



PSY 213: Industrial Psychology 3P1, 3P2 & 3P3 Special Group Project

OBJECTIVE: Create a product or service based on Consumer Psychology theories and concepts. Analyze and demonstrate the theories and concepts of Engineering Psychology using a chosen product or service.

INSTRUCTIONS:

1. Each section shall be divided into 2 groups. Check the class list below to find out who your group members are. Students with **ODD** class numbers shall submit a project on **Consumer Psychology** while students with **EVEN** class numbers shall submit a project on **Engineering Psychology**.
2. Choose a leader and an editor. The **leader** must be assertive who can push you to produce excellent work. The **editor**, preferably the person with the highest Preliminary Grade in Psy 213, is responsible for editing the group's research and work to ensure excellent final project output.
3. For Consumer Psychology:
 - a. Discuss the theories and concepts of your assigned topic.
 - b. Brainstorm on products and services in the Philippine Industry that applied these theories and concepts.
 - c. Brainstorm on products and services that fail to apply the principles of consumer psychology.
 - d. Create a product or service that you intend to propose/pitch to possible investors. Note that these hypothetical investors want to see how theories and concepts in consumer psychology are applied in your proposal.
 - e. If you choose to create product, you must have a prototype (physical only, not necessarily functional). If you choose to create a service, you must have a detailed business plan.
 - f. Create a 15-20 page proposal detailing the features, benefits, target market, breakthrough ideas, and other descriptions of your product or service. In discussing these details, include the theories and concepts in consumer psychology you applied.
 - g. Use diagrams, pictures, and 3D models. Creativity is the key to your success.
 - h. Plagiarism is strictly prohibited. On the last page of the paper, must list all your references
 - i. Create a **front page** that contains your title, name of leader, name of editor, names of group members, and your section.
 - j. Your paper must be **ring-bound** (plastic ring bind) with colored clear plastic as front and back covers. **3P1** must have **green** clear plastic covers, **3P2** must have **blue** clear plastic covers, and **3P3** must have **yellow** clear plastic covers. Thus, your front page must be seen through the colored clear plastic covers.

- k. For product prototypes and other 3D models, place them in a gift box available in bookstores and department stores, and label the box appropriately.
 - l. Use short bond paper (8.5" x 11"). Single spaced. Justified.
 - m. Other designs and formatting shall be upon your creativity. Attention to detail must be exhibited.
4. For Engineering Psychology:
- a. Discuss the theories and concepts of your assigned topic.
 - b. Brainstorm on products and services in the Philippine Industry that applied these theories and concepts.
 - c. Brainstorm on products and services that fail to apply the principles of engineering psychology.
 - d. Choose a product or service that you intend to improve based on engineering psychology principles. You must propose/pitch to possible investors. Note that these hypothetical investors want to see how theories and concepts in engineering psychology are applied in your proposal.
 - e. If you choose to modify/improve product, you must have a prototype (physical only, not necessarily functional). If you choose to modify/improve a service, you must have a detailed business plan.
 - f. Create a 15-20 page proposal detailing the features, benefits, target market, breakthrough ideas, and other descriptions of your product or service. In discussing these details, include the theories and concepts in engineering psychology you applied.
 - g. Use diagrams, pictures, and 3D models. Creativity is the key to your success.
 - h. Plagiarism is strictly prohibited. On the last page of the paper, must list all your references.
 - i. Create a **front page** that contains your title, name of leader, name of editor, names of group members, and your section.
 - j. Your paper must be **ring-bound** (plastic ring bind) with colored clear plastic as front and back covers. **3P1** must have **green** clear plastic covers, **3P2** must have **blue** clear plastic covers, and **3P3** must have **yellow** clear plastic covers. Thus, your front page must be seen through the colored clear plastic covers.
 - k. For product prototypes and other 3D models, place them in a gift box available in bookstores and department stores, and label the box appropriately.
 - l. Use short bond paper (8.5" x 11"). Single spaced. Justified.
 - m. Other designs and formatting shall be upon your creativity. Attention to detail must be exhibited.
5. Deadline of submission is **October 11, 2010 (Monday) at 6:00PM**. Group leaders must submit their group project to Assoc. Prof. Glody Reyes at the Department of Psychology.
6. If guidelines are not met or quality of your project falls below high standards set by your professor, your project shall be returned for revision. However, deductions will already be made on your project grade. If by the deadline for revisions (**October 15, Friday, 12:00NN**), the quality of your project has not significantly improved, your group shall incur a failing grade in this requirement.

7. Computation for your project grade:

- 40% Quality of photocopied resources and references
- 40% Quality of Synthesis Paper
- 20% Creativity and Attention to Detail

8. Computation for your FINAL GRADE:

- 50% Quizzes
- 10% Group Project (Out of a grade of 100, 25% shall be credited.
Thus, you have additional 15%)
- 40% Final Examination

3P1 Class List

| | |
|----|-------------------------|
| 1 | ABANTO, Roby C. |
| 2 | ABLE, Jeremia T. |
| 3 | AGAS, Linea P. |
| 4 | AGCAOILI, Maria R. |
| 5 | ALMARIO, Avengel A. |
| 6 | AMBROCIO, Jheslie B. |
| 7 | AQUINO, Marie A. |
| 8 | BAETIONG, Maxene R. |
| 9 | BANOGON, Korina DLS |
| 10 | BERNARDINO, Justinne I. |
| 11 | CALUPITAN, Jon P. |
| 12 | CAMPOS, Alyssa S. |
| 13 | CHO, Michelle P. |
| 14 | CRISOSTOMO, Khiel L. |
| 15 | DACANAY, Trisha V. |
| 16 | DIZON, Hannah B. |
| 17 | FUGABAN, Honeymar A. |
| 18 | GALLARDO, Marie T. |
| 19 | GENEROSO, Czarina J. |
| 20 | GUZMAN, Robi S. |
| 21 | HERRERO, Anthony G. |
| 22 | ILAGAN, Iralyn P. |
| 23 | LEGASPI, Grace M. |
| 24 | MARIANO, Krisel L. |
| 25 | MOYA, Mohanna L. |
| 26 | PABLEO, Roldan P. |
| 27 | PASCUAL, Gizelle S. |
| 28 | PEREZ, Maria Paz A. |
| 29 | REGENCIA, Cora-Lynne A. |
| 30 | RILLERA, Gemalyn M. |
| 31 | SORIANO, Dave L. |
| 32 | TAN, Erin M. |
| 33 | TIEDRA, Reel M. |
| 34 | VILLAR, John A. |
| 35 | YAP, Celine R. |

3P2 Class List

| | |
|----|-------------------------|
| 1 | ABARQUEZ, Anna S. |
| 2 | AGATEP, Krisha P. |
| 3 | BALIGOD, Cora A. |
| 4 | BAUTISTA, Yasmin A. |
| 5 | BUAN, Anton s. |
| 6 | CANONEO, Ilova B. |
| 7 | CHUA, Samuel T. |
| 8 | CRUZ, Clarissa S. |
| 9 | DAEZ, Ma. Sarah S. |
| 10 | FERNANDEZ, Victor DG |
| 11 | GARCIA, Dion V. |
| 12 | IGNACIO, Kristia M. |
| 13 | INGENIERO, Marie O. |
| 14 | JUAN, Marti J. |
| 15 | MAGTAJAS, Bianca R. |
| 16 | MUNGCAL, Rafael M. |
| 17 | OCAMPO, Therese D. |
| 18 | PABUSTAN, Phoebe H. |
| 19 | PASCUAL, Mary Joy G. |
| 20 | PIANO, Marnelly M. |
| 21 | REMOS, Martin G. |
| 22 | SAMSON, Jeorge O. |
| 23 | SANTOS, Mary A. |
| 24 | SILVELA, Juliet G. |
| 25 | TALENS, Erika A. |
| 26 | TAN, Monica Rachelle R. |
| 27 | VILLARUEL, Krystel DG |
| 28 | VILLEGAS, Ramina M. |

3P3 Class List

| | |
|----|--------------------------|
| 1 | AGBAY, Jon s. |
| 2 | ALONZO, Carmina E. |
| 3 | ANG, Michelle R. |
| 4 | ARCONADO, Jerome M. |
| 5 | BARBOSA, Ralph O. |
| 6 | BICOMONG, Ada DP |
| 7 | BUMAGAT, Angelene P. |
| 8 | CASTILLO, Beverly c. |
| 9 | CHAN, Angelino Jr. M. |
| 10 | COLESIO, Nathalia DC |
| 11 | CRUZ, Kathleen E. |
| 12 | DELGADO, Joana R. |
| 13 | DUNGCA, Vanessa P. |
| 14 | ESPIA, Michel M. |
| 15 | FIGURACION, Jan R. |
| 16 | GABA, Lourdes B. |
| 17 | GALDONES, Kamyille C. |
| 18 | GARCIA, Samantha L. |
| 19 | GIMENEZ, Elyssa V. |
| 20 | GREGORIO, Christian A. |
| 21 | ILAGAN, Ana A. |
| 22 | INOCENCIO, Denise A. |
| 23 | LADERAS, Hannah J. |
| 24 | MABAZZA, Danielle O. |
| 25 | NICOLAS, Shekinnah U. |
| 26 | ONGTECO, Bernadette T. |
| 27 | PACHECO, Ciarah A. |
| 28 | PAZ, Ronelyn A. |
| 29 | PENAMANTE, Criselle C. |
| 30 | POBLETE, Neil L. |
| 31 | REVITA, Paul S. |
| 32 | SANCHEZ, Patricia R. |
| 33 | SOBERANO, Margaret B. |
| 34 | TAGUILASO, Joan T. |
| 35 | TAMAYO, Sharlynn M. |
| 36 | TAN, Raphaela DS |
| 37 | UGALINO, Danica B. |
| 38 | VALIENTE, Maridy P. |
| 39 | VILBAR, Jenny N. |
| 40 | VILLASENOR, Christine C. |
| 41 | ZAMORA, Franchesca T. |