# Final Poster, Presentation, & Report (Team)

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| **Due (Poster)** | **Monday, March 9, 2020 (7 PM – revised Tuesday by 1 PM)** |
| **Due (Presentation)** | **Wednesday, March 11, 2020 (1:30 PM)** |
| **Due (Prototype)** | **Wednesday, March 11, 2020 (1:30 PM)** |
| **Due (Report)** | **Saturday, March 14th, 2020 (11:59 PM)** |

## Goal

The goal of this assignment is to learn how to present a complete two-quarter project in visual 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.

Then consider the visual deliverable you are creating. Your poster is a medium-level look at your iterative, user-centered design process. Think 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 the rest of your poster. Remember to leverage your value proposition(s).

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? 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. Your app should be **downloadable on the App Store** for visitors to engage with.

## Deliverables

1. **Poster**
   The poster must be ~28"x22" (vertical or horizontal). Print at FedEx on laminated foam core (~$69-$80 for 28"x22"- **we will reimburse**). Send us **proofs by Monday night** so we can give feedback for you to incorporate before printing Tuesday. **Send a picture of your receipt to chloethai@stanford.edu for reimbursement processing.**
2. **Report**
   You will write a comprehensive report that details your entire design, prototyping, and evaluation process (including the work done in CS 147/247 – you can reuse materials). See the grading guidelines for the details we require. You must **make the report (and poster) available on your team web site**.

## Presentation Guidelines

You will have **12 minutes** for this presentation plus up to 3 minutes for questions. All team members are expected to work collaboratively on the presentation and be involved in the presentation. For this presentation, it can be a team presentation (time does not need to be strictly equal, and not all members need to speak). The presentation grade will be based on the content and flow of the slides in addition to the individual presenters themselves.

### 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 going to 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 covered in both quarters (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
        iv. Recommended to include short 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. Conclusion

10. Summary [15 seconds]
    a. What is your key innovation?
    b. What will your key impact on the world be?

## Example Presentations:

- Flutter
- Rekindl

## 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 / CS194H Winter 2020
- use URLs of form: http://hci.stanford.edu/courses/cs194h/2020/wi/projects/project-title/
- QR code to download app (nice to have)

On your poster, you should include **screenshots**, and a ***small amount of text***. Do not use full sentences. Here is a checklist of poster-related tasks:

1. **Example Posters:**
    - Wanderlust
    - Educonnect
    - Thundr
    - Flutter
2. Print a laminated poster on foam core at FedEx or equivalent
3. Email Prof. Landay & Chloe your poster on Monday night - we will proofread it for writing and design and help you make it better (for printing on Tuesday).
4. You must **put a link** to your poster on the team website.

## Example Reports:

- Flutter
- Pife

## Report Guidelines

Your report 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)**
    a. This is the need you have been trying to solve with this application the last two quarters
2. **Solution Overview (1 paragraph)**
    a. Value proposition / mission
    b. Overview of your solution without the details [include one image]
3. **Tasks (1/2 page)**
    a. List and describe the 3 tasks you designed with (ranked by difficulty) and tell us ***why*** you chose them
4. **Task Flows (1/2 page + screenshots)**
    a. Task Flows for 3 tasks
        i. Storyboards of task flows (using ***finished*** screenshots)
        ii. Make sure to use arrow/numbers to show how user completes task
5. **Design Evolution (2 pages + sketches & screen shots)**
    a. 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?
    b. Show what the **major changes** were and why they were made
    c. Which evaluation technique over the two quarters was most valuable to your prototypes usability and why?
6. **Final Interface (4 pages + screenshots - include figure references!)**
    a. Describe the final UI ***design***
        i. Describe the functionality (i.e., **what** are the operations you can do with it)
        ii. Describe the user interface design (i.e., **how** you use the functionality)
    b. What was left ***unimplemented***
        i. What was left out and why
        ii. Any wizard of oz techniques that are required to make it work
    c. Tools you used
        i. How the tools helped and how the tools did not help
    d. Download
        i. Directions on how to download and install it (include QR code if possible)
7. **Making it Real (¾ -1 page)**
    a. **Team**: who are you (background) and why qualified to do this?
    b. **Business Model**
        i. What is the business model to make this viable?
        ii. Who is the customer & how big would the market be? (**Market Size**)
        iii. How are you going to make money? How would you charge for it? How do you make this sustainable? (**Pricing**)
        iv. What will be the long-term impact of your product? (**Impact**)
8. **Summary (1 paragraph)**
    a. What is your key innovation?
    b. What will your key impact on the world be?

# Grading Criteria

## 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)
- ____ Summary of talk

**Style**

- ____ Use effective slides (easy to read, understand, good use of visuals/images)
- ____ Cover required scope in 12 min (+ 3 minutes Q&A). Practice in advance.
- ____ 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 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?

## 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?

## 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 (i.e., can people download & install)?
- Is it **available in the App Store or Play Store?**
- 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?