HU4628 Assignment 4: White Paper & Citizen Science Presentation

Overview

White papers are reports or guides that help to solve problems. Marketing white papers, for example, attempt to demonstrate how a particular product or service could solve a problem for a potential customer; white papers in the government sector might outline a policy or proposed action that is a possible solution to a social, economic, or political problem.

Your white papers will also be problem-solving documents. They will demonstrate how the app that your group is developing addresses a problem or need identified by a scientific community (and how that problem is relevant to citizen-science communities as well).

Audience

The white paper has a few important audiences: the main audience of any white paper is potential users and promoters of the technology or service that the white paper describes. In this case that audience is potential users and promoters of the app (scientists and citizen-scientists). Another important audience is your client, who will need to be convinced that you adequately understand the scientific context of the app and that the app will adequately address its users needs and goals. Other audiences include your professors and classmates and of course your teammates. This assignment also provides your group with the opportunity to better understand and explain to others the scientific context and community that your team’s mobile app is attempting to enter.

Organization & Content

Your white papers should begin by demonstrating that a need or problem exists (an exigence) that your app can address. This section will be more or less extensive depending on how obvious and extensive the need/problem is. The white paper should also explain how the app will address that need, explaining the app’s key features and how those features help users to achieve their goals. Include prototype images of the app’s interface (and other images) as necessary.

Length & Format

The length of the white paper will vary greatly depending on how you format it and on what information and images you include, but 6 - 8 pages is a standard length for this assignment. Pay attention to how this document is formatted: it should be visually appealing, professional, and very accessible. Email me <maseigel@mtu.edu> if you have questions.

Presentation

Use the content from your white paper to create a 10-minute presentation that explains what you have learned about the problem that the app is addressing within a scientific community and about the relevance of the app to citizen-scientists.