



3rd September, 2018

HOW TO DEMO AN APP

Shivang Kumar



Shivang Kumar

Data Scientist at ANZ

University Of Melbourne, Victoria, Australia

Experience



Data Scientist

ANZ Banking Group

Dec 2016 – Present • 1 yr 9 mos

Melbourne, Australia



Intern

Amity University Online

Jul 2015 – Jun 2016 • 1 yr



Developer

Zip Zap Deals

Jan 2015 – Jun 2016 • 1 yr 6 mos

Developed the Windows Phone App for Zip Zap deals.

(<https://www.microsoft.com/en-us/store/apps/zip-zap-deals/9nblggxs6s4>)



Intern


Scientific Analysis Group, Defence Research and Development Organisation

May 2015 – Jul 2015 • 3 mos

New Delhi Area, India



WHAT IS SO GREAT ABOUT DEMOING AN APP?



What I
thought
Data
Science is

WHAT IS SO GREAT ABOUT DEMOING AN APP?



What Data Science Actually is

What I
thought
Data
Science is

WHEN DO I USE POWERPOINT?

- To give a client a one off insight or introduction
- When I want to explore an idea before building an app
- When I want to wireframe for an app
- It allows me to give the audience printouts so they can follow along
- To surface information that:
 - Requires a snapshot view
 - Is a one-off analysis, unlikely to be replicated

WHEN DO I USE APPS?

- To give user's the ability to play around and find insights
- To surface information that:
 - They look at regularly
 - That changes frequently
 - They will want to use even when away from their desk

IDENTIFYING THE AUDIENCE

IDENTIFYING THE AUDIENCE

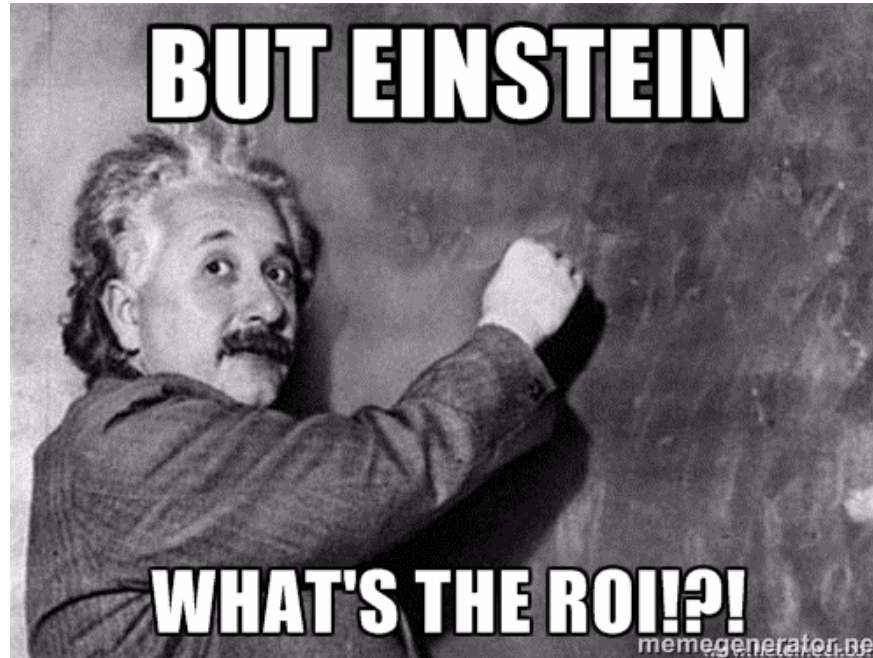
Peers:

- Freedom to go into the details
- Talk about process and methodology
- Keep presentation focussed

IDENTIFYING THE AUDIENCE

Internal Executives

- Usually have less time, so prioritize what is important first
- Focus on the outcome / benefit
- Get into methodology when asked
- Avoid jargon



IDENTIFYING THE AUDIENCE

Clients:

- Highlight how the client's pain points are addressed
- More build up and showmanship involved
- Don't use jargon
- Practice presenting to someone without a technical background
- **Start with the why**



BUILDING THE CONTENT

BUILDING THE CONTENT

- Start with the 5000' view
- Incorporate anecdotes and previous feedback
- A demo is a presentation, not an enumeration of features
 - Take the core use case and walk through it
- Highlight potential branches from core scenario
- Remember to pause



DATATHON

- Make a 3 minute video
- Step into the judges shoes
- Ask yourself the hard questions:
 - Why is what you are doing relevant?
 - How does this make the user's life better?
 - Why would someone use this?

FINAL TIPS

- Let the audience ask questions during the demo
 - Ignore this if strict time constraint
- Add humour
- Don't rely completely on the tech
- Contextualise
- Practice

THANK YOU

