623:302 IT and Project Management
Team Presentation Instructions

Goal: To prepare and present a Microsoft PowerPoint presentation that outlines, analyzes, and discusses the assigned business and its website to a group of executives (your classmates) who are concerned about designing and leading a project to build a website for their respective companies. Articulate concepts that others can use in the design of their ecommerce applications and websites.

Be sure to tell the story of the company presented as well as your analysis of their website. Tell your story from the perspective of an IT project manager. Make sure to include interesting details that spark the listener's interest and ensure that your audience learns and remembers valuable lessons from hearing your evaluation of the company and its website. All team members are expected to take part in the presentation.

Who: Everyone in class is responsible to make a presentation. Teams will be assigned early in the semester.

What: A Microsoft PowerPoint Presentation consisting of 14-16 PowerPoint slides about your assigned business.

Where: In our classroom using the computer projection system.

When: During your scheduled class time, each student team will have 22-25 minutes to present (including a question and answer session).

Why: The lessons learned from businesses and their websites will help in designing and carrying through on successful projects.

How: Teams will use Microsoft PowerPoint to create their presentation. You can sign into your email to download it in class or bring in a USB device.

Use the headings provided (like "The Industry and Type of Business," "The Organization," and "Website Basics") if you want to receive the maximum credit for the project. Also pay attention to proper balance of all of the topics below.

Start with a descriptive title page

> Name of the organization and type of business
> Your names
> The company's logo

1. Brief Comments on the Industry and Type of Business

    a. What is the nature of the business?
    b. How does it differ from other businesses?
    c. Who are the company's competitors?
    d. Is the business a B2B, B2C or other?
    e. Is the organization a profit or nonprofit organization?

2. (Insert Name of Company here) and Its Competitors

    a. How does this company differentiate itself from their competitors?
    b. Who are the stakeholders?
    c. What has made them successful or if they were not successful, why have they failed?

3. Website Design and Navigation

    a. Is the website you've been studying a good or poor example for others in regards to the following?

        1. Structure
        2. Content
        3. Text
        4. Graphics
        5. Presentation style
        6. Navigation
        7. Promotion (how well is this website advertised?)

    b. What can you share about the above items that would help someone designing a website for a business other than the one you've been studying?

4. Unique Features of the (Insert Name of Company here) Website

a. Are there any Web 2.0 technologies (blogs, wikis, video or photo sharing, mashups, or connections with social media apps like Facebook, Twitter, or Pinterest)?
b. If so, describe how they are used on the website.
c. Is there anything unique that you haven't seen on any other website?

5. Website Metaphors and Target Audience

a. How does the organization's website take advantage of their theme, metaphor, icons, and logos?
b. Do the names of the websites pages, shopping carts, etc. make sense?

6. Recommendations for Improving the (Insert Name of Company here) Website

a. What specific recommendations do you have to improve their website?
b. What did you learn that was valuable to others about the design of the website or the process of gathering data and building and maintaining a website?

7. The Ideal Project Team to Improve the (Insert Name of Company here) Website

a. If you were to redesign their website, describe which two people from the company you would want to include as team members who can be relied on for insights, knowledge, or abilities. What are their positions at the company? (If you cannot identify people from the company you are studying, choose people who work for a similar company.)
b. Write **three** questions for **each** of these team members (6 questions in total) that would help your team improve the visual and informational content of the website. These questions must be about the website content or design. They can be challenging but not confrontational. Expect that other class members will help answer these questions.

In order to get full credit for the assignment, please

1. **Have the Team Captain upload the Microsoft PowerPoint slides (.pptx file) to sakai one day before the team makes their presentation.**

2. **Email the Microsoft PowerPoint slides (.pptx file) to yourself and doublecheck to see that you can open the file. You may also bring in a USB device with your presentation on it.**