Final Poster, Presentation, & Report (Team)

Due (Poster) Tuesday, March 10, 2015 (9 PM – revised Wed)
Due (Slides) Wednesday, March 11 practice talk (revise Thur)
Due (Report/Prototype) Friday, March 13, 2015 (11:59 PM)

Goal

The goal of this assignment is to learn how to present a complete two quarters project in a visual, oral, and written form to interested parties from industry and across campus.

Requirements

First, decide what features of your prototype, process, and research you want to communicate. What should be most salient? Communicating six months 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. Remember to leverage your value propositions. We recommend practicing your presentation many times until it is smooth. You must give a practice talk on Wednesday afternoon/evening in front of Makiko, who will give you feedback on what to change.

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 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 phone and continue to play around with your app. It is important to have a demo rehearsed. It is important to come across as prepared and knowledgeable to your visitors.

Deliverables

1. Poster
   The poster must be ~30"x20" (vertical or horizontal). Print at FedEx on laminated foam core ($69 for 28"x20” – get a receipt, we will reimburse). Send us proofs by Tuesday night so we can give feedback for you to incorporate before printing Wed.
2. Presentation
Your entire team will present your project during a fifteen-minute slide-based presentation. See the grading guidelines for information on how to structure your talk. You must attend the required practice session in advance! You must make the slides available for download on your team web site.

3. Report
You will write a comprehensive report that details your entire design, prototyping, and evaluation process (including the work done in CS 147 – you can reuse materials). See the grading guidelines for the details we require. You must make the report available on your team web site.

Poster Guidelines
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 / project URL

On your poster, you should include screen shots 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. We have attached a 20"x30" PowerPoint Templates. Feel free to use the design as is, modify it, or not use it at all.
2. Please look at the following example posters for ideas. (if you edit these make sure it is the right dimensions and has the right content as most of these are for only ½ of this class)
   1. Musit
   2. Usher
   3. Huddle
   4. Civility
   5. DiscoverRoute (use much less text)
   6. StudyMania (use much less text)
   7. School Source (use much less text)
   8. FoodDude
   9. Musistant
   10. Swickr
   11. Carbon Shopper
   12. Social Rocket
3. Print a laminated poster on foamcore at FedEx and I'll reimburse you.
4. Email Prof. Landay & Makiko your poster on Tue night, we will proofread it for writing and design and help you make it better (for printing on Wed).
5. You must put a link to your poster on the team web site.
Presentation Guidelines

You will have 15 minutes for this presentation plus up to 5 minutes for questions. All team members are expected to work collaboratively on the presentation and to be involved in the presentation (time does not need to be strictly equal). The presentation grade will be based on the content and flow of the slides in addition to the individual presenters themselves (I suggest you open and close with your best presenters).

Talk 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 about yourself—personal, relevant, impressive)
   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, video, user interface, implementation)
      c. Making it Real (Team, Business Model)

II. Problem
   3. Problem
      a. Introduction to the overall problem (w/ images) [1 slide]
   4. Existing Solutions [1 slide]
      a. Show how they are inadequate

III. Our Solution
   5. Solution [1 slide]
      a. Brief mission statement or value proposition
      b. High level solution description (w/ image of design)
   6. Video (use your final video to introduce context and solution)
   7. Design Evolution [multiple slides]
      a. Show major steps (including sketches, etc.)
      b. Explain reasoning/evidence behind design changes (i.e., evaluation technique & what it found at each stage & how you changed in response)
   8. 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
   9. Implementation
      a. Tools/infrastructure/services used to build the final prototype [1 slide]
      b. What is missing & what might you add in the future? [1-2 slides]

IV. Making it Real
   10. Team: who are you (background) and why qualified to do this [1 slide]
      a. What is the business model to make this viable?
         i. Who is the Customer & How big would the market be? (Market Size)
         ii. How are you going to make money? How would you charge for it? How do you make this sustainable? (Pricing)
      b. What will be the long-term impact of your product? (Impact)

   12. Summary [15 seconds]
      a. What is your key innovation
      b. What will your key impact on the world be
Report Guidelines

Your report should include the same details as the presentation but include much more text than in presentation slides. It should be comprehensive (including sketches and screen shots). The report should follow the outline below with separate sections for the top-level items (number of pages/section are approximate):

1. **Problem description (1 paragraph)**
   - This is the need you have been trying to solve with this application the last two quarters

2. **Solution Overview (1 paragraph)**
   - Value proposition / mission
   - Overview of your solution without the details [include one image]

3. **Tasks (1/2 page)**
   - List and describe the 3 tasks you designed with (ranked by difficulty) and tell us why you chose them

4. **Scenarios (1/2 page + screen shots)**
   - Scenarios for 3 tasks
     - Storyboards of scenarios (using finished screen shots)
     - Make sure to use arrow/numbers to show how user completes task

5. **Design Evolution (2 pages + sketches & screen shots)**
   - How did your UI change from initial sketches, paper prototype, medium-fi prototype, hi-fi prototype 1, hi-fi prototype 2, and hi-fi prototype 3?
   - Show what the major changes were and why they were made
   - Which evaluation technique over the two quarters was most valuable to your prototypes usability and why?

6. **Final Interface (4 pages + screen shots- reference figures!)**
   - Describe the final UI design
     - Describe the functionality (i.e., what are the operations you can do with it)
     - Describe the user interface design (i.e., how you use the functionality)
   - What was left unimplemented
     - What was left out and why
     - Any wizard of oz techniques that are required to make it work
   - Tools you used
     - How the tools helped and how the tools did not help

7. **Making it Real (3/4-1 page)**
   - Team: who are you (background) and why qualified to do this?
   - **Business Model**
     - What is the business model to make this viable?
     - Who is the Customer & How big would the market be? (Market Size)
     - How are you going to make money? How would you charge for it? How do you make this sustainable? (Pricing)
     - What will be the long-term impact of your product? (Impact)

8. **Summary (1 paragraph)**
   - What is your key innovation
   - What will your key impact on the world be
CS 194H Winter 2015: Assignment 14
Instructor: James Landay

Grading Criteria

Poster Grades (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 Grades (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
- ___ Existing solutions & why they don’t work
- ___ Solution (brief and compelling)
- ___ Video that fits narrative
- ___ Design evolution & why (study results) (over multiple slides)
- ___ Current UI
  - 3 representative tasks with scenarios & why chosen (multiple slides)
- ___ Demonstration / video
- ___ Implementation
- ___ Ideas for future enhancements (multiple slides)
- ___ Team (why you?) / Business Model
- ___ Summary of talk

Style
- ___ Use effective slides (easy to read, understand, good use of visuals/images)
- ___ Cover required scope in 15 mins (+ 5 minutes Q&A). Practice in advance.
- ___ Ensure the presenters makes 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 implementation 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?
- Ideas for future enhancement?
  - ___ creative?
  - ___ come from real data/evidence?
- Making it real
  - ___ clear why you are a good team for this
  - ___ business model make sense?
Report Grading (100 Points)

- Writing & Content
  - Does the report cover all the topics in the outline in sufficient detail?
  - Does the organization follow the outline?
  - Are sub-sections used for easy scanning of important parts?

- Screenshots
  - Are important figures referenced and placed inline with the text?
  - Is there a complete set of screenshots?
  - Do figures have appropriate annotations linking them to the text?

Prototype Grading (300 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?
- Were appropriate tradeoffs made between functionality and completeness?
- Are the limitations and tradeoffs described and justified in the report?
- Does the README file summarize these limitations and any other details needed?