

Poster & Pitch (Group)

Draft Due: Monday March 15, 2021 **(11:59 PM)**

Final Due: Wednesday March 17, 2021 **(5 PM)**

Overview

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 at our industry project fair first in a 30-second “pitch” accompanied by a slide and then in longer form in front of your 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. Communicate the core concepts rather than explaining every detail.

Then **consider the two visual deliverables you are creating**, the pitch slide and poster, and **how their content should differ.** The pitch slide is a high-level look to entice people to come and learn about your project; it will be projected while you give your 30-second verbal pitch and should complement it. In contrast, your poster is a “medium-level” look at your iterative, user-centered design process that showcases your final product.

Prepare for your slide and pitch by thinking about how you want to introduce your prototype for the first time. You have **30 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 user needs it addresses? **Find the “hook”** that will interest people and persuade them to find your poster later on. Remember your value propositions from your team website. 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. 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 quarter, 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** to screen share during the project expo. Keep it short, while showing off all the features of your application. When judges and visitors come to your poster, your quick demo should inspire them to want to try it themselves. It is important to **have the**

demo rehearsed. Have a pre-recorded demo of your prototype ready as well, in case of any technical difficulties with screen sharing. There will be many people there, and it is important to come across as prepared and knowledgeable to your visitors. In the final studio of the quarter, right before the project expo, you will practice your pitch/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 30-second pitch, backed by a **single slide**. The slide must have an aspect ratio of **16:9**. This needs to be shared as a **Google slide** (we will be putting all the teams' slides together into one slide deck). In addition to uploading it to your team drive, please **fill out [this Google form](#)** with a link to your final editable Google slide (only the final version).
2. **Poster:** The poster must be a **horizontal** slide or graphic with an aspect ratio of **16:9**. This should not be an excessively time intensive project; it should take probably 2-3 hours.

Create a folder for Assignment 10 in your team drive. Upload your drafts and your final deliverables there. Make sure to **upload your drafts by Monday night** as your CA will have feedback for you to incorporate before the project expo. **Please revise and turn in the new pitch slide and poster by Wednesday 5 PM.** Your pitch slide, poster, and recorded demo should all be added to your website as well.

Pitch Slide Guidelines

Your pitch 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 **Google slide** (widescreen 16:9 aspect ratio) with this assignment. **No audio in the slide** (you can create all the audio you want with your voice or other devices). Your pitch itself must be no longer than **30 seconds**. During pitches at the industry project fair, we will automatically advance to the next group's slide after 30 seconds.

Slide examples from previous years:

- [Coral](#)
- [Thread](#)
- [Artbot](#)
- [Piggybag](#)
- [Studbud](#)

Poster Guidelines

Your poster should include:

- Logo
- Project Title
- Value proposition

- Basic Problem
- How you solve it / purpose of the project
- Key Features / final product screens (large)
- Design iterations
- Team members names / **project URL / CS147 Winter 2021**
 - **use URLs of form:**
[http://hci.stanford.edu/courses/cs147/2021/wi/projects/\[theme\]/\[project-title\]](http://hci.stanford.edu/courses/cs147/2021/wi/projects/[theme]/[project-title])

On your poster, you should include **large screenshots**, and a **small amount of text**. Do not use full sentences. You must put a **link to your poster** on the team website.

Please refer to the following example posters for ideas. Note that given the virtual format of this year's project expo, your poster should be **horizontal**, with an aspect ratio of **16:9**.

- [Fido](#)
- [Fluantly](#)
- [Lessonly](#)
- [Accord.io](#)
- [Usher](#)

Pitch Slide Grading Criteria (Group)

- ___ Did the slide convey the essence of the product/solution? (25 points)
- ___ Did it complement the content of the pitch, and not distract the audience from what the speaker was saying? (25 points)
- ___ Was the slide visually stimulating and appealing? (25 points)
- ___ Was the design consistent with the aesthetics of the application and website? (25 points)

Poster Grading Criteria (Group)

- ___ Did the poster cover all phases of the development process (framing problem and solution space, fieldwork/testing, low-fi, medium-fi, and high-fi prototypes) (40 points)
- ___ Is the poster comprehensible and able to convey the essence of the product? Does it provide enough context and background for any visitor to follow along? (25 points)
- ___ Is the poster aesthetically strong? Does it use core design elements from the application and website to make the aesthetic consistent across mediums? Does it show several large screenshots and images with minimal text? (25 points)
- ___ Does the poster have the required details (i.e., logo, project title, value proposition, team member names, and proper web address)? (10 points)