

EE2066 Individual Project

Primary Role Specialist Briefing

Objective

To establish your expertise in your chosen Primary Role by conducting foundational research and analysis. This individual submission will serve as a critical input for your team's final group project, ensuring each member contributes from a position of deep, evidence-based understanding.

Due Date

November 3 (Two weeks prior to the final group project submission).

The Task

Based on the Primary Role you have selected, you will complete the specific "**Mandatory Research & Citation Requirement**" as detailed in Part IV of the Group Project Instructions. You will then synthesize your findings into a **Specialist Briefing Memo** that analyzes the topic and provides strategic recommendations for your team.

(Please see the guide at the end of this document for a detailed explanation of how a briefing memo differs from a report and how to structure yours.)

Deliverable: A Specialist Briefing Memo (2-page maximum, PDF format)

Your memo must be structured with the following sections:

1. Header

- Your Name & Student ID
- Your Group Number
- Your Primary Role

2. Project Context (Brief)

State your team's chosen Pathway and the specific societal problem you are addressing.

3. Specialist Analysis

This is the core of your memo. Present a detailed analysis based on your mandatory research. **To build a convincing case, you must go beyond summarizing documents. Strengthen your analysis by incorporating quantitative data (statistics) and, where appropriate, qualitative insights from preliminary interviews.** Your analysis must be specific and cite all sources. Below are examples of what is expected for each role:

- **For the Technical Lead**
 - Present a comparative analysis of at least 3 related technologies. Justify your proposed technical choice using a comparison table with **performance statistics, cost data, and other quantitative metrics.**
- **For the Ethics & Privacy Lead**
 - Identify specific clauses from a relevant data protection law and explain how they constrain your project's design. Strengthen your argument by **citing**

statistics on data breaches in your chosen field or public opinion polls on privacy concerns. A preliminary interview with a potential user about their privacy expectations would also provide valuable insight.

- **For the Operations & Procurement Lead**
 - Analyze a real public tender document or corporate procurement policy. Explain how its rules impact your project. Where possible, find **statistics related to supply chain risks, manufacturing costs, or end-of-life recycling rates** for the components you plan to use.
- **For the Finance & Impact Lead**
 - Present an initial, evidence-based financial model. Your model must be built on **statistics from real market research reports, salary surveys, and component cost databases.** For a commercial project, a preliminary interview to gauge a potential customer's willingness to pay could be invaluable.
- **For the Stakeholder & Accessibility Lead**
 - Analyze a specific global accessibility standard and its impact on your design. Your analysis must be directly informed by your **first one or two stakeholder interviews.** Quote them (anonymously if needed) to bring their needs to life. Use statistics to show the size of the population that benefits from a specific accessibility feature.
- **For the Governance & Compliance Lead**
 - Analyze the governance model of a real organization and a relevant industry standard. Support your analysis by **citing statistics on the costs of non-compliance, or the success rates of startups with different governance structures.** A brief informational interview with someone who has started a company or non-profit could provide powerful, practical context.

4. Strategic Recommendations for Team Integration

Synthesize your analysis into 2-3 actionable recommendations for your team. These are not simple observations; they are specific, evidence-based directives that should guide the project's design, strategy, and trade-off decisions.

5. References

A formal list of all sources cited in your analysis, including documents, reports, websites, and interviews conducted.

Grading

This individual project will be graded on the depth of your research, the rigor of your analysis, the clarity of your professional communication (memo format), and the strategic value of your recommendations to the team.

Appendix: A Guide to Write Your Specialist Briefing Memo

Feature	Briefing Memo (What you will write in this individual project)	Full Report (What you will NOT write in this individual project)
Purpose	To inform a decision-maker quickly and recommend a course of action.	To provide a comprehensive, detailed record of research and findings for archival or broad review.
Audience	Those who are busy and need to make decisions.	Those who need to see all the background and evidence.
Key Principle	The most important information and recommendation are at the very beginning.	Builds a case from introduction, through methodology and results, to a final conclusion.
Length	Extremely concise (1-2 pages maximum).	Can be very long (10-100+ pages).
Structure	Uses headers, sub-headers, and bullet points.	Uses formal chapters, long paragraphs, and a traditional narrative flow.
Evidence	Highlights only the most critical evidence (e.g. significant statistics, the key legal clause, the most insightful user quote) needed to support the recommendation.	Presents the full body of evidence in detail, including methodology, data sets, and step-by-step analysis. Its goal is to create a complete, verifiable record.