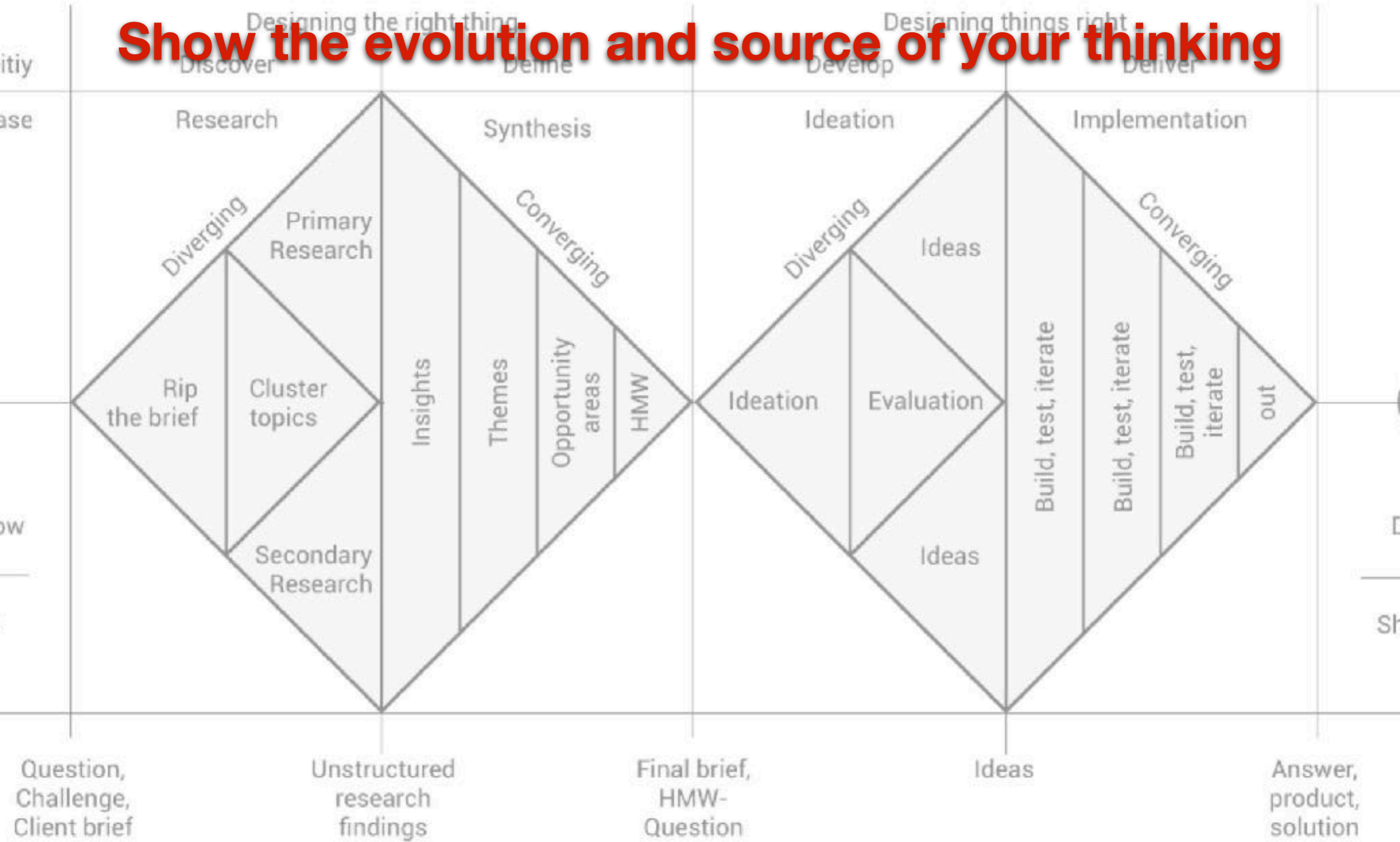


Building Presentations & Tips for Presenting

Markus Joutsela 19.3.2018

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**

The most important things



Audience



iPhone

Apple reinvented 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)

3 PRINCIPLES (not rules):



Focus



Contrast



Unity

(...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

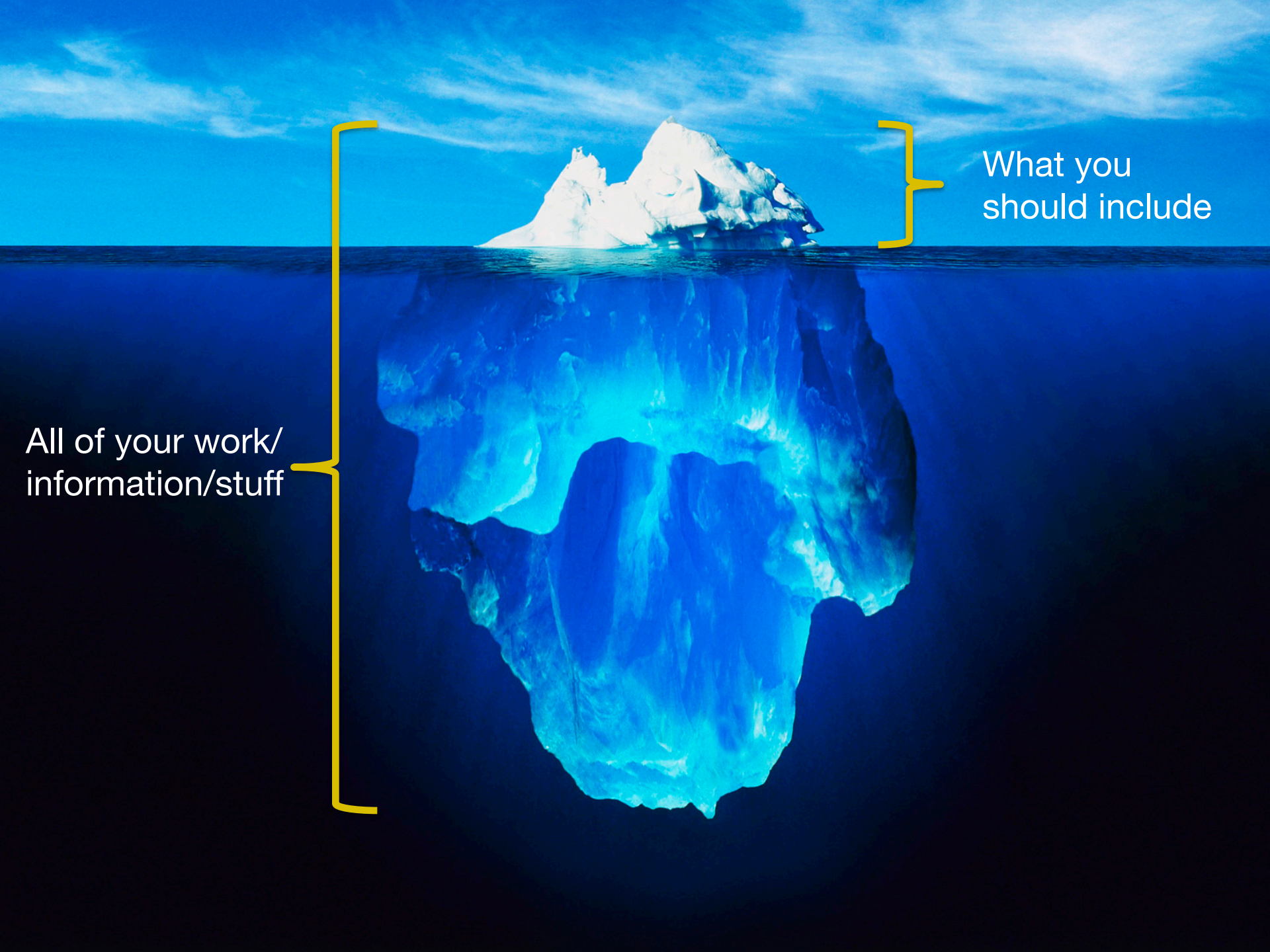
THIS IS HOW
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X IS WAY
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Y OR Z

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

- Espresso forms the base of most coffee drinks
- Continued with milk, cream and/or water
 - Whipped, steamed, foamed, heated, iced...
- Flavour syrups also used in some drinks



Espresso
[es-press-eh]



Espresso Macchiato
[es-press-eh mack-ee-ah-toe]



Espresso con Panna
[es-press-eh kon pan-na-mah]



Caffé Latte
[caf-ey lah-toy]



Flat White



Cafe Breve
[caf-ey brev-ey]



Cappuccino
[kapp-oo-chee-noh]



Caffé Mocha
[caf-ey mah-kah]



Americano
[uh-mer-ee-kan-oh]

ESPRESSO FIELD GUIDE

A VISUAL REFERENCE FOR INGREDIENT RATIOS



ESPRESSO
1oz

ESPRESSO



ESPRESSO
2oz

ESPRESSO DOPPIO



CONCENTRATED
ESPRESSO
.75oz

RISTRETTO



LESS CONCENTRATED
ESPRESSO 3oz

LUNGO



DOT OF FOAMED MILK
ESPRESSO
2oz

CAFÉ MACCHIATO



HEAVY CREAM 1oz
ESPRESSO
2oz

CAFÉ CREME



HOT MILK 1oz
ESPRESSO
2oz

CAFÉ NOISETTE



FOAMED MILK 1oz
ESPRESSO
2oz

CAFÉ CORTADO



FOAMED MILK 2oz
STEAMED MILK 2oz
ESPRESSO 2oz

CAPPUCCINO



MILK FOAM 4oz
ESPRESSO 2oz

DRY CAPPUCCINO



HOT WATER 3oz
ESPRESSO 2oz

CAFFÉ AMERICANO



ESPRESSO 2oz
ICE CUBES

CAFÉ CON HIELO



HALF & HALF 3oz
ESPRESSO 2oz



HALF & HALF 2oz
CHOCOLATE 2oz
ESPRESSO 2oz



STEAMED MILK 1oz
CHOCOLATE 2oz
ESPRESSO 2oz



ESPRESSO 2oz
VANILLA
ICE CREAM

1 1/2 OZ of ESPRESSO

add some foam

ON TOP

sprinkle with
NUTMEG

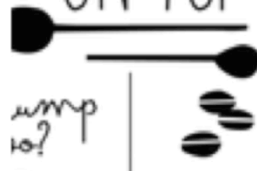


1 1/2 OZ of ESPRESSO

add some foam

ON TOP

sprinkle with
NUTMEG



one lump
or two?



on
or

how to make a
CAPPUCCINO



how to make a
CAPPUCCINO



3 OZ of
STEAMED MILK



je aime
le cafe

3 OZ of
STEAMED MILK



ja
le ca

1 1/2 OZ of ESPRESSO

add some foam

ON TOP

sprinkle with
NUTMEG

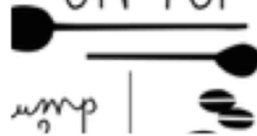


1 1/2 OZ of ESPRESSO

add some foam

ON TOP

sprinkle with
NUTMEG



one lump



on

*Remove
Plunger*



*Add
Coffee*



*Add Hot
Water*



*Replace
Plunger
and
Depress*



*Wait for
Two or
Three Minutes*



Pour!



How to Make a Cappuccino

Howcast

MAIN CHANNEL



Tilaa

9 998 videota



Tykkään



Lisää soittolistaan

Jaa



156 269



Lataaja: Howcast , 22.05.2009

Expand the description and view the text of the steps for this how-to video.

181 pitää, 57 ei pidä

Check out Howcast for other do-it-yourself videos from gsinfield and more

Hidas Mac?



[Tee Mac-tietokoneestasi nopeampi!](#)



THE PERFECT (LATTE MACCHIATO)

tekijä: renetdi
411 374 VIDEOSUOSITUS



How To Make an Instant Iced

tekijä: Howcast
69 013 näyttökertaa



How to Make a Caffe Macchiato

tekijä: Howcast
47 390 näyttökertaa



WE HAVE THIS
GREAT PRODUCT X

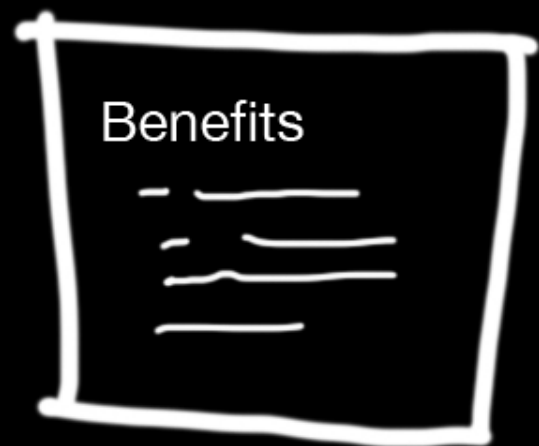
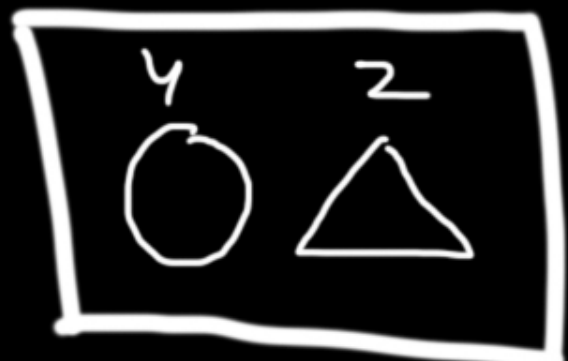
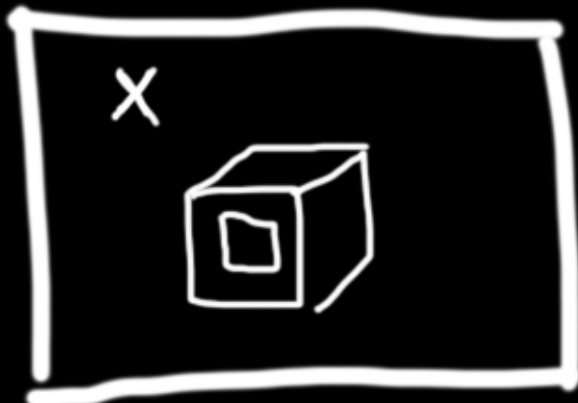
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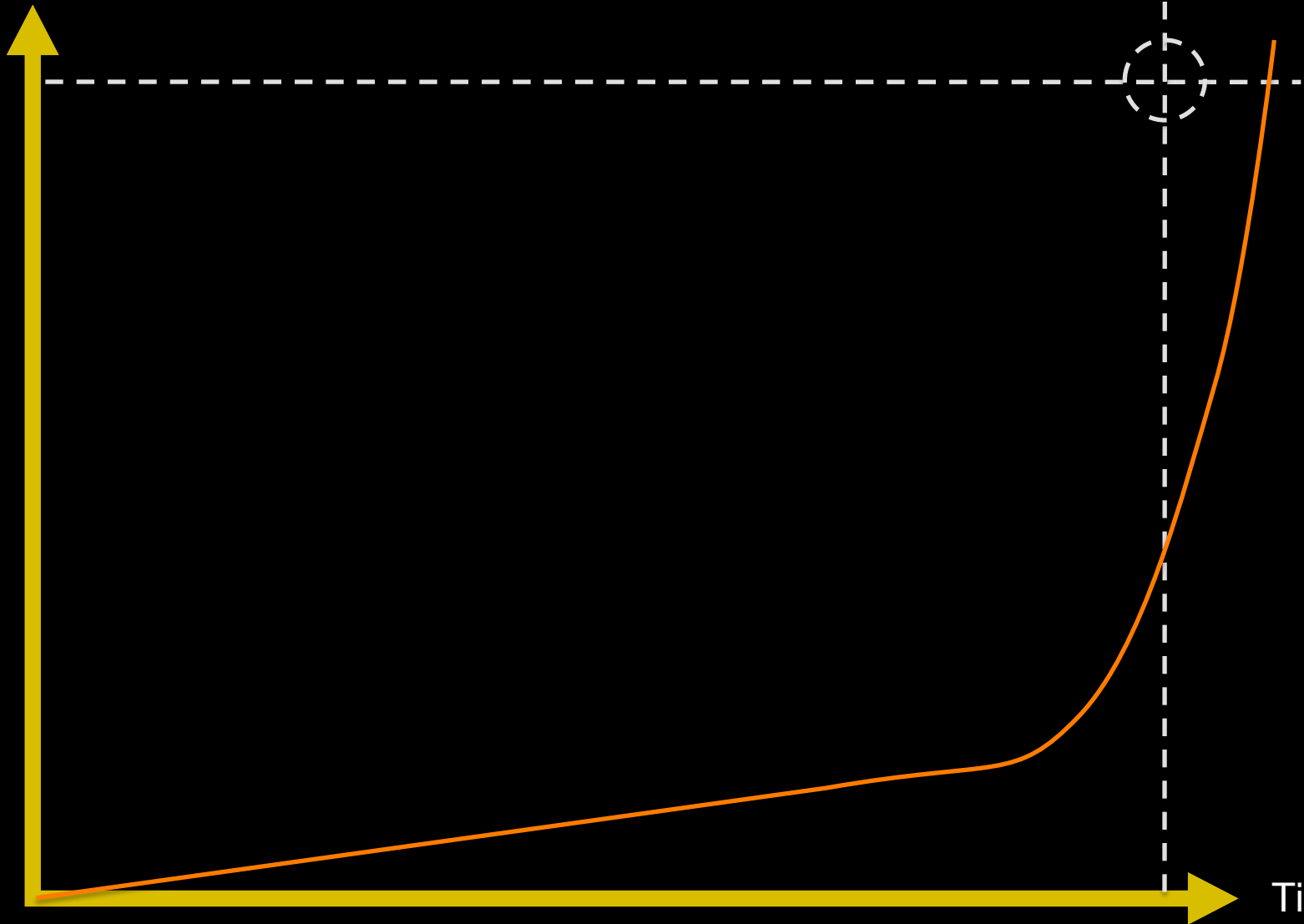
WHY YOU SHOULD
GET / INVEST IN
X?



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

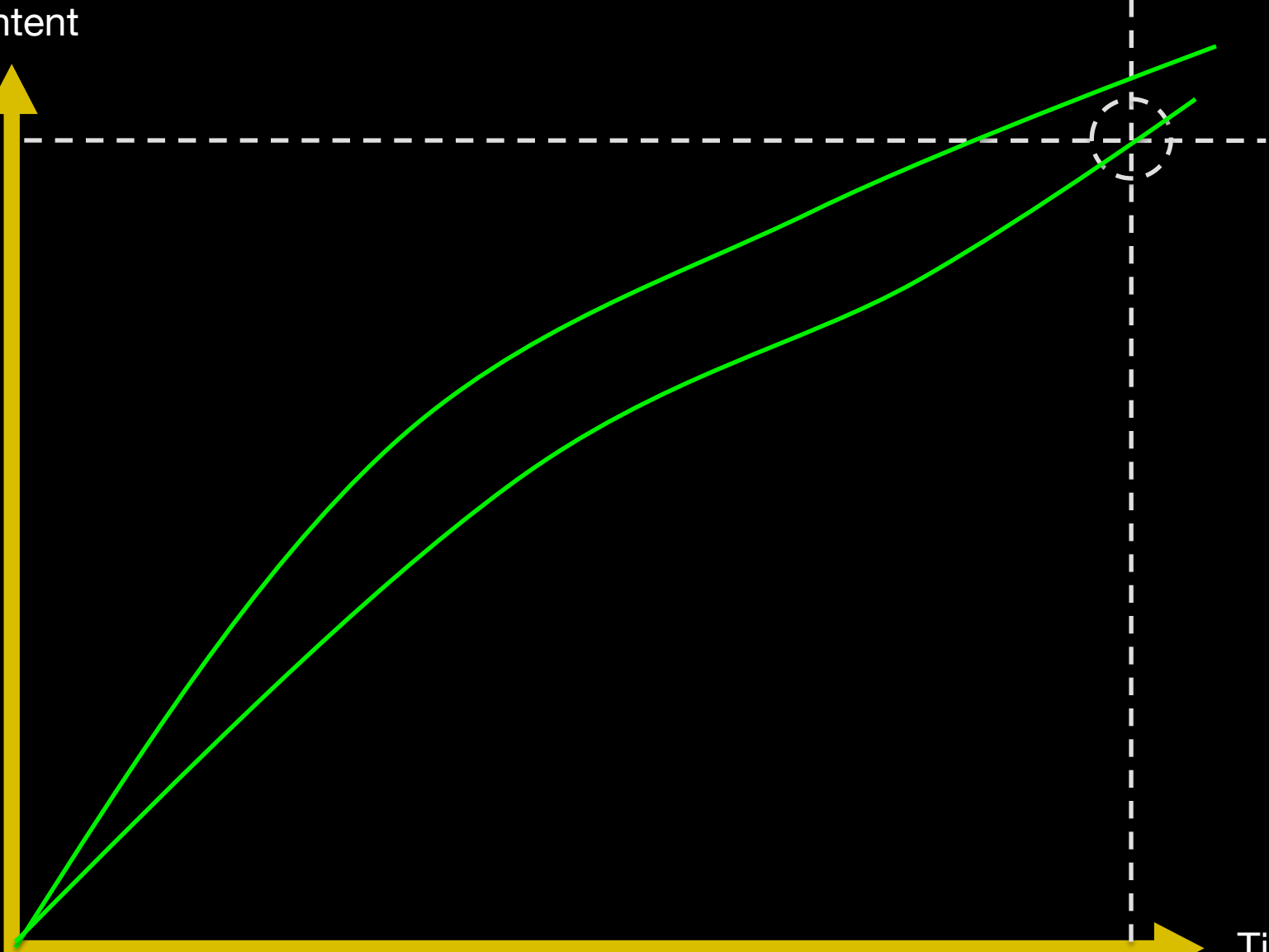


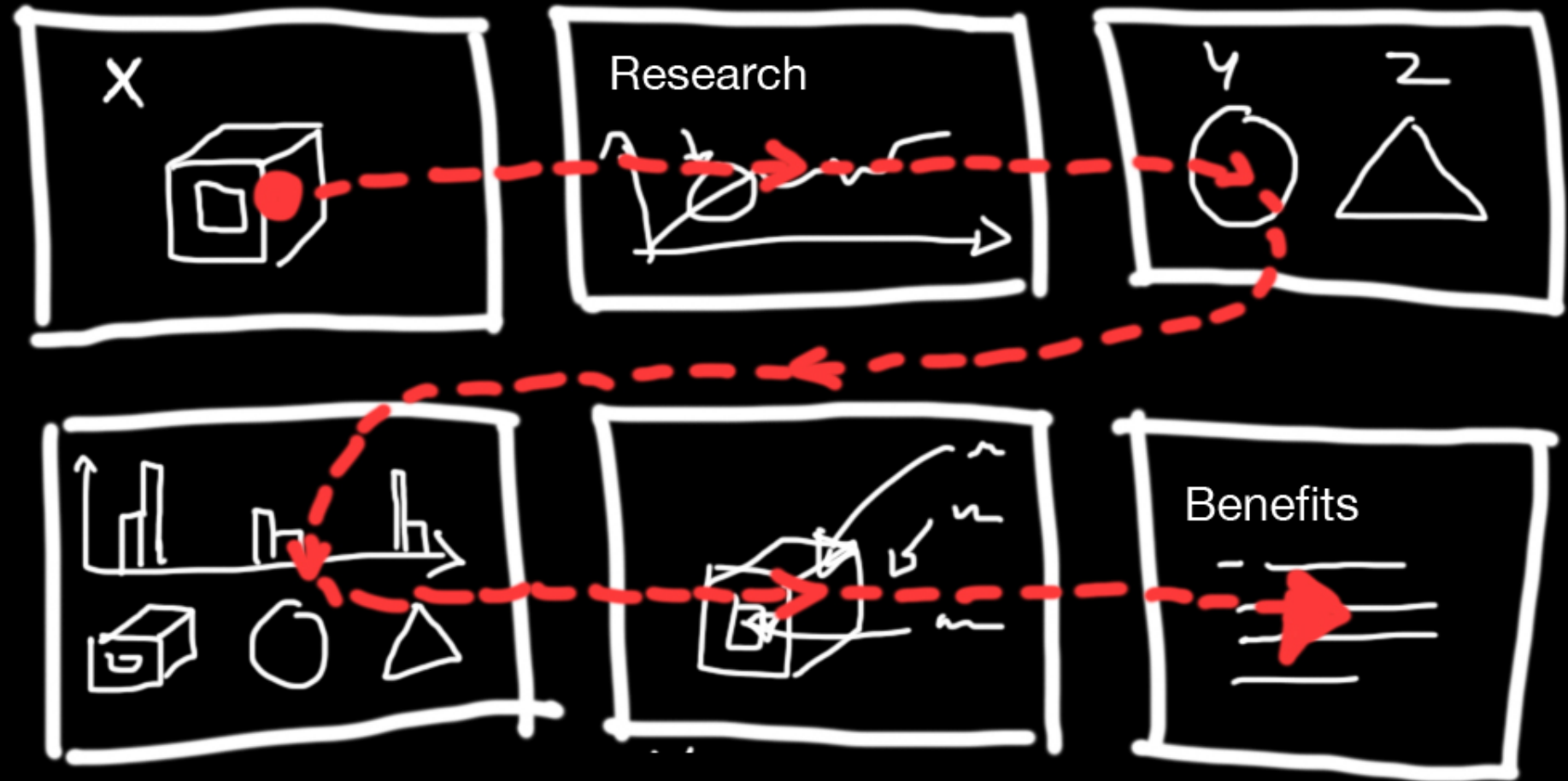
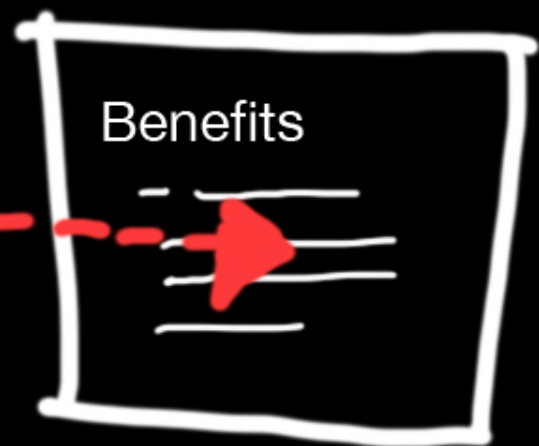
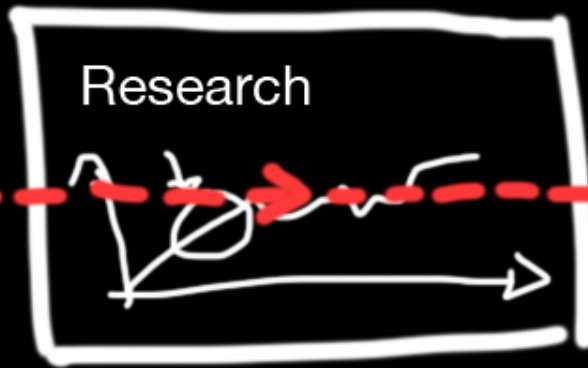
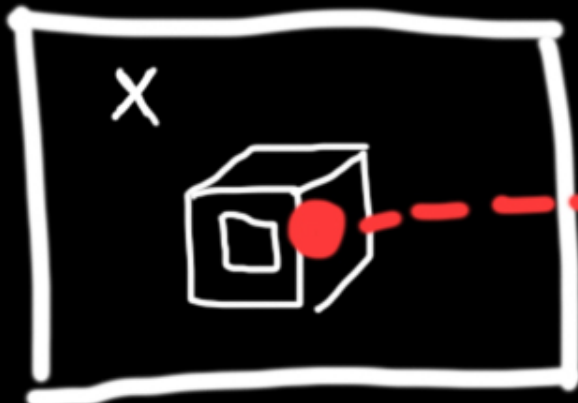
Time

Content

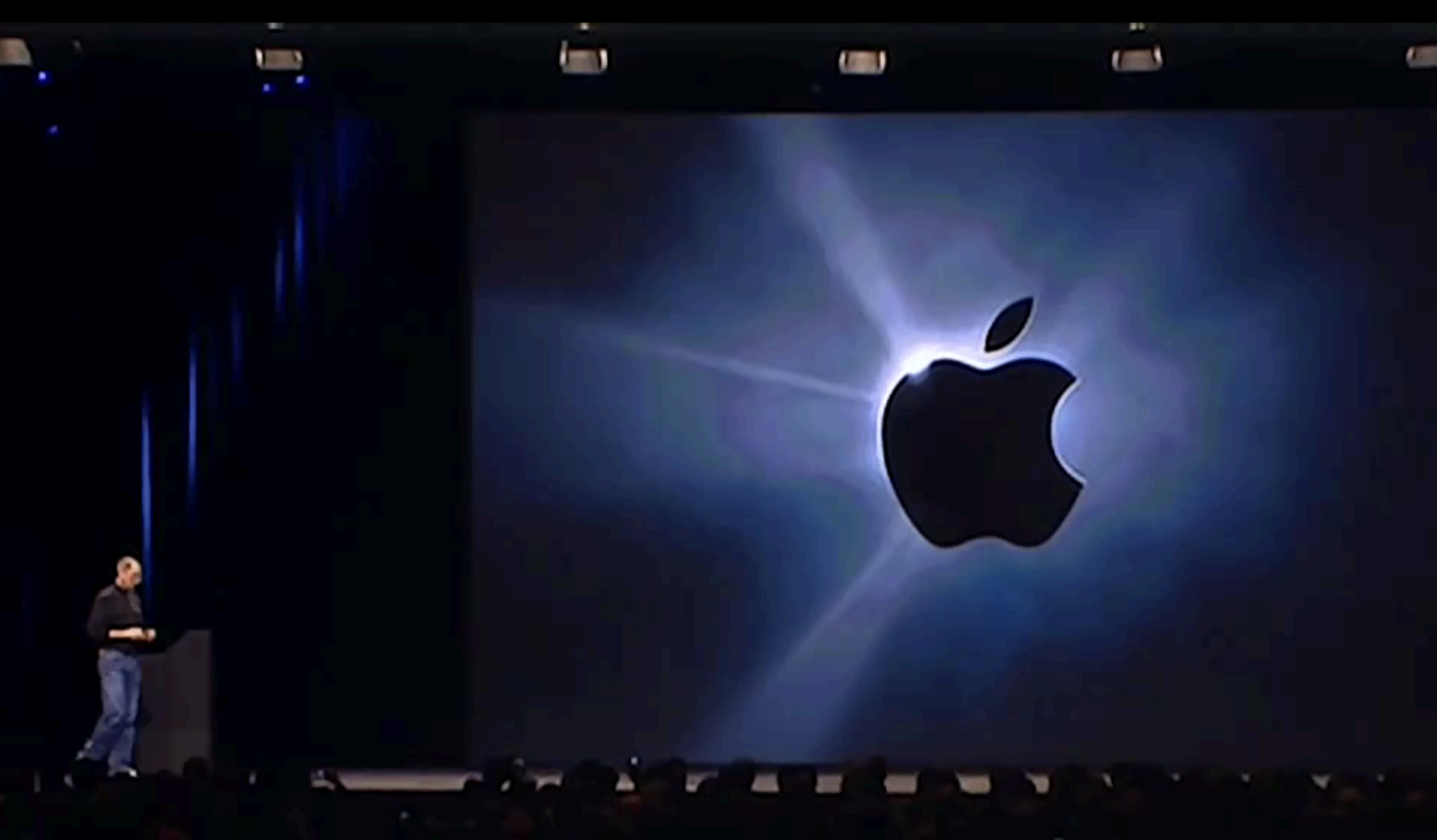


Time





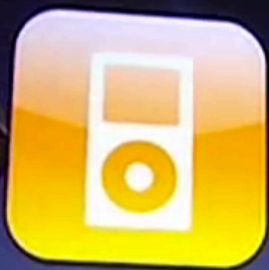
Example: iPhone launch



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

1984

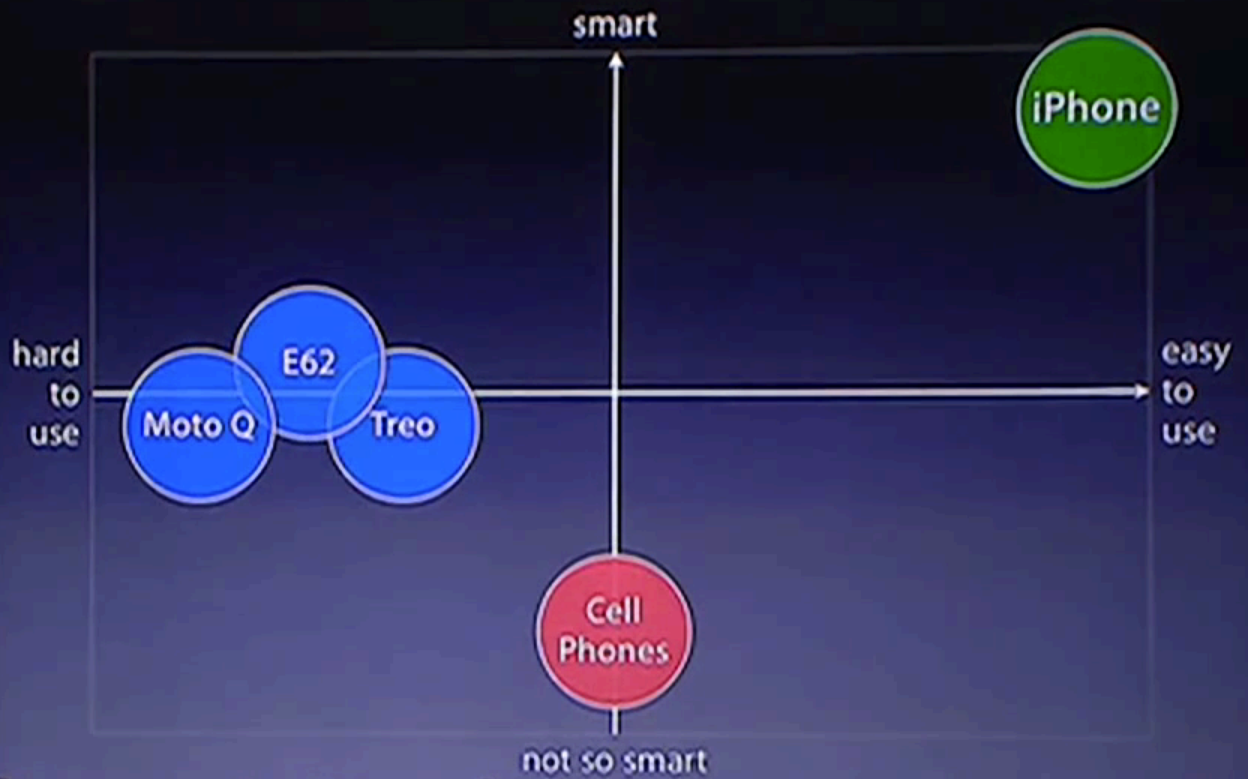


2001



Building credibility & trust

"Apple has been able to introduce a few of these..."



The problem (+building even more interest)



Moto Q



BlackBerry



Palm Treo



Nokia E62

The problem



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



The solution



Who wants a stylus?



Another problem: The stylus



Another solution: multitouch



Works like magic

No stylus

Far more accurate

Ignores unintended touches

Multi-finger gestures

Patented !

Why multitouch over the stylus?

Revolutionary User Interfaces



Mouse



Click Wheel



Multi-Touch

Building more credibility & anticipating objections (they've done revolutionary user interfaces before...)

Revolutionary User Interfaces



Mac



iPod



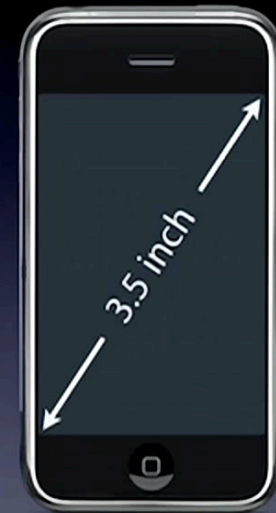
iPhone

Revolutionary interfaces -> revolutionary products



Design

Something wonderful in your hand



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?

Pro tips from actress Elina Aalto



Content structure

- Know your stuff
- The power of storytelling
- Small blocks and stories
- Put your material in order
- Variation and rhythm of the blocks
- Surprise the audience

Verbal communication

- Relaxed but active
- Breath
- Posture
- Articulation
- Sentence and word stresses
- Rhythm

Body language

- Aim
- Body language
- Words
- Open and Closed
- Statuses

Communication

- Performing is communication – Read the audience!
- Clarity
- Listening to the audience
- Reacting
- Variation of statuses
- Involving the audience
- Spontaneity

Emotional presenting

- Emotional intelligence
- What emotion are you delivering
- What do you want the audience to feel
- Senses, storytelling
- Good timing

Techs and Space

- Relate to the space
- Check the technical equipment
- Slides, flapboards, prototypes...
- Mics

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.