



# Presenting Your Work

MAD9034

Major Project  
Prototyping

Week 4 of 9

Major Project  
**Testing**

Week 5 of 9

Major Project  
Digital Wireframing |  
**Working with Risks and  
Unknowns**

Week 6 of 9

Major Project  
Visual Design |  
Animations, Transitions  
and Interactivity

Week 7 of 9

Major Project  
**Final Testing**

Week 8 of 9

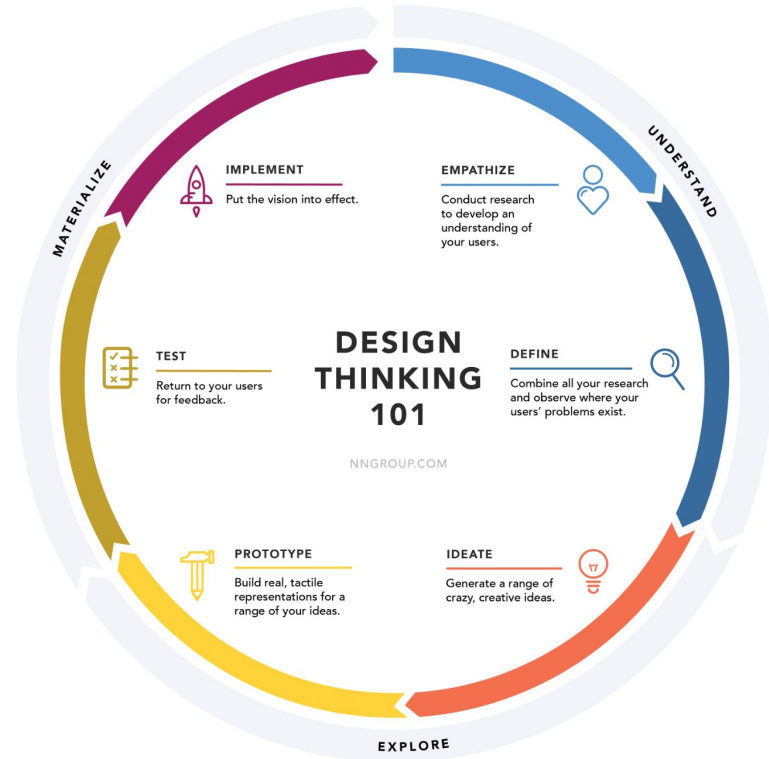
Major Project  
Usability Testing Report |  
**Final Presentation**

Week 9 of 9

# UX Design Process

## Test

- Empathize
- Define
- Design/Ideate
- Prototype
- Test
- Implement + Measure



# Presenting Your Work

## Types of Presentations

### **Purpose and stage**

- Scope and strategy presentations
- Design reviews
- Presenting research results
- Presenting to stakeholders for buy-in
- Presenting final deliverables

### **What you need to know**

- Audience
- Purpose
- Agenda
- Stakeholders
- Desired Outcome

# Presenting Your Work

## Types of Presentations

### Scope and strategy presentation

**When** - Typically near the beginning of a project

**What to cover**

- What's in scope, what's out of scope
- What are the goals of the project

**Level of Detail**

- You are not proposing, or agreeing to a design. You're agreeing on what problem to solve

**Content**

- Market research, product research, user research, etc.

# Presenting Your Work

## Types of Presentations

### Design Reviews

**When** - At all stages of the project

**What to cover**

- Design direction
- Broader perspectives
- Concerns
- Constraints
- Course-correct
- Break through hurdles or 'design plateaus'
- Ensure that a broad range of perspectives are considered

**Content**

- Just enough to get the feedback you're looking for

# Presenting Your Work

## Types of Presentations

### Research Results

**When** - After any research activity

**What to cover**

- Communicate what we learned
- Discuss the results with the team and hear their perspective on the feedback
- Work with the team on recommendations and prioritization
- Formal or informal

**Content**

- Data/results themselves (either individual data points, or aggregates) and recommendations

# Presenting Your Work

## Types of Presentations

### Presenting to stakeholders for buy-in

**When** - At key decision points in a project (get funding, approve a significant shift, launch a large effort)

#### **What to cover**

- As much as necessary to understand the project scope, goals, value and impact

#### **Content**

- Product, user, and market research
- Concepts and storyboards
- Technical evaluation
- Scoping of effort

# Presenting Your Work

## Types of Presentations

### **Presenting final deliverables**

**When** - At the end of the project

#### **What to cover**

- The final output of a project
- A preview of the supporting materials and activities which led to the final outcome

#### **Content**

- You cannot show everything. Decide what's important, and have additional material to answer if questions come up



# Presenting Your Work

## Types of Presentations

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# Giving and Receiving Feedback

## Giving Feedback

### Good feedback

- Specific
- Objective
- Focused around the goals of the product and user
- Doesn't have to end in consensus or agreement

### Poor feedback

- Vague
- Subjective
- Focused on personal preference or taste
- Expecting the feedback receiver to agree on the spot

Knowing how to give and receive feedback in a constructive way is an essential skill for designers

# Giving and Receiving Feedback

## Receiving Feedback

- **Nobody is critiquing you.** They're critiquing the appropriateness of the specific concept or solution you have presented.
- **Remember that the goal is to improve the design.** (Even if that means tearing some of it apart, first)
- **Don't be defensive.** Don't make excuses. Make a note and digest it later.
- **Make sure you understand the feedback.** Ask questions as needed.
- **You don't have to change everything that receives negative feedback.** You just have to hear it and consider it.

[Design Critiques: Encourage a Positive Culture to Improve Products](#)

# Planning Presentations

What you need to know

- How much time you have
- What do you need to cover
- Who is the audience
- How much background info they need?
- What content/material will help get the right feedback/discussion
- In-person low tech
- In-person mid-tech
- In-person high-tech
- Remote

[Creating Engaging Reports & Asynchronous Presentations](#)

# DOs and DON'Ts

## DO

- State the purpose of the review
- Go into a presentation with an open mind
- Make sure the material you share effectively communicates what you're trying to show

## DON'T

- Show everything you've ever done. Focus on what's relevant!
- Talk about how hard you worked
- Apologize for what's 'not good enough'
- Read a script
- Get defensive
- Ask "Do you like it?"

**Rehearse!**

# Final Presentation

Major project

# Final Presentation

## What's Expected

- Max. **8 minute** presentation on your mobile application
- 2 minutes of feedback from 2 classmates that will be nominated ahead of time
- **Engagement and flow**
  - Exhibit professionalism through appropriate attire, voice tone clarity and volume and eye contact with the audience.
  - Design your presentation to be well organized and engaging
- **Explanation of process and design decisions**
  - Explain your design process and the design decisions that you made at every stage of the user centered design process covered in this course
- **Explanation of changes between steps**
  - Identification, justification and impact of changes
- **Explanation of testing results and UX improvements**
  - Testing results, analysis and UX improvements
- **Provide feedback for 2 classmates**

[Course website](#)

# Today in class

Work on your final presentation

Catch-up on work if you are behind

Ask for feedback



# Coming up

## Final Presentation

### **Mandatory**

1. Present on time and in-person
2. Provide feedback on the day when you are not presenting
3. Submit your final project and any catch-up work by Friday, December 13th at midnight.