

## CS4753 Class Project – Milestone 1 (of 5)

Assigned: **Monday, February 6, 2017**

Due Date: Submit on collab by **11:59 pm on Wednesday, February 15, 2017**

CAUTION: Collab closes promptly at 11:59 pm. Don't wait until the last minute to submit.

It is better to submit multiple times than to risk no submission.

Weight: 4% of final course grade

(Note: Milestone 2 is worth 6% of the final course grade and will be due March 1. Milestone 3 will be worth 8% of the final course grade and will be due March 22. Milestone 4 will be worth 8% of your final course grade and will be due April 5. Milestone 5 is worth 4% of your final grade and will be due April 19. Another 5% of your final grade will depend upon your group's evaluation of your personal effort and contribution to your team.)

For the first milestone of the class project, you will be focusing exclusively on what is considered *front end* work. Front end work is related to display and design – what the user actually sees, or the interface with which the user uses your application. *Look and feel* are very important for this assignment. Below are the grading criteria for this project (out of 100 points total).

### Grading Criteria

CRITERIA	POINTS
Create a business idea that represents a plausible commercial venture. You will be responsible for appropriately describing the <b>Unique Selling Proposition</b> of your business idea on your 'About Us' webpage. This will involve describing the benefits to the user, components that make this business unique, advantages over competitors, etc.	20
Choose a web template that is clean and appropriate for an eCommerce site (some are overly artistic, cluttered, unprofessional). Here are three good sources: <ul style="list-style-type: none"><li>o <a href="http://www.opendesigns.org/website-templates/">http://www.opendesigns.org/website-templates/</a></li><li>o <a href="http://html5up.net">http://html5up.net</a></li><li>o <a href="http://getbootstrap.com">http://getbootstrap.com</a></li></ul>	10
Generate a home page for your business. This is essentially a walking billboard of your business. It should include relevant images and very little text. The text/bullet points that are included should summarize the functionalities and benefits of your business. It should be as concise as possible and avoid a large wall of text. This is the most important page of your website as it is the first landing point for potential customers. If they don't like the page for any reason, they will leave your site. Therefore, we will be especially scrutinizing your design choices, layout, etc. This page must look clean and professional. This page must also include a link or button to the 'About Us' page.	30
Create an 'About Us' page for your business. This is a page where you can describe your business in full (what you do, what benefits you provide, how you might help	25

people, what values your company might stand for). This also should not be a large wall of text. Look into breaking text into short paragraphs/sections to aid the user in digesting the information you have provided. Look at the top section of <a href="https://www.motifinvesting.com/about">https://www.motifinvesting.com/about</a> which includes a message from the CEO as a good example. This page must include a 'Purchase' or 'Sign Up Now' button, but this button does not have to do anything yet. The 'About Us' page should be a separate page and not a section of the homepage.	
Both pages should include an identical top navigation bar (for styling consistency and ease of site navigation). See the top row of <a href="https://www.robinhood.com">https://www.robinhood.com</a> for a good example. Your navigation bar must allow users to travel to any page clicked. For now, it must include 'Home', 'About Us' and a 'Sign Up' link, although the 'Sign Up' link does not have to link to anything functional.	5
Remove extraneous template material. Most templates might come with more than two pages. You <b>must</b> remove all unneeded links/buttons/hyperlinks are removed (or commented out) so that any navigation on <b>your</b> website will not lead to one of the generic template pages. This will show us that you spent appropriate time familiarizing yourself with the template's code and structure, as well as customizing it to your own needs.	5
Create a logo, slogan, or some unique identifier for your business. If a logo, it should be seen on every page to reinforce your brand. If a slogan, you might want to elaborate on why you chose that slogan, or its deeper meaning in your 'About Us' page.	5
<u>TOTAL</u>	<u>100</u>

### **Class Policies:**

**Late Policy:** You will incur a 10-point late penalty for each day late that you submit your project. After 5 late days, no submissions will be accepted. CAUTION: Collab closes promptly at 11:59 pm. Don't wait until the last minute to submit. It is better to submit multiple times than to risk no submission.

**Submission Policy:** You will be submitting a .zip file of your project code to Collab under the correct assignment page. Groups will be required to sign up for in-person demos for each assignment, in which they will display their current progress to the TAs. On your honor, you agree to demo the exact code you submitted on collab.

**Demo Policy:** If you miss your scheduled demo appointment (disregarding emergency situations and extreme circumstances) you will incur a 5-point penalty on your milestone grade.