Final Project: Due Date, June 6, Monday 7:30pm
Final project (30 points) for the class consists of 3 components:
1. Deliverable (16 points)
2. Class Presentation (8 points)
3. Personal Contribution (6 points)

Deliverable
Deliverable for the final project consists of a combination of web presence, video, iPetition, iSurvey, business design document, and brochure (final product: corrected, improved or for different audiences). More the number of students in the group, higher should be the quantity and quality of deliverables.

The deliverable will be evaluated most importantly on the basis of impact (described in the paragraph below). Minimum expectations include clarity of the purpose (why), how, and what. SUCCES (simple, unexpected or innovative, concrete, credible, emotional, and story telling) criteria will also be employed in assessing your project. Additional criteria include but not limited to thoughtfulness in design, art, and effort (which can be documented in group presentation and/or personal contribution).

Compelling measure of impact will be active participation in your project by your stakeholders. Excellent examples include number of people participating in an iPetition, filling out an iSurvey, and/or uploading a Photo. Sharing a video or a photo is a good evidence of impact. In absence of these metrics, visiting or viewing webpage also provides examples of public participation although more in a passive form.

Group Presentation
The group presentation will take place in the classroom (JBE152) on Monday, June 6, 7:30-10:30pm. Every student must participate in the presentation. Please ensure that you have emailed the presentation to me so that we do not have to switch the computers and/or please bring the presentation on a USB drive for added backup measure.

The presentation will be a “pitch” describing an overview of the project: why, how, and what conveying your message simply, succinctly, but powerfully. The presentation will also include the results obtained after active participation from stakeholders. Presentation is also an opportunity to describe the challenges you faced and future potential of the project (assuming it were to continue).

In addition to the criteria listed (in the deliverable section), please mention any other criteria or metric that you think should be used to evaluate your project. In addition to self-proclaimed excellence, I am looking for evidence of genuine (as opposed to gratuitous) participation in your project. Your presentation must include a discussion of metric that you used to evaluate the project.
For business design documents, a description of competing (or most similar) websites or efforts with a clear description of the differences and the edge of your project should be clearly articulated. Evidence of users or potential users will be a key (in business terminology, is there a market for your product/service and if so, what is the profile of these users?)

I recommend approximately 10 slides per group of two. Larger groups may have more slides. The presentation should be about 10 minutes for a group of two and may be a bit longer for larger groups. A general rule should be a maximum of 5 minutes per person for groups of two and more like 3 minutes per person for larger groups. A crisp focused presentation is preferred over meandering time-filling presentations.

**Personal Contribution**

A one-page maximum description of your personal contribution to the project needs to be submitted both electronically (by email to me) and in a hard copy format (please slip it under my office door E2-361) by June 7, Tuesday, 5:00pm. The document must provide good understanding of the process that you used to create what you have created. The document could also include reference to websites (yours and other relevant ones), interviews, annotated online research/source/competing websites etc. The document is also an opportunity to describe any efforts that did not succeed and anything else that I need to know to evaluate your work. Many students are very cryptic not providing any insight into how the deliverable was created. If such information is missing, you risk low scores in this part of the submission.