Proposal Preparation Workshop
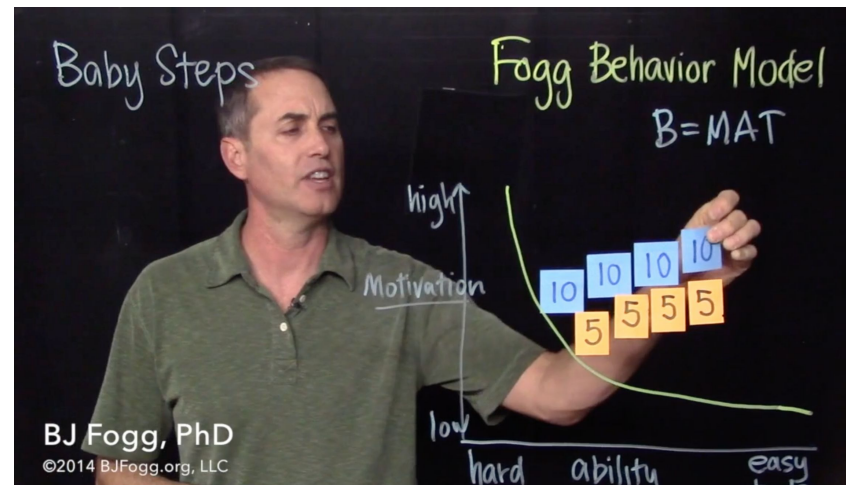
GAM705: Major Project

Outline of the Session

- Preparing a Proposal

- Preparing a Pitch

- Workshop

Project Proposal

Preparing a Project Proposal

According to BJ Fogg, founder, and director of the Stanford Behavior Design Lab:

"Sharing ideas early and often is one key to success for designers of end-user products and services".

Preparing a Project Proposal

Fogg developed a **conceptual design document structure**:

- Articulate all the information needed to fully understand a **product** (i.e.; artifact) in a structured and logical sequence.

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This document is **non-trivial** in its creation but once complete, should **help to solidify the concept** in your own mind and ease the process of communicating your concept to your stakeholders.

BJ Fogg's Conceptual Design Document

1. Title and overview
2. User description (incl. personas)
3. Storyboards of user experience
4. Prototypes
5. Features and functionality
6. The justification for design (theor. and pract.)
7. Results of user testing (preliminary user test.)
8. Shortcomings of design
9. Expansion – stretch goals
10. Next steps in the design process
11. Summary

Distilling the Elements

Your project **may not need** all the elements:

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But some elements **might simply need rephrasing**:

- "Prototypes" for artwork → "Sketches" / "Moodboards"?
- "User testing" for IA engine → Why do users need a new IA?

Pitch, please

Preparing a Pitch

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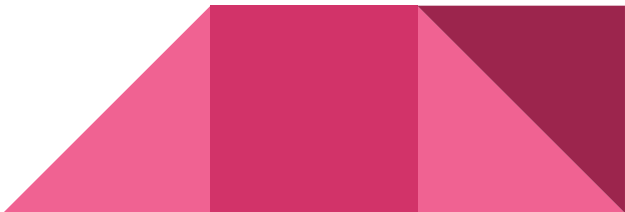
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(Although your pitch should only be around 10 minutes long!)

The Slide Deck, according to Kawasaki

1. A definition of what the problem is that you are attempting to solve
2. A slide that outlines what your solution is.
3. Your business model (how revenue comes into business and what to be spent on).
4. Your technology and 'secret sauce' (what makes your project distinct?).
5. The markets you will serve and the sales you expect to generate.
6. A slide that outlines your competitors
7. Key players in your team
8. A slide of project plans and milestones, what will be done by when
9. A slide of where you are currently at
10. A summary

Towards your Slide Deck

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it follows a fairly standard underlying **business planning model** of:

- Where are you now?

- Where do you want to go?

- How are you going to get there?

Towards your Slide Deck

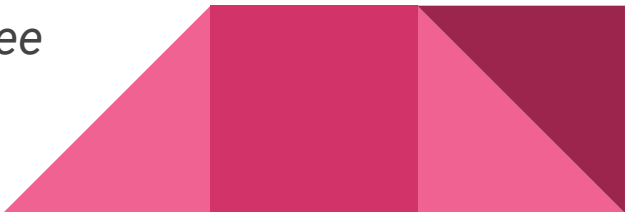It challenges you, as the pitch creator, to **answer a lot of potentially hard questions**, such as:

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- What will they spend **money** on, and why?
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- When will your **idea** be ready?

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(Recall Kawasaki's model is aimed towards getting funding for a project, or ensuring its viability: this could help you foresee a marketisation strategy for your project.)
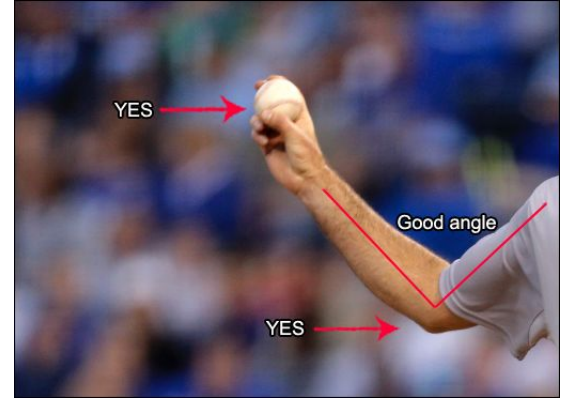
Towards your Slide Deck

Some of the slides **might not be relevant** to your project.

If you feel that this is the case, feel free to **change the structure** but we encourage you to **discuss this with your project supervisor** first.
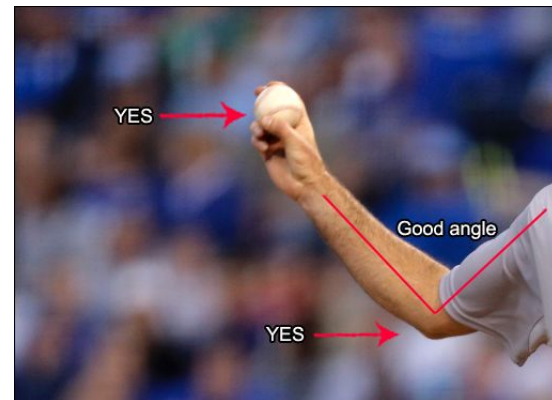
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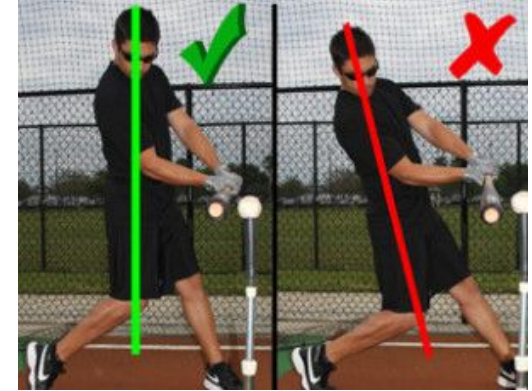
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- Know the **narrative** of your pitch:
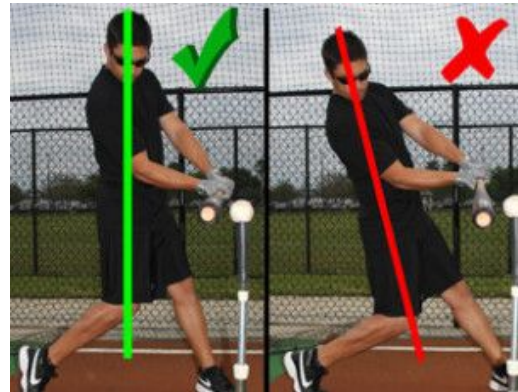 - Tell your audience a "story".
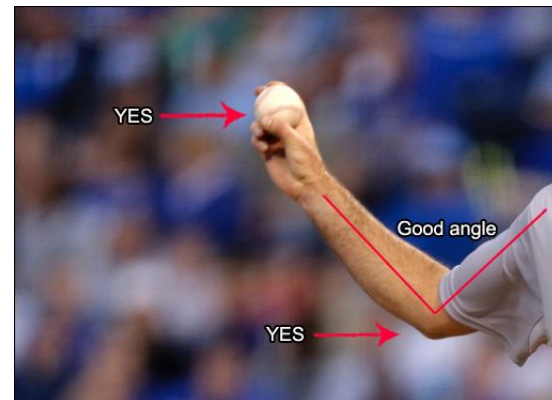
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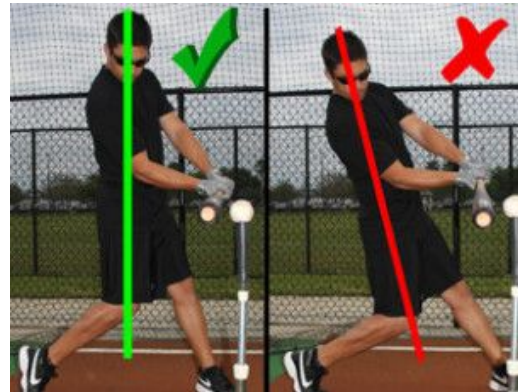
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- **Don't rush it**: take your time if you need it.
  - For example, use a rhetoric question to take a deep breath, or drink some water.

Questions?