Project proposal presentation (10%)
Guidelines
<u>Problem statement</u>
- An introduction to the business context and stakeholders for your project
- Description of the specific problem you are trying to solve.
    - Go into specifics, rather than just giving a broad outline of the problem.
    - Explain why the problem is theoretically, practically and managerially interesting.
    - What are the business decisions/objectives supported by the project?

<u>Approach</u>
- How are you going to implement the project?
    - Possible methods: theoretical (e.g., simulation or modeling-based approach), empirical, experimentation, etc.
        - Justify your choice of method
        - Indicate what data, analyses and tools you plan to use. For example, if you need computer vision capabilities, what libraries/hardware will you use?
- What assumptions are you making?
    - This can be informed by market research (e.g., typical users and use cases of your product) or literature reviews
- How will you evaluate your project?
    - What are some metrics you can use to see if your project works/ how well your project is doing?
    - What use cases do you need to test your project on?
    - If your products interact directly with users, are you able to assess the quality of interactions?
    - Will the results of evaluations be used to iterate on the project design?
- What are the limitations of the approach chosen?

<u>Goals</u>
- What is the expected outcome of the project?

<u>Plan of action</u>
- Think about what you want your project to accomplish by the end of the semester, and work backwards to set goals, down to weekly or fortnightly milestones
- You may include sketches/diagrams of your project if useful
- Team composition and duties:
    - Outline the tasks assigned to each member (tasks can be shared)
    - If useful, you can include a short description of expertise (e.g, Team Member X has done Y before)

Presentation format
Slides (demo is acceptable but not mandatory), 20 mins presentation + 5 mins Q&A.

<u>Grading criteria</u>
- Clarity of problem statement
- Feasibility of approach and preliminary work done
- Articulating the value of this project for the relevant stakeholders
- Organization and clarity of presentation