

# Presentation Guidelines

April 29, 2003

# Purpose of preparation

- Presentation affects how your audience judges the quality of your work.
- Communication to your audience - whether it is your product's users or the audience for your presentation - is part of the design process.

# Before the presentation

- Create an outline of speaking points
- Organize all parts of the presentation in online format
- Ensure that prototype is functioning as you planned (Check each link in the path(s) you'll be presenting)
- Do a dry run with an audience

# The presentation

1. Present the agenda.
2. Give an overview of the project.
3. Describe research and present findings.\*
4. Define the audience.
5. Present the prototype.
6. Distribute handouts.
7. Finish early!

# I. Present the agenda.

- *Sets the tone for your presentation*
- Offer a brief preview for the audience
- Present a professional appearance

## 2. Give an overview of the project.

- *Allows the audience to understand your perspective.*
- Describe your project in 1-2 minutes.

# 3. Describe research and present findings. \*

- *Allows audience to share the observations you made.*
- Show photos, quotations, and other supporting research from your observations.

\* optional

## 4. Define the audience.

- *Helps frame the discussion from the point of the product's users.*
- Describe at least two user personas, showing photos and profile.



# 5. Present the prototype.

- *Gives your audience an opportunity to see your work.*
- Choose a limited number of paths to show.
- Present your work showing how users would experience it.
- Spend 4-5 minutes presenting the prototype.

## 6. Distribute handouts.

- *Gives entire class a brief explanation of all projects.*
- Create outline of entire presentation.
- Keep under one page.

# 7. Finish early.

- *Your audience will leave happy.*
- Timing your presentation beforehand gives you opportunity to expand upon concepts.

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7. Finish early!