

Video and pitch instructions

There are few topics that you should describe in the video and in the pitch. These topics will be listed below. Try planning the amount of time you provide to each topic in the video and how it is going to be shown.

Defining the problem and target audience

The video has to define the problem that the product is solving and the target audience for using the solution.

*the general target audience in the assignment is generation z but you can target your product to a specific group of people that are included in the definition of generation z.

*try describing why the problem especially affects generation z, based on the research that you did.

Pitch: Verbally define the problem and describe the target audience in the pitch.

Video: Think about a visual way of showing the problem in the video and how it affects the target audience.

Demonstrating the idea of the team:

Pitch: Describe the solution your product provides to the problem.

Video: find a clear way to show the idea of the team that describes how the product provides a solution to the problem that was defined.

Providing information about the qualities of the product

Practical qualities:

Pitch: If you added elements that operate as mechanical devices, describe their way of action.

Video: Show the way your product operates, have a close up that shows the different parts that you added and how they help the entire product.

Innovation:

Pitch: describe why is your idea innovative.

Video: show the innovative characteristics of your product.

Aesthetic qualities:

Pitch: Provide an explanation to the way you designed your product, why you decided to give him the final appearance that it has. (if there is an explanation for that)

Video: show the elements that were added for aesthetic values.