Final Prototype, Presentation & Poster

Poster drafts emailed to teaching team by Friday, 6/2 by 11:59 PM
Final deliverables due on Monday, 6/5 by 1:30PM
In-class practice presentations on Monday, 6/5

Overview

The goal of this assignment is to learn how to present 10 weeks of work in a visual and oral form to interested parties from industry and across campus.

First, decide what features of your prototype, process, and research you want to communicate. What should be most salient? Communicating weeks of iteration, research, and design decisions in a short time means making tough decisions. The more you boil your work down to its essence, the better. Take the core concepts and communicate them rather than explaining every detail.

Then consider the two visual deliverables you are creating, the presentation slides and your poster, and how their content should differ. Your poster is a medium-level look at your iterative, user-centered design process. The presentation slides will give a more detailed look but also entice people to come and ask very specific questions about your project and ideas.

Prepare for your presentation by thinking about how you want to introduce your project for the first time. How can you provide a high-level understanding of what your application does, or what needs it addresses? Find the “hook” that will interest people and persuade them to keep paying attention to your talk. This is a great place to share a human story so people gain empathy for your problem early on and connect with the human side of what is going on here. You cannot cover everything you did this quarter, but it would be good to give a sampling of your journey -- needfinding, experience prototyping, low-fi testing, medium-fi prototype, and final prototype (and any testing that helped move you forward on any of these prototypes). Be sure to describe your final solution works and feel free to note any open issues or next steps that you think need to be done to get the final solution to launch. It’s always nice to point out areas that you know still need more work before your audience does!

In terms of time distribution, we find that spending 25% of time on the problem, 25% on the journey to the solution and 50% on the final solution is a good high level approach.

Here’s a PPT that discusses some additional tips for creating visual presentations that you can review. The book Presentation Zen is also great -- may be available in the library!

We recommend practicing your presentation many times until it is smooth. You will give a practice presentation in class on Monday 6/5.

Prepare for the poster session by thinking about how you are going to explain your prototype to people. Are you going to let them hold the phone/tablet/laptop and try it themselves? Are you going to hold it and show them? What are you going to say to them? What part of your design do you want to emphasize? Your poster should stand on its own without explanation, but remember to keep the text minimal (focus on the visuals).

Finally, prepare a 1-minute demo of your prototype. Keep it short, while showing off all the features of your application. When visitors see your quick demo, it should inspire them to pick up the device and continue to
play around with your application. It is important to have a demo rehearsed and to come across as prepared and knowledgeable to your visitors.

1. **Usability (1-2 more rounds of testing)**

You should have completed at least 2 rounds of testing in the last assignment (User Research Summary). You are required to complete a total of at least 3 rounds of testing for your final prototype since Monday, May 21 i.e. including for the previous assignment), the more the merrier.

With your last revised prototype, complete 1-2 more rounds of iterative testing, just like you did for the last assignment.

As before, for each test, think about what is the goal of the test? Who will you test with? Hod did you recruit? What compensation will you need to give? Where will the test take place? What information will you measure? What are the results? What design changes did you make based on the results? Prepare to answer the following questions for the deliverable in the summary you submit:

- Question(s) you were answering
- Who did you test with?
- How did you recruit and what compensation was given?
- Test plan (environment test took place in, tasks tested or experiment setup)?
- Summary of results?
- Design changes based on these results? (with images!)

2. **Presentation**

Your **entire team** will present your project during an **eight**-minute slide-based presentation. There will also be a **two**-minute Q&A section. Though your entire team must present, you do not have to split up the time equally. Below is a suggested outline that we’ve seen is effective for such presentations. Feel free to use this as a starting point.

The presentation grade will be based on the content and flow of the slides. Additionally, you will be **evaluated individually** on how well you present (i.e., vocal projection and eye contact), which will factor into your individual assignments grade.

**Suggested Outline:**

I. **Introduction**
   1. **Project title & team** (introduce yourselves) [1 slide]
      a. Title your pitch as the **opportunity rather than just the title of the project**
      b. Anecdote to hook them in (tell a story from your needfinding about a real person)
   2. **Outline** (*briefly* tell us what you are gonna tell us in the rest of the talk – tell a story)
      a. **Problem** (Problem, existing solutions & why inadequate)
      b. **Our Solution** (Solution overview, user interface, implementation)

II. **Problem**
   3. **Problem**
      a. Introduction to the overall problem (great place for a story, describe needfinding) (w/ images)
      b. Your final POV statement

III. **Our Solution**
   4. **Solution** [1 slide]
      a. Brief mission statement or value proposition

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b. High level solution description (w/ image of design)

5. Design Evolution [multiple slides]
   a. Show major steps (including, sketches, prototypes, etc.)
   b. Explain reasoning/evidence behind design changes (i.e., evaluation technique & 1-2 key findings that lead to a design change)

6. User Interface
   a. Tasks & Interface Description [multiple slides for each task]
      i. Explain reasoning behind choice of each of the tasks
      ii. Present walkthrough of each task
      iii. Explain what it does & how it works
   b. Should include live demo or video

7. Next steps [1 slide]
   a. If you were continuing this project, what would the next steps be?
   b. What resources and partnerships are required to succeed?

8. Summary
   a. What is your key innovation?
   b. What will your key impact on the world be?
   c. What will be the long-term impact of your product?

3. High-Fidelity Poster

The poster must be ~28”x22” (vertical or horizontal). Print at FedEx on laminated foam core ($69 for 28”x22” – use your team budget for this). Send us proofs by Friday 6/2 11:59 PM so we can give feedback for you to incorporate before printing.

Your poster should include

- Logo
- Project Title
- Value proposition
- Basic Problem
- How you solve it / purpose of the project
- Key Features
- Design iteration
- Team members names / App URL / CS377E Spring 2017

On your poster, you should include screenshots, and a small amount of text. Do not use full sentences. To make this assignment easier, I have four kinds of help to offer:

1. Please look at the following example posters for ideas (or come look at the ones hanging outside Prof. Landay’s office). If you edit these make sure it is the right dimensions and has the right content as most of these are for different classes.
   - Musit (CS147 ‘14)
   - Buckets (CS194H ‘16)

2. Print a laminated poster on foamcore at FedEx using your team budget.

3. Email the teaching team a rough draft of your poster by Friday, 6/2, 11:59pm. We will proofread it for writing and design and help you make it better.

Deliverables

CS 377E Spring 2017 website
http://hci.stanford.edu/courses/cs377e/2017/sp/
In your Drive folder, make a new folder called Final and include:
- A doc containing summaries of your final 1-2 rounds of testing/iterations
- A .pdf of your poster
- Your final presentation
- A document containing a link to your final prototype and the README

Grading Criteria (500 points total)

Poster (100 points)

Aesthetics (50 Points)
- Does the poster have large images that show the key parts of the UI?
- Is there only the key minimum text phrases included (instead of paragraphs & long sentences)?
- Are the fonts large and legible?
- Are the images high resolution & easy to read?
- Is the content properly aligned?
- Are the colors a pleasing combination and easy to read?
- Does the poster layout lead the eye through the key sections in a logical manner?

Content (50 pts)

- Does it include all the points asked for above (logo, title, value proposition, problem/solution, key features, design iterations, names(URL)?
- Are the key features of the interface clear and labeled where necessary?
- Is there a good evolution of the interfaces changes shown?

Presentation (100 points)

The presentation grading will be given as a group grade for the presentation. It will be broken into three components: organization, style, and content.

Organization
- Introduction compelling – story hook
- Overview/Outline of talk (1 slide) – don’t read this, tell it like a story
- High level problem description
- Solution (brief and compelling)
- Design evolution & why (study results) (over multiple slides)
- Current UI
  - 3 representative tasks with scenarios & why chosen (multiple slides)
- Demonstration
- Next steps
- Summary of talk

Style
- Use effective slides (easy to read, understand, good use of visuals/images)
- Cover required scope in 8 mins (+ 2 minutes Q&A). Practice in advance.
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Instructors James Landay & Julie Stanford

- Ensure the presenters make eye contact and project well.

Content

- High level Problem Solution:
  - ___ compelling problem?
  - ___ solution clear and seem viable?
- Tasks
  - ___ good coverage?
  - ___ reasons chosen compelling?
- Demo
  - ___ show enough design has been done?
  - ___ aesthetic and pleasing?
  - ___ good fit with platform UI?
- Design Evolution
  - ___ clear on what changes were made?
  - ___ clear on what evidence for changes?
- Current UI description
  - ___ clear on what it does?
  - ___ simple to understand design?
- Next steps
  - ___ logical given the rest of the information given?
  - ___ come from real data/evidence?

Prototype (250 Points)

- Is the prototype accessible and working?
- Can users complete the three tasks with the prototype?
- Is the prototype easy to use?
- Is the prototype interface aesthetic and pleasing?
- Does it fit the platform’s UI style?
- Does the README file summarize these limitations and any other details needed?

Iterative Testing (100 Points)

- Goal of the test?
- Who did you test with?
- Compensation given?
- Environment test took place in?
- Summary of results?
- Design changes suggested based on these results?