

Aims and objectives

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Aims and objectives should communicate your motivation and key activities. They will help you to plan your research, ensure you have access to resources you need, and make sure you stay focused and in scope

What's the difference?

Aims

- ▶ **What** you are intending to achieve overall, **why** you think its important and the intended benefit of your outcomes

Objectives

- ▶ **How** you will achieve those aims

Aims - the 'what' and the 'why'

- ▶ **What** you are intending to achieve overall and **why** is it important?
 - ▶ What is the motivation of the project?
 - ▶ Why is the project required?
 - ▶ What will you create?
 - ▶ What will you do with your results – its impact, benefit or contribution?

Objectives – the 'how'

How will the aims be achieved

- ▶ Background study:
 - ▶ literature review
 - ▶ technology review
- ▶ Scoping and design
- ▶ Implementation
- ▶ Results
- ▶ Evaluation

Example: 'Lets Translate'

Aims of the project

1. To develop an application that translates keywords/specialist vocabulary in a classroom for secondary school students.
2. To explore if keyword translations will have value for teachers and students.
3. To evaluate the prototype to establish any additional ways in which technology can support communication between and learning within classroom settings.

Objectives of the project

1. To create a database that's stores keywords, specialist vocabulary and user information.
2. To select a reliable and accurate translation tool to convert all keywords into other languages.
3. To extract data from the database to appear on the application.
4. To investigate the influence translation tools are having in schools
5. To examine the influence technology has on teaching and learning

Example: Rainbow food

Aims of the project

1. Develop a prototype that helps people maximize the use of the vegetables included in their weekly Oddbox.
2. Provide people original recipe ideas using the vegetables they have at their disposal.
3. Use all the vegetables they have to output recipes.

Objectives of the project

1. Ask the user for inputs such as vegetables, weight, allergies, and food preferences.
2. Write an algorithm to get three up to five different recipes based on other users' ratings (collaborative filtering).
3. Ask the user for feedback (liking or disliking the recipes shown).
4. Do research on how ML would be able to help upgrade the prototype for content-based filtering.

Rainbow food : another go

Aims of the project

- ▶ 1. Investigate if Machine Learning can have a role in reducing food waste for households
- ▶ 2. Develop a prototype that helps people maximize the use of the vegetables included in their weekly Oddbox.
- ▶ 3. Evaluate the prototype to further investigate how ML and content-based filtering used for recipes could reduce food waste

Objectives of the project

- ▶ 1. Investigate the problem of food waste
- ▶ 2. Investigate recommender systems and how they might be used for recipes
- ▶ 3. Provide people personalised recipe ideas using the vegetables they have at their disposal by:
 - ▶ 1. Asking the user for inputs such as vegetables, weight, allergies, and food preferences.
 - ▶ 2. Writing an algorithm to get three up to five different recipes based on other users' ratings (collaborative filtering).
 - ▶ 3. Asking the user for feedback (liking or disliking the recipes shown).
- ▶ 4. Do research on how ML would be able to help upgrade the prototype for content-based filtering.

Aims and objectives - summary

Aims

- ▶ **What** you are intending to achieve overall and **why** is it important?

Objectives

- ▶ **How** you will achieve your aims eg.
 - ▶ Background research / literature review
 - ▶ User research
 - ▶ Design methods
 - ▶ Developing new skills
 - ▶ Technical implementation
 - ▶ Testing and evaluation