

## The Structure of a Product Presentation

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## Overview

- Importance of Presentation Structure
- Methods of Presenting
- Understanding Your Audience
- Scenario Based Presentations

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## Importance of Presentation Structure

A typical project timeline may look like this:

We almost always assume our client knows about this stuff.  
They don't.  
**We need to tell them.**

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## Importance of Presentation Structure

- Design problems are rarely linear
- Design problems are often very complicated
- Your final presentation may be (and usually is) the most important part of a design project
- **Assume your audience does not know anything about your project!**

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## Importance of Presentation Structure

- Design problems are rarely linear
- Design problems are often very complicated
- Your final presentation may be (and usually is) the most important part of a design project **← Why is this true?**
- Assume your audience does not know anything about your project!

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## Methods of Presenting

Method 1: The "Here's the solution" method	Method 2: The "Here's what I did" method	Method 3: The "Here's the idea, and here's my process" method
<ol style="list-style-type: none"> <li>1. Introduce your group, usually getting some of the names wrong</li> <li>2. Apologize for some of the work you are going to show</li> <li>3. Show some slides with images from a web site</li> <li>4. Show the final model</li> <li>5. End abruptly by saying "Well, I guess that's about it"</li> </ol>	<ol style="list-style-type: none"> <li>1. Describe the problem statement</li> <li>2. Describe your research</li> <li>3. Show sketches of your ideation</li> <li>4. Show some prototypes</li> <li>5. Show photos of some user studies</li> <li>6. Pass around the final model</li> </ol>	<ol style="list-style-type: none"> <li>1. Set an agenda</li> <li>2. Jump into several real life scenarios of use, with your product at the core</li> <li>3. Backtrack to talk about your process</li> <li>4. Reflect about the importance of process in guiding your design</li> <li>5. Discuss potential additional research directions</li> <li>6. Conclude</li> </ol>

### Methods of Presenting

1. Tell them what you are going to tell them.
2. Working from a very high, abstract level to a very low, detailed level, show how the product fits in the life of a real person. Make these scenarios "self contained" movies.

**Why make them "self contained"?**

3. Talk about the design process.
4. Discuss the differences between Industrial Design process and other disciplines.

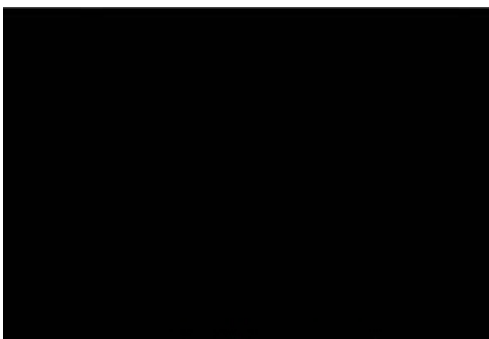
**Why is our process important and unique?**

5. Design is never done. How can this design continue?
6. Tell them what you just told them.

**Method 3: The "Here's the idea, and here's my process" method**


1. Set an **agenda**
2. Jump into several real life **scenarios** of use, with your product at the core
3. Backtrack to talk about your **process**
4. **Reflect** about the importance of process in guiding your design
5. Discuss **potential additional research directions**
6. **Conclude**

### Methods of Presenting : An Example




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### Dissecting A Presentation



People make computers, or do computers make people?

- Begins with a hypothesis, a **research direction**
- Sets the scene for the material to follow





Narrator discusses how computers put us through their paces, reinforcing the concept direction

- Says the words "familiar", mimicking the title and reinforcing the project goals

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### Dissecting A Presentation

Poses a challenge to the viewer:

We must question technology, to be sure that it is directed to a good use.

*"How can we make computers move more smoothly with the momentum of everyday life, instead of us moving with the momentum of computers?"*

**The presentation's central thesis is not about the pen at all!**

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### Dissecting A Presentation



**Scenario 1**  
1:45-2:38 (53 seconds)

- Discusses a human need
- First mention of a "feature"
- Ties the technology directly to a humanistic usage



**Scenario 2**  
2:38-3:14 (36 seconds)

- Introduces another "feature"
- Juxtaposition of the new method (digital ink) with the old method (a day planner)
- Positions the pen as a support for social interaction




**Scenario 3**  
3:14-4:15 (61 seconds)

- Introduces another "feature"
- Emphasis is on the pen as an assistance to everyday life
- Uses a verry small animation to emphasize a detail of the pen, making it seem very real


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### Dissecting A Presentation




**Scenario 4**  
4:35-5:18 (43 seconds)

- Discusses another "feature" (ability to write your own icons)
- Shows a "money shot" of the product in context



**Scenario 5**  
5:18-5:58 (50 seconds)

- Introduces another "feature"
- Still humanistic, but shows more detailed technical aspects of the pen (Email appears serially)




**Scenario 6**  
5:58-6:16 (18 seconds)

- Introduces an alternative use of the pen as a phone

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### Dissecting A Presentation



Ends with the "nitty gritty" – pseudo technical product specs

Shows product in its ink well – technical contextualization (this is still a product)


Illustrates a high level understanding of the technical implementation

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### Understanding Your Audience

?!

Why is it ok that these elements are missing?



**Method 3: The "Here's the idea, and here's my process" method**

1. Set an **agenda**
2. Jump into several real life **scenarios** of use, with your product at the core
3. Backtrack to talk about your **process**
4. **Reflect** about the importance of process in guiding your design
5. Discuss **potential additional research directions**
6. **Conclude**

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### Understanding Your Audience

Audience: What is the goal of your presentation?

- Digital Ink's goal was to present a bluesky conceptualization to gain attention and money.

**What is the goal of..**


- .. your final presentations in a studio class?
- .. presenting your work to a client in a sponsored project? (coke, club car, etc)
- .. presenting your work during a job interview?

**Method 3: The "Here's the idea, and here's my process" method**

1. Set an **agenda**
2. Jump into several real life **scenarios** of use, with your product at the core
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6. **Conclude**

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### Scenario Based Presentation


The importance of an effective scenario 

Simple products	Complex products
Established products	New innovations
Details	Concepts

**What are some examples of these?**

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### Scenario Based Presentation

The importance of an effective scenario 

- We can get away with simply presenting our work when it is simple: A flashlight, a stapler, a plastic drinking cup
- More complicated or innovative solutions require more detail to understand
- Our audience will not understand our complicated or innovative solutions without a concrete contextualization to solidify the material**

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### Scenario Based Presentation

Scenario based presentations should present the design solution:

1. as if it already exists
2. in the physical and cultural context where it will be used
3. abstractly at first, getting more specific and detailed as the presentation progresses
4. in a humanistic manner

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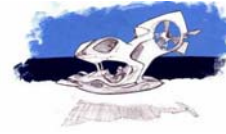
## Scenario Based Presentation

- |                               |  |
|-------------------------------|--|
| Still images with a voiceover | <b>Which of these methods is the best?</b> |
| Full video and sound          | <b>Which is the worst?</b>                 |
| In person skit                | <b>Why?</b>                                |
| TV commercial                 |  |
| 'Once upon a time'            |  |
| Comic book style              |  |

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## Scenario Based Presentation

You have just finished designing a new product called a Vandoozle; it looks like this:



*The Vandoozle was snaggged from drawthrough.com ... Check it out, it's a great learning resource!*

You are presenting it to the client, who has no idea what the solution is – she simply requested an "innovative sport utility vehicle".

**Storyboard out the presentation structure that you will present to the client.**

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## Summary

- Importance of Presentation Structure
- Methods of Presenting
- Understanding Your Audience
- Scenario Based Presentations

**USE SCENARIO-BASED PRESENTATIONS TO PRESENT YOUR INTERACTION DESIGN SOLUTIONS!**

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