# Cover Page

Typically contains the Course Code and Name, The Assessment Name, Student Name, Project Name, Semester and Year.

# Table of Contents

Generate this with page numbers from your report contents.

# Introduction

# Project ProposaL Guide

The information below is a guideline for what should be in your proposal. Please use your own wording to do this.

1. **Project** **title:**

Make it short, sharp and appropriate. “Catchy” or easily remembered, is a bonus.

1. **Goal:**    
     
   What do you want to accomplish by doing this project? This is a one or two sentence statement of your overall goal or vision for this project. It should be concise and clear enough to be understood by people who don't have your insight into the project.   
   Think about how you will know if you have succeeded in reaching your goal.  
   
2. **Target Audience :**

**Who is your target user audience?**

This is a description of your target audience. What are the audience's experience and prior knowledge? What are their current abilities? What are their attitudes and interests? What are their personal characteristics or demographics? You should describe a ***persona*** – a typical member of your target user audience.

\***Design likes/dislikes** (if known) - What appeals to them, what doesn’t’? Do you have more than one target audience? Describe how you will design to meet your audience needs.  
Description:  \***Use:** How will this product be used: What situation will it be used in?

This section will be derived from the initial user interviews and the insights that you obtain.

1. **Objectives**

This is a one sentence statement for each of the main things your audience will do or each of the benefits your audience will gain from using your project. 

You should be thinking about and creating an actionable problem statement.

1. **Content**:

Briefly describe content – what will the product be about?What is the main activity or media on each of the screens? You need to include a basic navigation chart of the intended screens showing the navigation structure.

1. **Content treatment i.e. “look and feel”**

Try to describe what your vision is at this stage for what will happen when a user first meets your product and the options you will give them. What style will it be done in?

1. **Delivery / development platform**

State what development environment you will use to create your product and the intended platform it is going to be used on.

* **Hardware/Software:**  What software will you be using to develop the product and what is the hardware and software needed to use it?

1. **Media Assets**

Treatments and formats need to be justified and be appropriate for delivery and purpose. Your Assignment 1 work will have provided you with the information required.

1. **Ethical/legal issues**

Is there any copyright problems?, what are the ethics for collecting information (from users or for the project). What rights are you assuming (i.e. Fair Dealing under what act?). You will need to include this in your final package.

It is a good Idea to go to the CreativeCommons.org/NZ site and generate a Creative Commons Licence for the finished package. This is an exercise that will make you think about the way you would want the package that you have created to be treated by others should you want it distributed in the future.

1. **Total time estimated**

Include your budgeted total hours. This is your intimal guesstimate based on your time Line budget for the project and its major development activities.

1. **Initial Risk Assessment Table**

Include a copy of the initial risk assessment table with at least 5 but max 10 relevant risks. Have appropriate values for Risk and Impact and sort the table by Exposure so the highest exposure risk is your first one in the table. Include appropriate Mitigation and Contingency statements for each risk identified.

1. **Navigation Map**

Include the initial Navigation Map / Flow Chart of the application screens indicating the connectivity amongst the screens.

1. **Low-Fidelity Prototype**

Include a copy of your initial low-fidelity prototype screen design.

**REPORT SECTIONS** **Standards and Industry Practices**

1. **Implications and Ethics**

Your research , options investigated, comparisons and context that make these relevant, how they will be applied.

1. **Design Thinking & User Experience**

Your research , options investigated, comparisons and context that make these relevant, how they will be applied.

1. **Design Planning Techniques(Low – High Fidelity)**

Your research , options investigated, comparisons and context that make these relevant, how they will be applied.

1. **Testing** 
   1. **Usability**
   2. **Functional**

Your research , options investigated, comparisons and context that make these relevant, how they will be applied.

1. **Audio**

Your research , options investigated, comparisons and context that make these relevant, how they will be applied, including media examples

1. **Text**

Your research , options investigated, comparisons and context that make these relevant, how they will be applied, including media examples

1. **Animation and Video**

Your research , options investigated, comparisons and context that make these relevant, how they will be applied, including media examples

1. **Graphics and Images**

Your research , options investigated, comparisons and context that make these relevant, how they will be applied, including media examples

**CONCLUSION**

**REFERENCES**