The Structure of a Product Presentation

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Overview

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

Importance of Presentation Structure

A typical project timeline may look like this:

- 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!

Methods of Presenting

Method 1: The "Here's the solution" method
1. Introduce your group, usually getting some of the names wrong
2. Apologise for some of the work you are going to show
3. Show some slides with images from a website
4. Show the final model
5. End abruptly by saying "Well, I guess that's about it"

Method 2: The "Here's what I did" method
1. Describe the problem statement
2. Describe your research
3. Show sketches of your ideation
4. Show some prototypes
5. Show photos of some user studies
6. Pass around the final model

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

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Why make them "self contained"?

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 is our process important and unique?

3. Design is never done. How can this design continue?
4. Discuss the differences between Industrial Design process and other disciplines.

Methods of Presenting: An Example

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

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!

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 very small animation to emphasize a detail of the pen, making it seem very real

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
5:18-6:58 (50 seconds)
- Introduces another "feature"
- 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
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

Understanding Your Audience

- Audience: What is the goal of your presentation?
  - Digital Ink's goal was to present a broad concept 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?

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
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    2. Jump into several real life scenarios of use, with your product at the core
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Scenario Based Presentation

- The importance of an effective scenario
  - Simple products
  - Established products
  - Complex products
  - New innovations
  - Details
  - Concepts
  - What are some examples of these?
  - What are some examples of these?

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

- 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
### Scenario Based Presentation

<table>
<thead>
<tr>
<th>Method</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Still images with a voiceover</td>
<td>Which of these methods is the best?</td>
</tr>
<tr>
<td>Full video and sound</td>
<td>Which is the worst?</td>
</tr>
<tr>
<td>In person skit</td>
<td>Why?</td>
</tr>
<tr>
<td>TV commercial</td>
<td></td>
</tr>
<tr>
<td>‘Once upon a time’</td>
<td></td>
</tr>
<tr>
<td>Comic book style</td>
<td></td>
</tr>
</tbody>
</table>

### Scenario Based Presentation

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

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.

### Summary

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

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