HOW TO GIVE A GREAT DESIGN PRESENTATION

A design presentation is often a little different than other types of presentations. In ordinary presentations what really matters is the final product. In a design presentation you need to let the audience see some parts of your process so they understand why you made the decisions that you did. You need to prove that you followed a user-centric design process, and that the need you tried to fill is significant.

One overall rule of thumb: don’t just tell it, SHOW IT. Be as visual as you can. Show photographs or short video clips that you took during observation, bring prototypes, perform a skit, quote users directly, etc.

There are seven basic parts to a great design presentation:

1) **Who is the user?**
   You need to show the audience who you are trying to serve. Give a brief description of a typical user. You can use a real person, or make up a character that is a composite of many real people you observed. Your goal is to help the audience begin to share your empathy for your user.

2) **Show evidence of the need** you are trying to meet with your new design.
   Remember, you observed many needs, but you only selected one to work on. Start building the case for why your innovation is so great by impressing the audience with the gravity of the need you tried to fill.

3) **State your Point of View.**
   Share your “bumper sticker” point of view. Your POV tells the audience what you decided to do about the problem that you observed.

4) **Show some early or mid-stage prototypes.**
   This is one of the ways design presentations are different; you actually want to show the audience some “unfinished” work. You don’t have to share every single one, but give a flavor for how your ideas evolved through your prototyping process.

5) **Share some user feedback.**
   How did your users react? If you can capture quotes in writing or on video, it’s great to have users “speak” directly to your audience. Here’s your chance to demonstrate that you’re on to something—that your design will make a difference.

6) **Show your most complete prototype.**
   Usually after you get user feedback you go through many more iterations of prototypes. Here’s your chance to unveil the great design you finally created!

7) **Describe your next steps.**
   There’s always something still to do. Maybe you need to test your prototype with more users? Refine some of the attributes? Write an implementation plan? Whatever it is, give your audience a status update so they know where your project is going.