



Human-Computer Interaction Programming Studio

COGS121

Instructor: Philip Guo

Milestone 12: In-class giving elevator pitch to classmates & TAs

(2017-05-22)

It's Week 8! Course Roadmap and Philosophy

- The objectives of this course (COGS121) are to:
 - give you an opportunity to build a modern web app in a team,
 - get frequent feedback from peers and instructors along the way,
 - practice iterating repeatedly based on this feedback,
 - and reinforce the pedagogical lessons that you learned in COGS120/CSE170 (Intro. to Human-Computer Interaction).
- To achieve these objectives, this course will be structured (as its name implies) in a *studio format*, which will be light on lectures and heavy on hands-on feedback and in-class group work.

It's Week 8! Course Roadmap and Philosophy

- Pre-req: COGS 120/CSE 170 - learn basics of user-centered design and prototyping; “prototype 1” of a quarter-long web dev project
- This course: follow-up to COGS 120, “prototype 2” of web dev project
- Weeks 1-3: Team formation, storyboard, project proposal, paper prototypes, start setting up your project code base in GitHub
- Weeks 4-6: implement core map/geo interactions for project, video prototype, revisit paper prototypes
- Weeks 7-8: implement rest of your app's UI, elevator pitch to prepare to demo to stakeholders
- Week 9: finalize app implementation
- Week 10: in-class final presentations
- What are next steps? *Internship, on-campus volunteer dev work, research?*

Remember your elevator pitch from last week?

- Last week: Create a single milestone10.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 milestone10.md)

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

- Today you will be delivering a 1.5-minute elevator pitch to a group of **your classmates and a TA** (so that other students and TAs can know what you're working on!)
- Your TAs Alok, Chen, and Kandarp will gather around the room and maybe lead your group outside to get more space.
- At least 1 team member (preferably more) should go to a TA who is **NOT** your own TA. e.g., if your TA is Kandarp, then 1-2 team members go to Alok, and 1-2 go to Chen. (Do not go to your own TA!)
- When everyone is gathered, only **ONE** person from each group will give their 1.5-minute elevator pitch to the entire group.
- To get credit for this activity, tell the TA your name and team number (e.g., A3, K5, C7, etc.) before giving your elevator pitch.
- To get a check or check-plus, your team members must pitch in front of two TAs (so if your team members are absent, then too bad!)
- Check for giving a solid pitch. Check-plus for exceptionally good pitches.