

Cell Phone Holder Data Challenge Request for Proposals

Good day designer,

The partners at Phone-a-Friend will be hiring a new design team to develop the next line of accessories for the youth cell phone market. As you can imagine, keeping up with this rapidly changing market requires a team of very creative thinkers with a new perspective on style and function. We are therefore asking designers to submit proposals for new cell phone holders. We will be awarding a large contract to the design team that develops the most innovative and creative ideas.

As a prospective designer, we would like you to meet with a local client and determine his or her needs and desires for a cell phone holder. You will then design and prototype a new phone holder and submit your design to Phone-a-Friend at the end of the project. We are on a tight schedule and would like to have your final design very soon.

In the interest of production time and expense, your prototype may not be larger than 100mm x 40mm x 40mm. It should be self-supporting and allow for full phone function while in the holder, and should meet as many of your client's needs and desires as possible.

We require a full process report at the time of the project presentation. You will be provided with a copy of the evaluation sheet that will be used to determine whether your design satisfied all the requirements of this RFP. It will also specify what documentation you will need to include in your presentation.

Good luck, and thank you for submitting a proposal to be part of our team,

Star Gaiser
Vice President, Research & Development
Phone-a-Friend LLC