

High-Fi Prototype, Presentation & Poster

- Mon. 5/23: Prototype check-in by 12:30 pm
- Wed. 5/25: Poster & presentation check-in by 12:30pm
- Wed. 5/25: Optional usability testing results by 12:30pm
- Wed. 6/1: Final Hi-Fi Prototype, Presentation & Poster due by 11:00am
- Fri. 6/3: Closure report with partner organization by 11:59pm

Overview

The goal of this assignment is to learn how to present 10 weeks of work in a visual and oral form to interested parties from industry and across campus.

First, decide what features of your prototype, process, and research you want to communicate. What should be most salient? Communicating weeks 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 presentation slides and your poster, and how their content should differ. Your poster is a medium-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 for your presentation 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 application does, or what needs it addresses? Find the “hook” that will interest people and persuade them to keep paying attention to your talk. Remember to leverage your value propositions. It cannot cover everything you did this quarter, but it would be good to give a sampling of your needfinding, experience prototyping, low-fi testing, medium-fi prototype, and high fidelity prototype (and any testing that helped move you forward on any of these prototypes). We recommend practicing your presentation many times until it is smooth. **You will give a rough draft of your presentation on Wednesday 5/25.**

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/tablet/laptop 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 device and continue to play around with your app. It is important to have a demo rehearsed and to come across as prepared and knowledgeable to your visitors.

1. Usability (optional for extra credit, but highly recommended)

If your team has a working prototype, it would be highly valuable for you to run a usability test and revise your prototype based on the results. This test can be similar to what you did with the medium-fi prototype, but with a bit more fidelity and more functionality in the hi-fi prototype than you had for the previous test. Think about what is the goal of the test? Who will you test with? What compensation will you need to give? Where will the test take place? What information will you measure? What are the results? What design changes should you make based on the results?

Prepare to answer the following questions for the deliverable:

- Who did you test with?
- Compensation given?
- Environment test took place in?
- Summary of results?
- Design changes suggested based on these results?

2. Presentation

Your **entire team** will present your project during an **eight**-minute slide-based presentation. There will also be a **two**-minute Q&A section. Though your entire team must present, you do not have to split up the time equally. Below is a suggested outline. The presentation grade will be based on the content and flow of the slides. Additionally, you will be evaluated individually on how well you present (i.e. vocal projection and eye contact), which will factor into your individual assignments grade. See [class site](#) for final grade breakdown.

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 gonna 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**)

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. **Design Evolution** [multiple slides]
 - a. Show major steps (including needfinding, sketches, prototypes, etc.)
 - b. Explain reasoning/evidence behind design changes (i.e., evaluation technique & what it found at each stage & how you changed in response)
7. **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
- b. Should include live demo or video
- 8. 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]
- 9. Next steps** [1 slide]
 - a. If you were continuing this project, what would the next steps be?
 - b. What resources and partnerships are required to succeed?
- 10. Summary**
 - a. What is your key innovation?
 - b. What will your key impact on the world be?
 - c. What will be the long-term impact of your product?

3. High-Fidelity Poster

The poster must be ~28"x20" (vertical or horizontal). Print at FedEx on laminated foam core (\$69 for 28"x20"— get a receipt, we will reimburse). **Send us proofs by Wednesday 5/25 so we can give feedback for you to incorporate before printing.**

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 / CS377E Spring 2016

On your poster, you should include **screenshots**, 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 Templates](#). 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(or come look at the ones hanging outside Prof. Landay's office). if you edit these make sure it is the right dimensions and has the right content as most of these are for different classes.
 - [Usher](#)
 - [SpringBoard](#)
 - [Ola](#)
3. Print a laminated poster on foamcore at FedEx and I'll reimburse you.
4. Upload a draft of your poster by class on Wednesday 5/25. We will proofread it for writing and design and help you make it better.

4. Closure Report (1 page max.)

If you were to continue this project, what would the next steps be?

Confirm that you have had a phone meeting with your partner organization and reported out on what you've done and where the project could potentially go. Please provide confirmation that the meeting took place and summarize your partner's comments on the project.

Deliverables

In your Drive folder, make a new folder called Final and include:

- A .pdf of your poster
- Your final presentation
- A link to your final prototype
- A doc containing your closure report

Grading Criteria (500 points total)

Poster (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?

Presentation (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

- 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 ___ Existing solutions & why they don't work
- o ___ Solution (brief and compelling)
- o ___ Video that fits narrative
- o ___ Design evolution & why (study results) (over multiple slides)
- o ___ Current UI
 - 3 representative tasks with scenarios & why chosen (multiple slides)
- o ___ Demonstration / video
- o ___ Implementation
- o ___ Next steps
- o ___ Summary of talk

Style

- o ___ Use effective slides (easy to read, understand, good use of visuals/images)
- o ___ Cover required scope in 8 mins (+ 2 minutes Q&A). Practice in advance.
- o ___ Ensure the presenters makes eye contact and project well.

Content

- High level Problem Solution:
 - o ___ compelling problem?
 - o ___ solution clear and seem viable?
- Tasks
 - o ___ good coverage?
 - o ___ reasons chosen compelling?
- Demo
 - o ___ show enough implementation has been done?
 - o ___ aesthetic and pleasing?
 - o ___ good fit with platform UI?
- Design Evolution
 - o ___ clear on what changes were made?
 - o ___ clear on what evidence for changes?
- Current UI description
 - o ___ clear on what it does?

- o ___ simple to understand design?
- Next steps
 - o ___ logical given the rest of the information given?
 - o ___ come from real data/evidence?

Prototype (250 Points)

- Is the prototype accessible and working?
- 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?

High-Fi Usability Testing (100 Extra Credit Points)

- Goal of the test?
- Who did you test with?
- Compensation given?
- Environment test took place in?
- Summary of results?
- Design changes suggested based on these results?

Closing Report (50 Points)

- Are a clear set of next steps outlined?
- Is there confirmation of a meeting with partner organization
- Is there a summary of feedback from partner organization?
- No more than one page