

# SPR/FPR A21 – Lesson 3

Purpose & Problem – The Alfa Romeo Tonale case  
Introducing Basic presentation technique  
Analyse Phase

# Learning Goals Lesson 3

After this lesson you should know about

1. **Defining Purpose & Problem statements – use, differences and connections**
2. **Basic presentation technique & feedback**
3. **The analyse phase: Relevance and procedure**

# Agenda Lesson 3

1. Presenting basics & Feedback system
2. Presenting home assignment: Purpose & Problem statements
3. Analysing: Why & How?

# Background - Purpose -Problem:

Background: Setting the stage

Purpose:

Why something needs to be solved

Problem:

What to solve

Use the purpose as guidance for validating the value of your solution to the problem throughout execution of the project!



# The Alfa Romeo - Tonale

<https://www.caranddriver.com/alfa-romeo/tonale>



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07/09/2021

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## Home work for Monday – September 4<sup>th</sup>

Individually: read:

1. Watch the two PowerPoint Presentations with sound uploaded on ItsLearning
2. Read guidelines in Project Guidance: Semester & Bachelor Projects ([https://studienet.via.dk/projects/Engineering\\_\\_project\\_methodology/General/Guidelines/\\_Semester%20and%20Bachelor%20Projects%20-%20VIA%20Engineering%20Guidelines.pdf](https://studienet.via.dk/projects/Engineering__project_methodology/General/Guidelines/_Semester%20and%20Bachelor%20Projects%20-%20VIA%20Engineering%20Guidelines.pdf))
3. Read guidelines in Project Guidance: APPENDIX 1 Project Description  
[https://studienet.via.dk/projects/Engineering\\_\\_project\\_methodology/General/Guidelines/Appendix%201.%20Project%20Description%20-%20VIA%20Engineering%20Guidelines.pdf](https://studienet.via.dk/projects/Engineering__project_methodology/General/Guidelines/Appendix%201.%20Project%20Description%20-%20VIA%20Engineering%20Guidelines.pdf))

Define three good and three bad things with EACH document

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In groups of 4 (different from last time):

You are working in the Front End

Development at Alfa Romeo and have just completed the Tonale

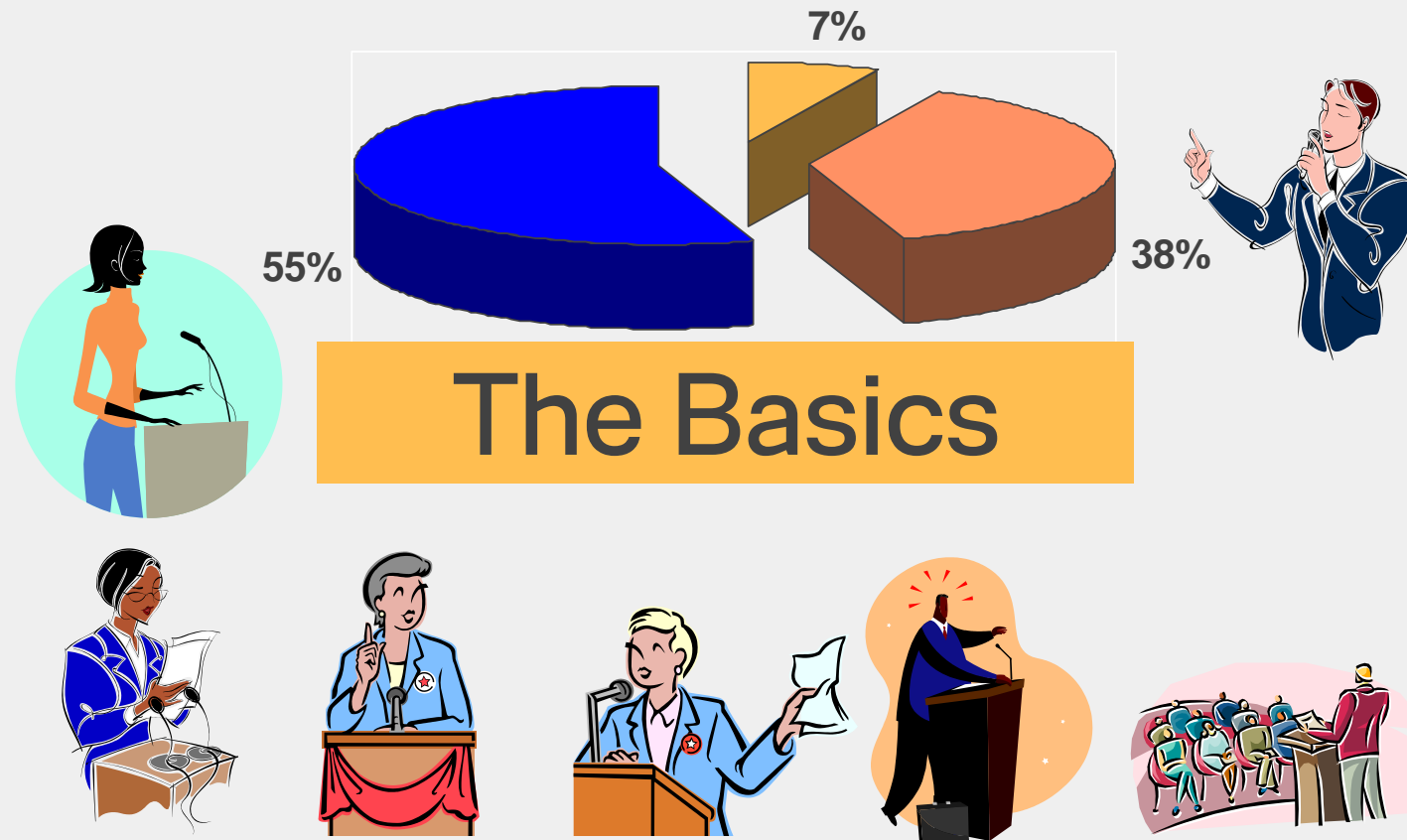
Define Background – purpose and problem for your new Alfa Romeo Development project. Make a One slider and 30 SECOND PITCH!

### The Alfa Romeo - Tonale

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# Oral communication and presentations



# Presentation frame work models:

## The Hækkerup model:

1. Tell what you will say.
2. Say it
3. Tell what you told





# The Presentation Feedback Model

Feedback paper for group: \_\_\_\_\_

Course		PROJECT PRESENTATION REVIEW		Date
Mark 1 – 10 10 is best		Why was it good?	How could it become better?	
		Speaker:		
Appearance				
Eye contact				
Smile				
Engagement				
Voice (vol+var)				
Body Language				
		Speaker:		
Appearance				
Eye contact				
Smile				
Engagement				
Voice (vol+var)				
Body Language				

During the Pitch give individual feedback to the pitcher

Use 3 minutes after the pitch to sum-up your comments.

Transform your findings to the presenting group



Define three good and three bad things with EACH document

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Define Background – purpose and problem for your new Alfa Romeo Development project. Make a One slider and 30  
SECOND PITCH!

SSE-ME PM Lesson 1

06-09-2021

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## Class Assignment: 30 minutes

- 1: Three groups join together
- 2: Each Group presents One Slider + Pitch to the two other groups
- 3: Audience group gives feedback to presenter Group
- 4: Agree one one solution and do an improved pitch based upon the “Hækkerup” presentation model

Also include prioritized top 10 list of Pros and Cons regarding the Guideline documents

- 5: present pitch + Guideline feedback in class