

Adv Web Design Studio
HW7 – Project Pitch
Due Friday Oct 25, 2019 at 1pm on Courseworks

What to turn in:

1. A PDF of a slide deck with your Project Pitch

It's time to decide what project you want to commit to for the rest of the semester. The most important factor to consider when picking between projects whether you can make a positive **impact on a specific user group**.

Prepare to present your pitch to the class. It should be short and sweet. No more than 5 minutes.

1. Problem.

- a. What's the user group you are impacting? (show a picture of them or the environment, or something)
- b. Give the name and photo of one specific user who you have interviewed
- c. Give a true story that illustrates the problem they have.
- d. Be sure to include what negative impact this had on their life. What did they lose:
 - i. Money: ex. *"because she didn't use or resell her yoga pass, she lost the cost of the past \$35 dollars."*
 - ii. Time: ex. *"normally, she writes out their choreography on google docs, but this takes 1 hour of tedious work"*
 - iii. Opportunity ex. *"he didn't hear about the job fair until two days after it happened. By then it was too late to go and find a job."*
 - iv. If you want to choose one other than these three, email a staff member immediately for approval.

2. Solution:

- a. What type of solution will you pursue:
 - i. Communication App
 - ii. Marketplace
 - iii. Workflow
 - iv. Database
- b. Present two different approaches to a solution.
 - i. You should have some notion of the direction you are taking to solve this (for example, whether it's a database or a workflow), but within that, we want you to still keep an open mind. To force that, think of two possible variations on a solution and present them.
 1. Present a sketch or a photo of your efforts to illustrate what the solution idea is.
 2. Describe what aspect of the problem it focuses on and why. Maybe one focuses on the consumers vs. the suppliers – because

you may find the consumers are the bottleneck, or you may find the suppliers are the bottleneck.

- ii. Your two approaches can use the same solution type, or two different ones. For example, you could consider both a communication approach to the problem, and a workflow approach to the problem.
 - c. What quantitative metric will you use for each of them?
 - i. Time saved
 - ii. Money saved
 - iii. Number of opportunities captured (that would have been lost)
 - iv. If you want use a different quantitative metric, contact a staff member for approval immediately.
3. **Next Step:**
- a. What is the next biggest risk?
 - b. How will you mitigate it?
 - i. A prototype?
 - ii. A user test?
 - iii. Narrowing the domain?
4. **Ending.**
- a. End with a statement that focuses the viewer on how important this is. These statements are often hugely grandiose. That's ok, For Stena, it could be – *“Stena brings local artists into local stores. We are the future of supporting the treasures of our community”* Or something like that.
 - i. This should focus on the basic need the app serves. (*“Supporting local culture and enhancing the lives of of citizens”*)
 - ii. What other group or people might benefit from your solution to this basic need? How could you branch out from this application to conquer a whole domain and become a unicorn? (*“Allow local stores to host community events and fundraisers to show they are pillars of the community while serving customers.”*)