



## Assessment of Innovation Form

ID and Title of the Project: **T2325 - Contenta**

Team Member IDs:

**Barış Tan Ünal (22003617)**

**Mert Ünlü (22003747)**

**Oğuz Kuyucu (21902683)**

**Ömer Oktay Gültekin (21901413)**

**Alperen Utku Yalçın (22002187)**

Name of the Supervisor: **Fazlı Can**

*Below questions needs to be filled by the Innovation Expert*

*Considering the definition of innovation as "creation of better or more effective products, systems, services, or technologies that have the potential to be accepted by markets, governments, and society", please assess the innovativeness of the design project with below questions.*

**1) The project and subject that is proposed and presented to you is:**

| Criteria   | Poor                     | Unsatisfactory           | Satisfactory             | Good                                | Outstanding                         |
|--|--------------------------|--------------------------|--------------------------|-------------------------------------|-------------------------------------|
| Technically feasible:                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| You see enough market demand:                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Development planning is done well                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Enough research done for marketplace and competitors | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Delivers enough value or solves a real problem       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |

**2) What is the nature of the innovation you see in this project? Do you have any suggestion to improve converting the knowledge and idea of the subject more into benefit and value?**

The project is targeting to execute an offering innovation, more of a product performance type. The real-life problem is a valid case for those who care what they consume. If they can overcome technical challenges, the data they aim to retrieve can have many use cases from health care to lifestyle.



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Computer Engineering Department  
CS 491 Senior Design Project I

**2) Are there any unaddressed risks that team members need to consider during implementation?**

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There are two main group of risks I can see with the project:

- Technical Challenge: they need to read a text field on multiple type of products with possibly different shapes and colors. The success of the project is dependent on the correctness and speed of the process.
- User Experience: Ingredients of a consumer product can be important for multiple reasons such as healthcare issues to lifestyle choices. Use cases for the solution can be more than expected, I may suggest broadening the scope of target products.

**3) Any suggestions while shaping go to market strategy?**

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I can suggest not to target only food or drinks, but also any product in any shop can be a target. One example can be clothing material. The solution can be a shopping assistant for people who need to be sensitive on their shopping.

**Innovation Expert**

Name: Tağmaç Topal.....

Date: 19/10/2023.....

Signature:

**Final Expert Score: 5 (out of 5)**

*Scale:*

*(1) Poor, (2) Unsatisfactory, (3) Satisfactory, (4) Good,  
(5) Outstanding*