**Final Concept Description**

*Why does this matter?*In the third think phase, you need to consider how to elegantly integrate the solutions identified in the previous step into a single concept. An elegant solution is one that addresses the problem

statement in an effective way without unnecessary or unrelated features and functions. You should also make the case for how your solution is ICMR. IC is internally consistent, meaning that all of the parts make sense together, they do not conflict or negate/ reduce the benefits of the other components. MR is mutually reinforcing, meaning the parts work well together enable the success of all features.

*How does it work?*

Make sure your submission outlines:

* Name – Give the concept a clear descriptive name
  + Name - Virtual Hawk
* What it is – is it a service, an app, an algorithm, a policy, and so on?
  + Is - Website
* What it does – outline the functions… you may even consider what jobs it does for the users.
  + Functions
    - Chat box able to answer automated questions
    - Guides the user through the campus via interactive map (provides directions and information on campus buildings)
    - Provides real-time information on current campus events - date/time/location of event
    - Offers a calendar for user to keep track of events - (personalized feature)
* What are the benefits – what is the user benefit? Think about how it makes things easier, less expensive, safer, more just.
  + Increased connectivity - Provides user information about the campus, getting from point A to B, and showing location of buildings and services
  + Increases participation - Centralizes information about campus events in a more convenient way. Has a greater and more efficient audience reach
  + Saves time

Author your final concept. Include how the key solutions from the last phase work together. Limit this to one page and submit to the deliverables folder in the team drive.

Grading criteria:

|  |  |  |  |
| --- | --- | --- | --- |
| Beginner / NA  (0 points) | Developing  (5 points) | Accomplished  (8 points) | Exemplary  (10 points) |
| Concept is poorly defined, no clear progress has been made since the last release. | Concept is defined but feels like a collection of parts not a cohesive whole. | Concept is clearly articulated and feels like a cohesive whole. Logic is not clear how individual solutions from the last release were integrated. | Concept is clearly articulated. There is an obvious, logical way the solutions from the last phase have been integrated into the final concept. |