

Poster & Pitch (Group)

Due: Tuesday, Dec. 2, 2014 (11:59 PM)

Revisions Due: Wednesday, Dec. 3, 2014 (11:59 PM)

Goal

The goal of this assignment is to learn how to present your work in both visual and oral form to interested parties from industry and across campus. You will present first in a 30-second “pitch” accompanied by a slide and then in longer form in front of a team poster.

Requirements

First, decide what features of your prototype, process, and research you want to communicate. What should be most salient? Communicating three 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 slide and your poster, and how their content should differ. The slide is a high-level look to entice people to come and learn about your project, and should complement the 30-second presentation that you will be making while the slide is projected. Your poster is a medium-level look at your iterative, user-centered design process.

Prepare for your slide and pitch by thinking about how you want to introduce your prototype for the first time. You have thirty seconds, and most of the audience has never seen your application before. 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 find your poster later on. Remember your value propositions for the web site. We recommend scripting your presentation and practicing it many times until it is smooth. **We will have a timer running, and any presentation that goes over 30 seconds will be cut off.**

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 and try it themselves? Are you going to hold it and show them? Why did you make that decision? What are you going to say to them? What part of your design do you want to emphasize? Keep in mind that attendees don't have all the background and insight into your application. Present them with the user need first, show your solution, and explain why your work is unique. Your poster should stand on its own without explanation, but remember to keep the text minimal (focus on the visuals). There will be many people there and you will not be able to engage every single person who will look at your poster. Also keep in mind that the audience will include people who are not familiar with the project and the processes you've gone through during the semester, so make sure to provide enough context and background for them to follow in the poster.

Finally, prepare a 1-minute demo of your prototype. Keep it short, while showing off all the features of your application. When jurors and visitors come to your poster, your quick demo should inspire them to pick up the phone and continue to play around with your app. It is

important to have a demo rehearsed. There will be many people there and it is important to come across as prepared and knowledgeable to your visitors.

Friday in studio you will practice your pitch and demo. Your CA will give you feedback to improve the pitch for Friday evening's Project Fair.

Deliverables

1. Pitch

Your team will present your project during a thirty-second "pitch", backed up by a single slide displayed behind you. You must **make the slide available for download on your team web site. Your TA will give you feedback on your initial slide. Please revise and turn in the new slide on Wed. evening.**

2. Poster

The poster must be ~30"x20" (vertical or horizontal). This should not be a hard project; it should take probably 2-3 hours. Print/mount at FedEx on laminated foam core (\$69 for 28"x20" – if too expensive for your team, print on a plotter and mount on poster board we will supply). **Make sure to send your CA proofs by Tuesday night as they'll have feedback for you to incorporate and improve before printing.**

Slide Guidelines

Your slide is meant to get the basic idea of your project across and entice folks to find out more. You must submit the slide as a single JPG file (1024x768) with this assignment. No audio. 30 seconds only. After 30 seconds, it will automatically advance to the next group's slide.

Please look at the following example "pitch" slides from prior classes for ideas.

- [ChefRef](#)
- [School Source](#)

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:

CS 147 Autumn 2014: Assignment 14

Instructor: James Landay

1. We have attached a [20"x30" PowerPoint Template](#). 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 content for this class)
 1. [DiscoverRoute](#)
 2. [StudyMania](#) (use much less text)
 3. [ChefRef](#) (use much less text)
 4. [School Source](#) (use much less text)
 5. [Cookable](#)
 6. [FoodDude](#)
 7. [Musistant](#)
 8. [Swickr](#)
 9. [Radr](#)
 10. [Carbon Shopper](#)
 11. [Pause](#)
 12. [Social Rocket](#)
3. Print a laminated poster on foamcore at FedEx if you can afford to, otherwise mount a printed poster on foam core we'll provide.
4. Email your CA the day before it is due and they will proofread it for writing and design and help you make it better (by Tuesday night).
5. You must **put a link** to your poster on the team web site.

Grading Criteria

Your grade will be based on the thoroughness and quality of your 30-second pitch, slide, and the poster.

Pitch & Slide Grades (100 points)

Master (100):

Presentation was very well planned and had unique and creative elements that made it stand out. The 30 seconds was memorable and the time carefully utilized. People clamored to visit your poster.

Proficient (90):

Presentation had a good flow, was memorable and creative. People wanted to visit your poster

Adequate (80):

Presentation sufficient to convey project concept.

Poster Grades (100 points)

Here is the grading criteria for the poster (100 pts total):

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?
- Is the content properly aligned?
- Are the colors a pleasing combination and easy to read?

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?