

UX Series

Prepare and deliver effective presentations

Preparation

Know your audience

The very first step is to know your audience. This is paramount irrespective of whether your goal is to persuade or to simply inform.

1. Try to learn what they are looking for by directly asking them, or from history, or both.
2. Your speech or slide show should be made in the language they speak and the level they operate at.

If the first step goes wrong, most likely the rest will follow.

Prepare for the presentation

You should ideally know more than any of your audience could on the subject. To achieve that you need to...

1. Support your statements with facts.
2. Document your sources of information to quote when required.
3. Write down what you are going to talk (speech).

Prepare the slide show

1. Create a slide show supporting your speech and not duplicate them.
2. Communicate what you want to 15 or less words.
3. Support the text content in a slide with a visual representation, communicating the emotion.

Practice presenting

1. You need to be through with your speech and your slide show.
2. You need to rehearse your speech and watch your slide show until you are familiar with what to say next and what slide will appear next.

Delivery

Summarize at the beginning

Before you get to the actual presentation, provide your audience...

1. An overview of what you are going to talk about.
2. How long you are going to talk.
3. Why / how it could benefit them.

Problems and solutions

A feature or product is always a potential solution to a problem. A good solution can be perceived well only when the problem is felt.

1. Establish the problem first, then deliver the solution.
2. Back the problems with facts.
3. Mention all benefits of the solution. Even the ones that you think aren't worth mentioning.

What, why and how

Your presentation should tell a **fact** filled story with what-why-how questions along with answers to make it interesting and useful for you audience.

Here are some sample questions that are formed with what-why-how.

1. What is your project about?
2. Why is it required?
3. How does it make people's life easier?
4. What is your solution?
5. Why is this the best possible solution?

Q&A session

Having a question & answer session after your presentation is one of the best means to clarify certain questions that the audience may have. To do it effectively you need to...

1. Make sure you understand the question that was asked before trying to answer.
2. When you get a question, repeat it to the audience so that they can hear it too.
3. If you do not have an answer to a question, promise that person that you will get back with the answer. After the presentation make sure you keep your promise.

Feedback

1. Take honest feedback from the audience soon after your presentation.
2. Or even better have a quick survey ready for your audience to take up.
3. This way you will come to measure the acceptance of the idea / project / product / feature that you presented.

Good luck 😊