

Stand and Deliver: Presenting Your Design Work

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Your Presentation

- A 30 Second Spiel
- A slide for the background while you talk
- A poster - can be made from butcher paper
- A practiced in person demo

Your presentation is the
User Interface between
your project & the judges.

What is your objective?

Tell Your Story



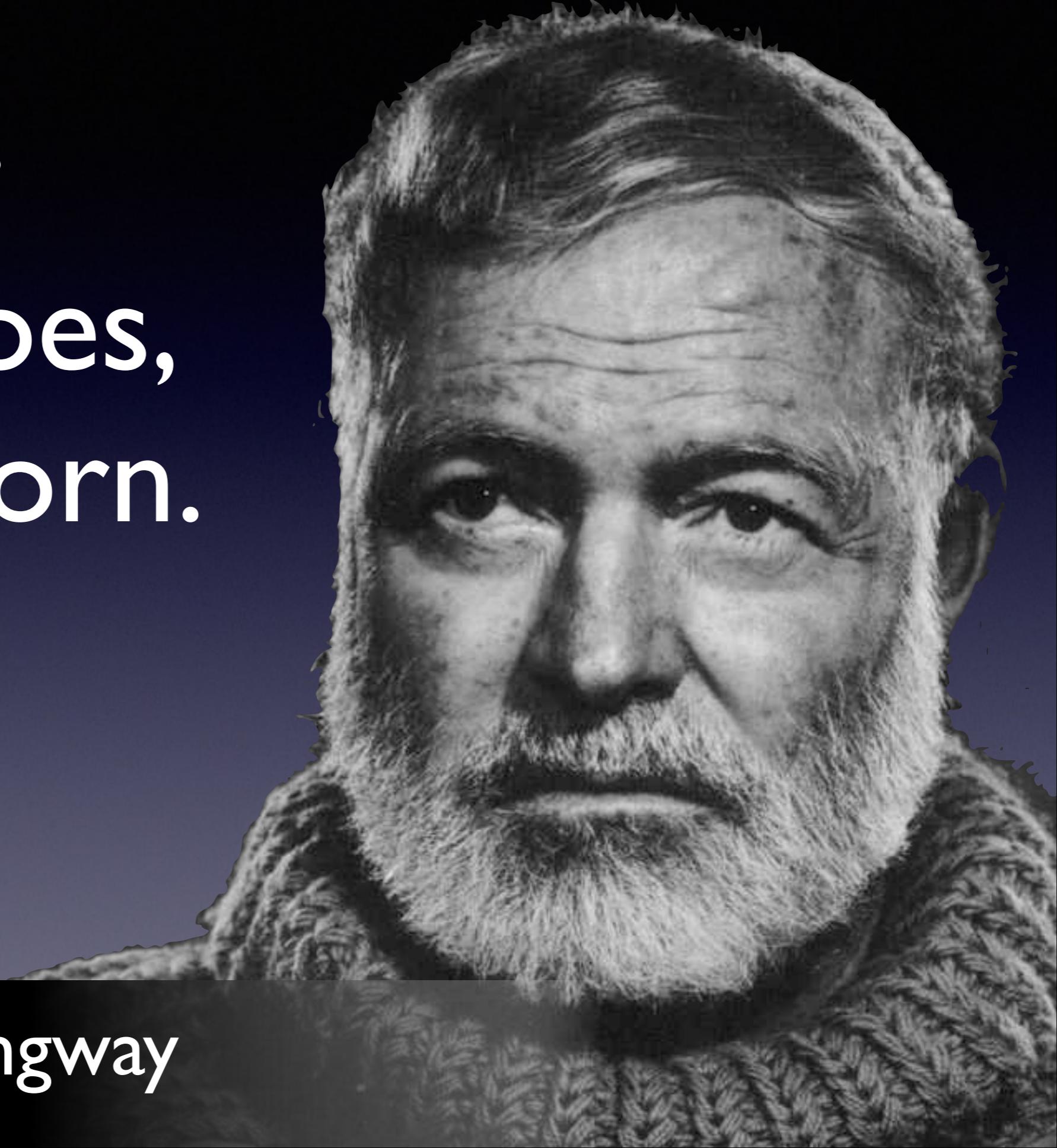


BMC

The art of
Storytelling

For sale:
Baby shoes,
never worn.

Ernest Hemingway



Your Story

WHAT is the Problem?

HOW did you Solve it?

Vinod Khosla - Founder of Sun

Vinod Khosla
Kleiner, Perkins, Caufield & Byers
April 24, 2002

Class Activity

You have
30 seconds



0:30

Define the Problem

In one sentence,
describe the problem.

Define the Problem

Why is it important?

Why should we care?

How does it affect us?

How did you solve
the problem?



What makes your
project unique?

Describe your project,
problem & solution.

You have 30 secs.

0:30

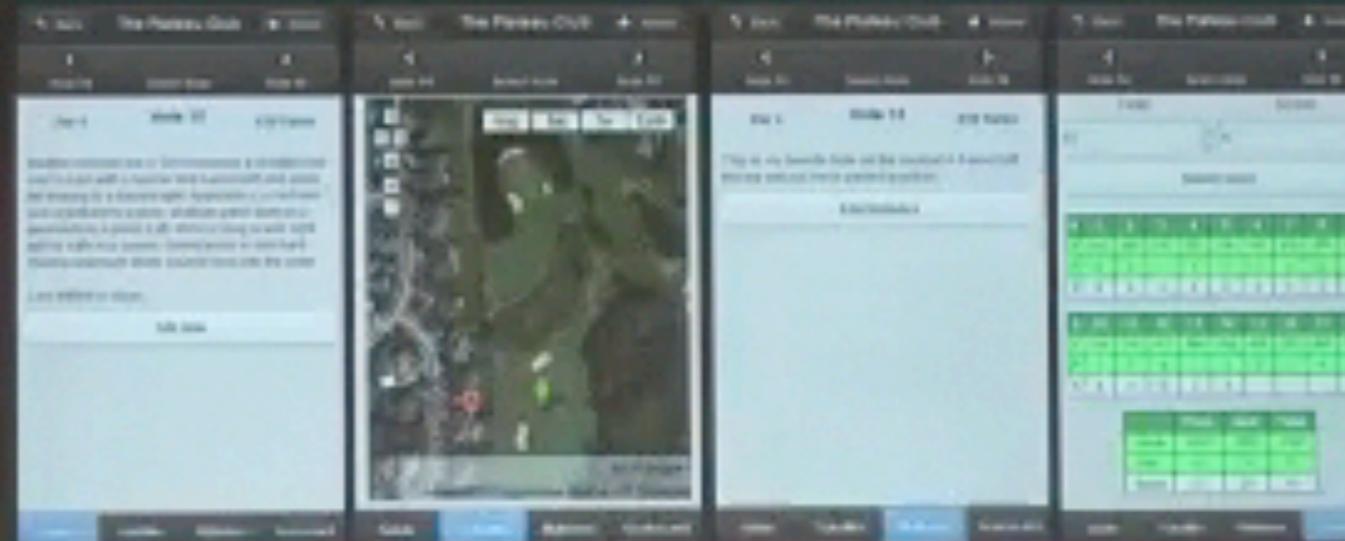
A close-up photograph of a smiling garden gnome. The gnome has a large, white, bushy beard and mustache, and is wearing a bright red pointed hat and blue overalls. It is leaning forward with its hands clasped together. The background is a dark, textured surface, possibly a tree trunk, with some green foliage visible.

Speak to logic
and emotions

2 examples.

Golf Guru

Experience shouldn't trump skill in golf



Golf Guru lowers the home course advantage

iDrnk.com

I don't always drink, but when I do, I use iDrnk.com

Track Your Drinks

Calculate Your BAC

Call a Cab/5-Sure

Enjoy Responsibly!

Drink Meter

Welcome Eric Yurka!

You've currently had 1 drinks.

Your BAC is approximately 0.25%

You should wait 0.75 hours before driving.

[Enter A Drink](#)

[Call 5-SURE/Taxi](#)

About

Help

1 Drinks



Use powerful visuals

Show the interface



Consider the
differences between
your slide & poster

What does your poster
say from:

30 feet

10 feet

3 feet

INSPIRATION

Eating healthy means solving three different problems:
Finding good recipes, buying the necessary ingredients,
and cooking.

There are many recipe-searching applications, but existing recipe solutions contain a large gap between the process of buying food and the process of making a meal. With the multitude of recipe websites, there isn't a shortage of good and healthy things to make - however, the gulf of execution is massive because of the means with which to remind oneself of those recipes once it is time to purchase the ingredients is very limited.

PROTOTYPING

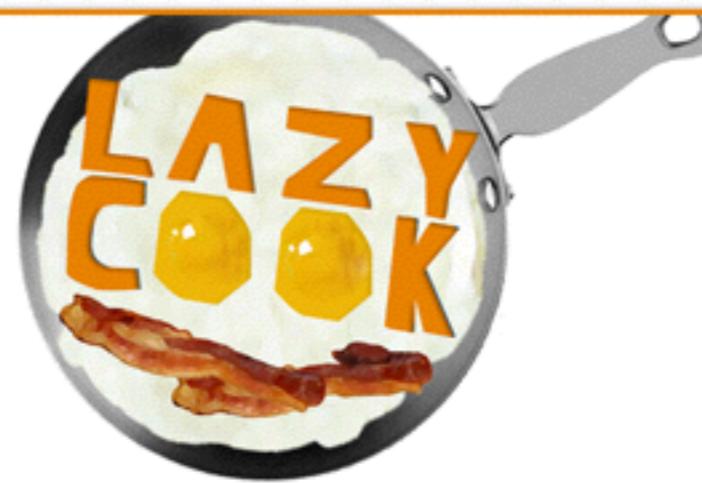
Our application was developed over the course of two months using rapid prototyping and heuristic evaluation techniques. Initial iterations of the app were designed to recommend recipes based on what the individual has in his or her fridge.

At the early stage of the design process, we created three different designs on paper prototypes, and used heuristic evaluation to come up with one final version. This version had two different screens for the shopping list and the favorite recipes. Later, based

Our first paper prototypes included many ideas that were pruned and improved upon with heuristic evaluation.



The first UI theme. User testing led us to iterate frequently, and the current layout is the 4th version.



Inspires healthy COOKING & SHOPPING wherever you are



SOLUTION

LazyCook's smart algorithm suggests recipes based on your shopping behavior, and then keeps track of what you need to buy, so that your shopping list is always with you.

In order to solve the problem that busy individuals or college students would not be motivated enough to maintain an updated inventory of their fridge, LazyCook suggests recipes based on previously bought items. Over time, with more items purchased, the suggestion algorithm will become more intelligent in its recommendations.

USER TESTING

Clicking and tapping behavior is captured in this heatmap generated by tracking through CrazyEgg.



We obtained results from Google Analytics and CrazyEgg about general behavior. We also performed a within subjects test on 20 users comparing two different colored renderings of the app. Lastly, we performed a between-subjects test that evaluated, among other things, user feedback on first impressions ("what button would you press first") and what it did ("what does this app do").

Radio Guide

Real-time song info for all your local stations

goo.gl/fn9cN

Universal Search Box

- Song Title
- Artist
- Radio Station



Browse By

- Genre
- FM/AM Frequency



Now Playing Box

- Album Art
- Song Details
- Station Details

Features

- ❖ Favorite Stations
- ❖ Location Aware
- ❖ YouTube Links
- ❖ Lyrics

QuickMeet

Aaron Sarnoff | Amanda Schloss | Jeff Gilbert

What It Does

We aim to match nearby people on the basis that if they like the same things, they are more likely to get along. Users develop different lists of interests for different occasions, simply switching which lists are active based on the situation.

Prototyping

By creating prototypes and iterating based on feedback, we were able to quickly hone in on the best way to approach solving the need we found. Problems with confusing terminology and poor intuitive usability were fixed before a full product was even made.

Brainstorming

Needfinding:

When you're looking for someone to talk to, how do you find someone you might get along with?

Discovery:

People enjoy spending time with others who share some of their interests

People look for different shared interests depending on what they're doing (work, mall, etc)

Testing



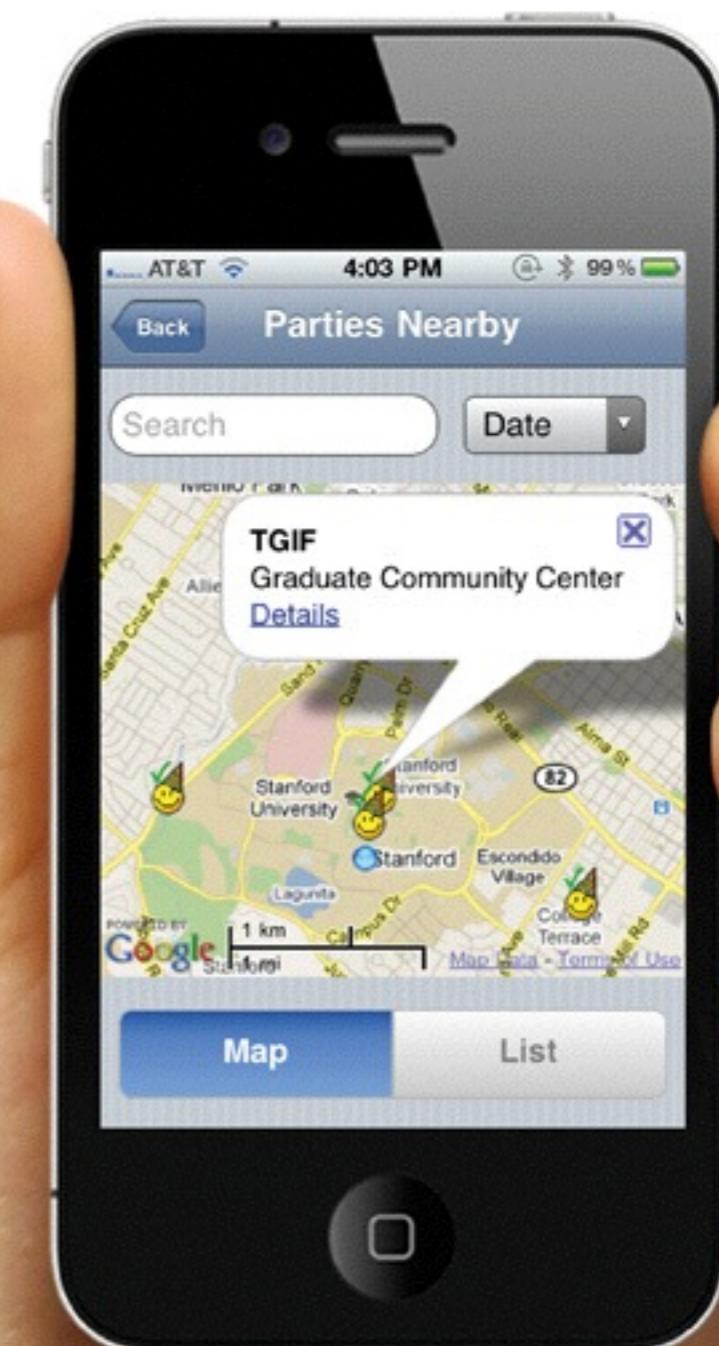
User testing allowed us to identify weaknesses in our design.

By evaluating these results, we were able to fix such problems, improving the application and solidifying the end user experience.



PARTYWHERE

FIND A PARTY NEAR ME.

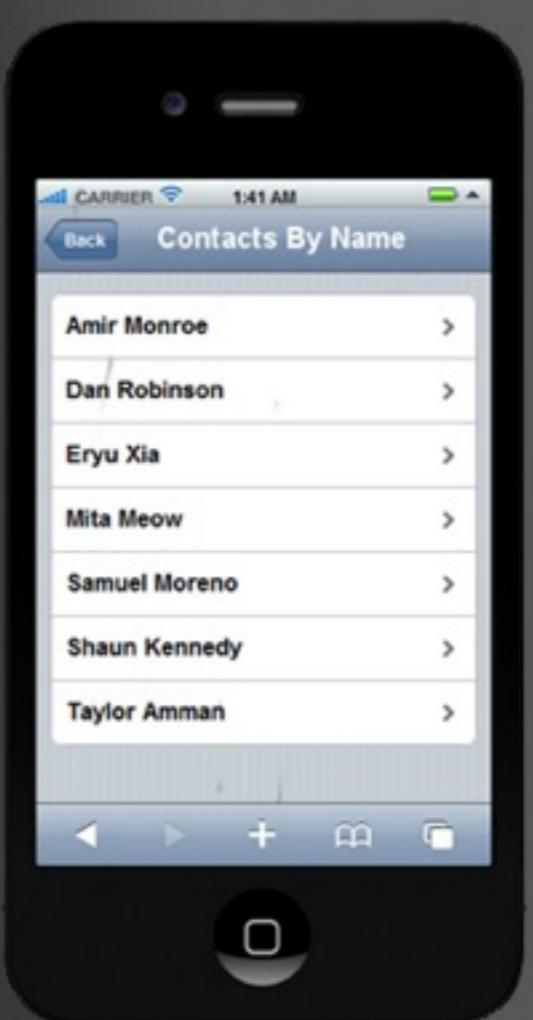


BIZMASTR!

Create Your Card



Gather Contacts



Learn Names!





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Realtalk

Class Activity



Less is more

A close-up photograph of two baby birds, likely chicks, perched on a branch. They have dark brown feathers and are facing forward with their heads tilted upwards, showing their open, yellowish-orange beaks. The background is blurred, showing more green foliage and sunlight filtering through the leaves.

Leave listeners
hungry for more