# Final Presentation (20% of your overall project mark)

A well-rehearsed presentation can make all the difference. Even though your product/service might still need some work, if you present your solution in a compelling way, the audience will often be convinced that you have a viable solution.

**MARKING**
I will be marking in two equal parts. 10 points max each:

1) **Presentation skills** (is the team presenting well together? Is there a nice flow to the presentation and do the speakers stand openly in front of the audience? Does the presentation come across well-rehearsed or does the team seem unprepared?)

2) **Slides or visuals** (Are the visuals well designed? Are they cluttered or easy to follow? Do the visuals take away from the speaker, or do they add to what is being said?)

**INCLUDE**:
- Introduce your team
- Tell us a bit about your research. How did you identify the problem? Is there a user need that you learned about through your research that needs addressing?
- Solution and how it addresses the need of your customer segment
- Talk briefly about your usability test and the insights you gleaned from it

**TIPS**
- Never hide behind a podium when you present
- Don't read off a laptop or smartphone, instead use cue cards or speak freely
- Make eye contact with the audience and remember not to read off the slides with your back to the audience
- Rehearse but don't memorize
- Make your team members look good!
- Step in if a team member is struggling
- Not every team member needs to speak, but all need to be present (e.g. stand in the front, actively listening, hand out things, take care of tech, answer questions)

**SLIDES DUE**
Apr 2, 6 PM, upload to LEARN > Dropbox > team folder (title your file as '[team name]-presentation')