



PRESENTATION & PUBLIC SPEAKING SKILLS

UX/UI DESIGN | BOOTCAMP



'There are two types of speakers.
Those who get nervous and those who
are liars.'

Mark Twain

Unfortunately...

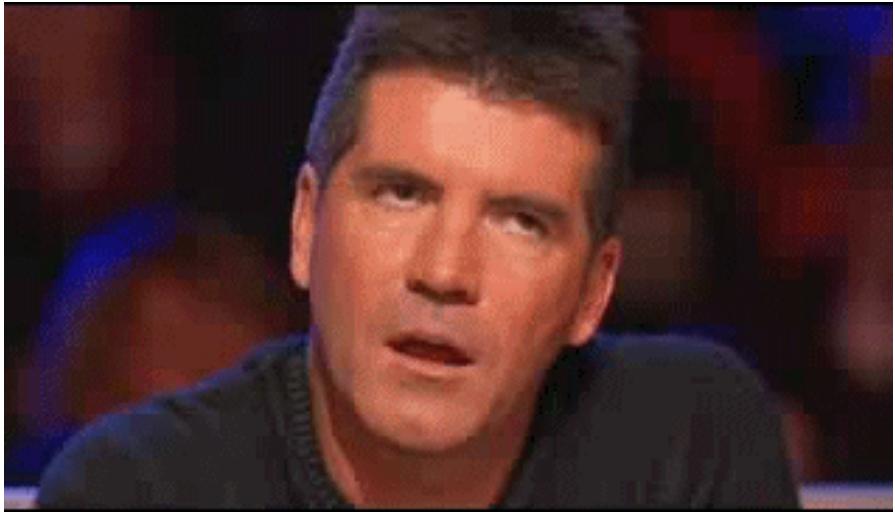
What you
want the
user to do...



Unfortunately...

What you
want the
user to do...

Doesn't match
the harsh
reality



Content structure

Content structure

Write down the major points you want your audience to capture

Idea 1 - ...

Idea 2 - ...

Idea 3 - ...

Idea 4 - ...

Content structure

Organise them in a logical manner
so it tells a **story**

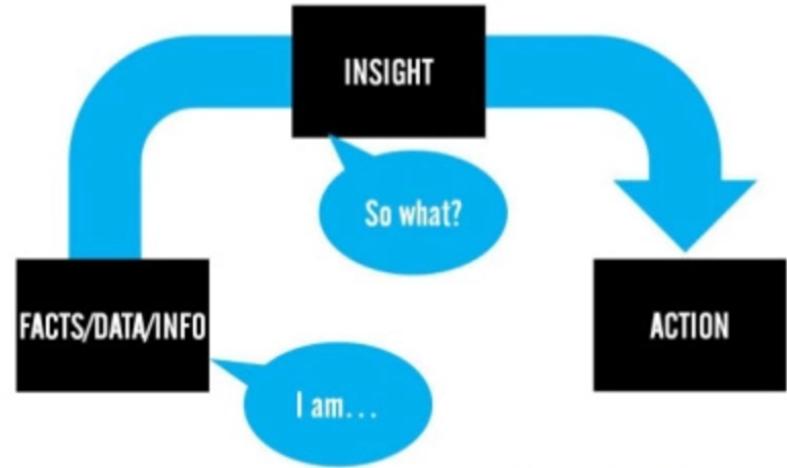
That goes also with linking each slides with one to
another (from a **customer's point of view**):

Beginning → Rising action → Climax

Content structure

Facts reveal
what you did.

Insights reveal
what you find.



Slides

Introduce yourself

Obvious, but many people forget!

- Your name
- What was your Role?
- Spice it up with a Fun fact about you

Hello, my name is
MELVIN



Here: UX/UI
From: Miami
Like: Hall & Oates

Slides

Introduce topic/ client

Provide a short overview of the client.

Who are they?

What industry, positioning, current
situation...etc

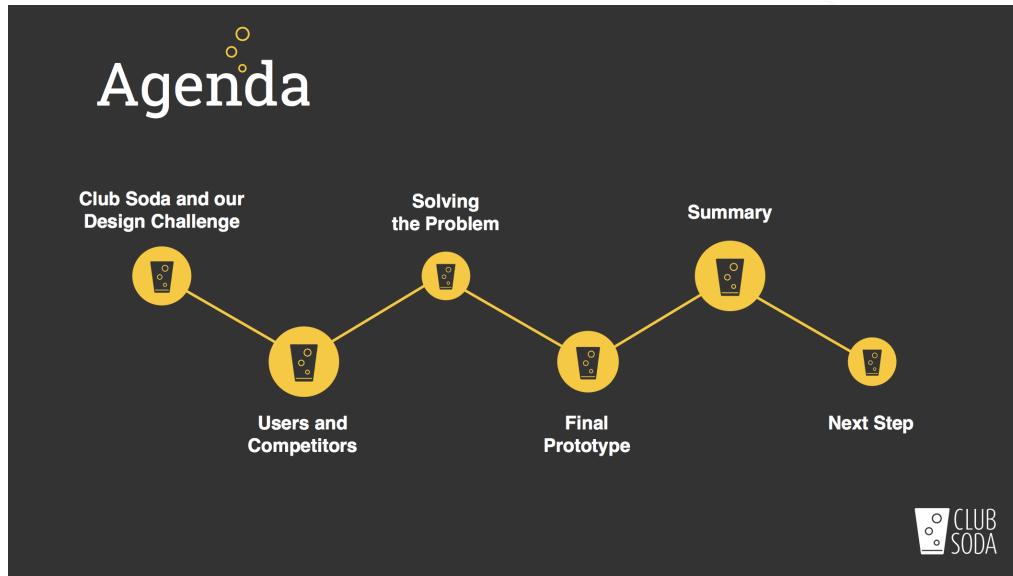


ABC Grocery

Slides

Present the agenda

- What are you talking about today? (Overview)
- How long will be speaking? (Set the expectations)
 - Ex. For the next 10 min I will walk you through....



Introduce the brief

Explain the business problem you were trying to solve.

Just one or two sentences will do.

*Include the duration of the project (e.g. 2 weeks)

The Brief

- Track the user's progress and push them to commit to a healthier lifestyle.
- Create a new visual system that reflects their innovative and refreshed approach to wellness.

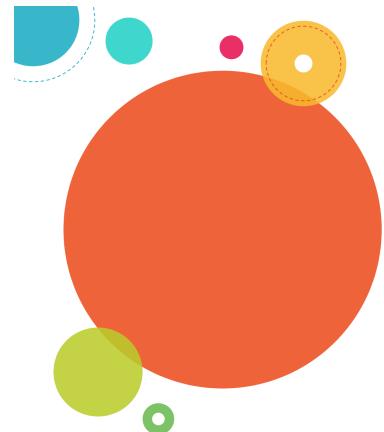


Slides

Goals

What were you trying to accomplish with this design?

Always start and end a project with a goal and an outcome.



The Solution

- An app that is focused on healthy eating but not counting calories
- Recipes included in app
- Nearby healthy restaurant locator

Slides

Present your research (1)

Background: Intro to design challenge, Early assumptions, problem statements...

Interviews: 2-3 quotes, Key findings, surprises...

Surveys: Summary of key findings, Infographics...

Affinity Diagram: Photos of post-its affinity diagrams, digitized version for clarity
& legibility

Personas: Legible text, pick only most relevant parts

Storyboards: Readable version (even if it's hand-drawn)

User Stories: Pick 3-5, the most important ones

Customer Journey: Digitize it, show emotion and highlight pain-points and
opportunities

Slides

Present your research (2)

User Flows: Digitized diagram, highlight relevant information

Concept Sketches: Pictures of your hand sketches

Wireframes: Annotate them so your audience understands what they are looking at

Iterations: Make sure to include a slide that shows how your design evolved over time

Mood Board / Style Tile / Style Guide: Should take up the entire page, stick to one per slide

Test Results: Highlight main findings/insights

Prototypes: Use InVision for interactive live demos or pre-record them, use mockups...

Web Prototypes: Use InVision to show your live interactive demo

Slides

Summary

This is the resolution to your story where you, and/or your client, both became a little wiser.

Relate your findings back to the business problem.

Summary

To create an Experts and Perks Market Place for your website

- ✓ Allow Experts to sign up directly to the website
- ✓ Allow Experts to create separate expert profiles
- ✓ Encourage Experts to be active by allowing them to upload content and to edit their own Expert profile page
- ✓ Create a welcoming landing page for both Experts and Members



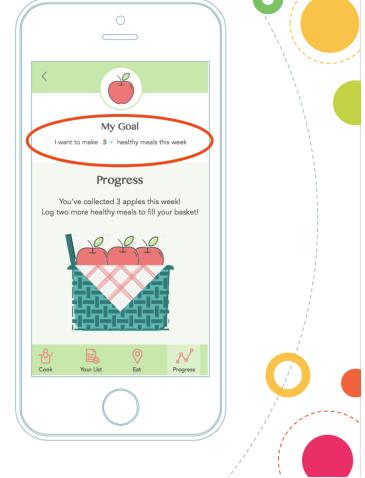
Next steps

Include 3 specific next steps, this should come from your last round of usability testing.

Good presentations incite action. Finish with action-oriented next steps.

Next Steps...

- ◎ Add more specific goal options



Slides

Thanks!

You are done! Thank the audience for their time and ask if they have any questions.

Add your contact details, this is a great time to do a little self promote.

Ask for questions.



THANKS!
Questions?

Find me at [@jas0nmjames](#)



E-mail me at jason@jasonmjam.es



Tips & tricks

Tips & tricks

Keep in mind

What content to include in your presentation
depends on who you are presenting to:

Presenting to other designers:
They will care more about your process than
about the final design (insights and why)

Presenting to clients:
Treat it more like a pitch – the goal is to get buy-in
(final design, data, recommendations and solutions)



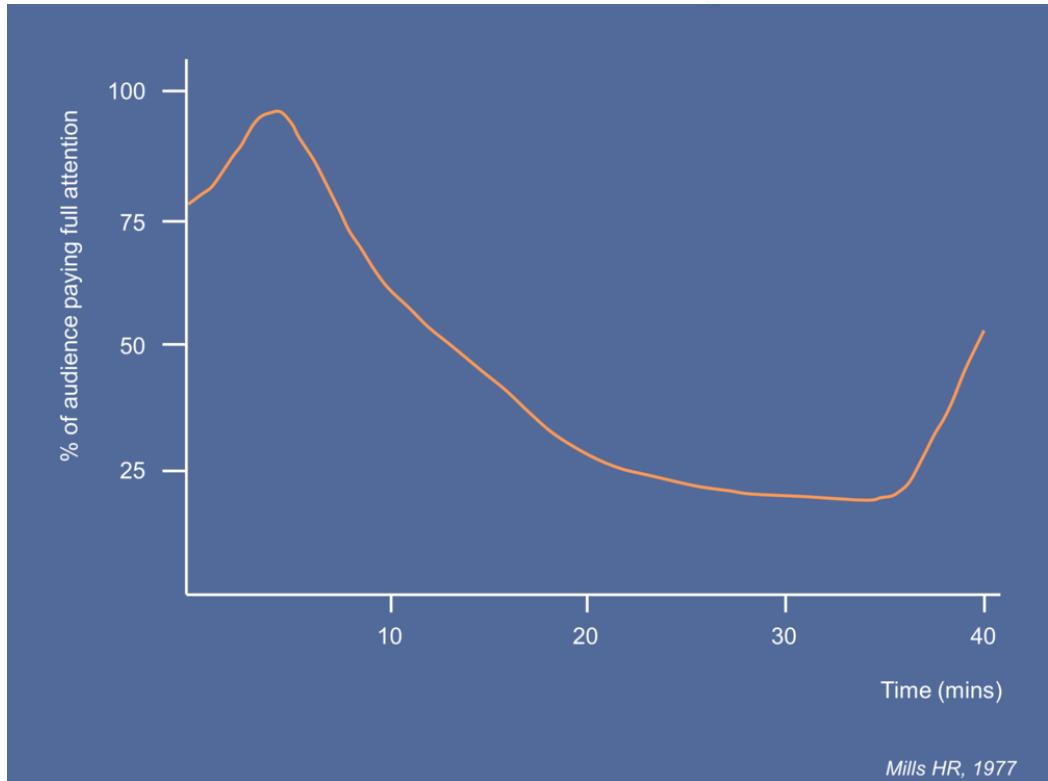
Tips & tricks

Length

Keep your presentation as short as possible but not shorter.

Humans have incredibly short attention spans.

Studies show that after 10 minutes people start dozing off.



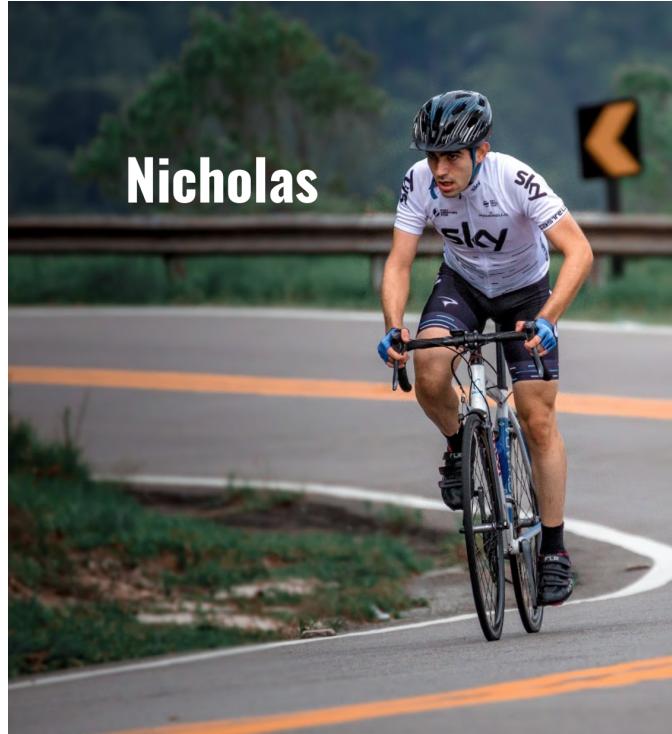
Content

Data, Data, Data... **everywhere!**

You should be able to backup
every design decision you made with data.

Tips & tricks

Content



- » Tracks exercise activity and analyzes data for motivation and improvement. (85% of survey respondents)
- » Rides 4 or more times per week. (44% of survey respondents)
- » Age 35. As a business consultant, has little time to manage tracking data.

Respondent Ages:

22% 18-25 | 40% 25-35 | 18% 35-45

Tips & tricks

No need to say "**sorry**" when things
don't go as planned.

The audience doesn't know your plan.
Believe in yourself and improvise :)

Tips & tricks

Speak loudly and clear.
Smile and **be proud** of your hard work!

Tips & tricks

Do not look at your
computer too much.

Engage with the audience and the screen they are looking at.

Tips & tricks

Make your presentation engaging

- Look at the people who are paying attention
- Talk to your audience in non-technical language
- Get your audience involved (throw questions, ask for show of hands...)

For people to enjoy the TED talk that fell between 12-18 minutes long, it had to be:



Persuasive



Fascinating



Inspiring



Informative



Courageous

70% of the
population

WITH A FEAR OF
PUBLIC SPEAKING

Tips & tricks

Rehearse,
rehearse and
rehearse
again !

- By practicing this will help with nerves and time management
On average the speakers at Ted Talks practice over 200 times
- If you have 10 minutes shoot for 8. You want to give yourself plenty of time to account for the "ums" and technical difficulties etc...



Tips & tricks

Know...

... your audience

... your subject backward and forward!

... exactly how you're going to present it





‘A designer who does not present his or her own work, is not a designer.’

Mike Monteiro

