Final Project: Due Date, March 20, Tuesday 7:30pm

Final project (50 points) for the class consists of following components:

1. Web presence (6 points)
2. Brochure (10 points)
3. Class Presentation (8 points)
4. Additional Deliverables (Survey, Video, Flash Mob, Programming, Interview Reports, etc.) (10 points)
5. Evidence of Stakeholder Engagement (could be contained in 1, 2, 3 or additional material) (10 points)
6. Personal Contribution (6 points)

The exact distribution of points for the final project may vary depending upon which of these deliverables were included (or not included) in the final project.

Deliverable
Deliverable for the final project consists of a combination of (1) web presence, (2) brochure (final product: corrected, improved or for different audiences), (3) Class presentation, and (4) some of the additional deliverables listed above (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. Clear description of various stakeholders and their stories is a clear plus. Additional criteria include but not limited to thoughtfulness in design, art, and effort (which can be documented in group presentation and/or personal contribution). For some projects, a description of competing (or most similar) websites or efforts with a clear description of the differences and the edge of your project project perhaps in a tabular format should be clearly articulated.

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, adding a comment to or blogging at your website, and/or interviews. In absence of these metrics, web traffic and associated data analytics may also be used, although these are examples of passive participation.

SUBMISSION Guidelines

1. Web: Link for the web pages must be embedded in your presentation.
2. A hard color copy of brochure needs to be submitted. An electronic copy of the brochure must be emailed to Lodha@soe.ucsc.edu and ravish@soe.ucsc.edu with subject line: CMPS 80S Final Project Brochure.
3. Presentation: An electronic copy must be submitted to Lodha@soe.ucsc.edu and ravish@soe.ucsc.edu with subject line CMPS 80S Final project Presentation. In addition, ppt presentation must be brought on a USB key for class presentation.

4. Additional Deliverables: Videos must be submitted electronically as well as brought on a USB key for presentation. Survey, interview reports, etc. either should be available on the website or if unsure, please bring a hard copy. If there are additional deliverables, please be sure to ask me.

5. Personal Contribution: See below (hard copy submission required)

**Group Presentation**

The group presentation will take place in the classroom (EMS B 206) on Tuesday, March 20, 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 stakeholder participation in your project.

I recommend approximately 10 slides per group of two. Larger groups may have a bit 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 2 minutes per person for larger groups. A crisp focused presentation is preferred over meandering time-filling presentations. The first slide must have a title, names of all group members, and additionally (optionally) a mission statement or a logo.

**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 March 21, Wednesday, 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, it becomes very hard for me to evaluate your role in the final project.