NYS Play in the Parks App Contest
Writing Center Outline

Format for Proposals

(Note: This format includes requirements listed at http://www.poly.edu/app_contest)

I. Cover sheet:
   - Identify team members by name, Poly ID#, graduate program, e-mail addresses, phone #
   - Project title

II. Executive Summary (or Abstract): Short summary which students should write AFTER they have developed their proposal, but which the reader will read first.

III. Problem Statement: A clear statement of the problem the team proposes to solve (also known as "Statement of Need").
   - Identify target audience
   - What user needs does the app address?

IV. Project Description: This is the "nuts and bolts" of the proposal and addresses points listed on the website.
   - Describe the design & functionality of the app
   - What data set(s) are used?
   - How will data set(s) be refreshed?
   - Include mock ups
   - Include potential marketing strategies

V. Project Analysis: Explain why this project should be chosen instead of others.
   - Provide a convincing argument about why your app is useful.
   - What barriers did you encounter when using data sets & how did you resolve them?
   - What other approaches did you consider & why is this one better?

VI. Conclusion
   - Brief wrap up
   - Suggestions for future apps (optional)