

# MOBILE APP DEVELOPMENT FOR ENTREPRENEURS



## Lecture 2: Grading Policy and Team Formation

## Course Web Site

Course Web site:

<http://web.eecs.umich.edu/~sugih/courses/eecs441/>

- Syllabus and reading list
  - with project milestones and deadlines
- Course grade composition and grading policy

Web site is “required reading”

Note Web site vs. Canvas site

## Time and Place

Lecture: MWF 9:30-10:30 in 1500 EECS

Discussion: M 10:30-11:30 in 2147 GGB and

F 10:30-11:30 in 1010 DOW

Instructor: Sugih Jamin

Office: 4737 BBB

Office hours: MF 11:30-12:00, Tu 11:30-12:30 and by appointment

email: [jamin@eecs.umich.edu](mailto:jamin@eecs.umich.edu)

Tel: +1 734 763 1583

GSI: Tiberiu Vilcu

username: tiberiu

Office hours: W 5-6, Th 1:30-2:30 in 1637 BBB and by appt.

## Reading List Disclaimer

Unlike hard facts, best practices are opinions

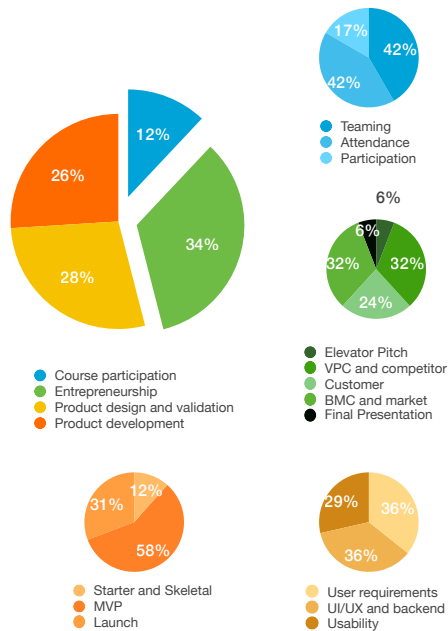
We do not agree 100% with all the advice  
in the required reading list

When there’s disagreement, for purposes of grading,  
give priority to what’s stated in assignment specs and lectures

If you’ve completed an assignment following some advice in  
the required reading list that is contradictory to the  
assignment spec or lecture, point it out and you will not be  
deducted points for the discrepancies

## Grading Policy

Course participation	12%
Team and project management	5%
Class attendance	5%
Class participation	2%
Entrepreneurship	34%
Individual elevator pitch	2%
Value proposition and competitor analysis	11%
Customer analysis	8%
Business model and market analysis	11%
Final Presentation	2%
Product design and validation	28%
User requirements	10%
UI/UX and backend architecture	10%
Usability test	8%
Product development	26%
Starter App and Skeletal code drop	3%
Minimum viable product	15%
Product launch	8%
<b>TOTAL</b>	<b>100%</b>



## Team Management

At least 5 and not more than 7 members

Task assignments (must be substantial), e.g.:

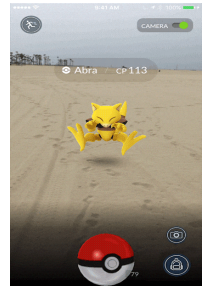
Project: Catch a Monster

Text-based: 1 UI, 1 engine, 1 level designer (3)

+ 2D graphics (4)

+ AR (5)

+ location and mobile ad (6)



management role assumed by existing team members

## Time Commitment

The CoE expects time commitment of **12 hours/week** for a 4-credit course, including time spent in class

Successful teams in the past spent about 4 hours/week **working together**

Part of next assignment:

- weekly meeting time
- your team's Gantt chart: schedule with milestones and task assignments (e.g., [Tom's Planner](#))
- [Team Commitment Contract](#)
- these count towards your Team and Project Management grade

All requirements are listed in the spec

## Peer Performance Evaluation

There will be two peer performance evaluations during the term

How you evaluate your team mates will not affect their nor your grade

Your completion of the full evaluations counts towards your team management grade

## Class Attendance

Points per class (lecture and discussion):

- 2 points for being on time and staying till end of class
- -1 point for joining late (after roll call is done)
- -1 point for leaving early

Attendance taking is not done at every class;  
will become faster as I recognize more of you

## Project Timeline

Documented on the [syllabus page](#) on course web site

**Do not email us any assignments!**

Submit them on Canvas

## Class Participation

Being actively engaged with lecture and  
classmates' presentations

Fill out feedback form for other teams' presentations  
(number TBD, depending on number of teams)

## Presentation

Teams with most members present can present first

If there are no full team left, remaining teams will be  
called on randomly

Each person must present at least 3 times per term

Each presentation must be done by at least 3  
members, with each member presenting a substantial  
portion (not just 1 or 2 slides)

Each presentation has some grade points set aside for  
presentation mechanics (see Tiberiu's presentation)

# Platform and Launch

Project platform can be Android, iOS, VR, AR, car, drone, IoT, etc.

To get an A-range grade, your app **MUST** be launched

- proof of launch, e.g., a URL, a letter from Apple AppStore, etc. at the Final Demo and Launch Day
- registration fees: cost of a textbook, may be shared across teams
- necessary but not sufficient condition for A-range grade

# How to Get an A

There is no credit for re-inventing the wheel

Get a **FAST** start on your project (only have 3 months!)

Make progress every, single week

Work together in team (4 hours/week)

Plan for delays

**Fail fast:** be accountable for your work, acknowledge mistakes

**Fail early:** if you get stuck, get help FAST

**Fail often:** iterate fast and often, pivot if necessary

Launch!



# Honor Code Policy

Presentations must be your own work (in team)

Do **NOT** copy someone else's code verbatim

Do **NOT** use any copyrighted graphics without permission

You **MAY** use open-source code or library or Creative Commons graphics to help you complete your project, but you **MUST** credit the authors and cite the sources in your documentation

# Second Chances

In the spirit of failing often and pivoting early, you will get a second chance with some assignments

- Each team will get a running gradesheet for the term
- Each questionnaire assignment counts for 5-10% of the assignment it is associated with, e.g., VPC Questionnaire with VPC assignment
- Each starred assignment (see next slide) can be resubmitted a second time if you don't get full credit the first time around

# Team Gradesheet

Team's Grade	Max Possible	Points Earned	% Earned
<b>Entrepreneurship</b>	<b>32</b>	<b>14.2</b>	<b>44.38%</b>
Value proposition and competitor analysis*	11	2.2	20%
Customer analysis	8	5.6	70%
Business model and market analysis*	11	4.4	40%
Final Presentation	2	2	100%
<b>Product Design and Validation</b>	<b>28</b>	<b>14.8</b>	<b>52.86%</b>
User requirements*	8	6.4	80%
UI/UX and backend architecture*	12	6	50%
Usability test	8	2.4	30%
<b>Product Development</b>	<b>26</b>	<b>16.49</b>	<b>63.42%</b>
Starter App and Skeletal Code Drop	3	0.99	33%
Minimum Viable Product*	15	7.5	50%
Product Launch	8	8	100%
<b>Total</b>	<b>86</b>	<b>45.49</b>	<b>52.90%</b>

The remaining 14% of course grade is individually accounted for (see the Grading Policy page on the course web site).

Comments (new ones in blue):  
 Value proposition and competitor analysis:  
 You need to work harder. You've earned only 20% of the possible grade for this assignment!

# Starter App Assignment

Follow Tiberiu's tutorial for ONE front-end and ONE backend system of your choice

Goal is to get you started on your coding (don't wait until the first Code Drop to start coding!)

"Due" Thu, 1/25, the **SAME WEEK** as your VPC and Competitor Analysis assignment????!!!!

Get help with the Starter App during discussion sessions in the next 2 weeks

# Team Forming

Review all elevator pitches posted on Syllabus page of the course web site

Contact the person you would like to team with

- you all must be able to attend the same discussion session when necessary
- pick a **team name** (a MUST, so that we can ascribe your grades correctly!)

Do this by Mon, 1/8

We'll record the teams in class on Mon and create a Canvas group for each team; going forward, submit only one presentation per team under the team name

# Ideas to AVOID

- How to **optimize my night out**: checking the line at a bar, voting for songs at a party
- Finding the **best places to hang out**: checking the mood music at various cafes
- What to do with **leftovers in my fridge**: food sharing, recipe search
- **Match making/classified ads**: dating app, finding people with the same hobby, interest, or workout preferences, **market place** for service, used stuff, surplus (extra tickets)
- **Social media as motivator**: for workout, reading, some other boring tasks
- **Sharing/renting economy**: rent my parking spot

Anything that targets ONLY the college student market, or worse, only UM student market, with no hope for a wider roll out