IxD210: Systems

Prototype & Final Presentation

**May 7**

*Overview*

In this final phase of your term project you will not only need to prototype your solution, but also prepare, rehearse and give a public presentation that explains, to people entirely unfamiliar with your project, the topic you chose, and how the research and analysis you did helped you identify a leverage point for which you designed a solution that you can demonstrate as a prototype.

*Instructions*

Your first step in completing this phase will be to build your prototype.

**To build a successful prototype:**

1. Write a compelling narrative about how your persona uses your system to be successful.
2. Identify each of the distinct steps in that narrative.
3. Select a final prototype format. Acceptable options are:
   1. Keynote
   2. HTML
   3. Quicktime (using whatever medium you wish to create the artwork in the movie)
4. Create one high resolution screenshot for each of those steps. These screenshots are your keyframes. Organize them in the order of the steps in your narrative
5. Design the transitions between each one to smoothly tell your story
6. Animate those transitions in the format of your choice

Next you will turn your attention to how you will communicate your term project during the final presentation.

**You will each be allotted 12 minutes to present, 7 minutes for you to speak, 5 minutes for you to listen and respond to questions.** You must plan and practice how to use this time to explain your project, demonstrate your prototype and respond to questions about your work.

**Your public presentation must include a slideshow explaining:**

1. the topic you chose to research
2. a description of that topic as a system in terms of
   1. system purpose
   2. actors, objects & environmental constraints
   3. challenges
   4. the leverage point that was your focus
3. the primary persona you chose, and that persona’s needs
4. the concept model for the solution you designed to meet the primary persona’s needs
5. how you define success for your solution and why your solution meets that criteria

**Your public presentation must include a demonstration of your prototype.**  It is your choice if you wish to demonstrate the prototype live or with a video.

**Your public presentation must allow for the audience to ask questions and provide critique about your project.** Think about what reactions are likely and how you will address them.

**You must practice delivering your part of the presentation in 7 minutes.**

*Submission*

Submit to Edmodo by 4 pm on May 7 the following:

1. Your complete public slide presentation containing all of the pieces listed above
2. Your prototype. These may be files, a link to an HTML prototype or a link to video. It must be apparent how to use the prototype. **If running your prototype requires user actions, you must also include instructions for use.**

*Rubric - Prototype & Final Presentation*

| **Item** | **Excellent (4)** | **Good (2-3)** | **Poor (1)** |
| --- | --- | --- | --- |
| Presentation | The presentation is particularly compelling, well designed, well delivered and reaching the level of performance | The presentation is organized, practiced and easy to understand. Higher scores for better quality visuals and ease of delivery | The presentation is confusing, unpracticed or unprepared |
| System Analysis | A particularly elegant or thorough analysis of the problem space, or an insightful and innovative vision for the solution opportunity. | A clear and believable narrative of how research led to a definition of the scope and purpose of the system, its actors, constraints, significant relationships and the leverage points for improvement. Higher scores for richer and more nuanced observations. | The system description is vague, or generic or disconnected from the research. The leverage points for change are unclear or implausible |
| Solution Design | The prototype demonstrates particular elegance with respect to layout, navigation, workflow efficiency or other elements of user experience. | The prototype tells a compelling story about how it addresses the needs of the primary persona. Higher scores for better production quality and visual design. | The prototype does not meet all of the functional requirements, has poor production quality or is too simple to be believable. |

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