Poster & Final Presentation

Poster Due: Sunday, May 31, 2015 (11:00 PM)
Poster Revisions Due: Monday, June 1, 2015 (noon)
Slides Due: Monday, June 1, 2015 (noon)
Slide Revisions Due: Tuesday, June 2, 2015 (class time)

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 12-minute oral presentation accompanied by slides and then in front of a team poster.

Requirements

First, decide what features of the design thinking process you will want to communicate. We'd like you to cover the needfinding research, the prototype, the video, and the process. What should be most salient? Communicating three months of research, iteration, 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.

Next, consider the two visual deliverables you are creating, the presentation slides and your poster, and how their content should differ. Your poster is a high-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 your slides and talk 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 solution does, or what needs it addresses? Find the "hook" that will interest people and persuade them to pay attention to the rest of your presentation. Think about your value propositions we've asked you to prepare for the project web site (see http://hci.stanford.edu/courses/cs377e/2015/sp/projects.html). We recommend practicing your presentation many times until it is smooth. **You must give a practice talk on Monday afternoon/evening in front of Makiko, who will give you feedback on what to change**. Take her feedback very seriously on what to change on both your slides and in your talk. **We will have a timer running, and any presentation that goes over 12 minutes 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 a prototype 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? 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).

Deliverables

1. **Presentation**
   Your **entire team** will present your project during a **twelve**-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 Google drive. We will give you feedback on your initial slides on Monday afternoon. Please revise and use the new slides on Tuesday.**
2. **Poster**
   The poster must be ~28"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"– get a receipt and we will reimburse you). **Make sure to send us proofs by Sunday night so we can give you feedback for you to incorporate and improve before sending to FedEx on Monday.**

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 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 or the user you designed your solution for—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, needfinding, existing solution**s & why inadequate)
        b. **Our Solution** (**Solution overview, video, design**)

II. Problem
    3. **Problem**
        a. Introduction to the overall high-level problem (w/ images) [1 slide]
    4. **Needfinding / Existing Solutions** [3-5 slides]
        a. Needfinding (who, where, what you learned, what type of surprises did you encounter, show pictures of the needfinding process)
        b. Parallel Prototypes (what you did build & what did you learn when you tested with users?)
        c. Evolution of your POV statements (give initial good one and final one if different, and say why it changed)

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) (can do this earlier if it works)
    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. **Final Design**
    a. Tasks & Interface Description [multiple slides for each task]
        i. Present walkthrough of each task
        ii. 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]

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

Poster Guidelines

Your poster should include

- Logo
- Project Title
- Value proposition
- Basic Problem
- How you solve it / purpose of the project
- Key Ideas or Features
- Design Evolution (including needfinding)
- Team members names / Class Title / Quarter / Year

On your poster, you should include **solution prototype image**, images from needfinding, 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 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. [Token](#)
    2. [Ola](#)
    3. [Musit](#)
    4. [Usher](#)
    5. [Huddle](#)
    6. [Civility](#)
    7. [Musistant](#)
    8. [Radr](#)
    9. [Carbon Shopper](#)
    10. [Pause](#)
    11. [Social Rocket](#)
3. Print a laminated poster on foam-core at FedEx.
4. Email the teaching staff on Sunday night and we will proofread it for writing and design and help you make it better (by Monday at noon to print for Monday pickup).
5. You must **put PDF and source** for your poster on team Google Drive.

Grading Criteria

Grades will be based on the thoroughness and quality of your presentation, slides, & poster.

Presentation & Slides Grades (100 points)

Master (100):
The key is that your presentation is very well planned and has unique and creative elements that make it stand out. The talk should be memorable and the time carefully utilized. People should be clamoring to visit your poster. More specifically, the presentation grading will be given both an individual and group grade for the presentation. It will be broken into three components: organization, style, and content.

Organization

- o ___ Introduction compelling – story hook
- o ___ Overview/Outline of talk (1 slide) – don't read this, tell it like a story
- o ___ High level problem description
- o ___ Needfinding, Parallel Prototyping, & POVs
- o ___ Existing solutions & why they don't work
- o ___ Solution (brief and compelling)
- o ___ Video that fits narrative
- o ___ Design evolution & why (w/ study results) (over multiple slides)
- o ___ Current solution
    - ▪ 3 representative tasks with scenarios & why chosen (multiple slides)
- o ___ Implementation (1 slide)
- o ___ Summary of talk

Style

- o ___ Use effective slides (easy to read, understand, good use of visuals/images)
- o ___ Cover required scope in 12 mins (+ 3 minutes Q&A). Practice in advance.
- o ___ Ensure the presenters makes eye contact and project well.

Content
- Needfinding
    - o ___ compelling stories?
    - o ___ POV clear and actionable?

- High level Problem Solution:
    - o ___ compelling problem?
    - o ___ solution clear and seem viable?
- Tasks
    - o ___ good coverage?
    - o ___ reasons chosen compelling?
- Demo/Video
    - o ___ show enough prototyping has been done?
    - o ___ aesthetic and pleasing?
- Design Evolution
    - o ___ clear on what changes were made?
    - o ___ clear on what evidence for changes?

- Current solution description
    - ___ clear on what it does?
    - ___ simple to understand design?
- Implementation
    - ___ clear how it is built?
    - ___ what's missing clear?
- Summary
    - ___ compelling close

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 solution?
- 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 ideas/features, design iterations, needfinding, names/class)?
- Are the key features of the solution clear and labeled where necessary?
- Is there a good evolution of the project shown as well as reasoning for the changes, including needfinding and all prototypes?