Change Proposal
Outline

• Logistics
• Changing Systems: Tutorial
• Changing Systems: Pitch
• Wikipedia peer review
Logistics

http://www.ics.uci.edu/~dramanan/teaching/ics139w_fall14/schedule.html
Pitch presentations

• I’ll talk about specific requirements today
• We’ll go over tips for presentations this Thursday
• Schedule
Pitch presentation schedule

- Tues 11/4: Last name A-I
- Thurs 11/6: Last name J-SO
- Tues 11/13: Last name SU-Z
Tutorial + Pitch Assignment

Examine some software system from a variety of perspectives: introducing new users to the system and proposing changes to the system.

Crucial point of two assignments: gearing content toward the right audience (novice vs business management)
Multi-parts

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.

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. Your goal should be to produce a proposal you can actually send.

Part 4: Tutorial presentation (4 minutes long)

For the final oral presentation, you will present your Tutorial to a novice audience.

Part 5: Pitch presentation (1-2 minutes long)

You will give a short "elevator pitch" that is targeted to a business management audience.
Tutorial

Audience
Novices, unfamiliar with the software, who need to learn its purpose and basic functionality. You may choose to discuss your proposed change or not.

Tone
Friendly yet professional
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 “everyday” features of the system
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 “everyday” features of the system

Example:
Introduce my grandmother to facebook
Tutorial/Introduction versus a list of instructions

We don’t want a tedious list of instructions

“First, click on the file menu. Then select option ‘x’ from the dialog box to set zoom ratio.....”

Describing a complex system (that could be used in many ways) is more challenging
Suggested structure of tutorial/introduction

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?
Rhetorical modes

http://www.tc.umn.edu/~jewel001/CollegeWriting/START/Modes.htm

Analysis: Divide subject into parts and discuss each part separately

Cause and effect: Explain what causes a phenomena and describe its effect

Classification: Arrange subject by putting it into a group of similar items

Comparison and contrast: Compare subject to a similar one or contrast it with something different in order to make your point.

Definition: Define subject’s source and meaning.

Description: Describe features of the subject

Examples: Provide examples of phenomena that you are describing.

Process: Present subject as a series of steps and explain how it works

Natural strategies maybe sequential organization or by use-case
With the exception of a few protected pages, every page has an "Edit" tab which lets you edit the page you are looking at. It is Wikipedia's most basic feature, and allows you to make corrections and add facts to articles. If you add information to an article, please provide references, because unreferenced facts can be removed. So be clear and provide references.

To practice editing, go to the sandbox and click the "Edit" tab. When you click the "Edit" tab, that will open an editing window containing the text for that page. Type in something fun and interesting, or just replace words for your own words. Now click the Save page button and see what you have done!

Edit summary

Your first practice edit (above) left off two steps that you should do if you are editing an article or other page that will be read by the public. So, click the "Edit" tab again, enter some text, then do those two additional steps.

First, any time you edit a page, it is considered good etiquette (or "Wikiquette") to enter an explanation of your changes in the Edit summary box, which you'll find below the edit window. It's okay for your explanation to be quite short. For example, if you are making a spelling correction, you might just type "typo". Also, if the change you have made to a page is minor, such as correcting a spelling or grammar error, it's helpful if you check the box "This is a minor edit". (This box is only available if you have logged in.) For your sandbox edit, you probably want an edit summary such as "Testing".

Show preview

Second, you should always use the Show preview button. After you've entered a change in the edit box for the sandbox, click the Show preview button instead of Save Page. This lets you see what the page will look like after your edit, before you actually save. We all make mistakes; this feature helps you catch them before other people see them. Using Show Preview before saving also lets you try format changes and other edits without cluttering up the page history. Do not forget to save your edits after previewing, though!

Save the page

Done the edit summary? Previewed the page? Then you're ready for the final step: click the Save page button.

Examples

http://www.investopedia.com/university/retirement/

Retirement Planning Basics

1. Introduction
2. Why Plan For Retirement?
3. How Much Will I Need?
4. Where Will My Money Come From?
5. Building A Nest Egg
6. Tax Implications And Compounding
7. Asset Allocation And Diversification
8. Troubleshooting And Catching Up
9. Conclusion

Filed Under » Bonds, Options, Retirement

Introduction

Retirement is one of the most important life events many of us will ever experience. From both a personal and financial perspective, realizing a comfortable retirement is an incredibly extensive process that takes sensible planning and years of persistence. Even once it is reached, managing your retirement is an ongoing responsibility that carries well into one's golden years.

While all of us would like to retire comfortably, the complexity and time required in building a successful retirement plan can make the whole process seem nothing short of daunting. However, it can often be done with fewer headaches (and financial pain) than you might think - all it takes is a little homework, an attainable savings and investment plan, and a long-term commitment.

In this tutorial, we'll break down the process needed to plan, implement, execute and ultimately enjoy a comfortable retirement.

Tutorial on retirement planning

Better: a complex topic that requires some thinking
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
Grading Rubric

Critical Thinking and Analysis

The prose explains the purpose and usage of the system (with the proposed modification) to a novice user. The writer foresees possible confusions and questions a novice user would have, and accurately addresses them. Importantly, the prose introduces the system to a novice in such a way that makes it relevant and worthwhile to use. The prose focuses on typical usage cases and patterns relevant to an everyday user.
Grading Rubric

Development and Structure
The organization is apparent, coherent, and contributes to the overall goals; the insightful, specific, focused development of the main purpose/thesis is effectively organized in paragraphs; transitional devices help to develop one idea from the previous one or identify their logical relations; the reader is effortlessly guided through the writer’s chain of reasoning or progression of ideas.

Language and style
The prose is concise, in that does not contain unnecessary words or sentences. Sentences are correct in that there no fragments or dangling modifiers. Sentences are clear with naturally flowing subordinate clauses, strong action verbs, unambiguous pronouns, and limited use of nominalizations and double-negatives. The propose is written with the appropriate level of formality. The prose is written in a consistent tense and voice (active vs passive).
Pitch

Audience

Decision makers, who know about the software but must be convinced of the need to change (and the feasibility and advisability of the changes you propose)

Tone

Correct and professional, addressing corporate higher-ups

Details

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.
Pitch

Find the person to whom you should address your pitch

Microsoft Senior Leaders
A listing of Microsoft’s senior executive leaders with links to individual executive biographies, images, speeches and recent news items. For a full list of Microsoft executives, please visit the main executive biography index.
Pitch

http://www.scribendi.com/advice/how_to_write_a_business_pitch.en.html

Think about software and how it is used

- Industry analysis
- Customer needs
- Marketing strategy
- Business model
- Overview of the competition
- Risks
- Implementation plan
- Financial projection
- Financial needs

-e.g., research other phone OS’s
-ideally, find consumer data
  (business articles, tech help, etc...)
  (wikipedia, google news, etc....)
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
Rhetorical modes (revisted)

http://www.tc.umn.edu/~jewel001/CollegeWriting/START/Modes.htm

**Analysis:** Divide subject into parts and discuss each part separately.

**Cause and effect:** Explain what causes a phenomena and describe its effect.

**Classification:** Arrange subject by putting it into a group of similar items.

**Comparison and contrast:** Compare subject to a similar one or contrast it with something different in order to make your point.

**Definition:** Define subject’s source and meaning.

**Description:** Describe features of the subject.

**Examples:** Provide examples of phenomena that you are describing.

**Process:** Present subject as a series of steps and explain how it works.
Recall writing process

1) Prewrite
2) Outline
3) Draft
4) Revise
5) Edit

Use outline to experiment with different organization strategies
A possible 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

   Avoid a laundry list of bugs to fix
   Arrange proposed changes into some order
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
Pitch Grading Rubric I

Critical Thinking and Analysis
The argument for the proposed change is insightful, creative, and persuasive. The content is tailored for a management audience, with arguments that are well-thought out, explaining several perspectives, including potential benefits, downsides, costs, and difficulties associated with implementing the proposed change. The overall argument is compelling, and may likely be accepted if read by a business manager.

Use of evidence/research
The pitch uses evidence and sources appropriately and effectively, with a clear understanding of management's expectations. The evidence/sources help develop and exemplify the overall argument for implementing the proposed change.
Pitch Grading Rubric II

Development and Structure
The organization is apparent, coherent, and contributes to the overall goals; the insightful, specific, focused development of the main purpose/thesis is effectively organized in paragraphs; transitional devices help to develop one idea from the previous one or identify their logical relations; the reader is effortlessly guided through the writer’s chain of reasoning or progression of ideas.

Language and style
The prose is concise, in that does not contain unnecessary words or sentences.
Sentences are correct in that there no fragments or dangling modifiers.
Sentences are clear with naturally flowing subordinate clauses, strong action verbs, unambiguous pronouns, and limited use of nominalizations and double-negatives. The propose is written with the appropriate level of formality. The prose is written in a consistent tense and voice (active vs passive).
Pitch presentation

*One- to two-minute* oral presentation of this information to the class on the Oral Due Date

Audience:

Business management / decision makers.

Formality:

Business-themed “Elevator speech”
Elevator speeches

http://www.elevatorpitchessentials.com/essays/ElevatorPitch.html

You’re at a tech conference, and happen to share an elevator with a venture capitalist....

It’s how lots of collaborations in academia start!

1. Make sure the audience knows why they should care about what you have to say. Assume that people are looking for an excuse to tune you out; don’t give them one.

2. Explain your idea in a manner that requires the audience to do the least amount of work.

3. Give just enough information such that the audience knows the big picture, and will want to find out more later. They are unlikely to appreciate -- or even notice -- the intricacies, subtleties, and details of your proposed change. Think drinking fountain, not fire hose.

4. Be concise, concise, concise! Make every word count.
Logistics

- You will have 1-2 minutes, with strict cutoff at 2 minutes

-(1-4) slides of content

- You must have a conclusion slide with your name and e-mail address

(necessary so that you can receive comments)

More details on Thursday
Outline

- Logistics
- Changing Systems: Tutorial
- Changing Systems: Pitch
- Wikipedia peer review
* Critical Thinking and Analysis
The article is of high quality and may qualify for Wikipedia's Good Article status (http://en.wikipedia.org/wiki/Wikipedia:Good_articles). In particular, the content is neutral, and so represents viewpoints fairly and without bias. The content is broad and well thought-out, with a comprehensive coverage of major facts, details and context without unnecessary detail. When relevant, copyright-free images are used to provide additional detail.

* Use of evidence/research
The article is verifiable, in that reliable sources are provided and cited where necessary. The article contains no original research (http://en.wikipedia.org/wiki/Wikipedia:No_original_research) and reads as a tertiary source (http://en.wikipedia.org/wiki/Wikipedia:Wikipedia_is_a_tertiary_source).
Rubric

* Development and Structure
The organization is apparent, coherent, and contributes to the overall goals; the insightful, specific, focused development of the main purpose/thesis is effectively organized in paragraphs; transitional devices help to develop one idea from the previous one or identify their logical relations; the reader is effortlessly guided through the writer’s chain of reasoning or progression of ideas. The lead is a concise summary of the article.

Text

* Language and style
Well-written, following the Wikipedia Manual of Style http://en.wikipedia.org/wiki/Wikipedia:MoS. The article is encyclopedic in tone, and not editorial. The article avoids editorial words listed in http://en.wikipedia.org/wiki/Wikipedia:Words_to_watch. Inline citations are properly and consistently formatted. The prose is concise, in that does not contain unnecessary words or sentences. Sentences are correct in that there no fragments or dangling modifiers. Sentences are clear with naturally flowing subordinate clauses, strong action verbs, unambiguous pronouns, and limited use of nominalizations and double-negatives. The propose is written with the appropriate level of formality. The prose is written in a consistent tense and voice (active vs passive).

Total of 16 points