CS 377U Understanding Users

P3: App Idea Elevator Pitch

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Assignment Description

Your generative research has now led you to an app idea. But how do you convey that idea to others? This assignment will help you focus on the concept you will pursue for the rest of the quarter, as well as help you to focus the idea into a 3-minute pitch considering the audience and benefit of the system that you will build.

A good "elevator pitch" not only gets across the idea itself, but motivates it with the data from your research and articulates the target audience for the product. If you only had 3 minutes of time with a VC, what would you say? That's the goal of this assignment. Convince your fellow students that you have a winning idea that meets a real need in the market.

Domain and Research: You should begin by stating your domain and briefly summarizing your research - which methods did you use, and what were your major findings/insights?

App Idea: Next, you should focus on the idea itself. In 1-2 sentences, explain your app and the core user value it will provide. Then clearly explain how it derived from the data in your study.

Target Market: Finally, address the target market for your app, and how you plan to reach it. You can use figures from PEW research reports, your earlier literature review, or other sources to help back up your claims on market size.

IMPORTANT NOTE: You will be strictly kept to the 3-minute presentation timeline. At the 3 minute mark, you must stop, even if mid-sentence.

Deliverables & Due Dates

Assignment is due on Thursday, March 21st @ 4:30 pm.

Please submit materials in a folder entitled with your team name to [this GDrive folder](#) and post a link to your gSlides presentation to this [gSheets](#). One submission per group, please.

A Google Slides Presentation containing sections on:

- Domain and Research
- App Idea
- Target Market

In class:

- Present your deck in less than 3 minutes.
- We will have a "Crowd Favorite" award in which each student can vote for their favorite presentation.

Grading Rubric

This assignment is graded on a rubric out of 100 points. It is worth 15 percent of the overall grade at the end of the quarter.

Category	Unsatisfactory	Adequate	Good	Very good	Excellent
Domain and Research 20 Points	Minimal details about the study are mentioned (completely missing at least one of methods, participants, themes, etc.)	Study only had one method	Study has methodological flaws, but was still conducted using multiple methods and 5+ participants.	Study is well conducted using multiple methods (interview + x) with 5+ participants. Themes or design guidelines are only listed with no examples.	Study is well conducted using multiple methods (interview + x) with 5+ participants. Themes or design guidelines are clearly explained along with at least one data point to support the theme.
App Idea 30 Points	Idea not motivated from data	Idea has tenuous connection to data	Ideal is clearly motivated from specific design insights, but main use case is not discussed.	Idea is clearly motivated from specific design insights, but use case is not fully clear.	Idea is clearly motivated from specific design insights. The main use case is clearly articulated.
Target Market 20 Points	No market data given	Only anecdotal data given from mostly qualitative research	Population-level data/TAM is not given, or story for launch is unclear	Market seems too small for launching successfully	Large-scale data is given that supports a wide market for the app, clear story is told as to how that market will be addressed to gain users.
Presentation Quality 20 Points	Serious portions of content are missing	Presentation goes over 3 minutes delivery is dry, stories not well told	Presentation is under 3 minutes, concept is not believable based on delivery	Presentation is under 3 minutes, however slides are text heavy	Presentation is under 3 minutes, slides are clear without too much text, and delivery is entertaining/ believable.