

# WMDD 4985 Capstone Project

## Section-M01

**Course Code:** WMDD

**Course Number:** 4985

**Credits:** 3

**Year:** 2026

**Semester:** Spring  
13 Weeks/ Jan 5—Apr 8

**Format:** Lecture/Lab

**Department:** Web and Mobile App Design and Development

**Transfer Credit:** For information, visit [bctransferguide.ca](http://bctransferguide.ca)

**Instructor:** Josué Menjivar

**Class Times**  
**Fridays 0930—1220**

**Room Number:** B014

**Office Location:** A Building - A241e

**Office Hours:** Posted in D2L/Slack

**Office Phone:** 604-323-5432

### Course Description:

Project courses are the cornerstone of the WMDD program, offering students the opportunity to work with clients and other industry stakeholders on real world problems. This capstone project course gives students the opportunity to apply the skills they have learned throughout the entire program.

Students will design and develop an application in response to a realworld problem or need as a team. The capstone project requires students to demonstrate an integration of technical skill and knowledge, professional competencies and development/execution strategies drawn from work in other courses in the program. Research, documentation, planning, design, development and QA will all be essential parts of student teams to take part in to complete and present their project and the solution they have come up with.

*\*\*Teams will design and develop a mobile/web based/responsive, marketable solution to a realworld problem. Final presentations will be presented off campus in a professional industry setting with industry feedback. \*\**

### Learning Outcomes:

Upon successful completion of the course, students will be able to:

- Research multiple viable mobile centric project types that utilize device specific benefits and features.
- Conceptualize, design, develop and release a minimum viable product (MVP) mobile application.
- Create branding, UX, UI, team and project marketing materials for print and digital use.
- Plan, communicate, and set deliverables as a team simulating industry expectations and experience.
- Offer and accept constructive feedback on technical/professional documents and presentations.
- Convey project design and technical information knowledge both verbally and in writing.
- Analyze audience and purpose of communication and apply appropriate persuasive strategies.
- Collaborate effectively with other team members of a project team.
- Divide workload evenly in teams and meet deliverables in development, testing and presenting.
- Document and deliver weekly updates, reports, research and feedback between milestones.
- Design, develop and implement a supporting marketing website using a suitable framework.
- Present project in a professional manner employing principles of conciseness, readability, clarity, accuracy and organization.

# Capstone Project

## Weekly Schedule

The instructor reserves the right to make adjustments to the proposed schedule, in order to incorporate additional material which is relevant to the course's objectives.

### Week 01. Jan 9 Project overview and teams

- Project overview
- Deliverables and expectations
- Teams and research
- Milestones and weekly documentation

### Week 02. Jan 16 Project concept, market & personas

- Research dataset source
- Personas, interviews, and market research
- Feature planning and scope

### Week 03. Jan 23 Features, user story and UX flow

- Feature list and supporting documentation
- Gant chart/planning for agile development
- User story and feature flow complete

### Week 04. Jan 30 UX wireframes and visual research

- Feature UX for feedback
- Visual research for UI and target market
- Lab work and feedback

### Week 05. Feb 6 Feature lockdown

- Feature UX/UI components Ready
- UX and style guide ready
- Features locked and development ready design
- Lab work and feedback

### Week 06. Feb 13 Project documentation & prototype

- Planning for prototype + interviews
- Check against gant charts with feedback
- Documentation for project for review

### Week 07. Feb 20 Spring Break

- No class

### Week 08. Feb 27 Mockups & functioning prototype

- Functional Prototype
- Alpha Build
- Functioning prototype (no API or serverside)
- Bug report and prioritizing tasks
- Lab work and feedback

### Week 09. Mar 6 Lecture/Lab UI design

- Lab work and feedback

### Week 10. Mar 13 Promotional strategy & Beta build

- Beta Build
- Social marketing strategy and asset
- Alpha ready and testing + interviews
- Bug report and prioritizing tasks

### Week 11. Mar 20 Promotional materials finalized

- Print ready promotional materials
- Feedback on final bug fixes
- Lab work and feedback

### Week 12. Mar 27 Beta finalized MVP (Last Class)

- Preshow prep and feedback
- Finalizing pitch presentations and dry run
- Getting beta ready and testing
- Final Practice presentation of project

### Week 13. Apr 3 Holiday (Good Friday)

- No class

### Week 14. Apr Final Assessment Apr 13-17 possible dates

- Final presentation of project
- Showcase demo, pitch, video and Q&A

## Capstone Project

### Textbook and Course Material

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

### Evaluation:

**Final Presentation:** 25%  
**Project (Individual):** 15%

**Assignments:** 25%  
**Other (Builds):** 15%

**Lab Work:** 10%  
**Participation (Individual):** 10%

**Total: 100%**

### Late Submissions

**Same Day** -10%    **1 Day** -30%    **2 Days** -50%    **Over 3 Days** 0% Grade

Late submissions up to 2 days will be marked but will not receive feedback unless you have spoken to the instructor one week prior to submission deadline.

**College Policies:** Langara College creates policies to govern important issues and outline practices and expected behaviours. For more information you can go to the Policies website:

<https://langara.ca/about-langara/college-policies-procedures/college-policies-a-to-z>

Below are the ones that you need to read.

**E1003** – Student Code of Conduct

**E2006** – Appeal of Final Grade

**F1004** – Code of Academic Conduct

**F1002** – Concerns About Instruction

**E2008** – Academic Standing -  
Academic Probation and  
Suspension

**E2011** – Withdrawal from Courses

# Capstone Project

## Evaluation Rubric for WMDD 4985 — Capstone Project

Level of Mastery	Level 1 Limited mastery of skills and knowledge, below primary expectations	Level 2 Partial mastery of skills with limited to basic performance achievement	Level 3 Satisfactory performance, consistent display of knowledge and skill	Level 4 Exceptional performance, beyond expectations of knowledge and skill	Duration
<b>Proposal &amp; Materials</b>	Project proposals are late, incomplete, or incorrect format for each stage. Missing vital information on design/technical aspects of platform, team, and lacking branding. Consistency missing in presented marketing materials. Missing or very late submissions.	Proposals submitted, but with some errors in format for each stage. Most project information is present for design/ technical aspects of platform, and team. Branded but lacking consistency, including marketing materials. Improvement needed.	Project proposal PDF completed to a high level of detail, technical/ design overview along with project and team aspects. Consistency in branding across all materials and organized. Marketing materials align with proposal and project.	Project proposal PDF completed to exceptional level in detail, technical/ design overview along with project and team aspects. Consistency across all materials, clear and very organized in content. Marketing materials align with proposal and project.	As Assigned to final class
<b>Group Reports</b>	Missing or continuously late group report submission. Incomplete, point form, or vague details of design/dev tasks with errors.	Missing or late group report submissions over time. Reports often in point form, or vague in design/ dev tasks with errors in reporting.	Reports are completed on time with detailed and outline of project progress. Dev/design tasks are clear with focused milestone goals.	Reports are completed to a professional level in detail and outline of progress. Dev/design tasks are clear with focused milestone goals.	As Assigned to final class
<b>Individual Contribution</b>	Individual reports are missing, incorrect format or late with little to no reflection. Point form with poor outline for areas of improvement.	Individuals report late, missing, or incorrect format with little to no reflection. Point form with poor outline for areas of improvement.	Report is completed to a high level with detailed reflection. Some outlined areas to improve but lack specificity in personal progress.	Report completed to a professional level with detailed reflection. Outlined areas to improve and highlights of project or progress.	As Assigned
<b>Design and Development Contribution</b>	Project design materials incomplete or no submission. Not in line with required design showcase for UX/UI. Incorrect, and poor documentation with errors.	Project design materials incomplete, needing updates or revisions. Not in line with required design showcase for UX/UI, with poor documentation containing errors.	Design materials outline direction in UX with notes/ functionality of the platform. UI kit, mockups, branding and design guide completed and consistent throughout.	Design materials outline clear direction in UX with guidelines for functionality of the platform. UI kit, mockups, branding and design guide completion to a high level or detail.	As Assigned
<b>Final Presentation</b>	Presentation completed but lacking in materials, project details and showcase of team skills. Not within timeframe and major errors in demo.	Presentation completed but lacking quality in demo, materials, project showcase, and team. Not within timeframe and some errors in demo.	Good, clear presentation conveying the platform, while also showcasing design/development team aspects. On time with functional demo.	High quality presentation conveying the platform, while also showcasing design/development team aspects. On time with fully functional demo.	Final Class
<b>Assignments</b>	0 - 10	10 - 13	14 - 17	18 - 20	25%
<b>Reports</b>	0 - 2	3 - 4	5 - 7	8 - 10	10%
<b>Individual</b>	0 - 2	3 - 4	5 - 7	8 - 10	10%
<b>Design/Dev</b>	0 - 10	10 - 13	14 - 17	18 - 20	15%
<b>Project Beta</b>	0 - 10	10 - 13	14 - 17	18 - 20	15%
<b>Presentation</b>	0 - 10	10 - 13	14 - 17	18 - 20	25%

Letter Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Percentage	90 - 100	85 - 89	80 - 84	76 - 79	72 - 75	68 - 71	64 - 67	60 - 63	55 - 59	50 - 54	<50
Design/Dev Industry	Industry Standard Optimal performance/ competency			Standard More work/practice		Below Standard Additional work/ required			NonIndustry Revisit foundations/basics		