

A9: Project Presentation

Group assignment

Due: Tuesday, 27 March, 4:00PM

Submission: On Markus

Worth: 5% of your final grade

The most important thing about doing projects is sharing them with other people. Here will be your chance to share your work with your stakeholders, and other invited guests who know nothing about your work or process. You are to explain your entire project and process to them, in an engaging way, to convince them that your project idea is solid and worth continued support.

In this assignment you will wrap up your project with a 10 minute presentation.

Project Presentation

Your group will deliver a 10-minute presentation that describes your system to those totally unfamiliar with your chosen problem domain. Introduce your problem space, briefly mention the user needs analysis you performed and how the process you employed helped you arrive at your final system design and prototype. **The focus of this presentation should be your proposed system; what advantages it has over the current state of affairs and what problems it solves.** Make sure to mention the iterative design you used for your design development, all the phases of user research, expert reviews and usability testing that helped you arrive at your final design.

You will prepare your **presentation** and deliver it in tutorial on **March 27th**. Your TA's and the other students in your tutorial will assess your presentation quality. The **best project presentation from each tutorial** will compete in the CSC318 Projects Competition Finals.

The **CSC318 Projects Competition Finals** will take place on **April 3, 2018, 6:00-8:00 pm.**, at Ramsay Wright Laboratories, 25 Harbord St, Room 110, <http://map.utoronto.ca/building/072>

The distinguished **judges** for this competition will include:

- **Karel Vredenbugh**, Director, IBM Design Worldwide Client Programs, and Head, IBM Studios Canada
- **Stephen Perelgut**, IBM Canada Bluemix Ecosystem Business Development Manager
- **Tala El Hallak, Kaitlyn Pannunzio**, and **Jessica Baratta**, Designers from IBM Studios
- TBD, IBM Recruiting representative

Top three projects will be identified from among the seven competing projects. Members of **top three teams** will receive **certificates of accomplishment**. The members of the **highest placing team** will be invited to **interview for internship positions at IBM**.

What to submit?

Your presentation slides (PowerPoint or Keynote). If you do not include multimedia content in your presentation (i.e. audio, video, animations), you may submit a PDF file. We strongly encourage you to include videos, where relevant, for a more engaging presentation.

How will it be graded?

5% of your total grade for the overall quality of your presentation material and project quality.

Evaluation criteria:

- **Topic & Idea Originality:** Is this a brand new idea or a significant improvement over existing devices or technologies? Does the project address a new culture or service not currently sufficiently addressed by technology OR applies a significantly novel approach?
- **User Centeredness:** Does the design address a real user need? Has the project responded to real user needs as uncovered by the research? Has the project used feedback from their users to improve the design?
- **Design Quality:** Is the design well conveyed in prototypes and mockups? Are they using appropriate technologies for the defined problem? Does it match user needs and expectations, and match users' technical capabilities?
- **Presentation Quality:** Audience engagement, presenter enthusiasm, delivery clarity, quality of presentation materials & timeliness.