

# SIT708 - Assessment 1

## Professional Plan: Prepare a Project proposal

*Worth: 30% of your grade*

*Due: Friday, Week 4, 8:00 pm (Hard Deadline)*

*Individual project plan*

### Introduction

In this assignment, you will individually create a proposal for a responsive mobile app project. Later in Assessments 2 and 3, you will build on your project proposal, so you should read Assessment 2 and 3 to inform your decisions on this proposal and investigate the project with their essentials.

The project you propose should demonstrate your understanding of the coding concepts and skills developed throughout this trimester in a progressive mobile applications development context. The proposed project may involve implementing algorithms and coding to create a realistic system. You are free to design and think of imaginative behaviours and actions for the responsiveness in your plan that satisfies the requirements outlined below in a creative manner.

Your project should demonstrate the use of multiple components, composition, reusability, transitions, rendering, scaling up, and animations in a more extensive system of both autonomous and interactive mobile application (Please scan weekly activities in the unit guide for further details). The purpose and format of your project are up to you. For example, you may choose to focus on a realistic simulation, a blockchain-based mobile application, a game-like experience, an IoT application, etc. The unit staff will be happy to hear your new ideas and provide feedback.

### Tasks

You will create a proposal document of **no less than 2000 (max. 3500) words** to describe and explain the following information clearly and concisely.

1. Introduction
  - Market Research and Motivation
  - Overview
  - **Background and Summary** of the intended product.
  - Competitor Analysis
2. Features
  - **Asset list** table of the components and pages you will use in your project scene. This should include some statistical details or labels to indicate how they will be used in the project (e.g., quantity or each, static or moving, responsive, interactive or passive). Assets could be selected from the components available in the Android/Kotlin.
  - **Product purpose**, which should include:
    - **Target audience** identifying the intended users of your product and why it would appeal to them.
    - **Reasoning of how your project demonstrates creativity** in its design and will provide something new, unexpected or entertaining for the viewer / user.

- **Explanation of at least 3 complex components in depth** and **user stories, UX/UI design** guidelines of how this could be created. This may include high level explanation of which of the *Coding Concepts* will be used for each design.
  - **Summary of how the system will function** as a cohesive whole and its feasibility to create within the allocated time. This should be supported by tables, diagrams, charts, analysis etc that may help explain your system as easily as possible.
3. Milestones of the project plan
  4. Detailed UX/UI Design: User Stories, Use Cases, [URL to UX/UI Design](#) etc.
  5. High Level Wireframes
  6. Resources required (optional)

### Submission

You must submit the file to the Assessment 1 and your submission must include:

1. **Project Proposal document** ([URL to UX/UI design](#)).

## Marking Rubric for Assignment 1

| CRITERIA  | FAIL<br><2.5 POINTS  | PASS<br>2.5 POINTS   | CREDIT<br>3 POINTS   | DISTINCTION<br>3.5 POINTS   | HIGH DISTINCTION<br>4-5 POINTS   |
|---|--|--|--|---|--|
| <b>PROPOSAL DOCUMENT (30 points)</b>                  |  |  |  |   |  |
| <b>Product summary and asset list</b>                 | May be absent or missing significant required content.                 | Summary provides general idea of the intended product and lists assets required. May lack some clarity.  | Summary provides clear idea of the intended product and lists assets required.   | Summary provides clear idea of the intended product with detailed asset list.   | Summary provides clear and concise idea of the intended product with highly detailed asset list.   |
| <b>Product purpose</b>                                | May be absent or missing information on target audience or creativity. | Provides basic identification of target audience and creativity. May be lacking some detail or a mismatch between product design and audience.   | Identifies target audience and creativity. May be lacking some detail but clear evidence of purpose informing design.                      | Identifies clear and detailed target audience and creativity. Strong evidence of purpose informing design.                              | Identifies clear and detailed target audience and thorough justification of creativity. Purpose is highly intertwined with project design.                                       |
| <b>Intended behaviour – explanation</b>               | May be absent or missing critical information.                         | Component behaviour is explained for at least 3 components but may be somewhat ambiguous or have some conflicts with algorithm UX/UI/flowcharts. | Component behaviour is explained clearly for at least 3 complex components. May have some minor conflicts with algorithm UX/UI/flowcharts. | Component behaviour is explained clearly between 3 complex and varied components. No notable conflicts with algorithm UX/UI/flowcharts. | Interesting component behaviour is thoroughly explained between 3 complex and varied components. Design is insightful with no notable conflicts with algorithm UX/UI/flowcharts. |
| <b>Intended behaviour – User stories UX/UI design</b> | May be absent or missing critical information.                         | Provided but may have some minor omissions or errors. May be some issues   | Provided with minimal omissions or errors. Plans would generally provide good  | Provided with minimal omissions or errors. Plans would provide effective functionality  | Provided with no notable omissions or errors. Plans would provide effective  |

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|   |   | that would affect functionality.   | functionality and are communicated well.  | and are communicated well.  | functionality and are communicated very effectively.  |
| <b>Larger system summary</b>  | Missing or may be lacking evidence of planning for components as part of a larger system.   | System summary present with some planning for integrating components as part of a larger system. May appear somewhat disjointed and lacking unity. | System summary present with clear planning for integrating components as part of a larger system. Demonstrates simple connections or interactions between components. | System summary present with thorough planning for integrating components as part of a larger system. Demonstrates interesting and dynamic connections or interactions between components. | System summary present with thorough planning for integrating components as part of a larger system. Demonstrates complex, interesting and dynamic connections or interactions between components that provide a whole greater than the sum of its parts. |
| <b>Communication and presentation</b>   | May have numerous and significant spelling, grammatical or formatting errors.   | Some spelling, grammatical or formatting errors throughout. Additional proof-reading is required.  | Some minor spelling, grammatical or formatting errors throughout. Some additional proof-reading is required.  | Very few minor spelling, grammatical or formatting errors throughout. Presentation is professional and polished.  | No notable spelling, grammatical or formatting errors. Presentation is thoroughly professional and polished.  |
| <b>PROOF-OF-CONCEPT (10 points)</b>   |   |  |   |   |   |
| <b>Coding concepts</b><br>For coding concepts, see unit guide: weekly activities (topics from Week 5 to Week 9) | May be missing or with major omissions or errors. May not clearly demonstrate any of the listed components in your proposal document. | Simple concept functionality provided for at least <b>2</b> coding concepts planned in the proposal document. Minor errors or not                  | Representative proof-of-concept functionality provided for at least <b>2</b> coding concepts planned as part of the proposal document.                                | Detailed representative proof-of-concept functionality provided for at least <b>3</b> coding concepts planned as part of the proposal document.   | Detailed and highly representative proof-of-concept functionality provided for at least <b>4</b> coding concepts planned as part of the proposal document.  |

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|  |   | be fully representative.   |   |   |  |
| <b>Communication &amp; structure</b>                       | Commenting may be absent. CONCEPT may be very inefficient in structure or have numerous repetitious, unfinished or broken elements. | Commenting is present in although may be simplistic or used inconsistently. CONCEPT is generally structured appropriately but may have some unfinished elements or messy formatting. | Commenting is present throughout and provides acceptable readability of the CONCEPT for someone unfamiliar with the project. CONCEPT is structured and formatted appropriately. | Commenting is present and thorough through and is highly readable for a user unfamiliar with the project. CONCEPT is structured well with neat formatting and clear sectioning.                   | Commenting is present, thorough and sophisticated throughout without overwhelming the project. The CONCEPT is very easily readable for a user unfamiliar with the project. CONCEPT is structured well with neat formatting and clear sectioning. |
| <b>OTHER FACTORS (5 points)</b>                            |   |  |   |   |  |
| <b>Creativity &amp; Purpose</b>                            | Does not demonstrate creativity or expand upon the base concept. May not be fit for identified target audience.                     | Demonstrates some elements of creativity, although some may not be fully realised or fit for purpose.  | Demonstrates creativity in some aspects of the project and expands upon the base concept. Design is appropriate for the target audience.  | Demonstrates thorough creativity in most aspects of the project and clearly expands upon the base concept by taking it in a more creative direction. Design is effective for the target audience. | Demonstrates exceptional creativity in most aspects of the project and expertly expands upon the base concept by taking it in a highly creative direction as a new product. Design is deeply integrated with the target audience and purpose.    |
| <b>OVERALL TOTAL</b><br>(max: 45 points, converted to 30%) | <b>&lt;22.5 points</b>  | <b>22.5 to 26.5 points</b>   | <b>27 to 31 points</b>  | <b>31.5 to 35.5 points</b>  | <b>36 to 45 points</b>   |