

A dark blue world map is centered in the background. In the top right corner, there is a cluster of five lightbulb icons, some inside a wireframe box. In the bottom right corner, over the South American continent, there is a single lightbulb icon.

# Human-Computer Interaction Programming Studio

COGS121

Instructor: Philip Guo

Milestone 10: In-class elevator pitch write-up

(2017-05-15)

# Milestone 11 Rest of your app UI (1 of 2)

Due: Wednesday, May 17 at 1pm

- Start making progress on the rest of your app UI that surrounds your core map/geo part. You have 2 weeks for this set of milestones to finish up the UI that surrounds core map/geo stuff.
  - If you want to do more by this milestone, then go for it :)
- Create a `milestone11.md` Markdown file in GitHub repo, containing:
  - Description of what each team member has done on the project since you wrote up `milestone9.md` for Milestone 9.
  - At least one screenshot of the rest of your app's UI (not map/geo part)
  - You can include more screenshots if you want!

# The Elevator Pitch

- Who is it for? Potential investors. Supervisors. Customers. etc.
- Why plan it in the middle of the quarter rather than at the beginning?
  - Because your idea naturally evolves over time, and we don't want you to over-plan up-front.
  - Because once you already start to have a partially-working prototype, it's easier to think of a more concrete pitch.
  - Because you'll want to show the pitch together with a prototype rather than just talking about vaporware.

# Heilmeier's Catechism

- What are you trying to do? Articulate your objectives using absolutely no jargon.
- How is it done today, and what are the limits of current practice?
- What's new in your approach and why do you think it will be successful?
- Who cares? If you're successful, what difference will it make?
- What are the risks and the payoffs?
- How much will it cost? How long will it take?
- What are the midterm and final "exams" to check for success?

# In-class activity for Monday - due 2:50pm

- Create a single milestone I 0.md file for your team
- Write out an elevator pitch in the format of Heilmeier's Catechism with a section for each of these questions, and then your answers:
  - What are you trying to do? Articulate your objectives using absolutely no jargon.
  - How is it done today, and what are the limits of current practice?
  - What's new in your approach and why do you think it will be successful?
  - Who cares? If you're successful, what difference will it make?
- (rest of the questions are optional, just do these 4 for milestone I 0.md)