* You should demonstrate calls to your web service in this manner, sending/retrieving different formats.
* All you need to show is the http calls to the web service and the data received for all combinations.
* You need to include a wsdl to describe the web services for potential users (remember you can generate one of these automatically once you have your web service)
* client side app using Ajax type calls
  + Show both upload and retrieval of data from meaningful user screens in a browser, using suitable widgets from your JavaScript library.

The final section, the critical analysis, is where you should discuss the code quality and use of suitable structures, why you made the design decisions that you did. e.g. is it MVC based (you should show it if so), do you use DAOs, is your code modular and easily amended. What other design patterns or techniques have you used? Look at examples of good software engineering practice and demonstrate that you are using them. Commentary on which api (SOAP, REST, http) is useful to different users, and why, is needed. Have you used the correct API for the task? Is your code easily maintainable? (and why?).