Change Proposal
Outline

- Logistics
- Tutorial
- Pitch
- Logical Arguments
- Attendance policy
Logistics

Next week: what’s due

http://www.ics.uci.edu/~dramanan/teaching/ics139w_fall10/schedule.html

Wikipedia update

How’s it going?
Proposal assignment

Part 2: Tutorial (for novices)
You will write an introduction to the system for novice users, of three to four pages. This document should give a high-level description of the system and its capabilities, describing what tasks the system will perform and giving the necessary background. It should not get into the tedious minor details of which keys to press or which menu items to choose; the "Writing Instructions" project covers that kind of writing, and those details would extend this assignment far beyond four pages in any case. The draft and final versions are due on the given dates.
You will also give the class a three-minute oral version of this introduction on the given date.

Part 3: Pitch (for business management)
You will write a proposal for changing this system, of five to six pages plus a brief single-page cover letter. Address this proposal to whatever decision-making authority is appropriate for your software: perhaps the company that publishes it, perhaps an individual or committee in your own organization. Try to find out the actual name of the actual person or group who actually has the authority to make the changes you suggest, and write your proposal with that person or group in mind. Your goal should be to produce a proposal you can actually send. A draft of your proposal is due for joint editing in class on the Draft Due Date; a revision based on the joint editing (including your editor's comments) is due on Revision Due Date. The final written version of your proposal is due on the Final Due Date.

Part 4: Final oral presentation (5 minutes)
For the final oral presentation, you may choose to present either your Tutorial to an audience of novices, or your Pitch to an audience of professional managers. Visual aids are customary in such presentations, and you will prepare them (in the form of PowerPoint slides) and use them when you present your proposal. You will submit a draft of these slides (on paper) with the draft on the Draft Due Date; you will revise them along with your revision due on Revision Due Date, you will use them in your oral presentation, and you will turn them in with your final version. You will find PowerPoint easy to learn even if you've never seen it before, but we would recommend trying it out more than just a day before the first draft is due. Instead of PowerPoint, you may use Apple's Keynote or open-source equivalents to PowerPoint; however, any compatibility issues are your responsibility to resolve before your presentation.
Feedback

Avoid a laundry list of bugs to fix
 Arrange proposed changes into some order

You may write your tutorial for your system with or without your proposed change implemented
Tutorial / Introduction

What is the goal?

1. Introduce a novice user to the system
2. Motivate the audience as to why they should care
3. Describe the main features of the system
Tutorial / Introduction

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Example:
Introduce my grandmother to facebook
Tutorial / Introduction

What is the goal?

1. Introduce a novice user to the system
2. Motivate the audience as to why they should care
3. Describe the main features of the system

What we will not focus on:

A tedious list of instructions
Structure

1) Make clear any assumptions you are making about your intended audience (eg, computer literate but not web-savvy)

2) **Motivations**: Why should a novice care about your system?

3) Introduce and **describe** the system from a users perspective
   
a) How does a user interface with it (input/output)?
   b) What are its main features, grouped by topic?
Example tutorials on Wikipedia

(More instruction-like)

Using Tables in Wikipedia articles:

Uploading images into Wikipedia:

(More introduction-like)

Example: ehow tutorials

Introduction to “flipping houses”
http://www.ehow.co.uk/topic_3195_introduction-flipping-houses.html

Introduction to retirement planning
http://www.investopedia.com/university/retirement/
Hints

1) Be very clear about what background knowledge you are assuming about your readers
2) Research the impact of your system for motivation
3) Use section headings to organize your text
4) Use analogies to help explain difficult concepts
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What to include? (not necessarily an outline)

1) Cover letter

2) Motivation for proposed changes
   a) What problems do the current proposed changes address?
   b) Why are these problems more important than others?
   c) Why should management care?

2) Goals of the proposed changes
   a) How will the proposed changes address these problems?
   b) What precise outcome will the proposed changes produce?

3) Potential pitfalls of proposed changes
   a) Why are they not already in place?
   b) How difficult are they to implement?
   c) What is the cost?

4) Conclusion

May make sense to arrange sections by groups of features
Example pitch

http://www.ics.uci.edu/~dramanan/teaching/ics139w_fall10/handouts/proposal_pitch.doc

Note: You must provide a cover letter, not just an outline
Dear Ms. Buyer:

Attached is a sales proposal that describes our writing service called the Sales Proposal Quick Start Package. The Sales Proposal Quick Start Package is well suited to organizations, like ACME Coffee Cups, who want a well-written and persuasive sales proposal at a reasonable price. It is also ideal for organizations who want to develop their own sales proposal, but need a well-written, well-structured sales proposal as a place to start.

Our proposal focuses on ......

I look forward to working with you on this worthwhile project. I will contact you in a couple days to answer any questions you may have. In the meantime, please do not hesitate to call me if I can be of further assistance. I can be reached at 123-456-7890.

Sincerely,
Sam Seller

Similar to the “elevator pitch”, but formal in tone
Use of logical arguments

• lay out each premise clearly
• provide evidence for each premise
• draw a clear connection to the conclusion.
Premise 1: Projects funded by taxpayer dollars should benefit a majority of the public.
Premise 2: The proposed stadium construction benefits very few members of the public.
Conclusion: Therefore, the stadium construction should not be funded by taxpayer dollars.

Historically, Mill Creek has only funded public projects that benefit the population as a whole. Recent initiatives to build a light rail system and a new courthouse were approved because of their importance to the city. Last election, Mayor West reaffirmed this commitment in his inauguration speech by promising "I am determined to return public funds to the public." This is a sound commitment and a worthy pledge. However, the new initiative to construct a stadium for the local baseball team, the Bears, does not follow this commitment. While baseball is an enjoyable pastime, it does not receive enough public support to justify spending $210 million in public funds for an improved stadium. Attendance in the past five years has been declining, and last year only an average of 400 people attended each home game, meaning that less than 1% of the population attends the stadium. The Bears have a dismal record at 0-43 which generates little public interest in the team. The population of Mill Creek is plagued by many problems that affect the majority of the public, including its decrepit high school and decaying water filtration system. Based on declining attendance and interest, a new Bears stadium is not one of those needs, so the project should not be publicly funded. Funding this project would violate the mayor's commitment to use public money for the public.
Bad example

It is obvious to anyone thinking logically that minimum wage should be increased. The current minimum wage is an insult and is unfair to the people who receive it. The fact that the last proposed minimum wage increase was denied is proof that the government of this state is crooked and corrupt. The only way for them to prove otherwise is to raise minimum wage immediately.
A fix

Premise 1: Minimum wage should match the cost of living in society.
Premise 2: The current minimum wage does not match the cost of living in society.
Conclusion: Therefore, minimum wage should be increased.

The purpose of minimum wage is to ensure that workers can provide basic amenities to themselves and their families. A report in the Journal of Economic Studies indicated that workers cannot live above the poverty line when minimum wage is not proportionate with the cost of living. It is beneficial to society and individuals for a minimum wage to match living costs. Unfortunately, our state's minimum wage no longer reflects an increasing cost of living. When the minimum wage was last set at $5.85, the yearly salary of $12,168 guaranteed by this wage was already below the poverty line. Years later, after inflation has consistently raised the cost of living, workers earning minimum wage must struggle to support a family, often taking 2 or 3 jobs just to make ends meet. 35% of our state's poor population is made up of people with full time minimum wage jobs. In order to remedy this problem and support the workers of this state, minimum wage must be increased. A modest increase could help alleviate the burden placed on the many residents who work too hard for too little just to make ends meet.
Attendance policy

Folks are coming in 20 minutes late to a 50 minute class!
Disrupts oral presentations / peer review
Warning: I will take roll-call at the beginning of class