Azul Business Corporation will evaluate each phase in the development of SAVE (Student Audio/Visual E-tool). Problems identified by consultants and field test groups will be evaluated for incorporation into the product specification.

Phase	Success Indicator(s)
Phase I	Prototype developed Internal testing is complete
Phase II	Real world working model in a classroom External testing and consultant evaluation complete
Phase III	Production begins

Phase 1 – Prototype Development
Duration: January 17, 2005 - June 10, 2005

We will evaluate the current state of technology, and make decisions on which technology upon which to base our project. We will identify necessary design features, and necessary software technology components to successfully complete the project. We will demonstrate the feasibility of the concepts and demonstrate that the necessary software solutions are possible.

Phase I
Phase I is divided into two sub-phases. In Phase IA we will place emphasis on research. This will include an evaluation of different digital whiteboards and wireless microphones.

In Phase IB, we will develop the lab prototype. This will include a pressure sensitive surface, a sound recording device, software to capture both the audio and visual, software to sync the audio and visual. Below is a selection of the test criteria.

Does the pressure sensitive surface capture what is written upon it?
Can the capture be saved as a file?
Can the capture be played back?
Can the audio from the mock presentation be recorded?
Can the audio be recorded as a file?
Can the audio be played back?
Can we synchronize the audio and visual capture files?
Can the synchronized file be played back?
Does the synchronized file match the mock presentation?

Phase II
We will use an education consultant to design and implement our final product evaluation criteria. The duties of the education consultant will be the following:

- Design real world field test
  - o Create field test student survey

- Evaluate playback usability, playback helpfulness, and additional playback qualities
- Identify playback problems
  o Create teacher field test survey
    - Evaluate usability and durability of hardware
    - Evaluate usability of recording and distribution
    - Evaluate classroom role
    - Identify problems
    - Evaluate additional qualities
- Execute field tests, student surveys, and teacher surveys

We estimate that Phase II will last two years. In the first year, we will develop and conduct initial testing of the production model. In the second year, we will conduct the real world field test. We envision conducting this test during the summer session at a university. The model will be used in a classroom and tested for technical problems. The technical consultant will be on site for this test. Over the fall semester, we will correct and revise the model based on problems identified by students, professors, and the technical consultant. At the beginning of the spring semester, we will again use the model in a classroom and create a control group as well to test the performance of the model as it pertains to improvement of the learning process. Input for the evaluation of this phase will be provided by student and professor surveys, a comparison of the grades between the control group and the group using our solution and the education consultant.

Phase 2 – Production Model Development
Duration: June 10, 2005 – June 10, 2007

Section 2A
Duration: June 10, 2005 – November 25, 2005
During this time we will build the framework for the actual production software. At the end of this section, a rudimentary alpha version will be delivered. This alpha version will demonstrate the core functionality and uses of our software.

Section 2B
Duration: November 25, 2005 – December 10, 2005
Deliverable: Preliminary Alpha Test Approval by Educational Consultant

During this time, the Educational Consultant will be evaluating the software to determine its potential for successfully being deployed in a classroom environment. An early external testing phase will allow us to correct the direction of the product development before major faults are designed into the system.

Section 2C
Duration: December 10, 2005 – June 10, 2006
This section will continue the development started in 2A, with the factored in corrections generated during section 2B. The end of this section will result in an alpha release suitable for deployment in a classroom.

Section 2D
Duration: June 10, 2006 – June 25, 2006
Deliverable: Final Alpha Test Approval by Educational Consultant
The Educational Consultant will evaluate the developed version of the software and evaluate its potential use in the classroom environment. The approval of this will allow the software to move into the field testing sections.

Section 2E
Duration: June 25, 2006 – August 13, 2006
We will beta test this product in a classroom during the last half of the summer semester. This section is not oriented on determining the effectiveness of our product on learning rates, but on finding and evaluating all bug and failures in the program and receiving feedback from the teachers. No results on learning rates will be determined at this point, since the software will not be reliable or steady enough to depend on as a primary teaching tool.

Section 2F
Duration: August 27, 2006 – December 23, 2006
We will implement required improvements and make sure bugs discovered during the pervious section are fixed. This process will result in the final version of the software that will be the basis for judgments on the improvements in learning rates,

Section 2G
Duration: January 15, 2007 - May 10, 2007
Deliverable: Surveys and Results from Final Field Testing
The final version of the product will be deployed into multiple classrooms for the purposes of evaluation of the effect on learning rates. Results will be generated by surveys to the students and teachers along with grade analysis. These results will be used as evidence supporting our product for marketing. No changes will be made to the whiteboard technology during this phase to preserve the accuracy of the results.

Section 2H
Duration: May 10, 2007 – June 10, 2007
Deliverable: Results Analysis and Project Success Evaluation
The results from the previous section will be evaluated and analyzed. These will be used as a basis for confirming the effectiveness and usefulness of our product. From this section, we will have documents showing how big of an effect on learning our product provides.

Phase III – Production

In this phase, we begin production and the highest percentage of cost will be in personnel. We will consider the product successful when we have passed the break-even point. Our break-even point is based upon yearly operating costs and a first year sale of 20 systems. Our sales goals will be a 20% increase in sales each year. In the fifth year, when we have sold 27 systems total, we will begin to earn a profit. We will consider the product successful when we are covering our operating costs and earning a profit.