**Project Deliverable: Proposal Presentation**

**Purpose:**

The purpose of a proposal is to justify the start or continuation of the development of a proposed design. For the purposes of this class, the proposal allows teams to evaluate different design options in a formal matter and present their preliminary decision before proceeding to the building phase. It will allow the team members (and the instructor) to gain confidence that a successful project will be completed by the end of the semester.

**Proposal Requirements:**

The project proposal will consist of two parts: (1) A 5-7 minute (plus questions) team presentation of your proposed design and (2) Written proposal report. See Canvas for due dates for these two parts.

The proposal presentation and written proposal report are both **team deliverables, and should be completed as a team with all team members participating**. Details for the proposal presentation is included below, and the details for the proposal report is in a separate document posted on Canvas.

**Proposal Presentation**

The goal of this presentation is to present your proposed design solution to the Instructor and your peers in order to provide justification of your approach and to receive feedback and input from others concerning your design. Your presentation must be 5-7 minutes in length, and ALL team members must participate in both the preparation and delivery of the presentation. At the end of your presentation (after the 5-7 minutes), there will be a brief question & answer period in which you will answer questions from the audience, and receive feedback/comments from the audience. This is a formal presentation, and **your team should be dressed in professional attire** (business casual minimum).

You should create PowerPoint slides to use as visual aids during your presentation. **If you choose to use Google Slides on your Google Drive, make sure to give the instructor the permission to view it.** You may also choose to use Prezi ([www.prezi.com](http://www.prezi.com)) as your visual aids. To use Prezi, you will need to register with your ASU email address and you may use the video tutorials from the website for help (<https://prezi.com/learn/>). **Your visual aids (.ppt or .pptx format for PowerPoint presentation; or the link to the Google slides or prezi presentation) must be submitted to Canvas** **before the due date specified on Canvas.**

Your presentation should include the following:

* **Title Slide**: Include title, team number/name, and team member names
* **Catch:** An opening that catches the audience’s attention
* **Need**
* Share the story of your character experiencing the pain point
* Describe your potential customers (age, gender, income, etc.). How big is your market (how many people out there might buy your solution)? What is the potential for market growth?
* **Approach**
* Describe how your solution works and how it addresses the user’s pain point or need. Consider inserting photos, mockups, diagrams, work-flows, etc. to quickly and clearly illustrate your innovation.
  + Define your point-of-view and your project objective
  + Include a list of design requirements
  + Include design criteria and their weightings
* **Benefits per cost and Competition**
* What are the current solutions and state of technology for solving the problem?
* Describe your solution’s important/unique design features. How is your design different from the others in the market? Consider using a simple competitive analysis table showing how your 3-4 key features/benefits out-match 3-4 current solutions.
* **Next Step (Building Plan)**
* Include detailed sketch (including approximate dimensions, labeled features, etc.) of your proposed design
* Include table of Bill of Material and total estimated budget
* **Conclusion**
  + Why should someone invest in your design? Summarize your value proposition, i.e., how your design is going to add value in an economic, environmental, or societal sense such as reducing costs, increasing speed, expanding reach, eliminating inefficiency, increasing effectiveness, or whatever value you can think of. **Describe how your design is related to the “theme”.**
* **References**
* Include citations of all references used for information. The source for any images (pictures, diagrams, etc.) used should be cited on the slide on which the image appears.

For your proposal presentation, your team will be graded based on:

* Overall effectiveness of presentation
* Interesting
* Informative
* Organized
* Clear (easy to understand)
* Speaker confidence
* Meeting all requirements of the assignment
* Includes all required content
* All team members participate (speak)
* Provides clear rationale/evidence to support design decision
* Professionalism

**Proposal Presentation Grading Rubric**

**Names: Team #**

|  |  |  |
| --- | --- | --- |
| **Topic** | **Max Pts** | **Score** |
| **Presentation Length Penalties**   * IF presentation < 5 min. score is reduced by 2 points * IF 5 min.≤ presentation ≤ 7min. no point reduction * IF presentation > 7 min. score is reduced by 1 point |  |  |
| **Presentation Requirements**   * (Y N) It is clear who the speakers are (everyone was introduced) * (Y N) Everyone in the group spoke * (Y N) Presentation was uploaded before deadline * (Y N) **All** team members appropriately dressed (Professional Attire: business casual minimum) | 4 |  |
| **Catch** | 1 |  |
| **Need** |  |  |
| Share the story of your character experiencing the pain point | 2 |  |
| Describe your potential customers (age, gender, income, etc.), market size and potential for growth | 2 |  |
| **Approach** |  |  |
| Describe how your solution works and how it addresses the user’s pain point or need | 2 |  |
| Define your point-of-view and your project objective | 2 |  |
| Include a list of design requirements | 1 |  |
| Include design criteria and their weightings | 1 |  |
| **Benefits per cost and Competition** |  |  |
| What are the current solutions and state of technology for solving the problem? | 2 |  |
| Describe important/unique design features, how is your design different? | 2 |  |
| **Building Plan** |  |  |
| Include detailed sketch (including approximate dimensions, labeled features, etc.) of your proposed design | 2 |  |
| Include table of Bill of Material and total estimated budget | 2 |  |
| **Conclusion** |  |  |
| What is your design’s value add (economic, environmental, societal, etc.)? | 2 |  |
| **References** |  |  |
| All sources cited appropriately (citations present, in correct format, and from reputable sources) | 1 |  |
| **Overall Effectiveness of the presentation** |  |  |
| Effective visual aids (text, picture, formatting, etc.) | 2 |  |
| Speaker confidence (volume, clarity, eye contact, engage audience, etc.) | 2 |  |
| **Total** | **30** |  |