



COM/CSC 271

## Lab 1: Product Pitch

**Student Name: Angel Bencosme**

**Student Name: Mithilesh Pabba**

**Student Name: Alanis Irizarry**

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| <b>Total Grade</b>            |  |
| <b>Instructor/TA Initials</b> |  |


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### Lab Instructions

1. Students will work in small groups of three determined by the instructor. Groups will work together and turn in one completed lab assignment with all group member names on it. This document should be shared with ALL group members.
2. All work on the lab assignment will be done during the period assigned for the lab. Students should look over the lab prior to arrival but should not do any of the exercises until working in the lab with their small groups. Students will turn in the lab assignment at the end of the lab period.
3. Students should arrive on time for the lab. After a 5 minute grace period, a student will lose 1 point on the lab grade for every 5 minutes that they are late.
4. You will get full credit for the lab if you finish the required exercises. If you finish the required exercises before the lab period ends, you are required to spend the remaining time working on the discussion and/or assignment due this week.

## Overview

In this lab, you will work in small groups to simulate a product pitch. You will take turns presenting your planned product website to your peers, who will act as your audience and provide constructive feedback. This is a chance to refine your concept before committing to it for the semester project.

 To begin this lab in your small group, you must do the following:

- ONE person should make a copy of this document. You can do this by clicking on **File** and then clicking **Make a copy** from the drop-down menu. Save to a location in your Google Drive where you can easily find it.
- In the copy you created, click the blue **Share** button in the top right corner. In the textbox with the label **Add people and groups**, enter the email addresses of ALL members in your group AND your TA (**csc271s1@gmail.com**).
- Everyone in your group should now be able to edit the same lab document. You should all work together to complete each part of this lab! Your instructor and TAs will be checking in on each group randomly throughout the lab session.
- When your group reaches the **Instructor/TA Initials** label, raise your hand and your TA will come over to check your work and give you credit for that section.
- If your group needs help, raise your hand and your TA will come over to assist you!

## Preparing Your Product Pitch (30 Minutes)

A product pitch is your opportunity to explain what you're building, why it matters, and how you'll make it happen. You'll prepare a short product pitch for the website you plan to build this semester. Your peers will act as your audience to provide feedback that helps you improve your idea.

### Product Pitch Template

You'll be provided a Google Slides template to guide your product pitch. The template includes slides with prompts to help you structure your pitch.

Use the following steps to create and edit your own copy of the template:

- Open the [Product Pitch Template](#).
- Go to **File** → **Make a copy** → **Entire presentation**.
- Rename your copy to something like **YourLastName\_ProductPitch**.

The template gives you a starting point, but your job is to make it your own. In addition to answering the questions on each slide, add your personal style by changing fonts, background colors, or layout to reflect your product or vibe.

| Tips For Building Your Pitch  | Common Pitfalls To Avoid   |
|---|--|
| Your slides should support your story—not replace it.<br><br>Keep them clean and simple, with minimal text, and focus on telling a compelling narrative.<br><br>Practice your pitch to improve timing and delivery.<br><br>Get feedback from your group as you go.<br><br>Confidence and enthusiasm matter. If you're excited, your audience will be too. | Avoid reading directly from your slides.<br><br>Avoid overexplaining your points. Be clear and concise.<br><br>If you're asked a tough question, don't panic. It's okay to rephrase or say, "Great question, I'll look into it."<br><br>During Q&A, listen carefully, repeat or clarify the question if needed, and keep your answers focused. |

Once your pitch is complete, be ready to present it to your peers and gather feedback to improve your idea.

## Sharing Your Google Slides

Once you've finished preparing your product pitch slides, you'll need to share your work with your teaching staff and peers.

Use the following steps to create and edit your own copy of the template:

- In Google Slides, click the **Share** button in the top-right corner.
- Under **General Access**, click the dropdown and choose "**Anyone with the link**".
- Make sure the role is set to "**Viewer**".
- Click the **Copy Link** button.

Double-check that the link works before sharing it! Try opening it in a private/incognito window to make sure others will be able to access it without being logged into your account.

**Paste the link to your product pitch slides in the provided text box below.**

**Student #1 Name & Link: Angel Bencosme**

<https://docs.google.com/presentation/d/1Bg61tiBJbwDvWUSzSgHCMo4ICDWX2xCZm7I6kTyJ3ol/edit?usp=sharing>

**Student #2 Name & Link: Mithilesh Pabba;**

[https://docs.google.com/presentation/d/1IGF4VEw\\_ZNY4xyUpWysi0yV9SsZ7ConDLKjHcpBpG1s/edit?usp=sharing](https://docs.google.com/presentation/d/1IGF4VEw_ZNY4xyUpWysi0yV9SsZ7ConDLKjHcpBpG1s/edit?usp=sharing)

**Student #3 Name & Link: Alanis Irizarry**

[https://docs.google.com/presentation/d/1JlvxwlpW2s4scVk2wn6\\_EraClruFkmk5rWLJmguLV5E/edit?usp=sharing](https://docs.google.com/presentation/d/1JlvxwlpW2s4scVk2wn6_EraClruFkmk5rWLJmguLV5E/edit?usp=sharing)

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## Presenting Your Product Pitch (40 Minutes)

Each group member will take turns presenting their product pitch to the rest of the group using their completed Google Slides.

- Each student has **10 minutes** to present their pitch and walk through their slides.
- Plan to spend about **1 minute per slide**, focusing on the key highlights. Don't try to read everything word for word.
- After the pitch, allow **2–3 minutes** for feedback and questions from your group.

### Presenter Instructions

Your goal is to convince others that your product idea is strong, your website plan is solid, and you're ready to move forward with development.

- Introduce your product clearly and confidently.
- Use your slides as visual support, but don't read from them. Speak directly to your group.
- Make eye contact, speak clearly, and keep your energy up. Enthusiasm is contagious!
- If you get a question you're not sure how to answer, it's okay to say: "Great question. I'll need to look into that more."

### Listener Instructions

As you listen to your groupmates' pitches, take notes and prepare thoughtful feedback. For each pitch:

- Write down one thing you liked about the pitch.
- Write down one suggestion that could help improve the pitch (this could be about the idea, clarity, delivery, slides, etc.).

You'll share your feedback out loud after each pitch. Your comments should be:

- Respectful and constructive.
- Specific. Avoid "it was good" and say why it was strong or how it could be better.
- Focused on helping your classmate improve before they finalize their idea.

You will submit your feedback notes so be sure to give each presentation your full attention.

**For the first product pitch, EACH listener should respond to the prompts below. Be thoughtful and specific in your feedback.**

**Student #1 Name: Alanis**

**What did you like most about this pitch?**

**I like how straightforward it is and how it targets an audience that will be passionate about what is being showcased in it.**

**What suggestions do you have to improve the product website?**

**To ensure it does not become overcomplicated due to the sheer number of artists or genres to include on the website. Also, to make sure it follows the consistency with the design.**

**Student #2 Name: Mithilesh**

**What did you like most about this pitch?**

**The pitch was clear and solves a problem many would have.**

**What suggestions do you have to improve the product website?**

**No suggestions from me. I thought it was a good pitch and I agree with Alanis's suggestion.**

**For the second product pitch, EACH listener should respond to the prompts below. Be thoughtful and specific in your feedback.**

**Student #1 Name: Alanis**

**What did you like most about this pitch?**

**I like that it is concise and will serve the sole purpose of providing meal plan ideas. It solves an actual problem for a lot of people as eating is essential to every single person, but sometimes there is no time to cook.**

**What suggestions do you have to improve the product website?**

**How would it be narrowed down, or what type of meals will be provided? Is there going to be a video showing how to meal prep or is it going to be a step-by-step. Just narrow it down to something specific.**

**Student #2 Name: Angel**

**What did you like most about this pitch?**

**I like the idea. I feel like that idea is something that I would personally use. I like the idea of filtering out recipes by the amount of time that the person has to cook. And being able to filter recipes based on the ingredients the person has**

**What suggestions do you have to improve the product website?**

**There are a lot of recipes and it might be difficult to make an algorithm that can find the recipes that use those specific ingredients. You can have a part of the site the recommends new recipes to people, in the case that they are looking for new ideas**

**For the third product pitch, EACH listener should respond to the prompts below. Be thoughtful and specific in your feedback.**

**Student #1 Name: Angel**

**What did you like most about this pitch?**

I like the idea. I like working out and I agree that workout apps lack luster. I like the idea of being able to talk to your personal trainer on the app itself

**What suggestions do you have to improve the product website?**

Suggestions that I have is maybe having a place where people can post their services as personal trainers. Kind of like a facebook marketplace for personal trainers. I really don't know tbh

**Student #2 Name: Mithilesh**

**What did you like most about this pitch?**

I liked the idea. It is a very useful app that would help solve many people's problems.

**What suggestions do you have to improve the product website?**

There are a lot of features. It could either be simplified or grouped up so it doesn't feel overwhelming.

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## Reflecting On Feedback (5 Minutes)

Now that you've presented your product pitch and received peer feedback, take a moment to reflect on what you heard.

**What feedback did you find most helpful? Why?**

**Student #1 Name & Answer:** Alanis- I think the suggestion of simplifying the idea because I don't want to rush through and not give a quality final product idea.

**Student #2 Name & Answer:** Angel- I liked the suggestion of keeping my product simple. Also somebody recommend me to use an API and I probably will use that

**Student #3 Name & Answer:** Mithilesh; I liked the suggestions that were given. It helped flesh out the idea.

**What changes will you make to your product idea or website based on the feedback you received?**

**Student #1 Name & Answer:** Alanis- I will kinda filter through my ideas into what is more relevant and then any extra features I can just add them in later in my personal time.

**Student #2 Name & Answer:** Angel- I think that I will make it more blog style then I originally was or more like a forum for music. It will be more difficult to have the backgrounds to songs and I will need to use a database for both of these.

**Student #3 Name & Answer:** Mithilesh; I will add a recommendation page for people who don't have anything specific they are looking for or unsure where to start.

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## Uploading Your Product Pitch To GitHub (5 Minutes)

You should already have a GitHub repository set up to organize your work for this course. This includes labs, assignments, and the final product website you'll build throughout the semester.

**⚠ If you missed this step or had trouble setting up your repo**, please review [Part I: Setting Up Your Workspace](#) in the previous assignment or ask teaching staff for help.

Once you're repo is ready, use the following steps to upload your product pitch slides to it:

- ☐ Navigate to and open the **csc271\_projects** folder you cloned to your local device (not the one on GitHub.com).
- ☐ Open the **product\_site** folder.
- ☐ Open the **documentation** folder.
- ☐ Back in Google Slides, download your product pitch slides by clicking **File** → **Download** → **PDF Document**.
- ☐ Move the downloaded PDF file **inside** your **documentation** folder.
- ☐ Upload your changes to GitHub by completing the following:
  - ☐ **If you're using GitHub Desktop (GUI)**, complete the [Uploading Changes \(GitHub Desktop\) section](#) to upload your changes from your local device to GitHub.
  - ☐ **If you're using Git (CLI)**, complete the [Uploading Changes \(GitHub CLI\) section](#) to upload your changes from your local device to GitHub.

Paste the link to your GitHub repo in the provided text box below.

Student #1 Name & GitHub Link:

Student #2 Name & GitHub Link:

Student #3 Name & GitHub Link:

Instructor/TA Initials: \_\_\_\_\_