



Assessment of Innovation Form

ID and Title of the Project: Yolla T2418

Team Member IDs: 22102692, 22102498, 22102198, 22102144, 22101018

Name of the Supervisor: Mehmet Sinan Sarioglu

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 type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input 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 type="checkbox"/>	<input checked="" 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?

I see couple of innovations here:

- 1- Consolidation of shipment alternatives in single screen to help decion making
- 2- Tailored alternative generation for different users
- 3- Visibility and reporting for SMEs about their shipping costs and efficiency

How could it be improved:

- 1- System could provide ecofriendly alternatives with less carbon footprint.



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CS 491 Senior Design Project I

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

There are some risks:

- 1- Data transmission and consolidation format differences
- 2- Dependency of official and unofficial integrations which might cause downtimes on external updates

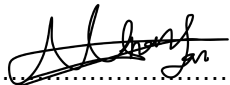
3) Any suggestions while shaping go to market strategy?

- 1- Select at most 2 or 3 archetypes and shape the product based on their biggest pain points before the release to address product market fit risks.
- 2- Addressing the data integration challenges by using scrappy methods like LLM enabled scraping rather than dealing with beurocracy of getting official integration from external dependent parties (shipping companies)

Innovation Expert

Name: Mehmet Sinan Sarioglu.....

Date: 24 / 10 / 2024.....

Signature: .....

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

Scale:

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