**CS-GY 6063 – Software Engineering**

**Project Presentation 15 Slides in 15 Minutes**

Create the 15-minute presentation for your project using the following guidelines. “Why should I care about it?” **(empathy)**, to “I’m curious to see where this is going” (**tension)**, to “Hey this is great! How do we implement it” **(belief)?**

# Introduction (2 slides, 1 minute)

* **Introduction Slide** – Project Title and team members

# Creating Empathy (3 slides, 3 minutes)

* **Slide 1**: Establish the inadequacy of current clichés (Status Quo)
* **Slide 2**: Explain why this is an issue (Observations)
* **Slide 3**: Explain how that's frustrating the target customer (Story)

This is the point of orientation for the presentation audience, where the objective is to spark their empathy. Establish the inadequacy of the current clichés (**status quo**); explain why this is an issue (**observations**); and how that’s frustrating the customer **(story)**.

# Building Tension (4 slides, 4 minutes)

* **Slide 4**: Tell them something they don't know (Insight - Requirements)
* **Slide 5 - 6**: Provide a sense of how this knowledge could be used (Opportunity - Analysis)
* **Slide 7**: Use a familiar example to help them understand the potential (Analogy)

This is the point of surprise, intrigue, and curiosity for the audience. The objective is to build tension by delivering an unexpected insight and opportunity. Build the tension by introducing something they don’t know (**insight/requirements**); provide a sense of how the

knowledge could be used **(opportunity/analysis)**; and a familiar example to help understand the potential **(Analogy)**.

# Making the Audience Believe (5 slides, 5 minutes)

* **Slide 8 - 11**: Reveal the answer to the opportunity (Solution - design)
* **Slide 12**: Explain the motivation for customers and stakeholders to make the changes you're suggesting (Advantage)
* **Slide 13**: Communicate the solution's higher purpose and potential (Ethos – future work)

This is where you unveil the solution to the audience. The objective is to build their belief in the value of what you project delivers. Build the belief by introducing the answer to the opportunity **(solution/design)**; the motivation for customers and stakeholders to make the change **(advantages)**; and the solution’s higher purpose and possibility **(ethos/future work)**.

# Closing (2 slides, 2 minutes)

* **Slide 14**: Post Implementation Review (what we did right, what we did wrong, and what we would change)
* **Slide 15:** Questions/Answers

# CS-GY 6063

**Spring 2016 Revised 4/20/16 Revision 1.0**

**Slides 5,6 &7 for requirements and business domain**

**Slide 14:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Right** | **1** | **2** | **3** |
| **Wrong** | **1** | **2** | **3** |
| **Learn** | **1** | **2** | **3** |

**QUALITY AND ORGANIZATION**

**TECHNICAL CONTENT**

**15-20 MINUTES MUST**

**ENGAGE WITH AUDIENCE**