

San José State University  
Department of Computer Engineering

CMPE/SE 131  
Sections 1 and 3  
**Software Engineering I**  
Spring 2017  
Instructor: Ron Mak

## Assignment #4

<b>Assigned:</b>	Tuesday, February 21
<b>Due:</b>	Friday, March 3 at 11:59 pm
	<u>Team assignment, 100 points max</u>

### Conceptual design and oral presentation

Write the first draft of your web application's **conceptual design**, which you will add later as a new section at the end of your **functional specification**. You will also give an oral presentation of your conceptual design to the rest of the class.

### Written design

Your written conceptual design should include:

- Copied from your Functional Specification (to be removed later when you append the conceptual design to the end of the Functional Specification):
  - Project name
  - Problem statement
  - Product objectives
- An overview of your solution
  - A list of major features
  - A description of your application's major modules and how they will interact with each other
  - High-level architecture diagrams
  - No implementation details
- Screen shots of mocked-up web pages
  - Illustrate the sequence of web pages for a key use case.
  - They can be taken from your live demo (see below)

## Marketing brochure

Create a 1- or 2-page marketing brochure that includes:

- The name of your product (the web application)
  - Problem statement and objectives
  - What is the purpose of this application?
  - What will it do?
- A list of major features

The brochure does not need to be fancy or include any artwork.

Submit your brochure to Canvas at least one day before your presentation so that I can post it on the class website: **Assignments/Assignment #4. Product brochure**

## Oral presentations

Your oral presentation should include:

- An overview of your solution
  - A description of your application's major modules and how they will interact with each other
  - High-level architecture diagrams
  - No implementation details
- An overview of a key use case
- A **live demo** of the prototype for that use case, which can consist of
  - A sequence of screen shots put into PowerPoint
  - Or a live demo with mocked-up web pages (can be static pages)
  - Or Rails-generated web pages.

Your presentations should be a combination of PowerPoint slides and the live demo.

Rubrics for good PowerPoint presentations:

<http://www.cs.sjsu.edu/~mak/CMPE131/assignments/4/PowerPointRubrics.pdf>

After your presentation, make any changes to your slides based on the feedback, and submit them to Canvas: **Assignments/Assignment #4. Presentation slides**

Imagine that you're doing a product pitch at a trade show. Within the first minute, you must grab the audience's attention and make clear what it is you're developing and the problem you're solving. During the rest of the time, you need to convince the audience that your product is indeed the best solution and that you're the right team to build it. You should encourage interactions, answer questions, and solicit ideas and suggestions from the audience.

During each team presentation, members of the rest of the class will play the role of potential future users and customers of the application. Ask tough questions and make suggestions! After each presentation, the rest of the class will fill out survey forms rating whether or not they would buy and use the application, based on the presentation.

All team members should be present for a team presentation. Each team will have 15 minutes. Allow a few minutes for Q&A and suggestions. Brevity and clarity are crucial!

Five teams will be randomly chosen to present on Tuesday, September 27 and another five teams will be randomly chosen to present on Tuesday, September 29. More teams can present if there is enough time. The rest of the class will evaluate each team's presentations via an online Canvas survey.

**Class attendance is especially important during team presentations.**

### **What to submit (written conceptual design)**

Each team should submit to Canvas your conceptual design, for now as a separate document: **Assignments/Assignment #4. Conceptual Design Report**

### **Rubric**

Your conceptual design will be graded according to these criteria:

<b>Criteria</b>	<b>Maximum points</b>
• Product name, problem statement, and product objectives	• 5
• A list of major features	• 25
• A description of your application's major modules and how they will interact with each other	• 25
• High-level architecture diagrams	• 25
• Screen shots	• 20