:

- You are on a design team at Apple Inc. seeking to design an automatic vacuum cleaner that will compete with iRobot's Roomba.
- You are on a design team at Analog Devices seeking to design a concussion sensor that will compete with ShockBox.
- You are on a design team at Microsoft Research seeking to develop a wheelchair controlled by the gaze of the wheelchair user.

For this assignment, do a SWOT and bias analysis on the situation you choose above, including:

- Identify the strengths and weaknesses internal to the company in addressing the chosen design issue.
- Identify the strengths and weaknesses internal to your design team this term in addressing the chosen design issue.
- Identify the threats posed by external companies and other stakeholders to successful completion of the chosen design.
- Identify the opportunities in the market for the chosen design.
- Identify any potential biases you may have in handling design choices on this design team.

For this assignment, submit a response that is a minimum of one page long, single spaced, with 1" margins and font no larger than 11 pt. The length requirement does not include title, graphs, figures, extra white space, or other additions that are not text. Engaging photos or other figures are appreciated, but should be cited appropriately to give credit to the author/creator of these visual aids. Sources should be cited in APA format and a formal APA bibliography should be included at the end of the document (not included in the page length limit).