

CS551H Assessment 3: NLG Prototype and Commercial Assessment

In this assessment, you will choose an NLG use case, and both write a commercial analysis of the use case and also build a prototype system. This is a group assessment.

Timeline

- Monday, 24 Feb: teams formed
- Monday, 2 Mar (at latest, earlier is better): Propose a use case to the course lecturers
- Thursday, 12 Mar: presentation about your commercial assessment and demonstration of prototype. This is not assessed, but is a valuable source of feedback on what you are doing,
- Sunday, 15 Mar: Assessment is due on midnight. Each team will submit their commercial analysis, their prototype, and a contribution form (as in previous group projects) which acknowledges individual team members which have contributed more or less than others.

Use Cases

We have proposed 6 high-level use cases, in a background document on MyAberdeen. Your team will be assigned to one of these use cases, and will need to specialise it; eg, propose to look at summaries of football matches, which is a specialisation of the Sports Reporting high-level use case. You must check with the course lecturers whether your specific use case (eg, summaries of football matches) is acceptable and appropriate. Each team must choose a different specific use case (eg, two teams can do sports reporting, but they will need to focus on different sports).

Commercial Analysis (worth 50% of mark)

Your team must write a PDF document which describes

- *Vision*: Your proposed product for this use case
- *Market*: How many people might buy such a system, how much would they pay
- *Competitors*: What do competitors currently offer that would compete with your proposed product?
- *Cost*: Estimate what it would cost to build your proposed product
- *Why will people buy your product*: What benefits does your product offer to users, compared to non-NLG solutions (eg, data visualisations) as well as NLG competitors.

The analysis should be roughly 10 pages long, and must include references explaining where you got the information from. Each of the above aspects (vision, market, etc) will be marked on a CGS scale based on the thoroughness and quality of your analysis.

Prototype (worth 50% of mark)

Your team must build a prototype of your proposed product. The prototype does NOT need to support all of the functionality in your product vision!! You can build the prototype using any (combination of) technologies you wish: Arria NLG Studio, machine learning, simplenlg, Python, etc.

Your prototype will be marked on a CGS scale, based on its size, complexity, and appropriateness for your commercial vision.

Submission

Please submit

- Commercial analysis

- Code for your prototype
- Explanation of what your prototype does, and the technology used to build it
- A demo script which shows off what the prototype does. Optionally you can include a video of one of your team members going through this script
- Group assessment profile

Submissions are due at midnight on Sunday, 15 March.

This assignment is part of the formal assessment of the course, and the work done must be that of your own group. You are reminded to look at the section on Cheating and Plagiarism in your student handbook.

A 10% penalty will be applied to late assessments submitted up to 1 working day late, and a 25% penalty will be applied to late assessments handed in between 1 day and 1 week late. No credit will be given to assessments submitted later than 1 week after the first deadline.