Building Presentations & Tips for Presenting

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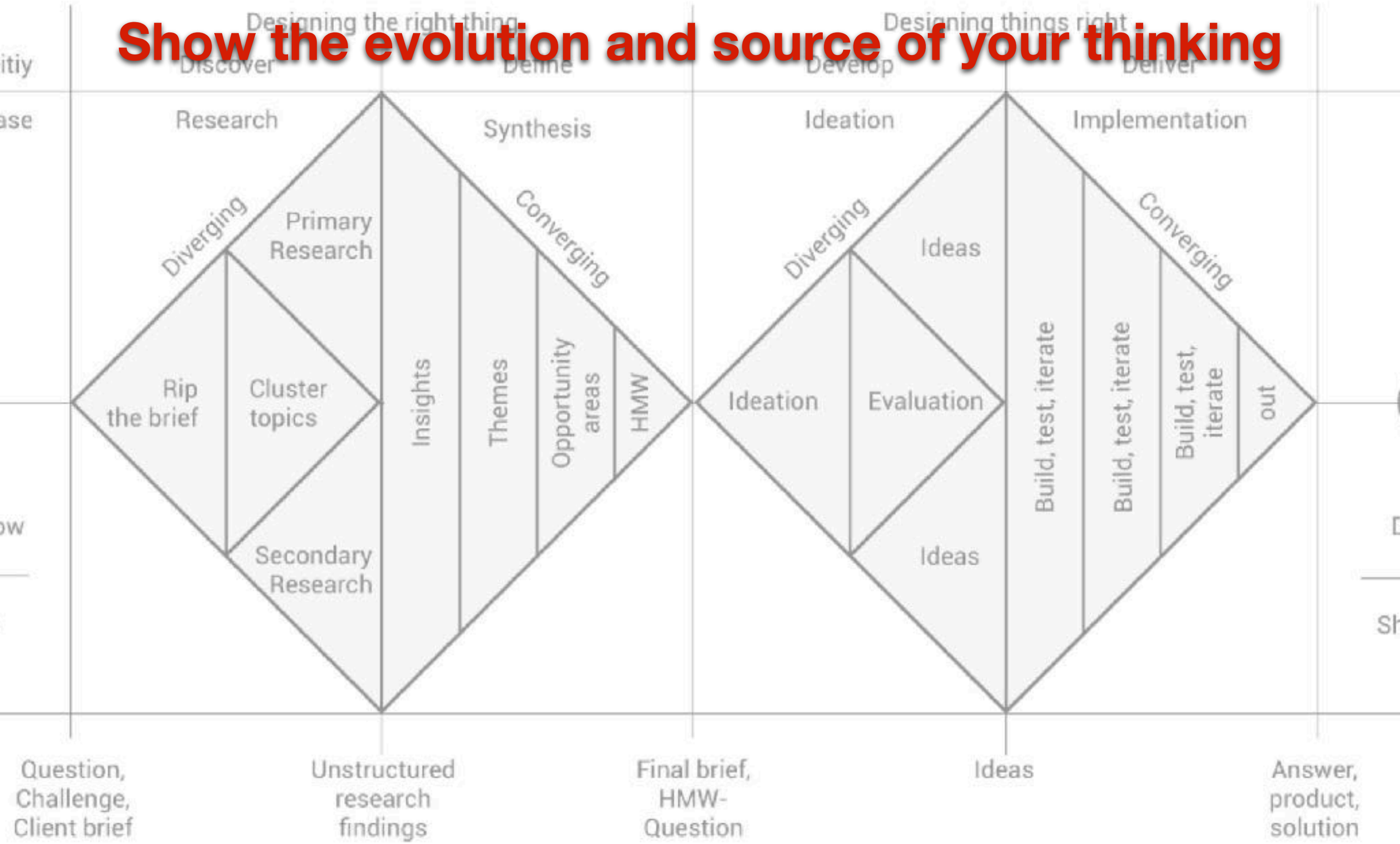
Show the evolution and source of your thinking



Structuring the work

Sharing the workload

- What is the overall narrative of our team work?
- Who is in charge of compiling pics?
- Who is responsible for texts?
- Who embeds background research and evidence from user tests?
- What feeling do I want the audience to have in the end and how should I prepare my presentation in order to achieve this?
- Who says what in the presentation, how do we make as smooth and dynamic as possible?
- Who takes the lead?

Presentation skills

External factors

- performance, habitus
- interactional style
- practical skills:
  - rhythm of speech
  - variety
  - show and tell to convince
  - use of examples and evidence
  - use of space
  - technical skills with equipment

Internal factors

- substance expertise
- design thinking and empathy
- apprehension of the context
- ability to adapt to changing circumstances

Attitude

– same same but different

Positive

- I feel good.
- What a nice audience. It is nice that these people want to hear what I have to say and see what I have done and they have taken time off for me
- I am well prepared and not in a hurry
- I want to share my thoughts and vision and help my audience understand
- Discussive presentation

Negative

- I feel anxious and nervous
- What are those people looking at. What do they want from me.
- I am late and in hurry
- I want to get this soon over with
- Reporting
(one-sided monologue)

Technical

- Does the timing of our presentation work?
- Resolution of pictures?
- Do the fonts and contrast work in the presentation?
- Does the projector and connections work?
- Do the files work?
- Do the links work?
- Does the sound work?
- Preparation of the space for presentation, chairs, tables, lighting, cables, equipment etc.
- Any other possible needs, papers, physical mockups, microphone, props, stagelights etc.

Presentation advice from industrial designer Pekka Murto

Audience

iPhone
the phone

Objective

Audience

- Who are they?
  - Primary, secondary, gatekeepers, decision makers
- What do they know?
  - Experts vs. novices vs. mixed
- What is their attitude?
  - Positive/neutral vs. negative
- How can you motivate them?
  - Stress benefits & enhance credibility (rank, goodwill, expertise, image, common ground)

Objective

- Informational vs. promotional/persuasive
  - Or something in between
- Making the audience agree or act in a way we want to / creating buy in = persuasion

Some principles…

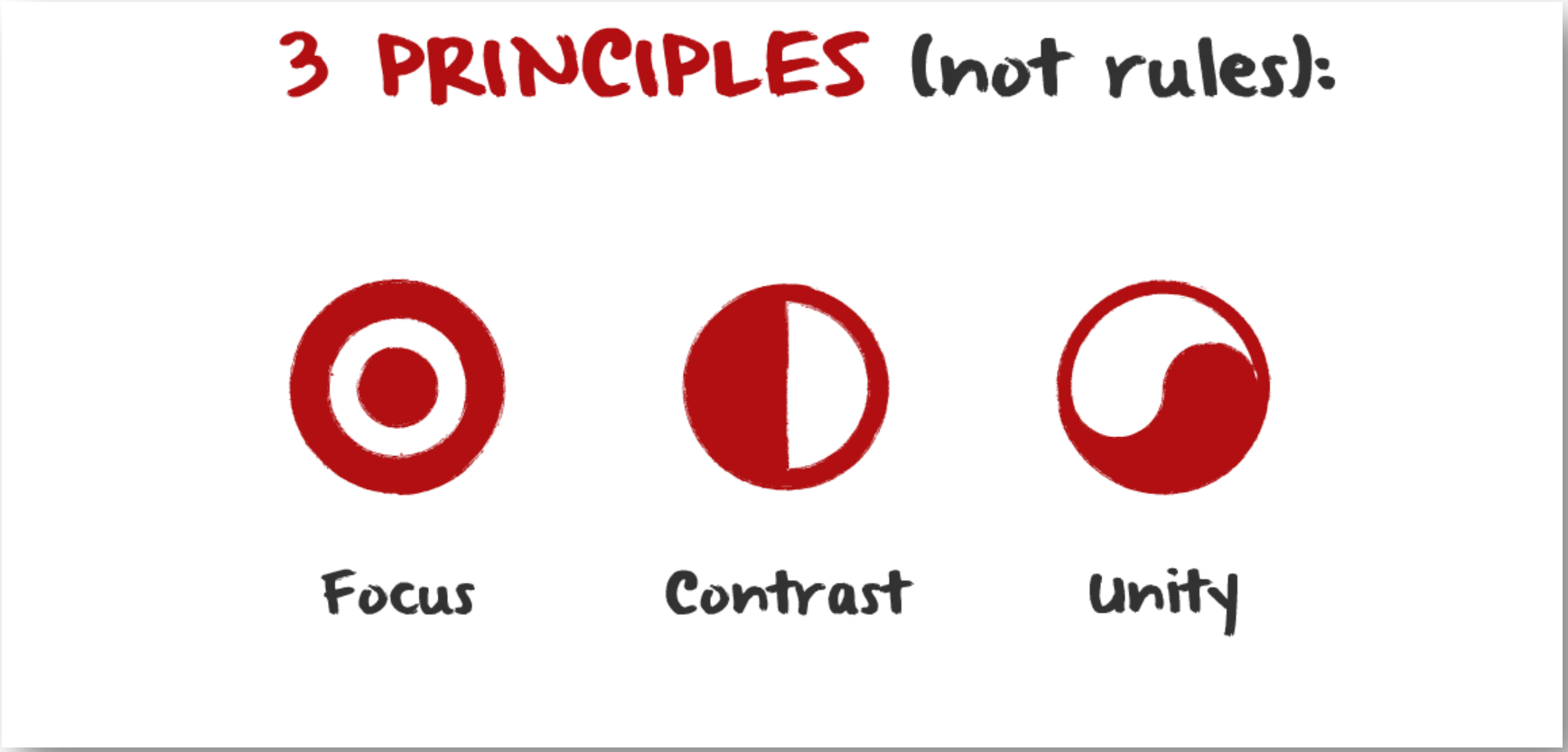
Common problems (Alexei Kapterev)

Incomprehensible structure

Lousy slides

Sleep-inducing delivery

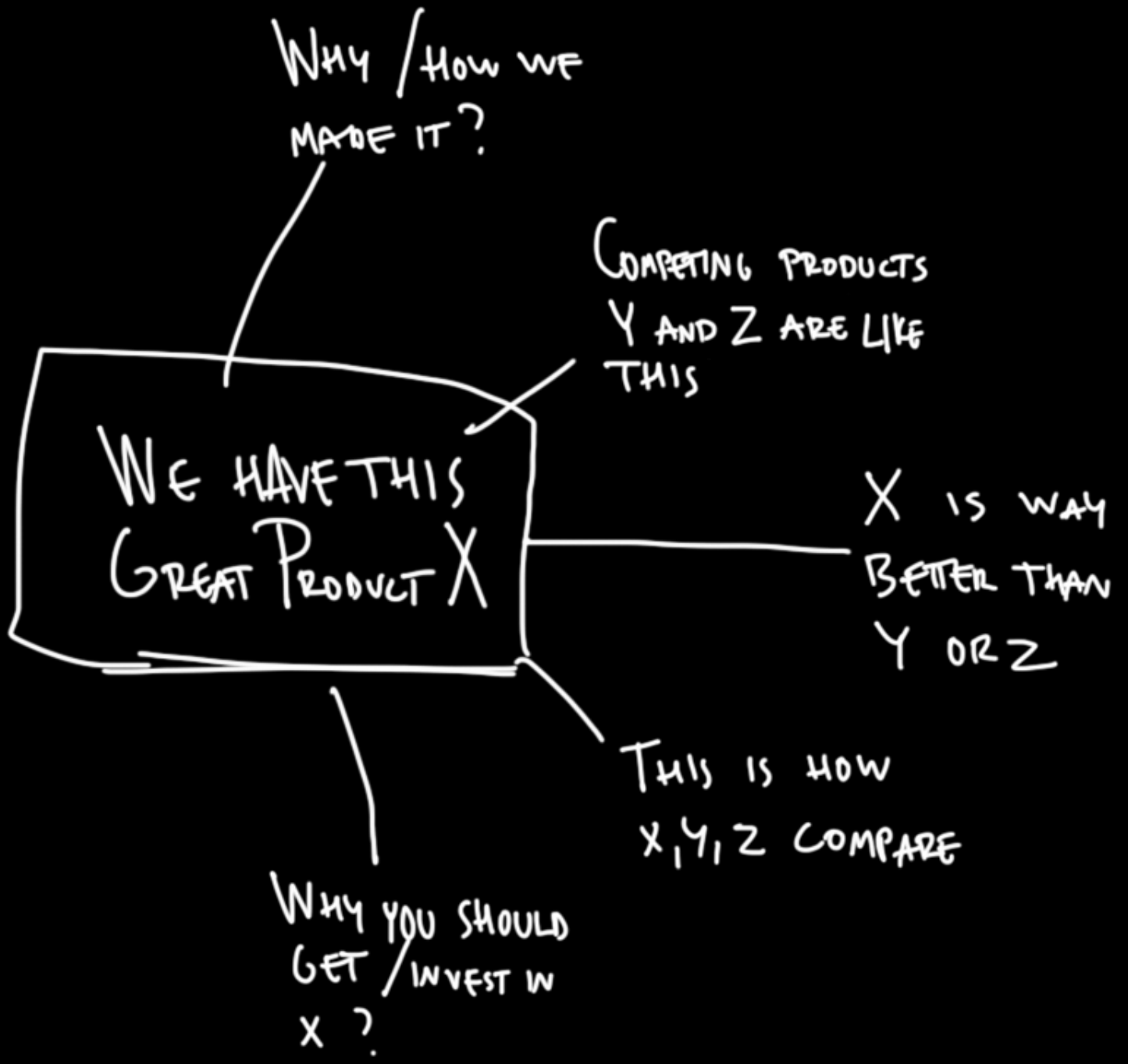
Presentation principles (Alexei Kapterev)



(…in structure, slides and delivery)

Structure

- Focus on the main objective
  - Support with key points
  - Drop the rest
- Problems – solutions


WHY / HOW WE MADE IT?
COMPETING PRODUCTS Y AND Z ARE LIKE THIS
WE HAVE THIS GREAT PRODUCT X
X IS WAY BETTER THAN Y OR Z
THIS IS HOW X, Y, Z COMPARE
WHY YOU SHOULD GET / INVEST IN X ?

Motivated sequence (Ehringer & Monroe 1987)

1 – Get attention – arouse interest, focus on message

2 – Show the need – identify the problem

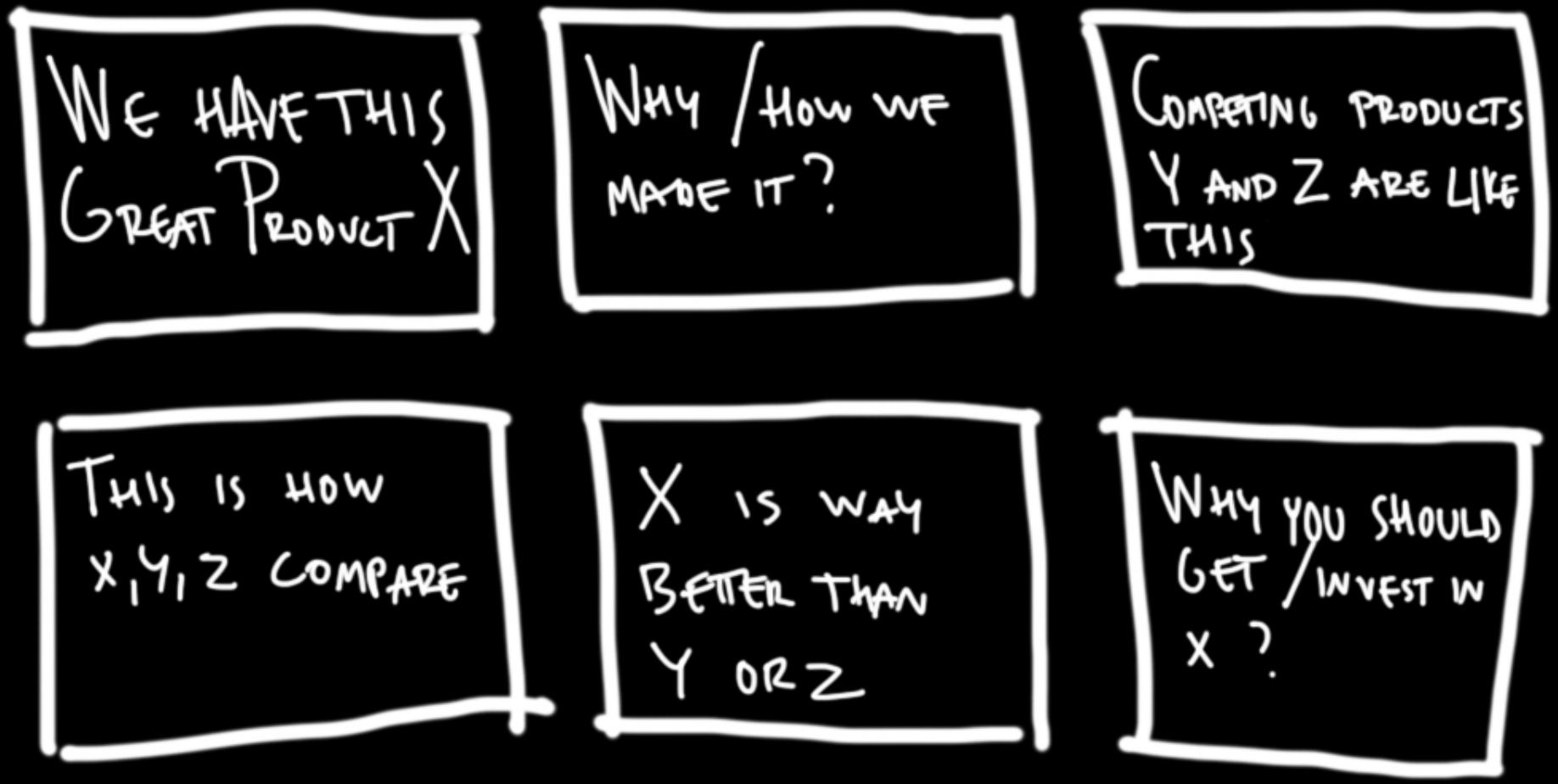
3 – Satisfy the need – present a solution

4 – Visualise the results – point out the benefits

5 – Request action – obtain commitment

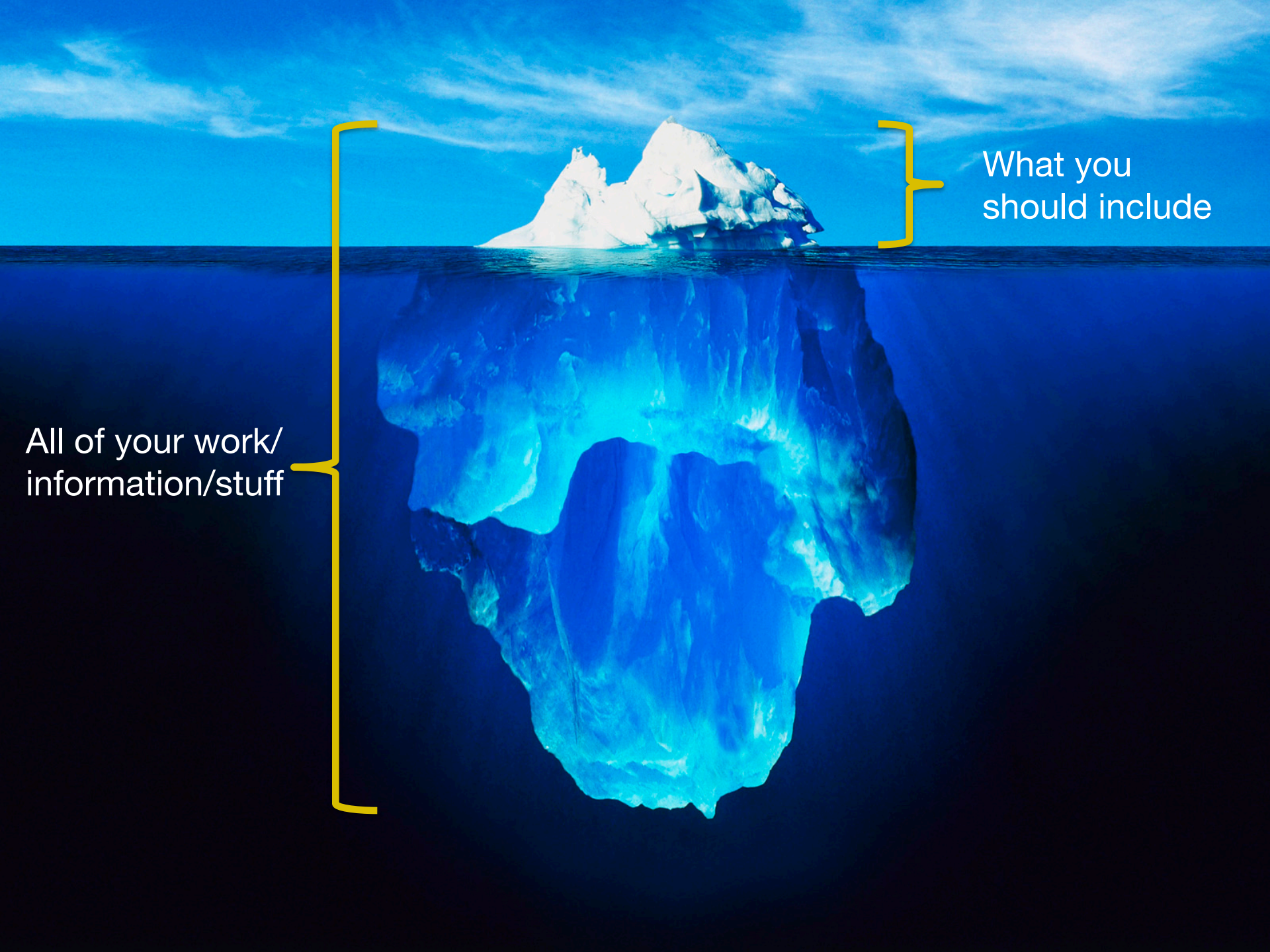
AIDA

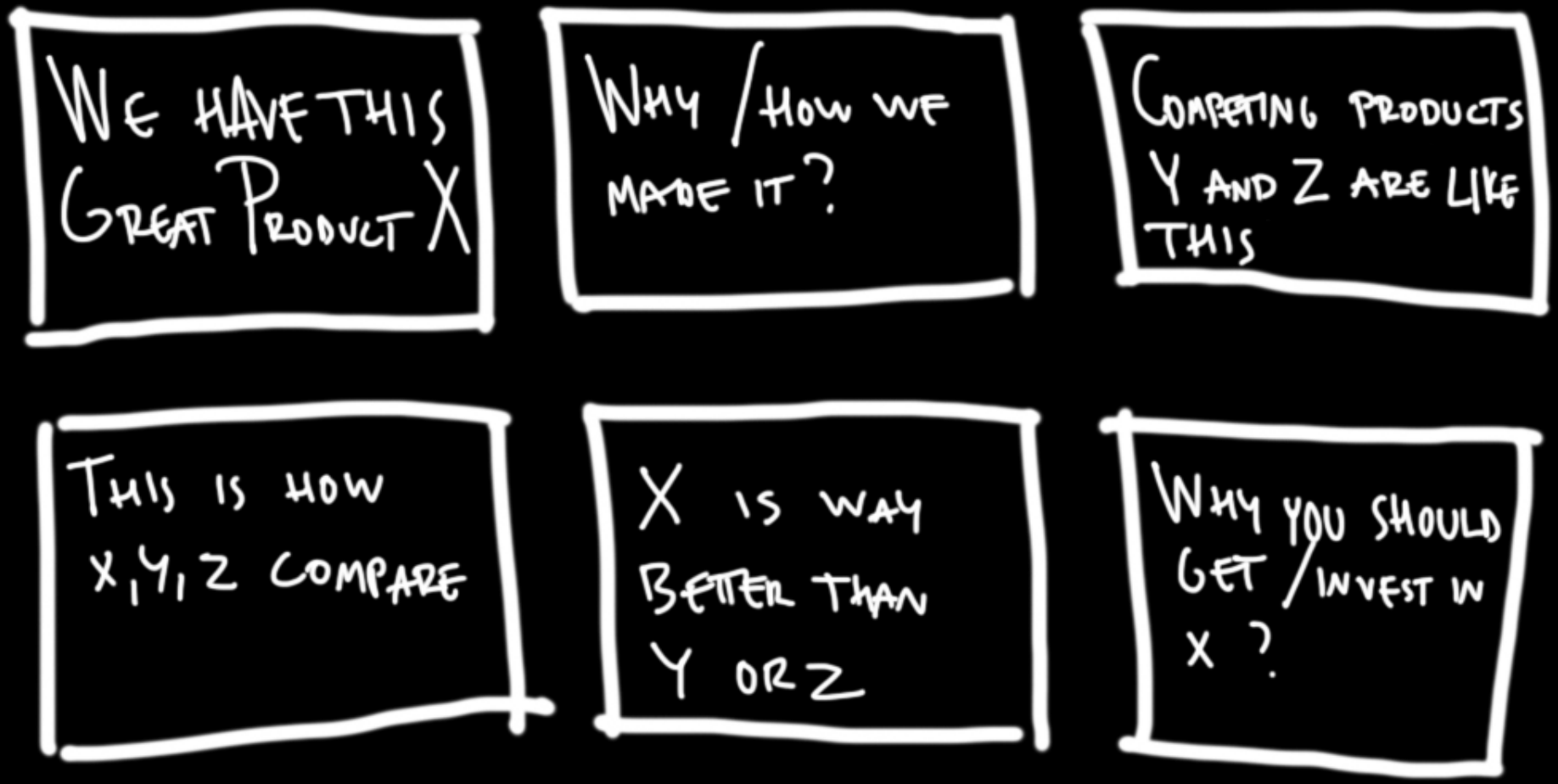
- Attention
- Interest
- Desire
- Action


We have this Great Product X
Why / How we made it?
Competing products Y and Z are like this
This is how X, Y, Z compare
X is way better than Y or Z
Why you should Get / Invest in X ?

Slides

- Avoid excessive use of text, unnecessary clutter, pictures for pictures sake or too much information
- Indicate how your things relate to people
  - Scale, use & how things work
- Anticipate objections and questions
- Slides support you, not the other way around


What you
should include
All of your work/
information/stuff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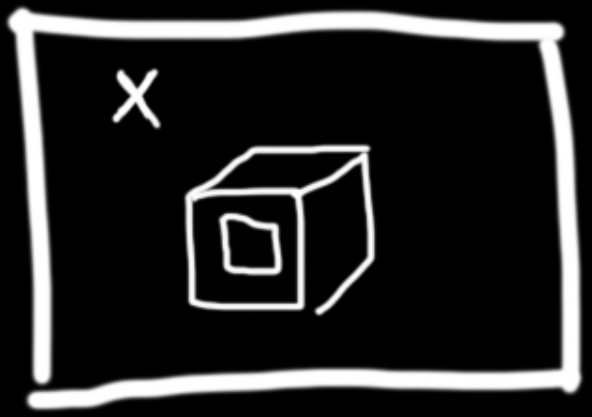
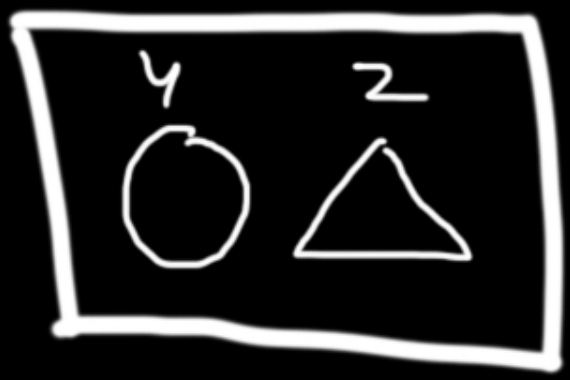
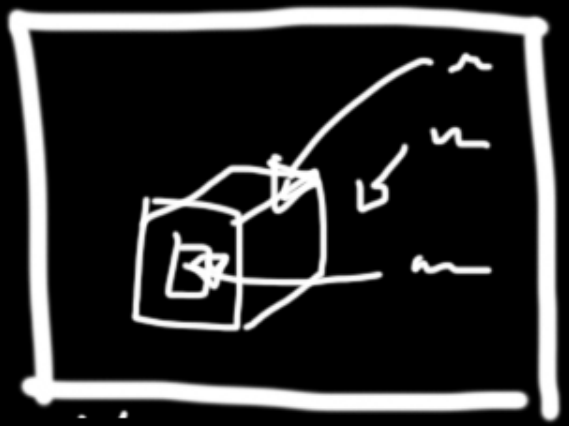
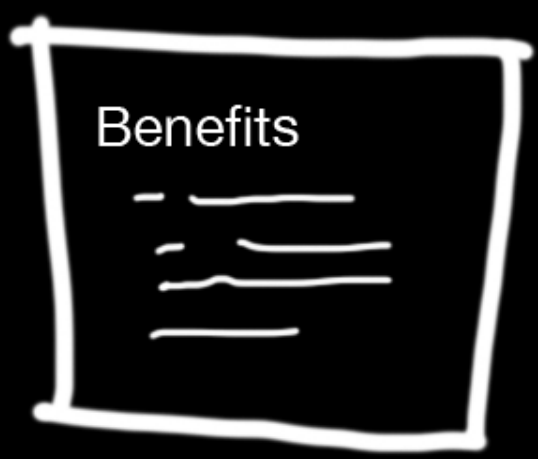

X

Research

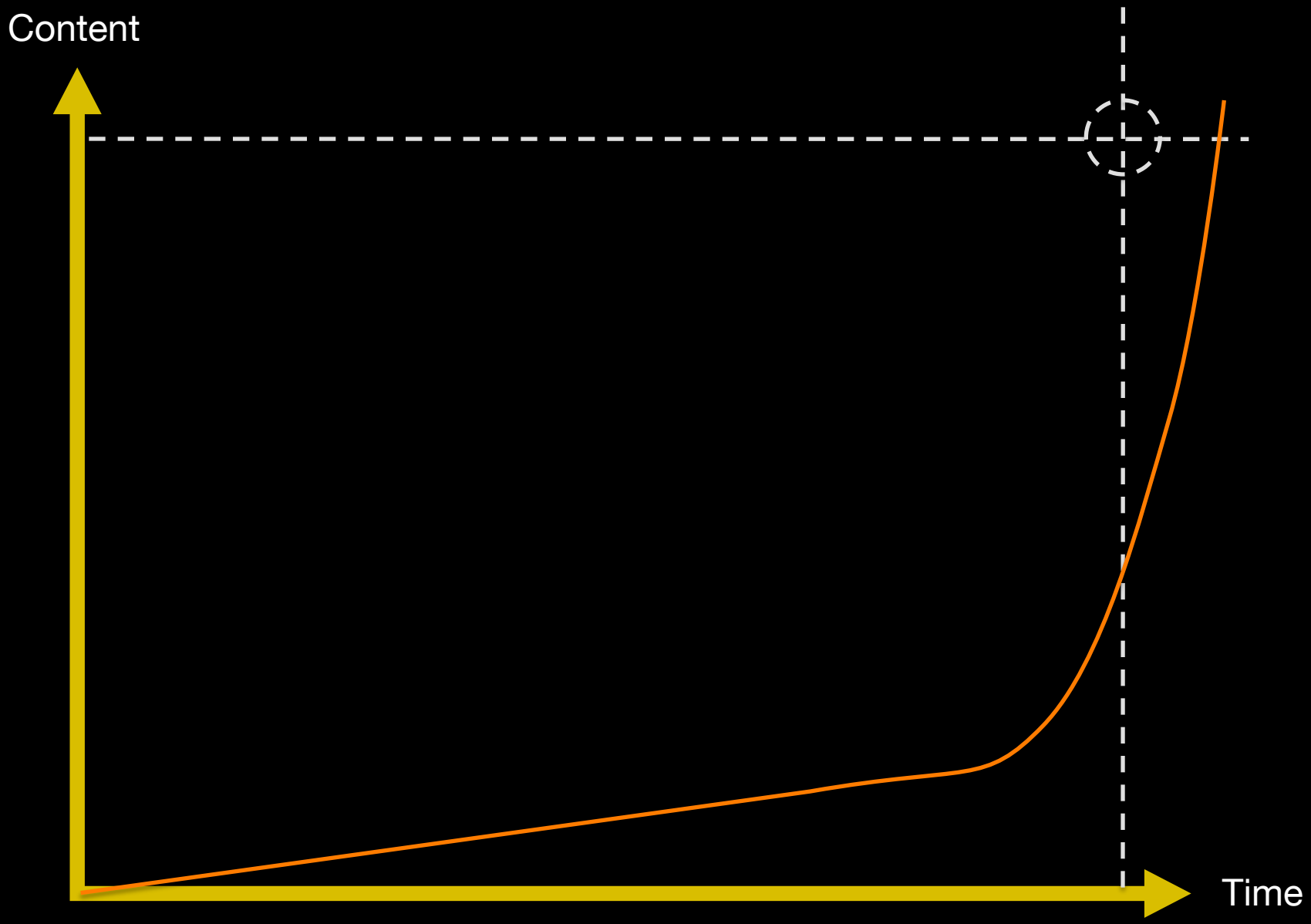

Y
Z

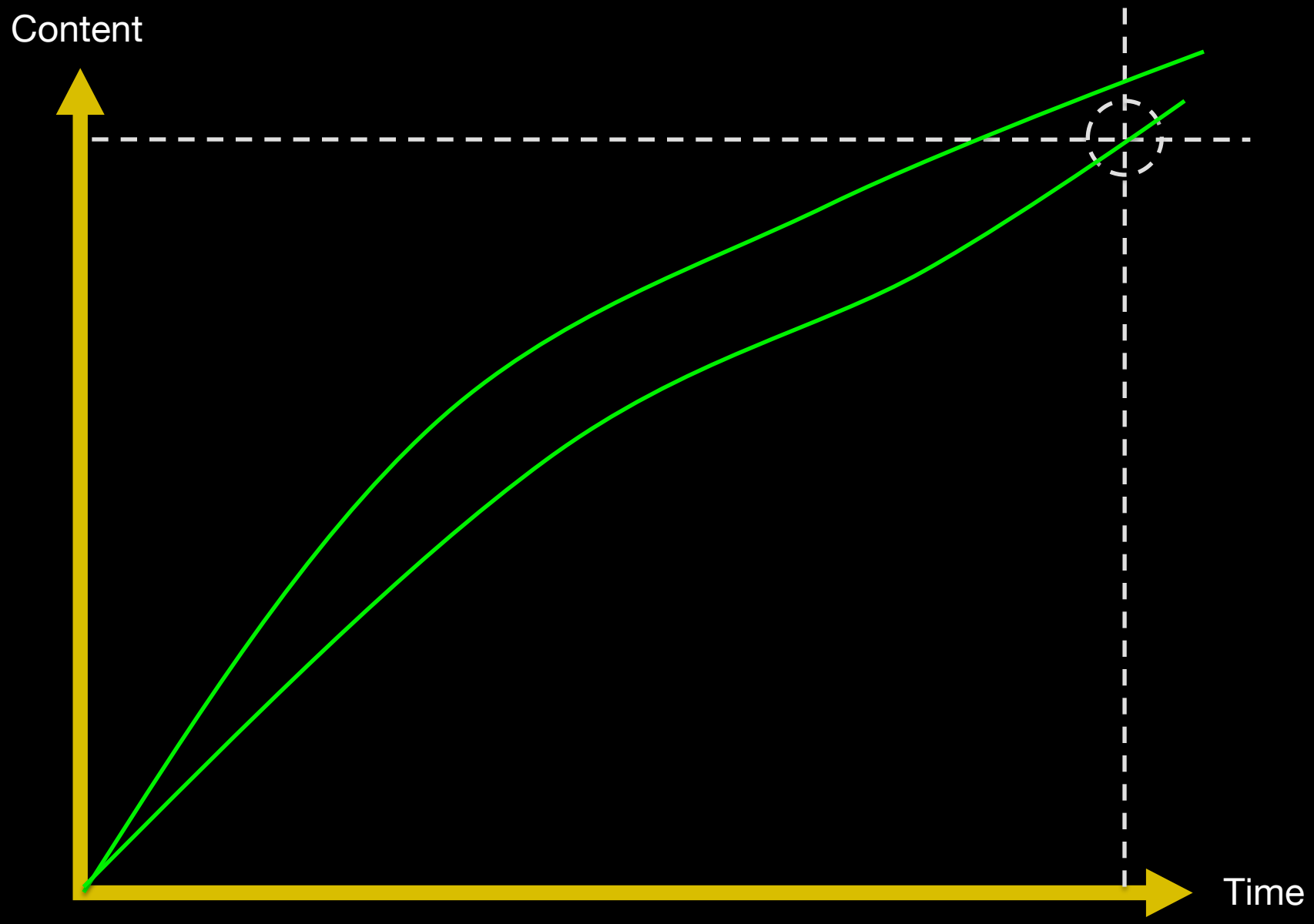


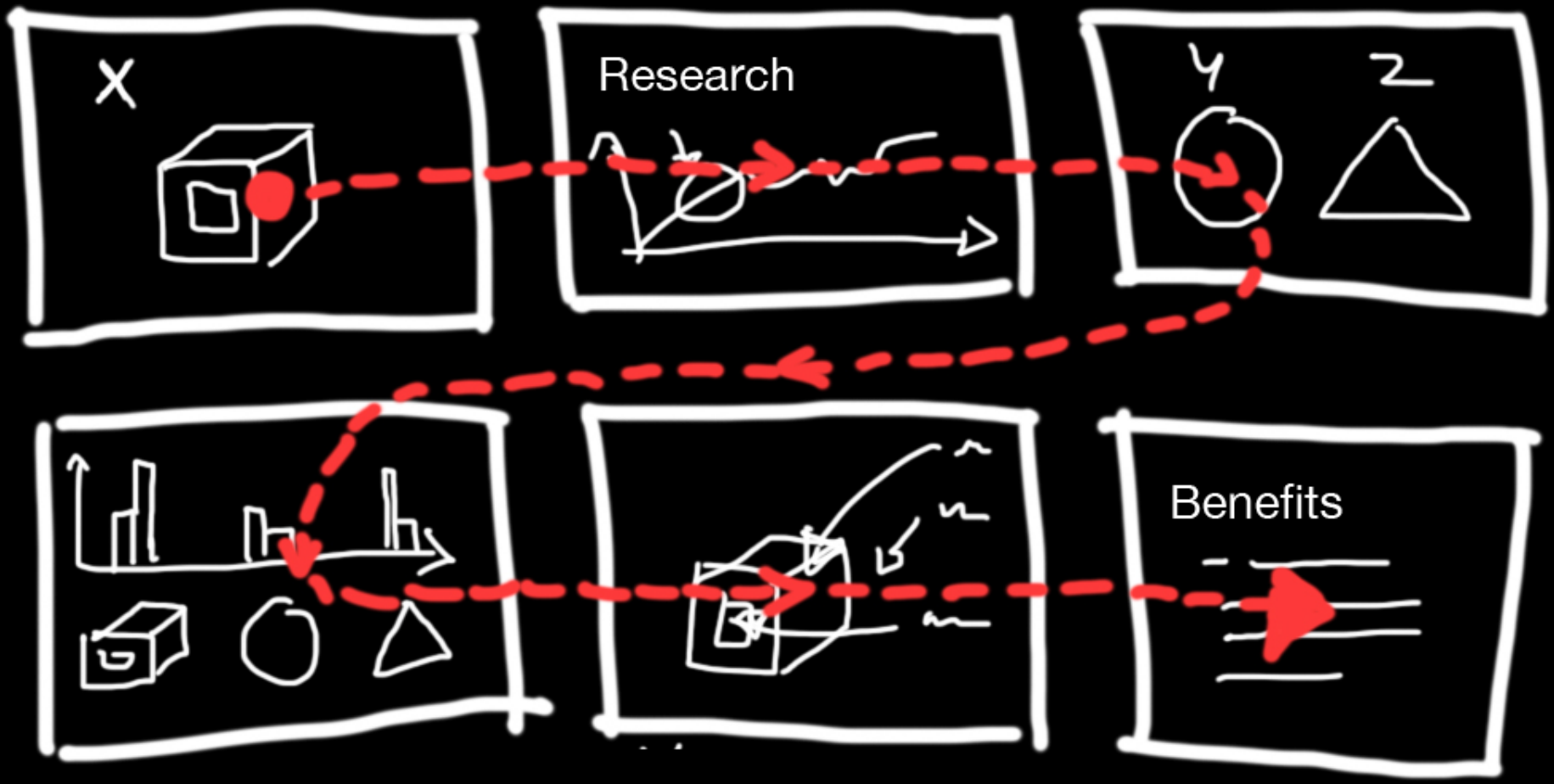

Benefits

Delivery

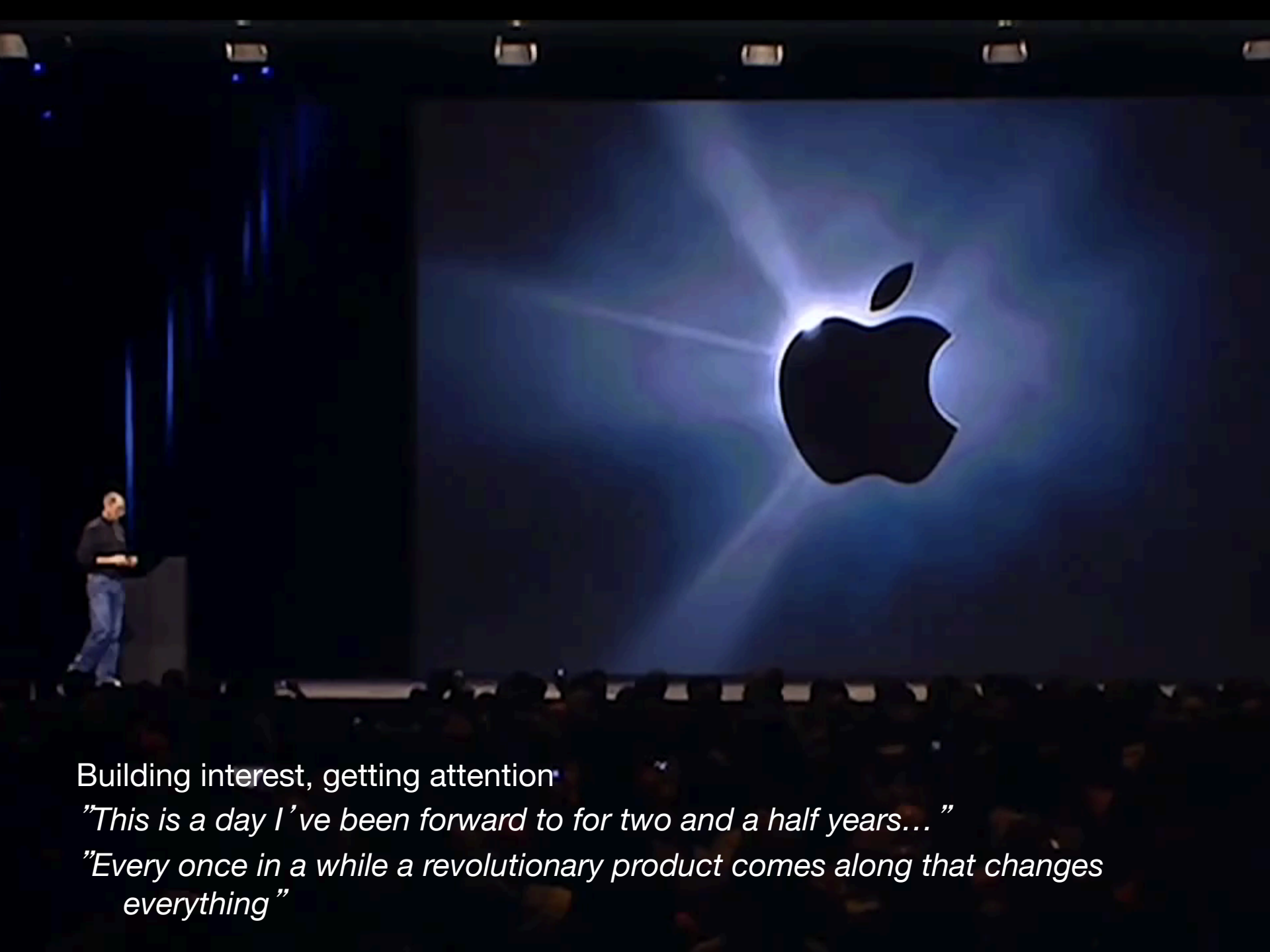
- Do practice and annotate but don’t overdo it
  - ”Act natural”
- Mind the stage and audience
  - Roles may help
- Prepare for Q&A (and anticipate objections)
- Keep the attention
  - Reserve time and attention for prototypes
- Timing!


Content
Time


Content
Time


X
Research
Y
Z
Benefits

Example: iPhone launch



Building interest, getting attention

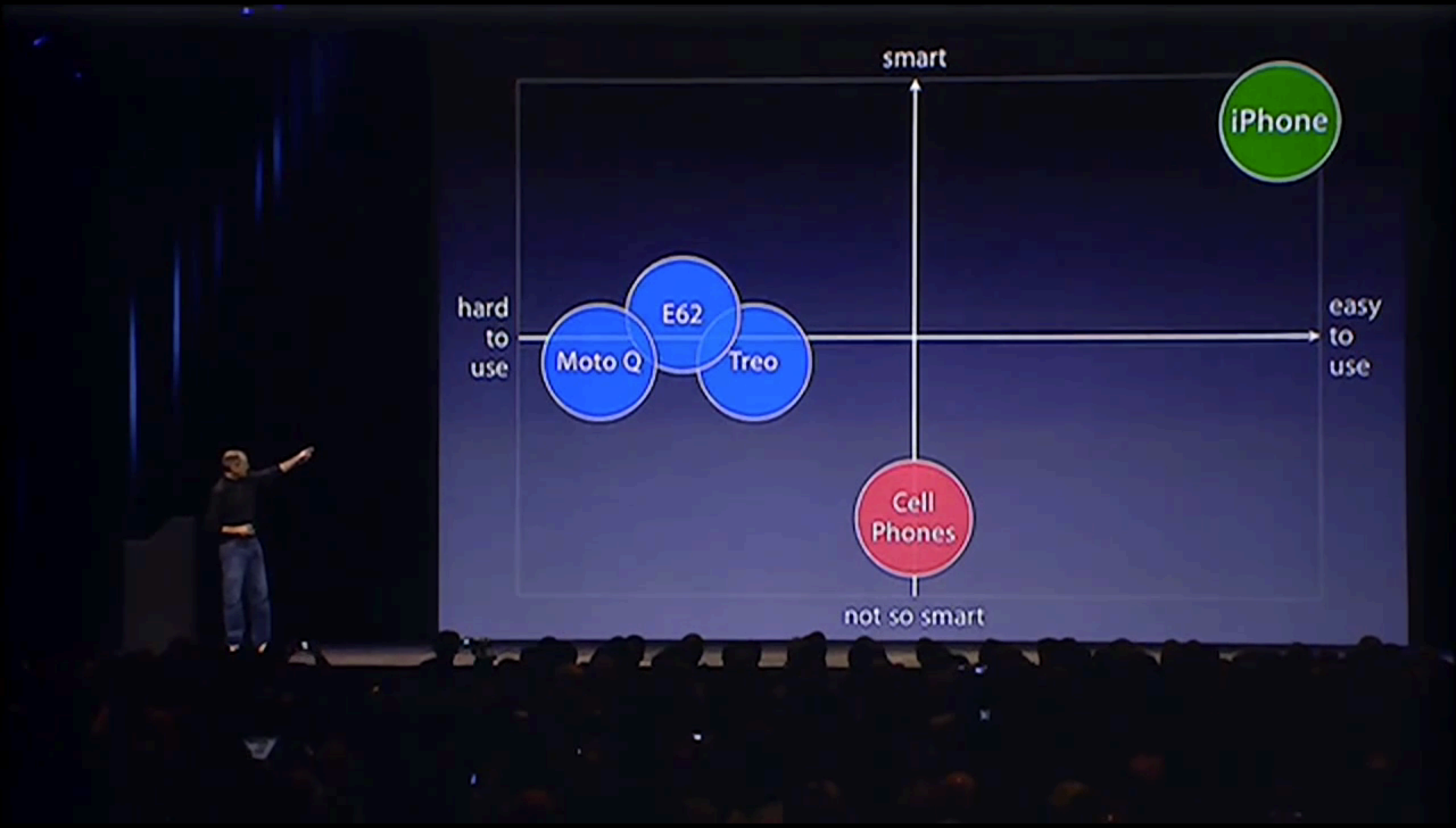
”This is a day I’ve been forward to for two and a half years…”

”Every once in a while a revolutionary product comes along that changes everything”

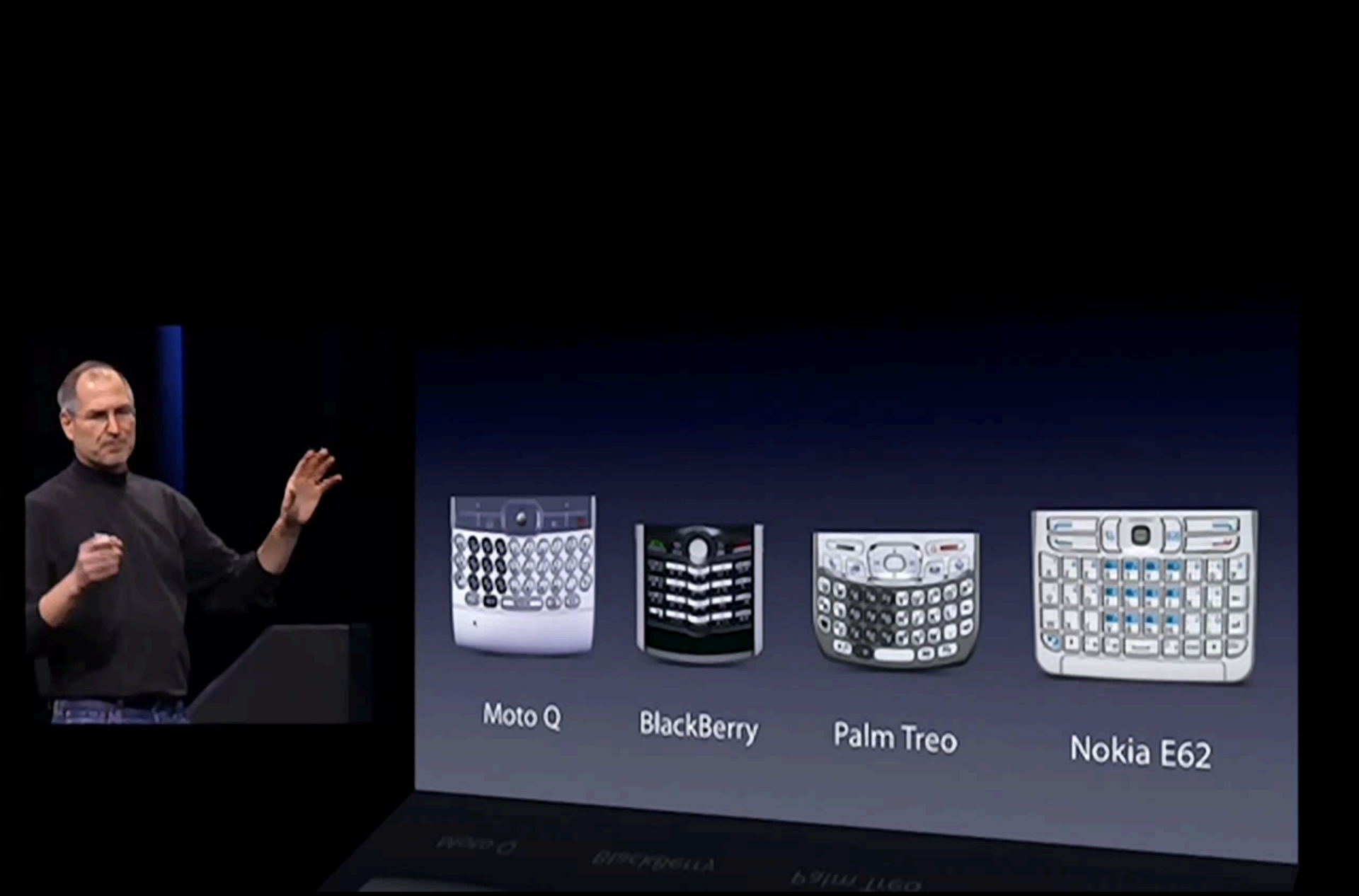
iPod
Phone
Internet

Building credibility & trust

”Apple has been able to introduce a few of these…”

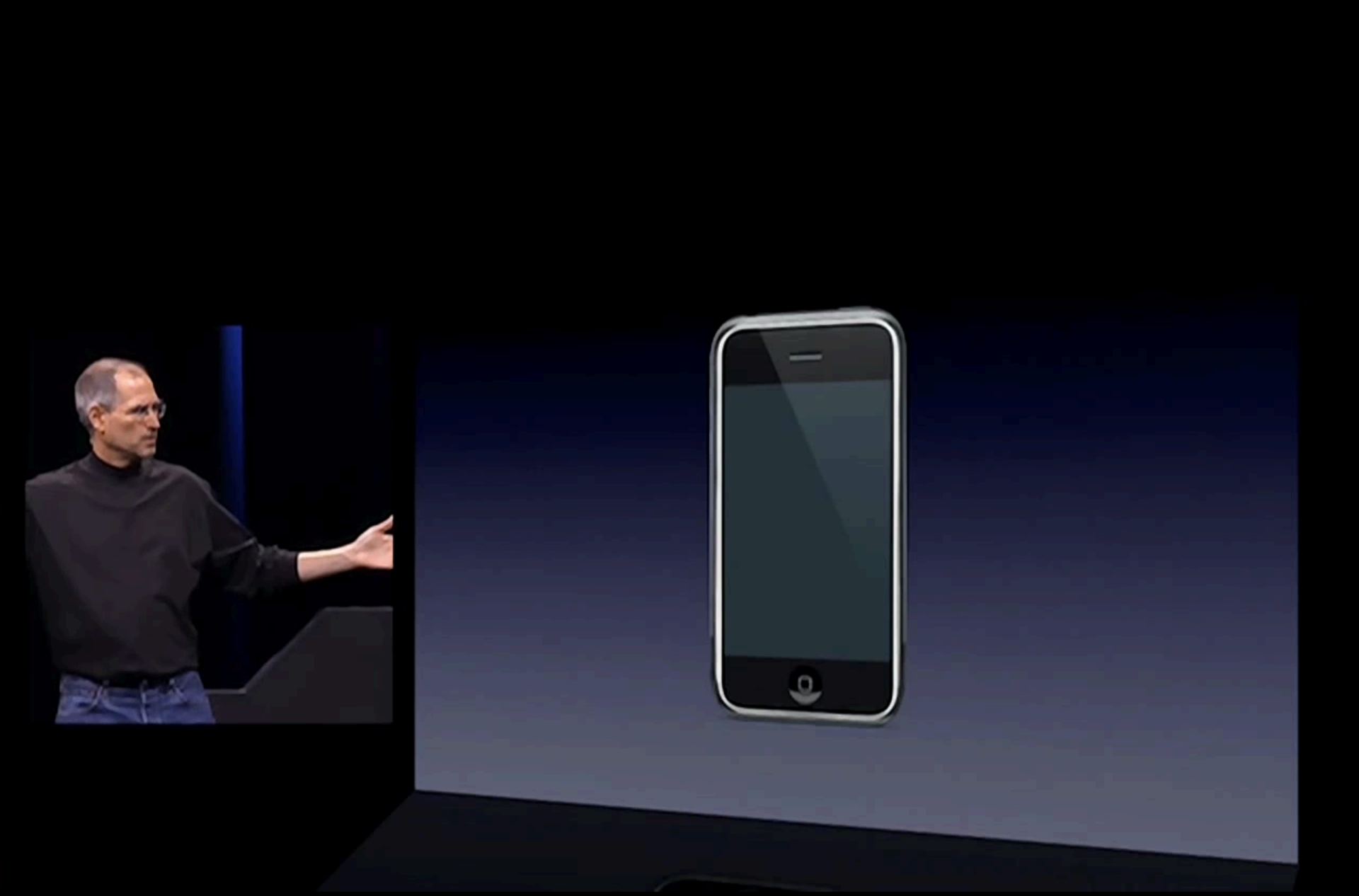


The problem (+building even more interest)



The problem

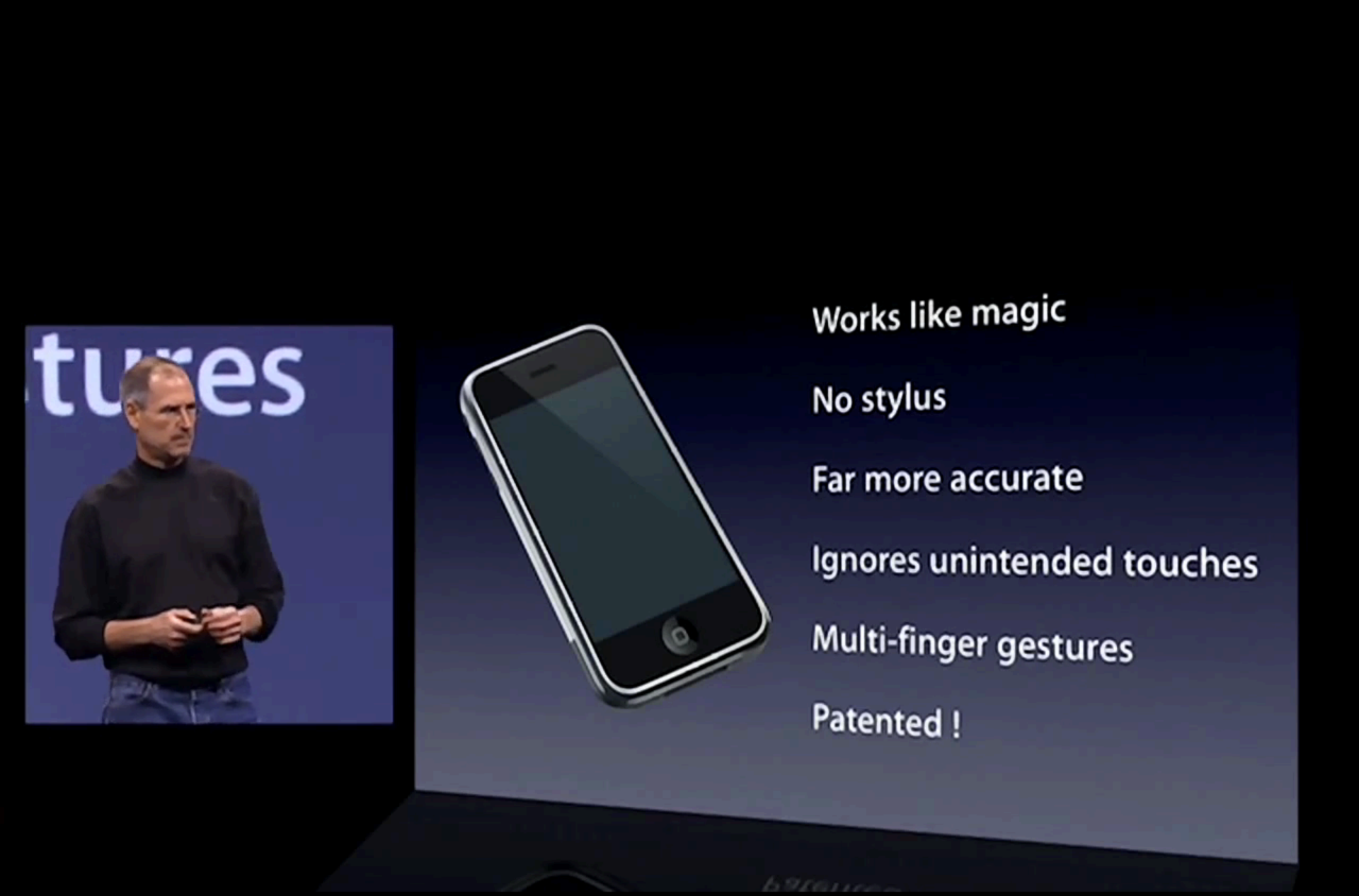
How to solve it? (As well as showing some past Apple success…)



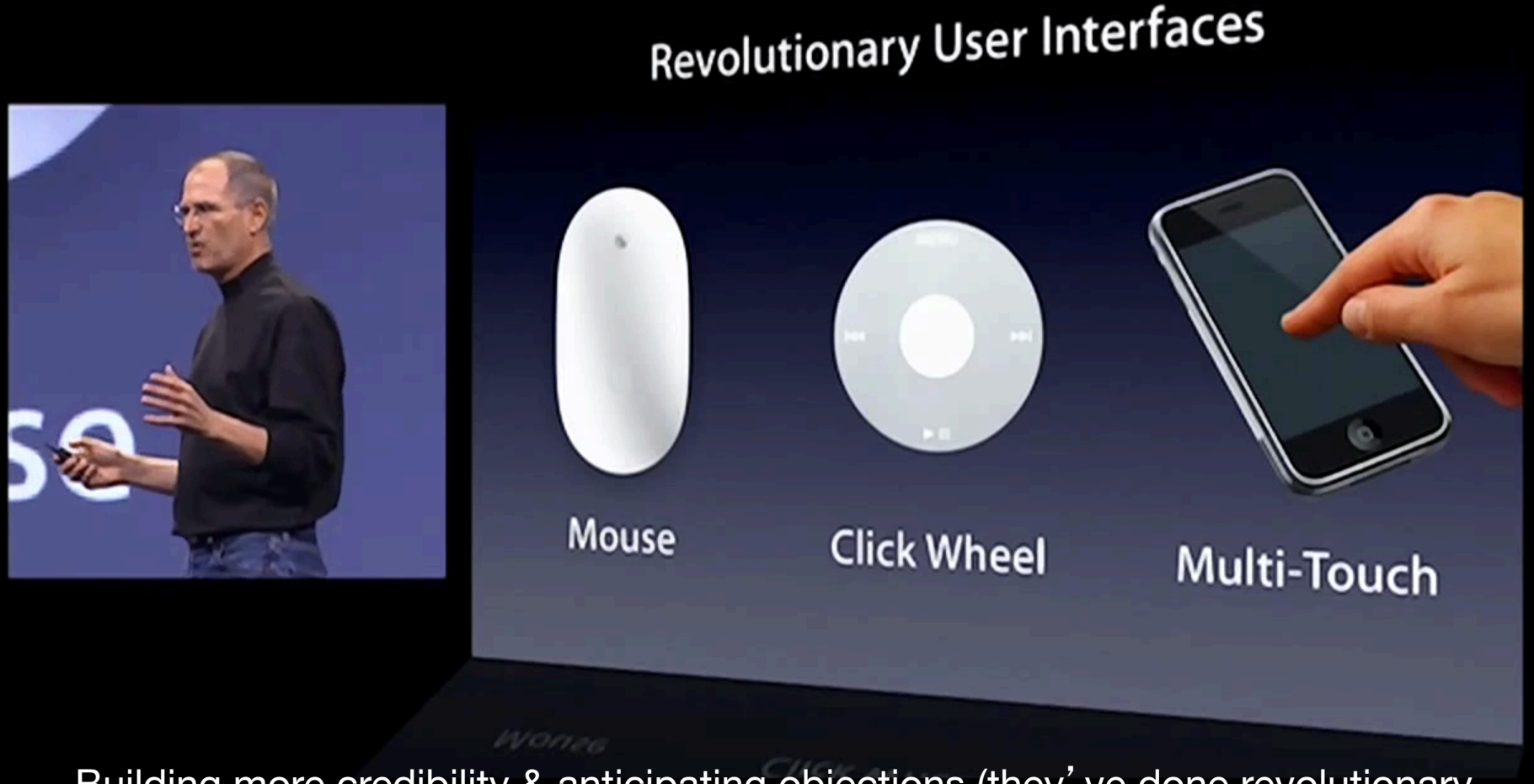
The solution

Another problem: The stylus

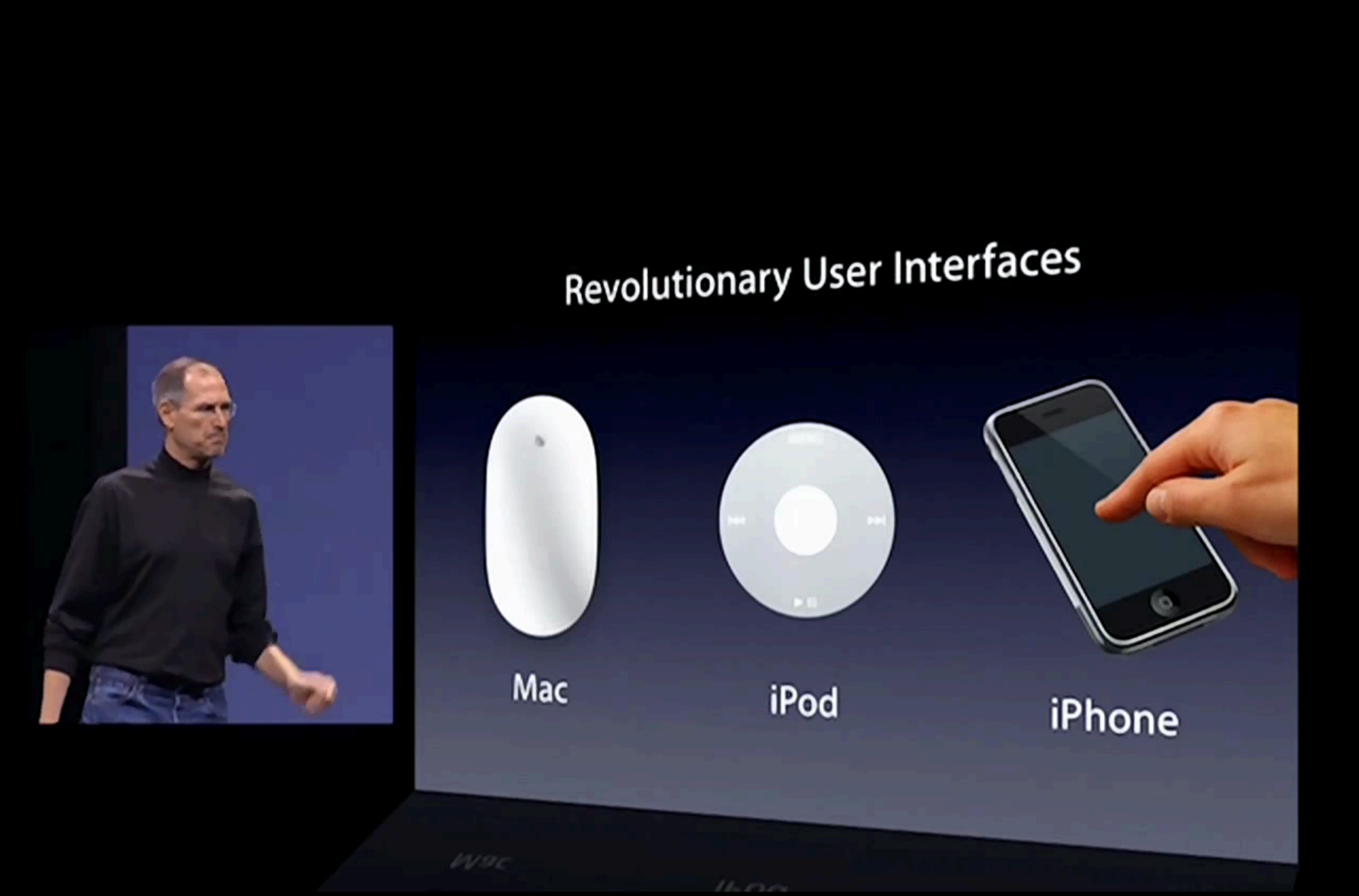
Another solution: multitouch



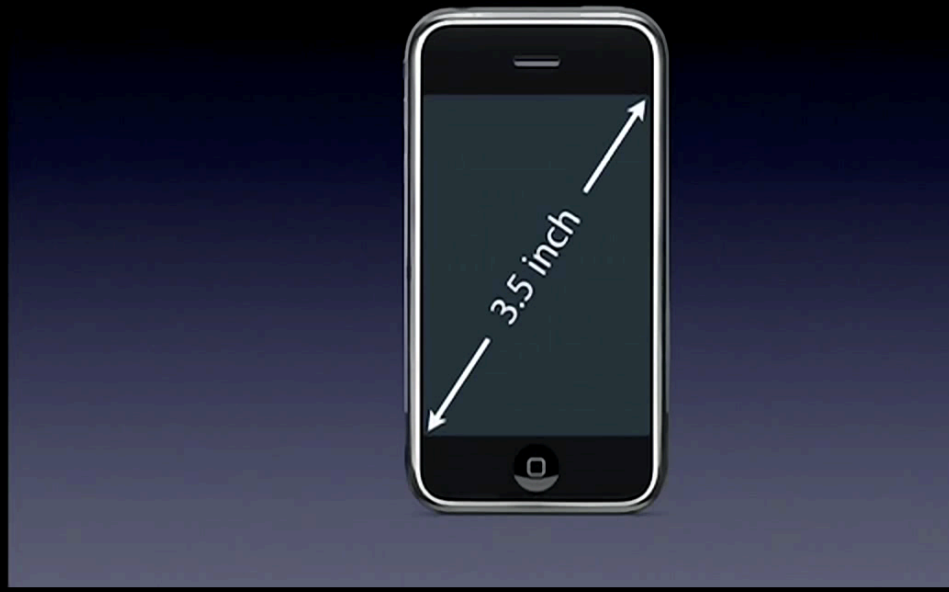
Why multitouch over the stylus?



Building more credibility & anticipating objections (they’ ve done revolutionary user interfaces before…)



Revolutionary interfaces -> revolutionary products



Moving onto the features (but no contrast!)

”Let’s go and turn it on…”

Notes

- Clear main point: ”selling” the iPhone as a revolutionary breakthrough product
- Clean slides (even a bit too clean at times)
- Problems – solutions
- Use of questions for addressing objections / doubts
  - ”Who wants a stylus?”
  - ”Why do we need a revolutionary UI?”
- Past success -> Enhancing credibility and addressing doubts
- Challenges the audience (although in a quite safe environment…)

Summary

- Who is your audience?
- What is your objective?
- Does your structure, slides and delivery have…
  - …focus?
  - …contrast?
  - …unity?

Check list

- Speak to audience not to screen
- Speak slowly enough and use you whole mouth!
- Ask if anyone have questions
- Remember culture differencies
- Note your body language and posture; if you are looking depressed no one believes you
- Stand right and use hands and gestures for your help
- Be realistic: normal positiveness is enough
- Also clothing can be read as message
- Keep the main message clear! Repeat if unclear things.