

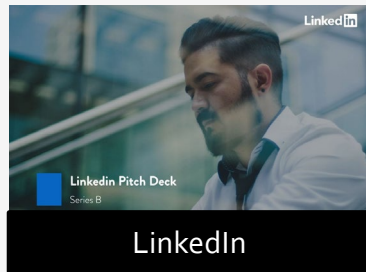
**CS2101 Effective  
Communication for  
Computing Professionals**

Presentations



**Explaining  
tech concepts  
to non-tech  
audiences**

# *Recap*



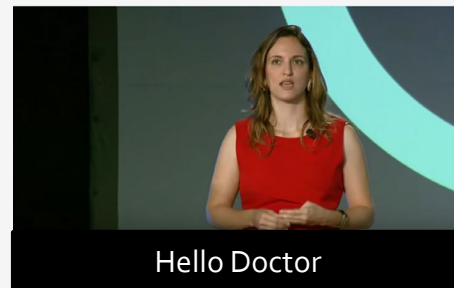
LinkedIn



PapayaPods  
(min 11.52 – 17.00 only)



Drop Stop  
(until min 2.00 only)



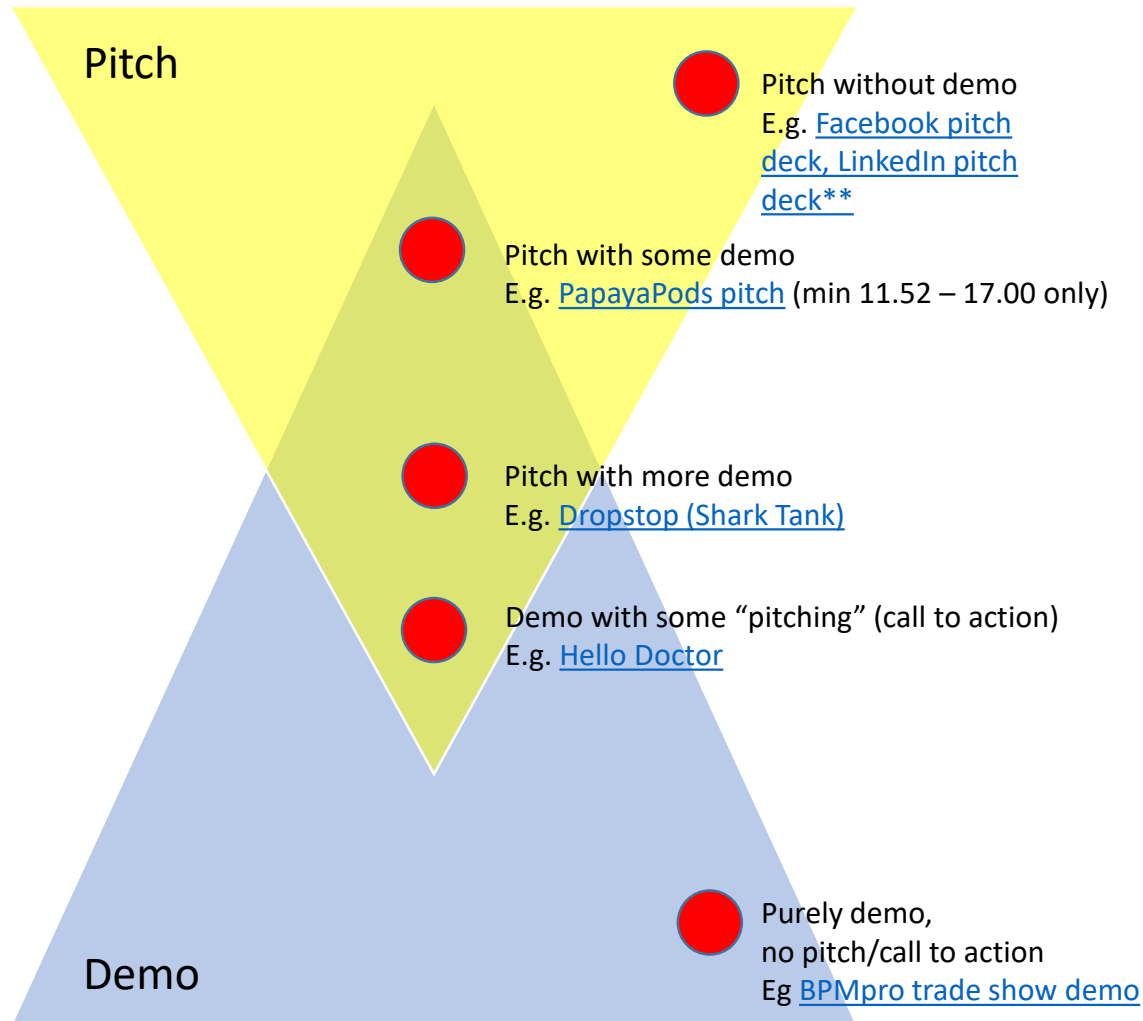
Hello Doctor



BPMpro

	1. Summary of Product	2. Pitch or Demo or Both?	3. Rhetorical appeal (Logos - logic; Pathos - emotions, Ethos - credibility)
LinkedIn	Reliable, trusted and easier way to find talent online (what lies)	Pitch	Ethos (figures from PWC, Goldman, comparison with other companies)  Logos (figures/ shows benefits to the user)
<u>PapayaPods</u>	All in one digital platform for landlords to manage their contracts with their tenants.	Pitch (shows stats and achievements)  Demo (shows how product is used)	Pathos (at the beginning, telling a story about renting an apartment, tried to empathize with the target user. <u>"imagine</u> what it's like for the landlord"  Ethos – credibility (progress using statistics; team)  Logos – statistics/ explanations
Drop Stop	Spongey thingy to prevent dropping stuff through the	Both	Pathos (relate the problem to the users, and tried to

# Is this a product demo or a pitch?



\*\* NOTE:

“A **pitch deck** is usually a 10-20 slide presentation designed to give a short summary of your company, your business plan and your startup vision. It also serves very different purposes, from trying to get a meeting with a new investor, to presenting in front of a stage, and each one of them should follow a different structure.”

Source:

<https://slidebean.com/blog/startups-pitch-deck-examples>

In project groups, discuss what you need to do for OP2 by:

- Choosing Scenario A or B for the Product Demo (A – for Businesses; B- for students)
- Conducting a **Needs Analysis** for the Product Demo and Product Pitch
- Deciding on the **Type of Content** that you would like to include for each presentation

<b>Group 1</b> PRODUCT DEMO	PRODUCT PITCH (to MENTORS)
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	Demo for potential Users	Pitching to Mentors
Purpose	To show what product has to offer. May aim to get users to try out/purchase product.	To get guidance/resources for developing a specific aspect of the product, marketing, etc.
Aim	To show what the product can do for the user, how the product improves the user's life/work and solves the user's problems	<ul style="list-style-type: none"> <li>To show the potential return-on-investment of the product. This can include information about the product's value and potential, the market opportunities and the team.</li> <li>To show how the mentors can guide you in the developing or marketing of your product.</li> </ul>
What your audience cares about	<ol style="list-style-type: none"> <li>Can your software <b>solve my problem</b>?</li> <li>Can it provide a higher ROI than what I'm doing now?</li> <li>Can it provide a higher return on investment (ROI) than my other options?</li> </ol>	<ol style="list-style-type: none"> <li><b>The value of your product</b> – The pain point you're trying to solve and the broader implications of not solving the problem.</li> <li><b>The long-term potential</b> of your product/team/business and how competitive you will be in the market.</li> <li><b>The team</b> and the skills you have, how committed and determined you are towards the business, how quickly you can learn, make improvements and grow.</li> </ol>

How do you appeal to your non-tech audience?

# How to give a kick-a\*\* demo



**Stephen Lead**

Filmed at the Google Developer Day in Sydney



# Learning points

Focus on the “why”

- and not just the “how” (i.e. all the details/ features of the product)

Understand your audience

- address their specific needs

Help them understand what you are doing

# Learning points

Focus on the “why”

- and not just the “how” (i.e. all the details/ features of the product)

Understand your audience

- address their specific needs

Help them understand what you are doing

Analogy



Try this!

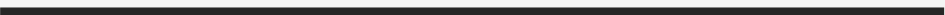
## Activity 1:

*In pairs/groups, answer the following questions to a non-technical audience.*

1. What's the difference between RAM and hard disk space?
  2. What does bandwidth mean? Why should I get more of it?
  3. What's a network address? Why is it important?
-

# *Reflections*

- How did you explain those technical concepts to non-tech audiences?



# What is an analogy?

An analogy is a comparison of the similarities of two concepts.

- The familiar concept is called the **analog**
  - the unfamiliar concept is called the **target**
-

IF THE WORLD'S GETTING WARMER HOW COME  
IT CAN BE SO COLD OUT?

*An analogy*

**WEATHER**

is like

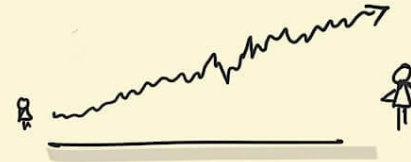


**THE MONEY IN  
YOUR POCKET**

on any one day

**CLIMATE**

is like



**YOUR NET  
WORTH**

over time

ANALOGY: KENDRA PIERRE-LOUIS, NYT

sketchplanations

### *3 Steps to writing an Analogy*

1. Know what it is

2. Use similar examples

that people can relate to

3. Draw comparisons

between target and analog



# *Structure of an Analogy*

## State the Analogy

Bandwidth is like a road, and data is like the cars on that road.

## Compare the features of the Analog to the target.

When there are lots of cars during rush hour, it's slower for everybody. But when there are few cars on the road, everyone can go fast.

Similarly, if there are many people using the same internet connection, they will experience slower data transmission rate, so uploading and downloading to the internet will take longer. But if there're few people connected to the internet, data can move faster, and so we experience faster upload and download time

# *Activity 2:* *What makes a good analogy?*

**Bandwidth**



←→  
**Range or Bandwidth**

# Bandwidth

- **Familiar/ relatable to the audience**
  - Know what your audience would be familiar with
- **Representative of the concept it is explaining**
  - The more ways in which the analogy matches the concept it is used to illustrate, the more intuitive the analogy is.
- **Meaningful to the listener/reader**
  - It is not enough to merely explain the concept. Help the audience understand how the concept affects their lives by relating it to a problem they would have encountered, or an experience they would have had.
  - E.g. *Do you know why..., Have you seen how..., Have you ever wondered how/why..., Have you seen...*

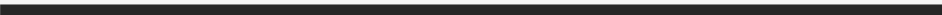
← Range or Bandwidth →

Aspect	6 Exemplary	5 Accomplished	4 Proficient	3 Developing	2 Emerging	1 Unacceptable
<b>Content 20%</b>	<p>Content is extremely persuasive, engaging, and credible. The speaker uses a highly effective mix of rhetorical appeals (ethos, pathos, and logos) to achieve its purpose.</p> <p>The presenters demonstrate very strong audience awareness and addresses audience's expectations, concerns and biases expertly.</p> <p>There are fresh or deep insights into the topic. There are well-chosen examples, explanations, support, or elaborations.</p>	<p>Content is very persuasive, engaging, and credible. The speaker uses an effective mix of rhetorical appeals (ethos, pathos, and logos) to achieve its purpose.</p> <p>The presenters demonstrate strong audience awareness and addresses audience's expectations, concerns and biases well.</p> <p>There are some fresh or useful insights into the topic. There are well-chosen examples, explanations, support, or elaborations.</p>	<p>Content is persuasive, engaging, and credible. The speaker displays some understanding of rhetorical appeals (ethos, pathos, and logos) to achieve its purpose.</p> <p>The presenters demonstrate some audience awareness and addresses audience's expectations, concerns and biases</p> <p>There are relevant insights with appropriate examples, explanations, support, or elaborations.</p>	<p>Content is somewhat engaging and credible; it attempts to be persuasive by using one/some rhetorical appeals (ethos, pathos, and logos).</p> <p>The presenters demonstrate some audience awareness but does not address audience's expectations, concerns and biases sufficiently.</p> <p>There are some appropriate examples, explanations, support, or elaborations.</p>	<p>Content is somewhat engaging but is not persuasive and credible.</p> <p>The presenters demonstrate little audience awareness and does not address audience's expectations, concerns and biases sufficiently.</p> <p>There are attempts at providing some relevant examples, explanations, support, or elaborations.</p>	<p>Content is not persuasive, engaging, and credible.</p> <p>The presenters demonstrate no audience awareness.</p> <p>There is little attempt at providing relevant examples, explanations, support, or elaborations.</p>

Question and Answer 20%	<p>The speaker addresses audience concerns or biases expertly.</p> <p>The responses demonstrate full knowledge and understanding of the topic.</p> <p>The responses are very clear, concise, complete and courteous.</p>	<p>The speaker addresses audience concerns or biases well.</p> <p>The responses demonstrate knowledge and understanding of the topic.</p> <p>The responses are clear, concise, complete and courteous.</p>	<p>The speaker addresses some audience concerns or biases.</p> <p>The responses demonstrate some knowledge and understanding of the topic.</p> <p>The responses are somewhat clear, concise, complete and/or courteous</p>	<p>The speaker attempts to address audience concerns or biases but may not have understood them well.</p> <p>The responses demonstrate some knowledge and understanding of the topic.</p> <p>The responses are not always clear, concise, complete and/or courteous.</p>	<p>The speaker does not attempt to address audience concerns or biases.</p> <p>The responses do not demonstrate much knowledge and understanding of the topic.</p> <p>The responses are not clear, concise, complete and/or courteous</p>	<p>The speaker does not address audience concerns or biases.</p> <p>The responses do not demonstrate knowledge and understanding of the topic.</p> <p>The responses are not clear, concise complete and courteous.</p>
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# *Find out more!*

- Four Ways To Explain Tech Concepts to Your Non-Tech Co-workers
  - <https://www.themuse.com/advice/four-ways-to-explain-tech-concepts-to-your-nontech-coworkers>
- Ten smart ways to communicate complex ideas
  - <https://cuttingedgepr.com/free-articles/core-pr-skills/ten-great-ways-communicate-complex-ideas/>



## ***Activity 3:***

*In pairs/group, choose a challenge and complete it.*

### **Challenge 1:**

Pick a technical concept to explain to your tutor. Remember, your tutor is from a non-tech background.

### **Challenge 2:**

People who do not have a programming background often do not understand the complexity of building an app.

**Roleplay this meeting between an app developer and a client:** Client wants what he/she deems as “minor” changes to be made to an app overnight, but the developer tries to make the client understand that the work is more complex than the client thinks and will require more time.

What's  
Next?

Week 9 Session 1	14- 15 Mar	<b>Writing Progress Reports</b>		Team progress report
Week 9 Session 2	17- 18 Mar	<b>OP2 Consultations</b> Any 2 teams @ 40-45 mins/team		
Week 10 Session 1	21- 22 Mar	<b>OP2 Consultations</b> Any 2 teams @ 40-45 mins/team		
Week 10 Session 2	24- 25 Mar	<b>UGDG In-class Peer Reviews</b>		Team peer feedback for UGDG
Week 11 Session 1	28- 29 Mar	<b>UG Consultations</b> 20 mins/team		
Week 11 Session 2	31 Mar - 1 Apr	<b>CA3 OP2: Product Demo</b> (6-9 mins/team of 2 or 3 <u>pax</u> + 10 mins Q&A)	OP2 20%	
Week 12 Session 1	4 – 5 Apr	<b>CA3 OP2: Product Pitches</b> (6-9 mins/team of 2 or 3 <u>pax</u> + 10 mins Q&A)		
Week 12 Session 2	7 – 8 Apr	<b>OP2 Feedback/ Consultation</b> 25 mins/ team		



Come with a detailed outline,  
and questions for your tutor.

Come during your allocated slot.

What's  
Next?

Week 9 Session	14- 15			Team progress
Week 9 Session 2	17- 18 Mar	<b>OP2 Consultations</b> Any 2 teams @ 40-45 mins/team		
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# ***Project Team Discussions***

- Please use the rest of the time to discuss your project and the OP2.

## Week 8: (1) Product Demos and Pitches (2) Conveying tech info to non-tech audiences, (2) Tech and Project Portfolio & OP2 in-class team meeting

Mon, March 7, 2022 - Sun, March 13, 2022

In the **first session**, discover the secrets to engaging and persuasive product demos and pitches. Then, find out more about CA3 OP2.

Do watch the video below.

In the **second session**, discover techniques for explaining tech information to non-tech audiences which you can apply when speaking about your software in product demos and pitches.



File: [8.1 CA3 OP2 info pack.docx](#) (39.82 KB)



Weblink: [Talk Nerdy to Me - Melissa Marshall](#)

Tips on presenting complex scientific/engineering ideas to a general audience



Weblink: [Dragons' Den - BBC](#)

Watch a successful pitch (with hints of negotiation at the end)



Weblink: [Rehearse your slide show with Speaker Coach \(Microsoft\)](#)

You may want to use this software to practice your presentation and get some statistics and suggestions for improvement.