MIS 3536
Presentation and Project Report

3 Parts: Process / Product / Pitch

PROCESS:
- HOW did you approach the project?
- Provide a detailed summary of the team’s research and problem solving process
  - What fieldwork was done?
  - Who did you interview?
  - What were your key insights?
  - How did you develop your solution?

PRODUCT
- What is your problem statement?
- Who are your affected stakeholders
  - Personas
  - What is the scenario of their interaction?
- What are their unmet needs?
- What is your solution?
  - What is the BIG IDEA?
  - How does your solution meet the needs of your persona(s)?
  - How does it work?
  - What is the system?

PITCH
- Articulate the value of your proposal
- Why is it a great idea?
- What makes it innovative?

Create the following to communicate all of the above:
- 3 PAGE 8.5x11 infographic/poster providing a written and visual representation of the above

References:
http://weatherhead.case.edu/departments/design-and-innovation/student-works/projects/cleveland-concierge