Iteration Proposal Presentation Guidelines

***Important Note:* Generative AI tools are *NOT* allowed to be used in this unit's assignments unless it is specified in their instructions and guidelines.**

Summary

You will present (showcase) an iteration proposal to your Mentors, to explain and justify your product idea and your plan to deliver.

A copy of your presentation slides is due at the start of your studio and to be uploaded in your Project Governance.

Your Project Governance Portfolio will also be reviewed and marked. Please see the Project Governance guidelines.

Objectives

The **objectives of this deliverable** are to:

- Have a deliverable to negotiate with a non-IT sponsor and other IT stakeholders to get agreement on the proposed project;
- Have a clearly articulated real problem statement and audience definition for the project;
- Have a concise, informative and effective "elevator pitch" that is demonstrated to the mentors;
- Identify and describe the audience, initial solution and constraints for the project;
- Provide a basis for the continuous deployment of the system;
- Identify and plan for risks unique to this project;
- Develop solutions to real world problems;
- Obtain feedback to ensure that the proposed project is viable and appropriate;
- Provide a basis for the continuous delivery of (and during) projects.

The **educational aims** of this deliverable are to give you the opportunity to:

- Critically enquire and create innovative solutions informed by research into topic areas and relevant open data;
- Make use of problem-based learning and develop problem-solving;
- Develop further, approaches and other strategies that clearly aim to build skills in analysis, synthesis, evaluation, and hypothesis testing;
- Document the analysis, visualisation and practical application making up the background to a project proposal;
- Provide the justification for undertaking a project;
- Identify and document the proposal while understanding different audience needs;
- Interact and negotiate with mentors;
- Design and control a project suitable for an iterative system development project;
- Understand the value of the review process and incorporating feedback to improve the quality of a deliverable;
- To practise your summarising, presenting and feedback skills;
- To demonstrate to apply your individual earnings from discipline to your product.

Audience

The deliverable is intended for the academic mentor should they want to see it, the academic supervisors and the development team. The academic supervisors will use the deliverable to help check that the scope of the system is reasonable and that the work performed is of appropriate quality.

Assessment

Your academic mentor will provide you feedback on how your team presented.

Description

The showcase will commence with the **elevator pitch** (please to refer to the Moodle pre-readings) of your idea and will help you prepare and practise for any presentations to external stakeholders whilst gaining feedback to improve the problem space and solution that you have designed. It highlights some of the key items of the proposed idea and shows that you understand your problem and your solution. The team should be prepared for questions and feedback from staff ,and fellow students. This presentation to your studio peers ensures that all teams know what is being developed inside their studio.

All the team members must speak and should be able to answer any questions raised by the industry mentors, mentors and peers.

Aim for a 15 minute presentation.

Aims

The showcase aim is to:

- To gain feedback in order to improve the problem and solution.

The educational aims of the presentation are:

- To develop and practise presentation skills;
- To practise summarising, reporting and use of feedback skills;
- To present to a variety of audiences including real world external stakeholders; &
- To show understanding of various designed problems and solutions.

Guidelines

Must commence with an elevator pitch before your team formally presents.

Presentation guidelines as follows (it is expected that everyone in your team must present).

Problem / Challenge

This is the “WHAT”; What is the problem or the challenge you are looking to solve, or the opportunity you are trying to create. This should be in the form of your problem statement.

Note: Your problem statement should be 4-5 sentences providing a general description of the problem to be solved. Why is it important? Also, show evidence of the current problem via research or a current news article.

Who (Personas)

This is the “WHO”: Who is your idea aimed at - your selected target audience. You should be able to justify the selection of your target audience. Be specific. Do not write “everyone”. For example you cannot have all international students as your target audience. You could narrow your target audience based on age, location, demographic, etc.

Plan for the Iteration, presented by MBIS or if not MBIS, then MDS.

Include your Iteration plan showing the Must Have epics that you are planning to deliver as the next steps.

- You must walkthrough the epics (features)that you are offering to deliver and what are the benefits of each feature for that iteration.
- High level prototype (consider UI/UX) eg wireframe or figma.
- To walk through the design thinking artefacts such as empathy map, persona
- To walk through the Customer Journey Map

To analyse your product by creating a customer journey map for your product and emphasising in detail of the following elements:

- Look for points in the journey where expectations are not met.
- Identify any unnecessary touchpoints or interactions.
- Identify the low points or points of friction

Please refer to the references on the customer journey map. **7 Ways to Analyze a Customer-Journey Map (nngroup.com)**

Open Data, presented by MDS/MAI

- List of open data sets that you will be utilising with supporting ERD model
- What insights (hindsight, foresight, insights) from a customer perspective that the data you found - how does that assist the user solve their problem ?
- Learning modes etc.. if applicable (presented by MAI)

Code Quality, presented by MIT

- High level System Diagram showing the entire system and its core components
- Illustrate and/or discuss how would you ensure code quality is incorporated for your final release
- How do you plan to pair programmes with the other disciplines ie share the pair programming roster?
- What is your estimating time and effort required for software development for each feature?
- List the user stories, acceptance criteria and test cases with a link to leankit.

Security Plan, presented by MCS, if no MCS, then by MIT

- Identify the security considerations
- Security inspection/quality assurance of project code
- How you will carry out and document penetration testing
- Identify any problems from previous iteration and therefore improvements needed

Proposed Solution

This is the “HOW”: How will your application potentially solve this problem? Include high level details of what the solution will provide in this section. All artefacts must be in the project governance folder and leankit.

Innovation, presented by MIT or MDS

- What innovative feature will be you delivering in this iteration and how will this benefit the user?

Submission

The iteration proposal presentation to your mentor will be presented as a team with a 7 - 10 page powerpoint slide proposing your idea with a problem statement, proposed solution, why it's important and target audience. Please refer to the above guidelines for further information.

All team members should be able to answer any questions raised.

Marking Guidelines

	Problem Statement: How well the teams explain the below aspects:				
	HD	D	C	P	N
Problem/ Challenge and Background	Exhibits rigorous critical analysis. AND The problem / opportunity is well defined, worth pursuing And falls under the category of IT for Social good and the teams allocated theme / topic. AND Research clearly conducted with deep and extensive understanding of the problem / opportunity.	In depth analysis. AND The problem / opportunity is well defined / worth pursuing And falls under the category of IT for Social good and the teams allocated theme / topic. AND Research conducted with deep understanding of the problem / opportunity.	Demonstration of fundamental knowledge, skills and attributes at a proficient level of analysis. AND The problem / opportunity the team has defined is worth pursuing And falls under the allocated theme / topic AND Research conducted with some understanding of the problem / opportunity	Satisfactory analysis. The problem / opportunity the team has defined may be worth pursuing AND falls under the allocated theme / topic but it is not quite clear if this is a real problem / opportunity to solve, with a pivot. AND Research conducted with some understanding of the problem / opportunity	No perspective or little analysis applied.The problem / opportunity defined is vague or not precise OR Does not fall under the correct topic theme but might with a small pivot. OR Little evidence of research as the statement is too generic or vague.
Proposed Solution	Comprehensive well defined functions of how the proposed application will solve this problem. AND can clearly see how the application will solve the problem.	Mostly detailed on how the proposed application will solve this problem, with some level of details on how the application will solve the problem. AND relevant to the target audience.	Good understanding of how the proposed solutions will assist in helping with the problem, some details are lacking AND relevant to the target audience	Minimal explanation or exploration of proposed solutions OR Does not fit the defined target audience	Limited or no explanation or link between the solution or problem. OR Does not fit the defined target audience
Who (Personas) and Potential Sponsor	Well defined SPECIFIC and VALID target audience, clearly demonstration of extensive analysis completed. AND No aspect of their target audience is missing. Exhibiting an exceptional understanding of their target audience through persona definitions. AND Focuses on	Exhibiting an superior understanding of their target audience through persona definitions. AND Identified major needs and expectation AND Mostly describes real people with backgrounds, goals, values	Exhibiting a proficient understanding of their target audience through persona definitions. AND Identified major needs and expectation AND Mostly describes real people with backgrounds, goals, values	Doesn't exhibit an acceptable understanding of their target audience through persona definitions. OR Does not identify needs and expectation OR Mostly describes real people with backgrounds, goals, values	Vague OR little to no link the problem statement. Unsatisfactory amount of research demonstrated. OR Needs / expectations are vague OR Little to no goals, values

	major needs and expectation of the target audience AND Describes real people with backgrounds, goals, values				
Project Technical Review	Demonstrates exceptional critical thinking, effectively applying hindsight, insight, and foresight to enhance the value and usability of the application, within guidelines. Articulates and critically justifies a robust, multi-faceted code quality strategy that transcends basic coding standards. Demonstrates exceptional implementation of security measures, with insightful justification and comprehensive risk assessment within security guidelines. Proactive approach to security.	Demonstrates strong critical thinking, effectively applying hindsight, insight, and foresight to improve the application, within guidelines. Articulates a clear and justified code quality strategy that includes multiple components. Implements security measures effectively, providing clear justification and a thorough risk assessment, within security guidelines.	Demonstrates basic critical thinking, with some application of hindsight, insight, and foresight, within guidelines. Articulates a code quality strategy but lacks depth and justification. Implements security measures, within security guidelines but justification and risk assessment may lack depth.	Demonstrates limited critical thinking with minimal application of hindsight, insight, and foresight. within guidelines. Articulates a code quality strategy but limited justification. Implements some security measures, within security guidelines but justification and risk assessment are incomplete or inadequate.	Demonstrates little to no critical thinking and minimal application of hindsight, insight, and foresight and does not follow the guidelines. Fails to articulate a clear code quality strategy or provide adequate justification Fails to implement appropriate security measures or demonstrate an understanding of project security amd does not follow guidelines.
Iteration # Plan (EPICS)	Shows exceptional analysis and evaluation of what is required in determining the successful implementation.	Shows Superior analysis and evaluation of what is required in determining the successful implementation.	Proficient analysis / critical evaluation of what is required	Satisfactory analysis of what is required OR Shows very little (but some) thought of what is required in determining the successful implementation	Low level of analysis completed to determine what required OR Shows no understanding of requirements
Presentation Skills	Excellent explanation of the problem statement and solution. Deep insights into the audience for the solution and their challenges.	Well explained and detailed articulation of the problem statement, solution and audience	Satisfactory articulate the problem statement, solution and audience.	Some explanation of the problem statement, solution and audience. However incomplete or not well explained.	Vague or little explanation of the problem statement, solution and audience
Team Work	The team has clearly achieved a result that has leveraged the strength of all the members. Excellent communication among the team during the presentation.	Good communication and cooperation amongst the team members.	Evidence that the team has worked together to prepare the presentation and	Evidence of a lack of coordination and cooperation.	The team clearly has not worked together. Either a disjointed presentation or the work of just one person.