Assignment 1 : Proposal to Industry Mentor (10%)

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 conduct a proposal to your Industry Mentors, (also known as a showcase) to explain your project and justify your idea in your studio This is worth 10% of your marks. A copy of your presentation slides is due at the start of your class and to be uploaded in your Project Governance.

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

Objectives

The **objectives of this deliverable** are to:
- Have a document 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 IMs;
- 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, visualization 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 senior industry representatives;
- 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.

Audience

The deliverable is intended for all of the project's major stakeholders: including the industry mentor should they want to see it, the academic supervisors and the development team. You will use the deliverable to

inform the industry partner of what the project is. 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

The Industry Mentory and your academic mentor will provide you feedback on your idea after the showcase.

Assignment 1A: Proposal to Industry Mentor (IM) Showcase (10%)

Description

The showcase will commence with the elevator pitch 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 , industry mentors and fellow students. This presentation to your peers ensures that all teams know what is being developed inside their applied session.

As part of your design thinking process, generative AI may be used however references must be cited,

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

Aim for 10 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

We recommend you include the following in your presentation:

1.   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, you will need to **show evidence of the current problem via research or a current news article** as a reference.

If generative AI was used to brainstorm ideas, please explain your process of how you came up with the idea and why you disregarded the other ideas as part of brainstorming.

2.   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.

This is where you will include the following:

- High level System Diagram showing the entire system and its core components
- Epics for your solution (aim for 6 - 8)
- High level prototype (consider UI/UX) eg wireframe
- List of open data sets that you will be utilising
- Identify any risks that you are aware of so far

3.   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.

4.   Plan for Iteration 1

Include your Iteration 1 plan showing the Must Have epics that you are planning to deliver as the next steps and must use open data and be innovative.
For eg, Walkthrough the features that you are offering to deliver and what are the benefits of each feature

5.   Potential sponsor

Include the names of 1 - 3 potential organisations who could potentially be interested in sponsoring your project. We will be inviting your stated potential organisations to the Expo.

Please include any references that you might have used.

Don't forget to request advice/feedback from your Industry mentor at the end of your presentation. Note: Take notes of all feedback received from your Industry Mentor and Academic Mentors as this will be required for your iteration review.

Submission

The proposal to your Industry mentor will be presented as a team with a 7 - 10 page powerpoint slide (as a guideline) 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 and also all team members must present.