

CAPSTONE PROJECT PRESENTATION GUIDELINES

Project Title

Team Composition

- List the names of all team members including the adviser and their roles/contributions to the project.

Project Objectives:

Client's Profile:

- Provide brief background information about the client or organization the project is focused on.
- Describe the client's industry, size, target audience, and any relevant characteristics.
- Explain the client's needs, challenges, or goals that the project aims to address.

Client Testing Initiatives:

- Provide evidence that you conducted client testing throughout the project.
- Describe the methods used to gather feedback from the client (e.g., surveys, interviews, focus groups, user testing).

Data Collection Methods and Tools Used:

- Explain the methods used to collect data for the project (e.g., surveys, experiments, observations, interviews, secondary data sources).
- Describe the tools and technologies used to gather and manage the data.
- Justify the chosen methods and tools based on their suitability for the project's objectives.

Data Analysis and Interpretation:

- Describe the techniques used to analyze the collected data (e.g., statistical analysis, qualitative analysis, data visualization).
- Present the findings of the analysis in a clear and concise manner.
- Interpret the results in the context of the project's objectives and the client's needs.

Conclusion:

- Summarize the key findings and outcomes of the project.
- Discuss the implications of the project's results for the client and the broader field.
- Highlight the project's successes and any limitations or challenges encountered.

Recommendations:

- Provide actionable recommendations based on the project's findings and conclusions.
- Offer suggestions for future research or development related to the project.
- Explain how the recommendations can benefit the client or contribute to the field.