Adv Web Design Studio
HW12 – Draft of Final Pitch Deck
Due Friday Dec 6, 2019 at 1pm on Courseworks

What to turn in:
1. A URL where your website is hosted live.
2. A PDF of a pitch deck (you don't need a narrated video of it yet. But you will soon!)

Part 1. The URL of your site
You should be continuing to iterate on your website this week. Make sure you can put it live online. You can use digital ocean again. You may also use Google Cloud, Heroku, or Python Anywhere. The site doesn't have to work perfectly, but it does have to be up on the web somewhere.

Part 2. A Pitch Deck
Remember, the point of this project is not just to build a site, but to have impact on a specific person. Although you may not be done with your site, we want you to make a slide deck that showcases the impact you've had. Your deck can use placeholder images, if necessary, but it must tell a beginning to end narrative of the real person you have had an impact on, this semester. For any slide that is a placeholder, that contains parts of a narrative that you haven't accomplished yet, please write "PLACEHOLDER" on the top, in red.

1. **Person**. Introduce the person you whose story you want to tell. It is probably the person who you have had the largest impact on. In the case of Stena, it was a coffee shop owner named Sally. On the slide
   a. Say the person's real first name (no last name)
   b. Include a picture of them
   c. Say any pertinent details about them relevant to them being a user
   d. Examples:
      i. *"This is Sally. She has lived in Manhattan for 20 years. She owns a Coffee shop named "Dear Mama" in Hell's Kitchen.*
      ii. *"This is Nadia. She's 11 and she lives in Houston. She's an only child who lives with her parents."*
2. **Problem**. Introduce problem or barrier this person is experiencing
   a. Say what problem they are experiencing, or what opportunities they might be missing due to a barrier.
   b. Have some kind of image that helps the audience see or understand the problem.
   c. Examples:
      i. [Barrier to opportunity] *"Sally and her customers care a lot about their community, and Sally's walls are mostly empty. She could be showcasing local artists work AND making money from the sales."*

1. Quote from Sally: *"I'd love my customers to see that I support local artists, but it seems like a lot of time and effort to find an artist and install their art."*
2. Image: Sally's coffee shop with bare walls.

ii. [Problem] *"Nadia is not doing well on her fractions homework. Her parents and teaching can't seem to help her."*

1. Quote from Nadia: *"I keep failing these tests and I don't know why. I wish someone could explain it to me."*
2. Image: a bad test or homework grade.

3. **Solution**. Show them using your system to solve their problem.
   a. Step through the most crucial parts of the application to show them solving their problem. It should show a video of the user using the site, including all the states and transitions the user has to go through. The final state should indicate that user has achieved their goal. Don't show boring things like logging in or creating an account. You site should be able to do those things. Your video should not show them because it doesn't help the audience understand how the user achieves their goal.
   b. Examples:
      i. Sally goes to Stena and immediately sees work from 10 local artists whose work is available to install. She searches for "modern" paintings that would fit the vibe of her shop. She looks at the portfolio of the first artist, and finds the work too dark. She looks at a second portfolio and likes what she sees. She presses a button "contact artist now" to introduce herself and say how many pieces she wants, and when they can be installed. They agree on the pieces to post and they are installed by Stena 9 days later at no charge to either Sally or the artist. A QR code is places near every painting with the contact and price info for customers to buy the art.
      ii. Nadia's uncle Sal was a math major and wants to help her. He creates a 5-minute video where he solves a few fractions problems that Nadia missed. He uploads the video to a video watching website and send the link to Nadia. Nadia watches the video and tries to do her homework again. She does better this time. Sal create another video and uploads it that address the problems she missed. She takes the test again and gets all the questions right.

4. **Impact**. Provide evidence of their goal being achieved in the real world (not on your site).
   a. This could be an image of Nadia's test she passed.
   b. Sally's coffee shop having art.
   c. A student eating a gluten-free brownie that she requested at a potluck.
   d. An example of the thing the user bought from your marketplace.

5. **Tagline**. End with a statement that focuses the viewer on how important this is. These statements are often hugely grandiose. That's ok.

a. For Stena, it could be – *"Stena brings local artists into local stores. We are the future of supporting the treasures of our community"*.
b. For Nadia, it's "*For every student, every classroom. Real results.*"
c. Last time we presented in class, I was impressed by all the taglines. I think you get what we're going for here.