High Fidelity
Presentation Aid

Ethics in IT Practice

Heuristic Evaluations

Wrap up

Submission Structure

- Make sure you address **every criteria of the CRA**!
- Try not to speak from the slides, use the slides to guide your content
- Your team will have **8-9 minutes** to present your work.
- Use a story to guide your presentation
- Make sure you justify your design choices
- Users, users, users!

Introduction

- Name of application

  Why did you decide on this?

- Application type and originality

  What category/typology is your application and how is it original?

- Problem definition

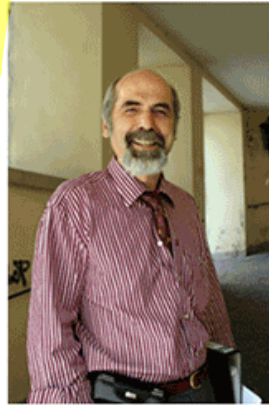 What problem is your application trying to solve?

Users

Who are your users and why will they like your app?

What are some examples of sample users?

Aim to have a couple of different examples for your users. Don't simply say "young people", we are after depth with our user analysis.

Bill

- 52 Years Old
- University Professor of English
- Lives in Bradley Maine
- Married 28 years
- 2 Children (One in college)
- His son, Jeremy is 26 years old and has Down syndrome.

Bill and his wife both work full time. They each make 5 figure incomes that allow them to travel during the holidays with his wife and two kids.

Bill uses the web for work and home. He checks his email and administers online classes. He also looks for events and places that the whole family could visit. He is impatient with the internet because his back gets sore if he sits at the computer too long.

Bill feels fine though he has high blood pressure. He eats healthy and tries to exercise at least two or three times a week.

He uses glasses when he reads and surfs the web. He hates sites with small print because they make him feel old.

"I need to find the information fast. I have classes to teach."

"The internet is a tool to help find experiences that enrich my life as well as my kids. "

Typical Web Tasks

- Checks email
- Plans holiday trips
- Looks for local events and ways to help Jeremy.

Competitor Analysis

Who are your 3-4 main competitors and why?

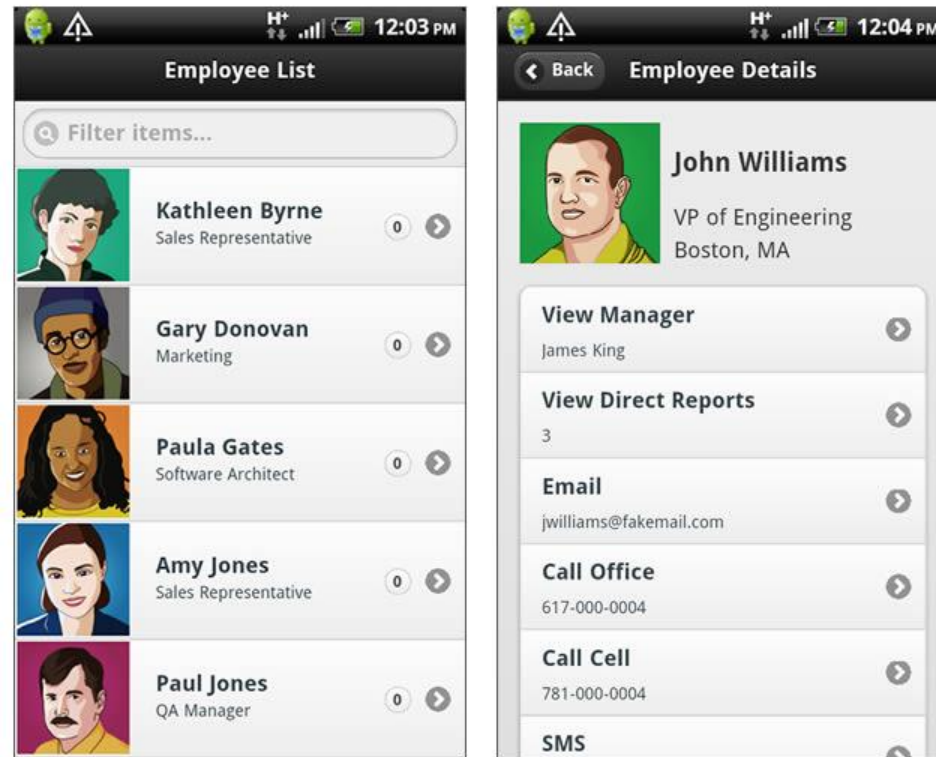What **user needs** are similar/different?

Highlight the gap in the market

	Fonera 2.0	ASUS WL-500G	Planex BRC-14VG	D-Link DI-524UP	D-Link DIR-855	Belkin N+ Router	Linksys WRTSL54	NetGear WGT634U
Wireless Standard	802.11g	802.11g	802.11g	802.11g	802.11n	802.11n	802.11g	802.11g
USB 2.0 port	✔	✔	✔	✔	✔	✔	✔	✔
File server	✔	✔	✔	✔	✔	✔	✔	✔
Print Server	✔	✔	✔	✔	✔	✘	✘	✘
Webcam support	✔	✔	✘	✘	✘	✘	✘	✘
3G dongle support	✔	✘	✘	✘	✘	✘	✘	✘
Make money with your WiFi	✔	✘	✘	✘	✘	✘	✘	✘
Free roaming	✔	✘	✘	✘	✘	✘	✘	✘
Open plugin platform	✔	✘	✘	✘	✘	✘	✘	✘
Torrent downloader	✔	✔	✔	✘	✘	✘	✘	✘
Megaupload and Rapidshare	✔	✘	✘	✘	✘	✘	✘	✘
YouTube uploader	✔	✘	✘	✘	✘	✘	✘	✘
Flickr/Picasa uploader	✔	✘	✘	✘	✘	✘	✘	✘
Media Server	COMING SOON	✔	✔	✘	✘	✘	✔	✘
Price	€ 49	€ 95	?	€ 60	€ 210	€ 90	?	?

Interactive Prototype Demonstration

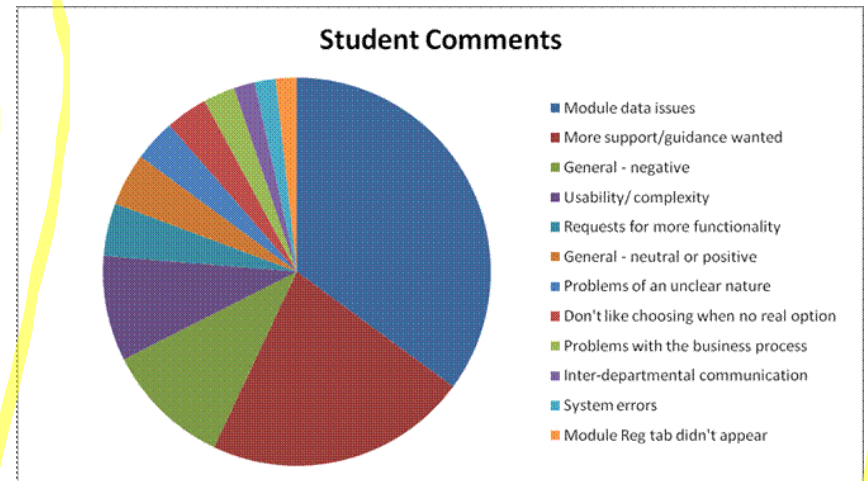Walk through your application as if a user were interacting with it.

Feedback & Review

What did users say about your prototype?

How has your prototype evolved as a result of user feedback?

If you had time to develop another iteration, what would change and why?

Student Comments

- Module data issues
- More support/guidance wanted
- General - negative
- Usability/ complexity
- Requests for more functionality
- General - neutral or positive
- Problems of an unclear nature
- Don't like choosing when no real option
- Problems with the business process
- Inter-departmental communication
- System errors
- Module Reg tab didn't appear

Conclusion

Debrief the audience! Remind us what the name, purpose and major features of the application are.