Demo Day Preparation

Your project demonstrations are an integral, fun and representative culmination of your Deep Dive Coding experience; therefore, we’ve provided some guidelines below to help ensure you and your teammates are fully aware of and prepared for Demo Day.

You and your teammates must plan your time so you practice your presentation at least 5 full times prior to your actual demo so your presentation is smooth, engaging and comfortable for your team and the audience.

Before Demo Day

Each team will do a “dry run” before Demo Day, where they will display their team capstone project and run through the presentation as if it were Demo Day. We will be looking for each team to have incorporated the timing and components noted below and will provide feedback. Present your demo with us as if you were presenting to an audience that you don’t know. You will be graded on your professionalism including but not limited to word choice, microphone use, attitude and posture.

Regardless is your app is working or not before the dry run, consider having slides for your presentations to help facilitate and explain the project. Here are a few ideas for different slides you may have:

• Entity Relationship Diagram

• Security Measures

• Front end architecture

• Back end architecture

• Team and Member Responsibility slide

• Next steps slide

What To Expect On Demo Day

Each team will designate one member to go over to the Venue with your instructor to do a tech check with the laptop her/his team will use during the demo. Teams still regularly have ‘tech’ issues during their actual Demo Day presentation – don’t be one of these teams! Have backup plans in place for the likely event that something won’t work exactly as you had planned. The actual event is in the evening from 5:30-8:30pm, with 5:30-6:00pm set aside for making connections, so be sure you bring your business cards with you. ALL teams will then do their capstone demos together + Q & A with the audience.

You will be using a microphone/PA system so you must practice and be ready to hold the microphone directly to your lips so the audience can hear you! Practice holding an actual and/or an imaginary microphone to your lips as so you don’t give a presentation that the audience can’t hear! Speak clearly and loudly and project your voice. Don’t be the team we need to interrupt because the audience can’t hear you.

Demo Day Presentation Format

For capstones, each team will then give 5 - 8 minutes to live demo of their team capstone project, followed by 5-8 minutes of Q & A with the audience. You never know how many questions the audience will have for each team – could be just a couple of minutes, could be the full time – so be prepared.

Required Team Capstone Demo Components

Each team member must have a speaking part during the demo. It’s often effective to have one team member that is designated to kick things off and to be the ‘anchor’ for transitions and general topics, and also to have team members present the portion of the capstone they are most familiar with/responsible for. Whatever you decide, make it seem smooth and prepared!

1. Introduction of team name and each team member’s name

2. Overview of your project, including the problem/need being addressed and how your

solution addresses that need (don’t spend too long on the problem or the why)

3. Very briefly (20 seconds each max) discuss at least two typical user personas who might utilize your solution once it is live in the wild

4. Display and briefly (30-45 seconds max) discuss your Entity Relationship Diagram (ERD)

5. Display and discuss your frontend UI/UX approach + features

6. Discuss backend functionality, including database features/functionality

7. Discuss security features (should be 60-90 seconds max, unless security is a core selling point/function of your product)

8. Briefly demonstrate working functionality of your signup process, contact forms and/or

other user features

9. Demonstrate the process of entering data, search functionality, reporting functionality, and/or other functionality + features as applicable. These should be already ‘loaded’ in other tabs in order to avoid uncomfortable delays while waiting for mail servers, etc.

10. Very briefly (30 seconds max) demonstrate that your site is responsive/mobile first by using an emulator or sliding the view to various sizes and showing how the information reorganizes for various screen sizes

11. Add a Contact slide/webpage at the very end that includes your names and emails; the Contact slide/page allows for a graceful exit from your presentation to your Q & A12. A nice touch is to secure social media handles for your team name (e.g.@teamcoolproject) and add those links on your capstone website and contact page

Potential things to discuss during the Q & A section:

• Discuss one or more of the main challenges your team/team members faced while building your project

• Discuss plans for how to maintain, promote, or sustain, your project going forward, and be prepared for questions from the audience around this topic

• Discuss how the project and team will continue to grow going forward. It’s very important to present and to answer any questions as if you and your team are committed to continuing to build out your project going forward, regardless of how likely that actually is. This way the audience will connect with your enthusiasm and bring their own imagination to bear while they watch your presentation and toss questions your way. Practice speaking in this fashion always, even among yourselves during the bootcamp.

Public Speaking Tips:

• Speak in present tense terms when discussing your project. For example, say “Our site allows members to submit forum topics and chat with other registered members.” vs. “Our site will allow members...” even if that functionality is not yet in place. This is an important mindset that will help you and your team be more confident and believable during conversations, and especially during presentations.

• Use We and Our vs. Me and I during the presentations

• There are always developers in the audience who will ask your team technical questions

about your project. Practice and be prepared as to who will answer which type/category of questions.

Finally

Network, this is a great opportunity to connect with your professional contacts, local employers and developers, and alumni from the program.

Intro/What/Why

Problem Solution Fit

User Personas

ERD

Front End

Back End

Security

Live Demo

Team Work

Next Steps / Challenges