Presenting Design Work

Scott Klemmer

with materials from Forrest Glick
Quiz 4

• Do not start until we tell you
• Fill in Name & PID while waiting
• 10 Minutes:
Your Presentation

• A 30-second spiel
• A slide for the background while you talk
• A poster - can be made from butcher paper
• A practiced in-person demo
A8 Examples
She expresses that the individual exercises page has too much text and she is too lazy to read through them.

Observations:

- Moves through pages very quickly, glancing rather than reading.

- When he did stop to read at the exercise page, it was because there was an exercise whose name was cut off because it was too long to fit, and he tried to mouse over to see the whole name.

- Was confused as to why the heart in the exercise Page wasn’t registering his clicks like the ones on exercise did.

- Was surprised to see the complete list of exercises when he clicked on exercises in the nav bar, rather than the selection of 3 for upper body he had seen previously.
Huanru Henry Ho Mao  
Qixin Ding  
Xiangyu Zhao
<table>
<thead>
<tr>
<th>Option</th>
<th>Location</th>
<th>Cost (for 24” x 30”)</th>
<th>Submission Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Format Printing (Cplot1)</td>
<td>Applied Mathematics &amp; Physics Room 113</td>
<td>$3.00</td>
<td>Needs to be submitted 48 hours in advance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$9.00</td>
<td></td>
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<tr>
<td>Imprints</td>
<td>Campus Services Complex: Building A</td>
<td>$30.24</td>
<td>Needs to be submitted 48 hours in advance</td>
</tr>
<tr>
<td>FedEx</td>
<td>La Jolla Village Sq.</td>
<td>$3.75 (black-and-white)</td>
<td>Anytime before final presentation</td>
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<tr>
<td></td>
<td></td>
<td>$36.25 (color)</td>
<td></td>
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</tbody>
</table>
Your presentation is the User Interface between your project and the jurors
What is your objective?
Tell Your Story
The Art of Storytelling
For sale: Baby shoes, never worn.

Ernest Hemingway
Your Story

WHAT is the Problem?

HOW did you Solve it?
Vinod Khosla - Founder of Sun

Vinod Khosla
Kleiner, Perkins, Caufield & Byers
April 24, 2002
Class Activity
You have 30 seconds
Define the Problem
In one sentence, describe the problem.
Define the Problem

Why is it important?
Why should we care?
How does it affect us?
How did you solve the problem?
What makes your project unique?
Describe your project, problem & solution.
You have 30 secs.
Speak to logic and emotions
2 examples.
Golf Guru

Experience shouldn’t trump skill in golf

Golf Guru lowers the home course advantage
iDrnk.com
I don't always drink, but when I do, I use iDrnk.com

Track Your Drinks
Calculate Your BAC
Call a Cab/5-Sure

Drink Menu
Welcome Eric Yurka!
You've currently had 1 drinks.
Your BAC is approximately 0.35%
You should wait 0.75 hours before driving.

Enter A Drink
Call 5-SURE/Taxi
About
Help
3 Drinks

Joy Responsibly!
Use powerful visuals
Show the interface
Consider the differences between your slide & poster
What does your poster say from:

30 feet
10 feet
3 feet
INSPIRATION
Eating healthy means solving three different problems:
Finding good recipes, buying the necessary ingredients,
and cooking.

There are many recipe-searching applications, but existing
solution recipes contain a large gap between the process of buying food and the process
of making a meal. With the multitude of recipe websites, there isn’t a shortage
of good and healthy things to make - however, the gulf of execution is
massive because of the means with which to remind oneself of those reci-
pes once it is time to purchase the ingredients is very limited.

PROTOTYPING
Our application was developed over the course of two months using
rapid prototyping and heuristic evaluation techniques. Initial iter-
ations of the app were designed to recommend recipes based on
what the individual has in his or her fridge.

At the early stage of the design process, we created three differ-
ent designs on paper prototypes, and used heuristic evaluation to
come up with a final version. This iteration had two different
screens for the shopping list and the favorite recipes. Later, based

Our first paper proto-
types included
many ideas that
were prune and
improved upon
with heuristic eval-
uation.

The first UI theme. User
testing led us to
iterate frequen-
tly, and the cur-
rent layout is the
4th version.

SOLUTION
LazyCook’s smart algorithm suggests recipes
based on your shopping behavior, and then
keeps track of what you need to buy, so that
your shopping list is always with you.

In order to solve the problem that busy individuals or
college students would not be motivated enough to
maintain an updated inventory of their fridge,
LazyCook suggests recipes based on previously
bought items. Over time, with more items purchased,
the suggestion algorithm will become more intelli-
gent in its recommendations.

USER TESTING
Clicking and tapping be-
havior is captured in this
heatmap generated by
tracking through CrazyEgg.

We obtained results from Google
Analytics and CrazyEgg about general behavior. We also performed a within
subject test on 20 users comparing
two different colored renditions of
the app. Lastly, we performed a be-
tween-subjects test that evaluated,
among other things, user feedback
on first impressions (“what button
would you press first?”) and what it did
(“what does this app do?”).

Inspires healthy
COOKING & SHOPPING
wherever you are

In order to eat healthy you need to cook healthy - in order to cook
healthy, you need to shop healthy. In order to shop healthy you
need great inspirations. LazyCook has 12,000 recipes and integrates
recipe-finding with your shopping list!

1 SEARCH
2 CHOOSE
3 SHOP
4 COOK
Radio Guide
Real-time song info for all your local stations
goo.gl/fn9cN

Universal Search Box
- Song Title
- Artist
- Radio Station

Now Playing Box
- Album Art
- Song Details
- Station Details

Browse By
- Genre
- FM/AM Frequency

Features
- Favorite Stations
- Location Aware
- YouTube Links
- Lyrics
QuickMeet
Aaron Sarnoff | Amanda Schloss | Jeff Gilbert

What It Does
We aim to match nearby people on the basis that if they like the same things, they are more likely to get along. Users develop different lists of interests for different occasions, simply switching which lists are active based on the situation.

Brainstorming

Needfinding:
When you’re looking for someone to talk to, how do you find someone you might get along with?

Discovery:
People enjoy spending time with others who share some of their interests
People look for different shared interests depending on what they’re doing (work, mall, etc)

Prototyping
By creating prototypes and iterating based on feedback, we were able to quickly hone in on the best way to approach solving the need we found. Problems with confusing terminology and poor intuitive usability were fixed before a full product was even made.

Testing
User testing allowed us to identify weaknesses in our design. By evaluating these results, we were able to fix such problems, improving the application and solidifying the end user experience.
PARTYWHERE
FIND A PARTY NEAR ME.