Final Presentation Outline

- 1. Title
  2. Project mission statement -- what, for whom, by when
  3. Customer requirements (top 5 or 6 most critical)
  4. Value proposition -- what makes our product different
  5. Block diagram -- showing customer and critical modules
  6. UI -- screen layouts, could be several slides if you have more than one
     a. How it meets the customer need
     b. How in meets the Apple HIG
     You can speak to a and b, they do not written to be on the UI slide(s)
  7. Features/Functionality -- what you did to solve the problem (top most critical)
  8. Ideal/Future -- what you would have liked to do, realistic estimate, if you could complete from January to June
  9. Lessons Learned from the class
  10. Demo description -- what the demo shows

Value Proposition

- Value proposition – a very brief statement that explains the benefits that your customer gets by using your product
  - The value proposition describes what your customers really want and value. The value proposition answers the question the customer asks you: "Why should I buy your product?" The value proposition is the answer. Answer these questions to generate your value proposition: Who is the customer? What do they need? What is their most critical problem? How did you improve on the existing solution? And, what in your solution will WOW them the most?

Features & Functionality

- Feature/functionality of the product – explains its capabilities
  - Feature is a distinguishing characteristics of a product or service that boost its appeal to potential customer; contributes to the formulation of a product marketing strategy; highlights usefulness and problem resolution
  - Functionality is capable of gratifying a consumer need
  - Potential customers realize a benefit of owning a product with certain functionality