# Demos

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Why demos work

- Get a glimpse of how a system/feature/tech works
- Demos vs. documents and presentations
- Easy to remember

The Mother of All Demos

- Douglas Engelbart
- Video conferencing, hypertext, computer mouse, and many other features
- 1968
- Truly visionary demonstration
- https://www.youtube.com/watch?v=yJDv-zdhzMY
- https://dougengelbart.org/content/view/209/
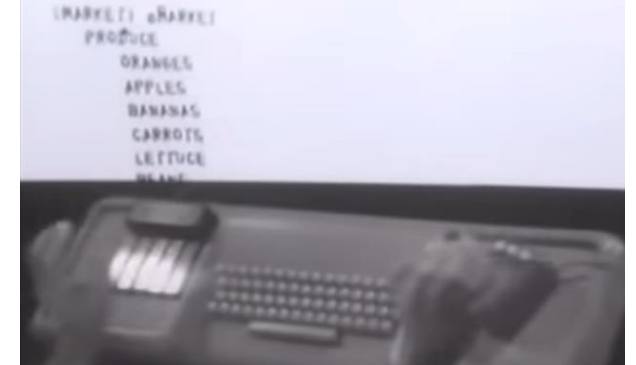
Demo audience

- Existing and potential new customers
- Management, peers, partner teams
- Training
- Investors
- People in general

Main goal

- Convince the audience to make a decision
  - Sales call, investor, roadmap
- Inform the audience
  - New product/feature/tech/service
- Show progress
  - Management, partner teams, checkpoints
- Engineering readiness
  - From theory to practice
  - What needs to be done to get adoption
  - Cost and manufacturing

Main message

- Be clear one or two main points
  - Easy to use and adopt
  - Increase on productivity
  - Faster, cheaper, better
  - Performs a task that before it was not possible
- Concentrate on a scenario that is easy to understand
  - Anybody should be able to relate to the content of the demo
  - Don't pick an edge case or some obscure problem to showcase a feature
- Visually appealing

Demo script

- 3 main phases
  - What are you planning to demo
  - Demo the features
  - Summarized what you showed
- Allocated time is about 10min (+/-)
- 1 person, 1 machine, 1 system

Demo tips

- Don't rush but don't be too slow
- Pick a good example
- Test that the features do work
- Don't try something that you think it might work
- Make sure you have the right sequence/order
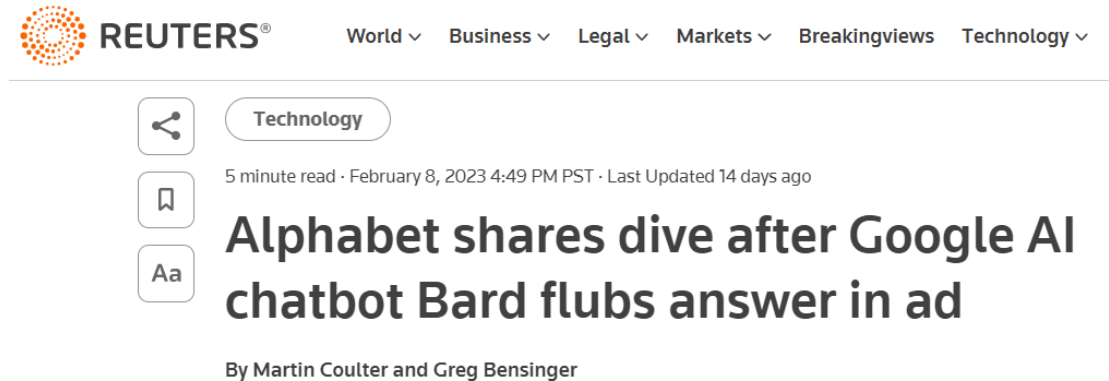- Plain English
- Practice, practice

Demo questions

- Can you do X?
- When are you shipping? When is this tech available?
- How does it compare to Y?
- How does it work?
- What are the system requirements?

Research vs. industry demos

- Research demos tend to be more focused on the tech
  - UX is not ready, difficult to use, non-intuitive
  - Idea is show that it is possible to build a system
  - Show what is possible
  - Next steps
- Industry demos are more polished
  - The software solves a real problem
  - Script: problem -> solution -> benefits
  - Focus on the solution – not features
  - Call for action
  - One more thing https://medium.com/macoclock/looking-back-at-every-one-more-thing-in-apple-history-dbddc2d447d3

Demos can fail

- Impact stock price
- Competition
- Tech is not ready

How to avoid a demo crash

- We've been there
- Should run locally
- Avoid Internet connection and other dependencies
- Have screenshots
- Video recording

Too early

- Lots of examples of demos/products/tech
- Apple Newton
  - https://www.youtube.com/watch?v=mZ4MMZcF3UE
- IBM voice recognition
  - https://www.youtube.com/watch?v=CBfZR9zzqeE
- Microsoft TabletPC
  - https://www.youtube.com/watch?v=s0ieg6P-rF8
- Virtual Reality
  - https://www.youtube.com/watch?v=rVn3H93Ysag

Links

- Mary Fernandez "Tips on giving a good demo"
  - http://cpslab.rutgers.edu/assets/extras/TipsonGivingaGoodDemo.pdf
- Silicon Valley demo (comedy)
  - https://www.youtube.com/watch?v=ACmydtFDTGs