

CS2063 Introduction to Mobile Application Development

Project Proposal and Pitch

1 Proposal: Due 23 January at 8:29am

The proposal should be a maximum of 2 pages and address at least the following points:

- An overview of what the proposed app will do; this should address the core functionality of the app, as well as what useful or entertaining purpose the app will serve.
- Motivation for building the app: if the app will fill a gap in existing app offerings, explain this; if it will be an improvement on existing apps, explain how so.
- A description of the mobile-related features/functionality that will be incorporated in the app.
- An argument for why this idea would be best realized as an Android app, and not via some other means (e.g., a non-mobile application, a website, web app, hybrid app).

Your proposal must cover the above points, but you are encouraged to address any other relevant points to help motivate or describe your app as applicable (while staying within the page limit).

The proposal must be submitted, in PDF format, to your team's Dropbox on D2L, by the deadline. Marks will be assigned on a team basis.

2 Pitch: In class on 23 January

Each team will give a brief presentation on their proposed app. The pitch should address all of the main points in the proposal.

Each team will have two minutes in the case of a two person team, or three minutes for a three person team. **The time limit will be strictly enforced.** Each team member must take part in the presentation, and should contribute roughly equally. Marks for the pitch will be assigned on an individual (not team) basis.

Each team may use slides if they wish (but this is not mandatory). Slides must be sent to Dr Cook by email in PDF format by 9:00pm on 22 January. The slides will be available on a computer in the classroom. (Due to time constraints, and the time needed to switch the projector between computers, you may not use your own laptop for your slides.)