

CIS 3500 — Senior Project Design Evaluation

 In this activity, you'll analyze real senior design projects through a data-driven lens.

By attending project presentations and completing three short analyses, you'll practice thinking critically about software, data sources, ethics, and growth. You'll also build professional connections by reaching out to at least one presenter per project on LinkedIn.

This is a chance to deepen your awareness of how data shapes modern software—and to see what kinds of ambitious projects your peers are building.

Have fun!

Prof. Lumbroso & the CIS 3500 staff.

* Indicates required question

1. Email *

2. Academic email: *

3. Are you just a spectator or a Senior Design project presenter yourself? *

If you are a presenter yourself, **you will need to complete this form in both tracks for your project.**

Mark only one oval.

☐ Just a spectator

☐ Presenting my own project

4. What is the name of the project you will be looking at in this form: *

Part 1: Project Context (in your own words)

5. Summarize the project:

In 2–3 sentences, describe the project's main goal, as you understand it, *without* quoting or copying their published summary. (This ensures you're synthesizing the description yourself.)

6. Ask one question about the project's domain or objectives, and provide the question:
This should be a question that can't be answered by copy-pasting from the project description!

7. When you asked your question to the team, what was the answer?

Skip to question 8

Part 2: Analysis of the Data Design

8. What lens would you like to analyze this project through: *

If you are a presenter yourself, **you will need to complete this form in both tracks for your project.**

At the end of the track, you will be given the option to complete the other.

Mark only one oval.

- ☐ Data Ethicist *Skip to question 9*
- ☐ Growth Hacker *Skip to question 15*

Skip to question 8

Track A: The Data Ethicist

This track is from the perspective of someone deeply concerned with legal, ethical, and privacy implications of data.

9. Key Data Involved

What kinds of data are being collected and processed? Where does it likely come from (e.g., user submissions, scraping, sensor data)?

10. Ethical and Legal Considerations

Identify potential ethical or legal gray areas: Could user consent or privacy be an issue? Are there any biases or fairness issues (e.g., data skew towards certain demographics)?

11. Data Protection & Compliance

Does the project need to comply with any regulations (FERPA, HIPAA, GDPR, etc.)? (Or would it need to comply with such regulations in production.)

12. Sustainability / Responsible Innovation

Could there be any unintended consequences of collecting or using data in this way? What recommendations would you give the team to ensure their data practices remain ethical in the long run?

13. Data Ethicist Reflection

1–2 sentences on what surprised or concerned you most about how the project handles data.

14. If you haven't already, do you also want to provide your opinion from a "Growth Hacker" perspective for this project?

Mark only one oval.

☐ Yes *Skip to question 15*

☐ No *Skip to question 21*

Skip to question 21

Track B: The Growth Hacker

This track is from the perspective of a Silicon Valley “move fast, break things” growth-focused mindset. You want to figure out how the team could leverage data—possibly in aggressive or creative ways—to maximize user growth, engagement, or monetization.

15. Data Sources and Acquisition

Which data sources might offer the biggest growth hack opportunities? Is there any additional data they are not using that they should grab to supercharge user adoption (web scraping, cross-platform integrations, AI user data, etc.)?

16. Fast-Track Growth Strategies

How could the team leverage network effects or “viral loops” (e.g., building integrations to existing big platforms, referral bonuses)? Could user data be used to personalize experiences and keep people hooked?

17. Monetization and Competitive Edge

If you were in charge of monetizing the project, how might you turn the collected data into a revenue stream? What differentiates this project from existing competitors, and how might data create a defensible “moat” (e.g., a competitive advantage that entrenches the company and protects it from its competitors)?

18. Scaling Risks (But Full Steam Ahead)

Even if there are privacy or data-ownership concerns, how might you push forward anyway to gain traction? (Yes, this is ethically gray—remember, you’re wearing the “Growth Hacker” hat!) Acknowledge any major risk but suggest how you’d power through for the sake of rapid expansion.

19. Growth Hacker Reflection

1–2 sentences describing any tension you see between “moving fast” versus respecting user rights—and whether you’d change anything if you had more time.

20. **If you haven't already**, do you also want to provide your opinion from a **"Data Ethicist" perspective** for this project?

Mark only one oval.

☐ Yes *Skip to question 9*

☐ No *Skip to question 21*

Final Part: Networking

We encourage you to connect with the presenters on LinkedIn and expand your professional network.

21. How many people did you make a LinkedIn request to during this event? *

22. Make a list of the people you remember:

23. How interesting did you find **the project**?

1	2	3	4	5
☆	☆	☆	☆	☆

24. How interesting did you find **this activity**?

1	2	3	4	5
☆	☆	☆	☆	☆

25. Any comments?

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