

Assignment 9: Project Report

The write-up should be approximately 4000 words and describe all the various steps followed, and should also include the sketches, screen dumps and other materials created and collected. Anything published online should be made viewable so it is important to include your URL. The report should include sections on the aims, introduction (background reading), method, analysis, discussion and conclusions. It is important to write it up as a report and not as an essay. (see: <https://explore.easyprojects.net/blog/how-to-write-a-project-report>) Include the following:

- *Title*
- *Abstract*
- *Introduction-* Write an introduction (approximately 500 words) to the project, outlining what you consider to be the main issues involved with conceiving and building your project.
- *Description-* see explanation below
- *Market Research-* see explanation below
- *Designing-* see explanation below
- *Testing-* see explanation below
- *Discussion-* see explanation below
- *Conclusion-* see explanation below
- *References-* Each bibliographic entry needs to be cited at least once in the body of the work. All citations must be in either APA or MLA style and appear in your bibliography. (if you need help see: <https://owl.english.purdue.edu/owl/section/2/>) There must be at least 10 bibliography entries and 25% of these entries need to be from published journals and/or papers.
- *Please consider using the [University Writing Center](#) BEFORE handing in your work to make sure it is done, and done well. This is by far, the best and easiest way to improve your work.*
- *Use bullet points and subheadings to add clarity to your organization.*
- *The headings listed above should be used to separate the sections of your work, however you may add more if you feel it will add clarity for the reader. Under each heading on the following pages are listed questions and/or statements that are intended to provoke thought; they are NOT intended to be answered specifically.*
- *REMEMBER: This is a [report](#), not an essay.*

Description

What is your application (app) designed to do; what problem space does it address? What was your inspiration: why did you design it the way you did? By what process did you determine your app direction and design?

Be thorough in this area and describe in detail the process by which your application became real and what variables affected the evolution of your design. This is a good place for analyzing your methodology for development and finding resources that support your methodological choices.

Market Research and Duplication

What other apps are there in the same market as the one you developed? Have there been others? What companies, large or small, developed the product and what are some of the other products or services they offer (if any)? Could you cannibalize from other apps? Pretend that you are going to take your app to seek funding for development and include in your description answers to juror questions like, "How are you different from _____? Why would people use your application instead of _____? In what situations would people use _____ instead of your application?" What tasks are left to complete to get your app ready for the market? What do you think would be the best distribution method for getting your application/website the widest possible market exposure?

In this area you defend why your application is different and then prove that it is different. You might find some statistics that support your defense by looking at popularity and/or sales figures of applications that address your problem space. Such statistics are often found in the Google app store or in Apple store. If you have created something that is more along the lines of a web based solution then see if you can get any analytics from those websites. To get some information about traffic and to compare it with yours you can use <https://serpstat.com>. Also you can get some insights about social and content metrics there. Some web sites show their statistics to attract advertisers so you can get some data there. Other tools to use are Ahrefs (Link: SEO Backlink Checker & Competitor Research Tools), Similarweb (Link: Similarweb.com - Digital World Market Intelligence Platform), Buzzsumo (Link: BuzzSumo: Find the Most Shared Content and Key Influencers

Design

What was your thinking when you created your design (remember your brainstorming and inspiration boards)? Why (e.g. models, themes, or paradigms) did you choose the buttons, menus, and/or dialog options that you used? **From your readings (note the chapter and page in the citation but does not need to appear in the bibliography)** discuss what other options were available and why you did not choose them. How would you figure cost of development?

This is your area to show some in-depth research as well as what you have retained from course materials. At this point you could lean heavily on your book and use it as a guide for both defending your design choices as well as discovering other outside resources or supporting your choices. Be sure to cite any information used from a source other than your opinion. Remember, I'm not interested in your opinion in this report, I am interested in your ability to defend your project based on activities, lectures, and assignments done in this course.

What support documentation did you create (or do you think should be part of the project)? From a project perspective not only do you need to support the user of the app but you need to be able to hand the project off to other teams. How will you keep continuity to the project development?

Testing

Present your development and UX testing plans then evaluate both plans based on what happened. Was your development plan effective ended include all components you assumed would be needed in the development process. Were the deadlines realistic?

Regarding your UX testing plan, start with describing your procedure then present the results. What was the most unexpected finding? What would you do differently? What metrics would you need to know to proceed with production? What would be your plan for gathering user information metrics (user data) once your application went to market?

Discussion (*what I learned this semester*)

In this section, simply state in your own opinion what you think about the course, course content, instructional style, etc. if you found the course useful or not useful please explain. Do you think it had merit in your curriculum and did you learn anything that you think may be useful to you after college? You do not need to support any of these opinion statements and in this section, feel free to offer suggestions for course improvement.

Conclusion

In a few sentences draw some conclusions about your project. Reiterate any highlight key take-aways you learned from doing the project. Pull the report together and summarize.

Reflective Essay Rubric

Proficiency Level	Beginning	Developing	Accomplished
Student is aware of his/her own thinking	Student has an emerging awareness of his/her own thinking: provides confusing, little, or no report of the thinking one might use to solve a problem or complete a task; falters in his or her explanation of how the new information will influence their practice.	Student is somewhat aware of his or her own thinking: provides a vague or incomplete description of how one might think through a task or problem. Provides only a few ideas about how the new information could influence his or her performance.	Explains in detail the sequence of thought he or she used when facing a task or problem. Provides a detailed analysis of how an awareness of his or her thinking has enhanced performance.
Student is able to analyze differing perspectives	Defends his or her dominant and privileged beliefs, expectations, and values without sufficiently considering alternative points of view. Ignores explicit and implicit points of disagreement.	Identifies and articulates issues that are not points of disagreement as important issues of disagreement. Shows unexplained bias in discussion of alternative views.	Explains the reasoning behind differing points of view and considers and discusses alternative views rationally and impartially. Student thinks flexibly and objectively.
Student is able to construct support	Identifies and defends information that does not require support; fails to identify a claim that should have support.	Takes a strong position on an issue that does not necessarily warrant defense; articulates a position but doesn't present a clear line of reasoning behind it.	Determines when it is appropriate to take a position on an issue and is able to justify the position by providing "careful and reasoned qualifications or restrictions" for his or her position.
Student interprets information	Reflections are descriptive: a reiteration of what happened or was read. Serious misinterpretations or not interpretation of the information is evident. Reflection is shallow and egocentric.	References are made to other readings or experiences, but explanations about how the information extends insights are undeveloped or missing. Interpretations of information are imprecise or awkward.	Interprets information in accurate and highly insightful ways. Cites readings and prior experiences and explains how these references extend and refine insights.
Student synthesizes information	Explanations of how the information will effect their practice and the practice of other professionals is not addressed	Inconsistent or incomplete explanations of how the information will effect their own practice and the practice of other professionals	Clearly identifies and explains the social, political, and/or professional implications of the information and insights
Supporting Information	No references are supported in the form of citations for information presented or referenced from outside sources and there is no bibliography.	Some references are supported in the form of citations for information presented or referenced from outside sources. All citations are in either MLA or APA style and appear in a bibliography.	Provides support in the form of citations for any information presented or referenced from outside sources. All citations are in either MLA or APA style and appear in a bibliography.

Writing style and grammar	There are too many errors and the sheer quantity makes the paper unreadable.	There are a few problems with style and/or grammar but they do not interfere with understanding of the writing.	There are no stylistic or grammatical errors.
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