

CS-E5250 Data-Driven Concept Design

Communicating Design Decisions

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Agenda

- Learning outcomes
- Industry Guest Talk: Sasha Tráp (Reaktor)
Pitching Real-life Innovation Implementation
- Communicating Design Decisions
- A6

Learning Outcomes

After this Assignment:

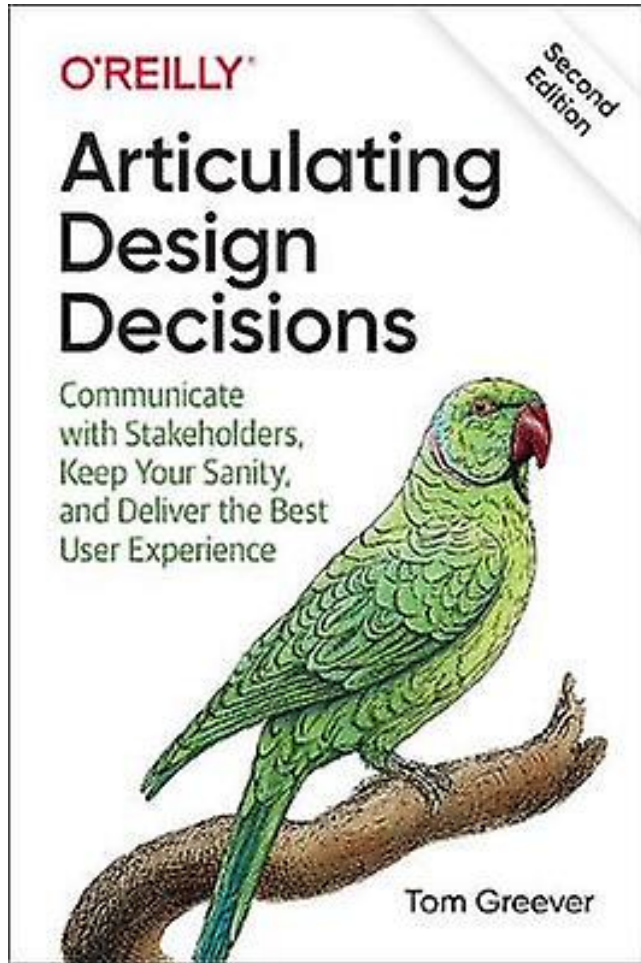
- you know how to present the designs and argue your design decisions in a clear and concise manner to various stakeholders.

Industry Guest Talk: Sasha Tråp (Reaktor) Pitching Real-life Innovation Implementation

In the session with Sasha Tråp you will be introduced to a sample of a real-life pitch for innovation implementation. You will learn how the pitch is constructed and what is the logic behind the information included in it.

Sasha is working as business strategist and product lead with innovation projects in software, industrial and public infrastructures.

Communicating Design Decisions



Greever, Tom. Articulating Design Decisions. 2nd edition. O'Reilly Media, Inc., 2020. Print.

About Being a Good Communicator

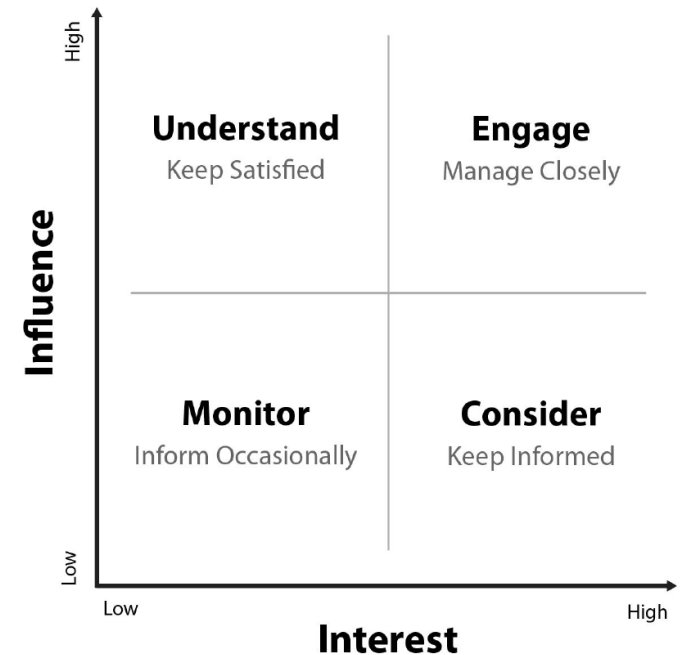
- Impart intelligence
- Demonstrate intentionality
- Express confidence
- Show respect

Tell your audience

- Why you did what you did
- How it helps out with the listeners' needs and expectations
- Build trust through expertise via logic and reason

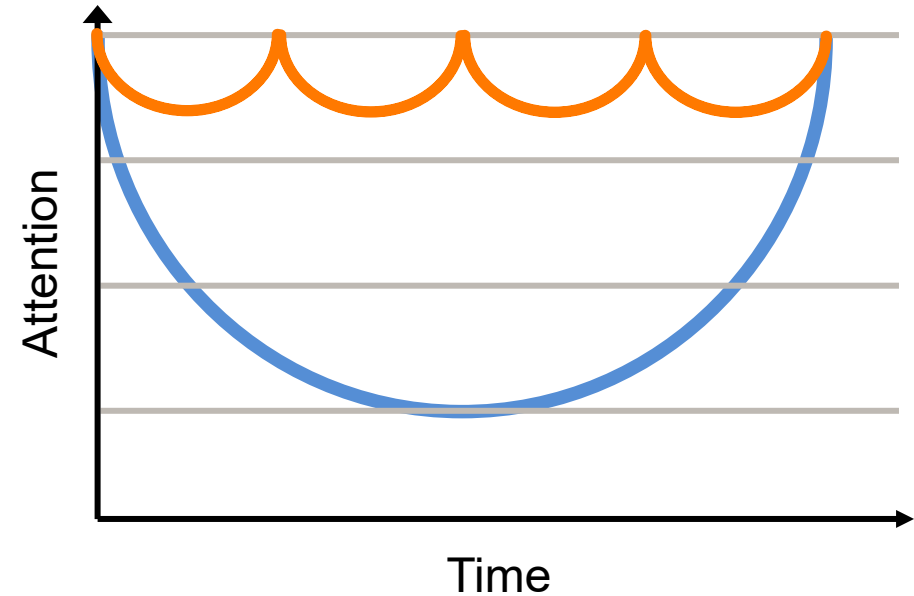
What Makes Design Great

1. It solves a problem
 - Measurable evidence, KPIs
 - What problem am I trying to solve?
2. It's easy for users
 - Explaining "Usability" to others
 - How does the change affect users?
3. It's supported by everyone
 - Cover your bases with all key stakeholders
 - Your team, your customers, your users
 - Why is this better than the alternatives?



The Science of a Presentation

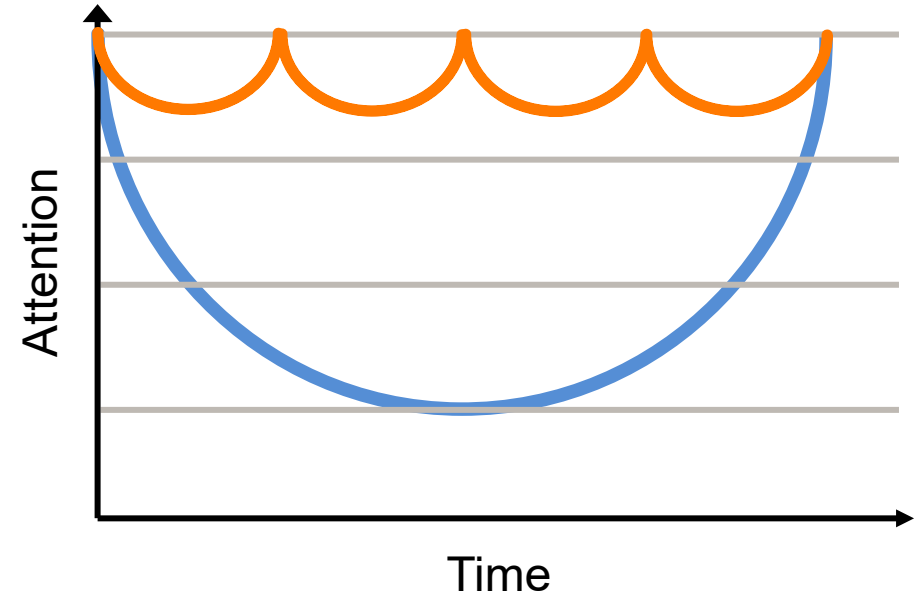
- State your Goal
 - See previous slide
- Manage attention
 - Chunking
- Repetition
 - See previous bullet point
 - Rephrase you points
- Surprise





The Science of a Presentation

- State your Goal
 - See previous slide
- Manage attention
 - Chunking
- Repetition
 - See previous bullet point
 - Rephrase you points
- Surprise
- Multimodal



The Role of the Designer

- Responsible
- Not in Charge
- Derivative Works

- Be Confident not Arrogant
- Be Yourself
- Do not take yourself too seriously
- Align with the Needs of Others
- “The only thing necessary for the triumph of evil is for good men to do nothing”

Not Edmund Burke

Assignment 6

Communicating Design Decisions

- Assignment 3 Deliverable 2, “Sustainable Circular Social Economy”
- Select one or more of these product or service concept candidates
- Record a max 3-minute pitch (file size under 200 MB)

- Contents
- Presentation
- Visuals
- Technical quality