**Task**: Designing a project description presentation on the basis of the given examples and guidelines. This will be a team activity comprising of 3 students in each team; one team will present the project to the other and vice versa.

**Support Document**: The support document (given below) will enable the students to understand the concept and flow of a project description document.

**Guidelines**: Writing a project description document is a general task of the project manager or his/her deputy who is supposed to identify the idea, goals, background, approach, outcomes and other data in a correct and comprehensive manner. The document should define the project as a worthwhile and economically effective and reasonable endeavor to convince the sponsor of the need to make the necessary investments. When writing a project description for requesting funding, it is always important to keep the structure and content of the document clear and understandable for the target audience. The 4C principle is ideal in this regard which comprises of the following attributes :

* **Clear** means your document uses simple, generally accepted and unambiguous words and sentences to describe the key points. You should never try to make the document more complicated by using some confusing words and ambiguous instructions in the text. You can only use special terms and definitions if the project really requires that (e.g. in an engineering project it may be required to write about some technical terms and necessary calculations). However, it is best to avoid using special terms and definitions in project descriptions.
* **Concise**means the project description actually “describes the project”, with no reference to other projects or unrelated information. You should never mention something that is directly linked to your project and its context. Otherwise you’re likely to confuse the reader or leave the reader unfocused on the key points of your project.
* **Complete** means that your description includes everything that concerns and deals with the project. Although you must keep the document concise (as I said above) there is a need to make sure the text is 100% complete for the intended audience. You must be sure that the document covers every critical aspect that is required for the reader to understand and comprehend the project and its context.
* **Credible** means in your project description document you refer to up-to-date and relevant information only. You should never use data that is not related to the matter or does not support the idea of your project.

**Sample:**

 A sample project description paper includes the following structure:

* Section 1. Project Title and Overview
* Section 2. Purpose and Need- the background defining the need of the project
* Section 3. Business Divers and Significance- the target consumers and how will they be benefited
* Section 4. Benefits and Costs- The features of the product/ project and the cost involved
* Section 5. Implementation Method- How will the product be made available and the technical aspects involved.
* Section 6. Timeline
* Section 7. Requirements
* Section 8. Expected Outcomes

The support document is a presentation about a project description on developing a mobile application for enabling the users to know about the availability of cheap gas. The presentation covers all the above mentioned features.

**Task:** Design a project description presentation on the basis of the below mentioned scenario and keep in mind to follow the sequence of features mentioned above:

**Car Gps Tracking**

Car Gps Tracking is fairly common in new vehicles, providing drivers with tracking and navigation.

However, latest technology inventions have made car gps tracking systems more sophisticated, allowing for a wide range of additional uses.

[Smart box technology](http://www.inventor-strategies.com/new-electronic-inventions.html) is one example of how car gps tracking systems are being used to lower car insurance.

A comprehensive recording of a driver's habits allows insurance companies to provide "pay-as-you-drive" car insurance.

City officials in New York City are considering how car gps tracking could be used as "Drive Smart" technology.

Most large cities have a limited capability to change the infrastructure of their roadways.

A car gps tracking system that integrates with traffic information would give drivers the ability to select routes in real time that were more fuel efficient, less congested, faster or shorter.

A driver's recorded routing selection could then be used to penalize or reward drivers by lowering or increasing their related licensing fees or by calculating mileage based "road-use" fees.

Eventually, such a system would replace gasoline tax since these revenues will decline as more vehicles become less dependent on fossil fuels.

**Hint :** The presentation should be built catering to all the points mentioned above. The objective should be clear, precise.