

Poster & Final Presentation (Group)

Due: Friday/Monday, June 7/10, 2013

Goal

The goal of this assignment is to learn how to present your work in a visual form to interested parties from industry and across campus.

Deliverables

1. Presentation

Two members of your team will present your project during a **fifteen** minute slide-based presentation in front of a group of guests from various industrial partners as well as other students and faculty. See the grading guidelines for information on how to structure your talk. You **must attend the required practice** session in advance! You must **make the slides available for download on your web site**.

2. Poster

The poster must be 32"x40" (vertical). This should not be a hard project; it should take probably 2-3 hours.

Presentation Guidelines

You will have 15 minutes for this presentation plus up to 5 minutes for questions. Please practice as we will grade you on how close you are to the time limit (under and over). All team members are expected to work collaboratively on the presentation, though only the two who haven't presented yet should present this time. The presentation grade will be based on the content and flow of the slides in addition to the individual presenters themselves.

Also keep in mind that the audience for this presentation will include people who are not familiar with the project and the processes you've gone through during the quarter, so make sure to provide enough context and background for them to follow your talk.

Suggested Talk Outline:

1. Project title & team (introduce yourselves)
2. Introduction to the overall problem (w/ images)
3. High level solution description (w/ images)
4. Outline of talk (tell us what you are gonna tell us in the rest of the talk – tell a story)
5. Video [show your concept video or portions of it, if it makes sense]
6. Representative tasks **with scenarios**
 - a. Explain **reasoning** behind choice of each of the tasks
7. Design evolution (multiple slides)
 - a. Show major steps (including 440 sketches, etc.)
 - b. Explain reasoning/evidence behind design changes (i.e., eval technique & what it found at each stage)
8. Current UI description/demo (multiple slides)
 - a. Present walkthrough of each task
 - b. Explain what it does & how it works
 - c. Should include live demo or video

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9. Ideas for future enhancements (multiple slides)
 - a. What is missing & how you fixed it (if necessary)
 - b. Ideas for additions that would make this even better
10. Summary

Poster Guidelines

Your poster should include

- Logo
- Project Title
- Value proposition
- Basic Problem
- How you solve it / purpose of the project
- Key Features
- Design iteration
- Team members names / project URL

On your poster, you should include **screen shots**, and a *small amount of text*. Do not use full sentences. To make this assignment easier, I have four kinds of help to offer:

1. We have attached a [32"x40" PowerPoint Template](#). Feel free to use the design as is, modify it, or not use it at all. It would probably be easier to modify your 440 poster.
2. Please look at the following example posters for ideas. (if you edit these make sure it is the right dimensions and has the right content as most of these are 440 posters.)
 1. [Swickr](#)
 2. [Radr](#)
 3. [Carbon Shopper](#)
 4. [Pause](#)
 5. [Social Rocket](#)
3. We have a color plotter that can print an image this size.
4. If you email Prof. Landay & Nikki your poster the day before it is due, we will proofread it for writing and design and help you make it better (by Thursday night).
5. You must **put a link** to your poster on the team web site.

Grading Criteria

Your grade will be based on the thoroughness and quality of your presentation and the poster.

Poster Grades (100 points)

Here is the grading criteria for the poster (100 pts total):

Aesthetics (50 Points)

- Does the poster have large images that show the key parts of the UI?
- Is there only the key minimum text phrases included (instead of paragraphs & long sentences)?
- Are the fonts large and legible?
- Is the content properly aligned?
- Are the colors a pleasing combination and easy to read?

Content (50 pts)

- Does it include all the points asked for above (logo, title, value proposition, problem/solution, key features, design iterations, names/URL)?
- Are the key features of the interface clear and labeled where necessary?
- Is there a good evolution of the interfaces changes shown?

Presentation Grades (100 pts)

The presentation grading will be broken into two components: the individual grade of the presenter(s) and a group grade for the presentation.

Presenter's grades (NAME: _____)
(NAME: _____)

- Organization
 - ___ Introduction to the overall problem (1 slide)
 - ___ High level solution description (1 slide)
 - ___ Overview/Outline of talk (1 slide) – don't read this, tell it like a story
 - ___ 3 representative tasks with scenarios & why chosen (multiple slides)
 - ___ Design evolution & why (study results) (multiple slide)
 - ___ Demonstration / video
 - ___ Current UI description (multiple slides)
 - ___ Ideas for future enhancements (multiple slides)
 - ___ Summary of talk (1 slide)
- Presentation
 - ___ Use effective slides (easy to read, understand, good use of visuals/images)
 - ___ Cover required scope in 15 mins (+ 5 minutes Q&A). Practice in advance.
 - ___ Ensure the presenter makes eye contact and projects well.
 - ___ : ___ _____
 - ___ ___ _____

Group grade (GROUP NAME: _____)

- High level Problem Solution:
 - ___ compelling problem?
 - ___ solution clear and seem viable?
- Tasks
 - ___ good coverage?
 - ___ reasons chosen compelling?
- Demo
 - ___ show enough implementation has been done?
 - ___ aesthetic and pleasing?
 - ___ good fit with platform UI?
- Current UI description
 - ___ clear on what it does?
 - ___ simple to understand design?
- Design Evolution
 - ___ clear on what changes were made?
 - ___ clear on what evidence for changes?
- Ideas for future enhancement?
 - ___ creative?
 - ___ come from real data/evidence?