

CPSC 499.01 (Fall 2017) Software Entrepreneurship

Storyboards (Group 10%)

The purpose of this assignment is to define the MVP and outline the plan for the software prototype. The deliverable consists of the following parts. The page limit is provided along with the description for each part.

- Describe your end-user engagement activities and the outcomes. (one page)
- Based on the outcomes, define the MVP. (half page)
- Feature lists: separate the core features to be implemented in the prototype and optional features of the prototype. (one page)
- Rationales for the core features (half page)
- Key workflow of the product (one page without diagrams)
- Storyboard – multiple alternatives (at least 3) for the UI prototypes and discuss their pros and cons (2 pages without the UI diagrams)
- Storyboard – final UI Prototypes with justifications (1 page without the UI diagrams)
- Evaluation: gather feedback from your target users (or a close equivalent) about your prototypes. Document the demographics of your participants and the feedback that you got. Document the insights that you got from the feedback and how it impacts your path forward. (1-2 pages)

The feedback part is the most important. If time permits, it would be great if you can feedback on multiple iterations of your prototypes.

This assignment is to be a maximum of 9 pages single spaced in 12pt Times New Roman, with no more than 1" margins. The UI diagrams will not be counted against the page limit.

Please submit via the D2L dropbox (Storyboards) before class on Nov. 2, 2017.

Grading Rubric

Criteria	1 point	0.5 point	0 point
End-user engagement activities	Clear documentation of the end-user engagement activities.	End-user engagement activities are not described clearly	No end-user engagement activities.
Outcomes	Outcomes are well explained and are connected to the design of MVP.	Outcomes are not well explained or not well connected to the design of MVP.	No outcomes provided.
MVP	MVP is well defined with sound justification.	MVP is not well defined or no good justification.	MVP is missing.
Core features	A list of core features forms the MVP.	The core features do not match the MVP.	No core features.
Rationales for core features	Good rationales provided for the core features.	The core features are not well justified.	No rationales provided.
Optional features	A list of optional features that extends MVP with good values.	The optional features have little added values to the product.	No optional features.
Rationales for optional features	Good rationales provided for the optional features.	The optional features are not well justified.	No rationales provided.
Workflow	The workflow of the product is clearly illustrated and captures the MVP.	The workflow is not clearly illustrated or does not capture the MVP.	No workflow.

UI alternative 1	The alternative is clearly illustrated and its pros and cons are thoroughly analysed.	The alternative is not clearly illustrated or its pros and cons are not thoroughly analysed.	Missing alternatives.
UI alternative 2	The alternative is clearly illustrated and its pros and cons are thoroughly analysed.	The alternative is not clearly illustrated or its pros and cons are not thoroughly analysed.	Missing alternatives.
UI alternative 3	The alternative is clearly illustrated and its pros and cons are thoroughly analysed.	The alternative is not clearly illustrated or its pros and cons are not thoroughly analysed.	Missing alternatives.
Final UI design	The final UI design is clearly illustrated and is well justified.	The final UI design is not clearly illustrated or is not well justified.	No final UI design.
User feedback	Clear document of user feedback process	The feedback process is not clearly documented.	No user feedback.
Feedback analysis	In-depth analysis of the feedback.	Superficial analysis of the feedback.	No feedback analysis.
Overall presentation	The report is well organized and written.	The organization and/or writing could be improved.	It is difficult to read and understand the report.