

HKUST Mobile Application Design Contest 2015

Guideline for writing the 2-page proposal

You should write your 2-page proposal according to the following guidelines. If your Mobile application program requires the use of special devices (Android-wear, Apple watch phone dock etc), you need to notify us explicitly through email at ustac@cse.ust.hk, we need to evaluate whether we have the adequate equipment to support it.

Proposal writing guidelines:

Your proposal should contain the following contents. The font size of the main text should be no less than 10. The sentences should be single-spaced.

1. Project Title

2. Names, Student IDs and Email addresses of the HKUST student members. The name, email address, and other information of the team adviser if there is one.

3. Introduction

A brief introduction to your application idea. State the goals of the project.

4. Expected List of Features

A brief list of features that you expect your application to support.

5. Market Survey

Do a survey of the related smartphone market to find out **five** applications that might have similar ideas as yours. Briefly compare and contrast the features of these applications with your application idea. Learn from their successful stories and key to success.

- Compare & Analyze their pros and Cons
- Recommend on the improvements and propose your own features in your product

6. Timeframe estimation of the project

Estimate the approximate timeframe for each of the following stages of the project: 1. Planning, 2. Analyze and Design, 3. Implementation and testing, 4. Deployment.

7. References

Give references to any material / websites / books etc. relevant to your application idea.

Give the links to the applications of the smartphone market relevant to your idea.

Proposal Submission Guidelines

1. Submit your 2-page proposal electronically in PDF or Winword format at:

<http://www.cse.ust.hk/ustac/2015/proposal.html>

The proposal should be less than or equal to 2MB in size. Please contact us at ustac@cse.ust.hk for submissions larger than 2MB. The proposal must be in either the MS Winword or the Adobe PDF format, with extension being ".doc", or ".docx", or ".pdf".

2. You can submit your 2-page proposal for as many times as you want on or before the deadline. Only the last submission will be evaluated.
3. Should you require any special equipment (phone docks for example) for the program demonstration, you need to contact us at ustac@cse.ust.hk first, we need to evaluate to see whether we could support it.
4. Each team needs to submit only one copy. Individual students **NEED NOT** submit separate copies.
5. You must submit the 2-page proposal on or before the deadline.

Give references to any material / websites / books etc. relevant to your proposal.