Through my study of this unit, I understand that as a designer, presentation and design are two completely different aspects. When we design and create, we may be full of enthusiasm and inspiration, but how to make customers feel the same as us.

First of all, we plan the display part reasonably. We can't instill all the ideas into the customers. We must have reasonable arrangements and planning. For example, use simple pictures and short titles to attract customers to learn more, or use structured manuscripts to attract customers to learn more.

When designing, we usually use brainstorming to collect all the ideas, which is a process of inspiration. But in our display, disorganized views make customers feel bad. We can describe our views one by one and add some emphasis to the key points. This can be a short story or some small interaction. We need to reasonably control the pace of the entire presentation, and the most important point is to maintain self-confidence.