

Project Website: Concept

- ◆ Fill this section out before your 1st in-class team presentation
- ◆ 1-2 sentences that represent an “elevator pitch” for your project
 - ▶ How would you describe your project to a layman?
 - ▶ Avoid hyperbole – this is not a marketing exercise
 - Avoid terms like “highly efficient”, “extremely reliable”, “incredibly effective”, ...
 - ▶ 1st sentence – description that is accessible to the layman that is more or less free of technical terminology, but conveys the **impact of your project**
 - ▶ 2nd sentence – more technical description that is still accessible to the layman, but that articulates **the way in which your project accomplishes its goals**
- ◆ Example
 - ▶ 1st sentence – This project will allow a blind person to enjoy a greater degree of independence in grocery shopping in a cost-effective, portable way.
 - ▶ 2nd sentence – The prototype integrates off-the-shelf embedded components such as a Bluetooth-enabled smart phone, text-to-speech software and a scanner capable of reading barcodes off grocery products in real time.