CS493 Software Engineering I

Background Research, Supporting Documentation, and Elevator Pitch

**Date Assigned:** Thursday, August 31, 2017

**Date Due:** Tuesday, September 5, 2017

**Category:** Planning documentation – Background research, etc.

**Points:** 30 points

**Brief**

Your computer science senior capstone project is constrained by time, money, and resources. Therefore, one of the most important thing that we need to ascertain is the ***feasibility*** of your project. To determine the feasibility of a project, you need to do some background research.

Another important aspect of your project is: the ***point*** of your project. What problem does your project solve? What service does it provide? Even if you are developing a game, you must be able to articulate the point of the game.

**Your Mission**

Perform background research on ***two*** project ideas. These could be project ideas that you came up with for your previous assignment, ideas that one of your classmates came up with, or even a completely new idea. Be sure to maintain a list of all of the websites, papers, articles, or books you read in your research.

* **Part 1:** Turn in a report for each of your project ideas addressing the following:
	+ Potential title for the project.
	+ Description of the project.
	+ Explanation of why it would be innovative, useful, or how it solves a problem.
	+ Indicate the target users.
	+ Outline the main functions and capabilities (features).
	+ Compare your proposed product to similar existing products.
	+ List of references you used (websites, articles, etc.)
* **Part 2:** Write up and present an elevator pitch for each of your projects.
	+ Guidelines for the elevator pitches:
		- 30 seconds long, 80-90 words
		- Focused, not rambling
		- “Commercial” about your project
		- Smile ☺ and show enthusiasm
		- Give a concrete example or tell a story
		- Cut jargon and details
		- Make strong and short sentences
		- Eliminate unnecessary words
		- Don’t rush. The sentences should flow naturally and smoothly
		- Concise, clear, powerful, visual, tell a story, targeted, goal oriented, have a hook.
		- Include title, goal(s), feature(s), audience, competitors

**Assignment Submission**

* An electronic copy of this document is available on the course website.
* Type up your report, being sure to use titles, sections, and bullets where appropriate.
* Turn in a pdf of your document to the CS 493 drop folder on Grace. Name your pdf (02BackgroundResearchPUNet), replacing PUNet with your specific PU Net ID. Be sure to have the pdf in by the start of class on Tuesday. The document must contain Part 1 for two projects, and Part 2 (elevator pitch) for two projects.
* Turn in a hard copy at the beginning of class on Tuesday.
* Give your elevator pitches.

**Evaluation Criteria and Grading Rubric**

* Completeness (5)
	+ All sections were completed.
* Clarity of descriptions and language (2.5 pts)
	+ I can understand the project that you are describing.
* Thoroughness and thoughtfulness (8 pts)
	+ It is clear that you have performed good background research. (breadth)
	+ It is clear that you have investigated the articles and read them thoroughly (depth)
* Writing (2.5 pts)
	+ Correct spelling, grammar, and punctuation
	+ Appropriate use of language and terminology. For example, no slang.
* Neatness and Organization (2 pts)
	+ Document is neat.
		- Title, name, date are in clear and appropriate locations.
		- Sections and blank lines are used appropriately.
		- Pages are numbered.
* Elevator Pitch (10 pts)
	+ Quality of the elevator pitch
		- Clarity
		- Good eye contact
		- Enthusiasm

Your paper should be 600-1000 words total, not including references.