**Senior Project Pitch Outline Template**

**[remove: Develop a name for your project]**

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| **What: Framing the problem/Overview** |

**The set up**

[Remove: Give us a general understanding why you chose this particular topic and issue]

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| **What: Identify a problem** |

**What is the problem?**

[Remove: What is the project? Why does the client need this solved? This should be a simple sentence (or sentences) expressing a specific idea (or ideas). Avoid generalities because they result in ambiguous communications.]

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| **Who: Target Audience (optional: adding personas)** |

[Remove: Tell us about who you are targeting and crafting your message for. Optionally, you can share personas developed to paint us a picture of your audience.]