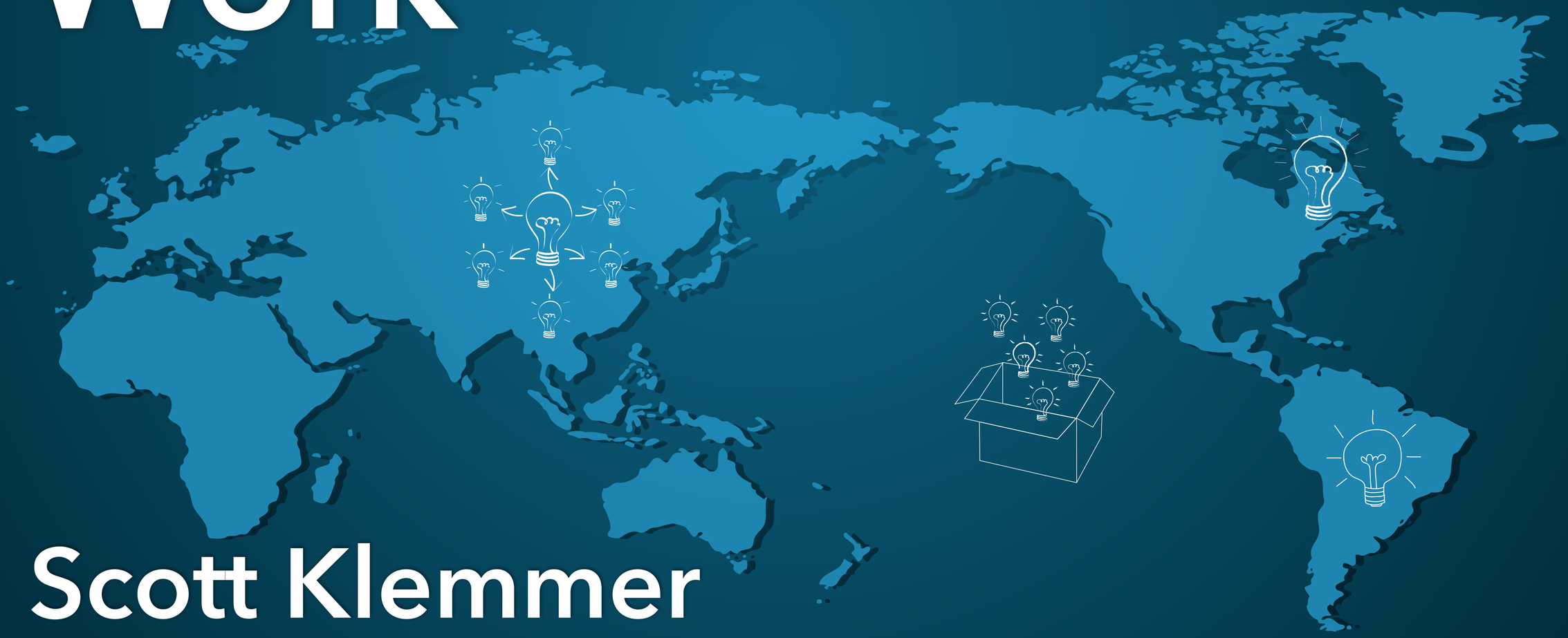
Presenting Design Work



Scott Klemmer

with materials from Forrest Glick

Quiz 4

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

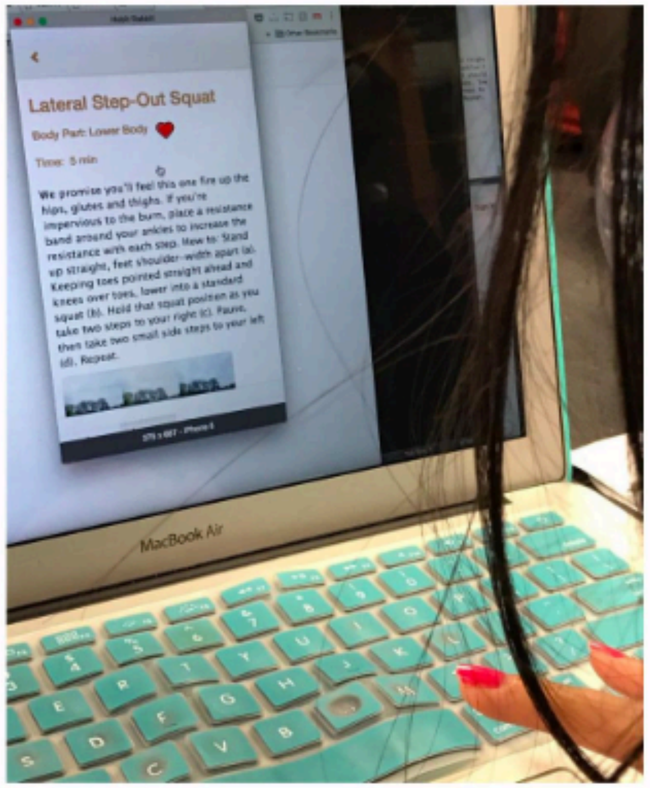
Your Presentation

- 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

Alvin Mo, Christine Chang

She expresses that the individual exercises page has too much text and she is too lazy to read through them



Observations :

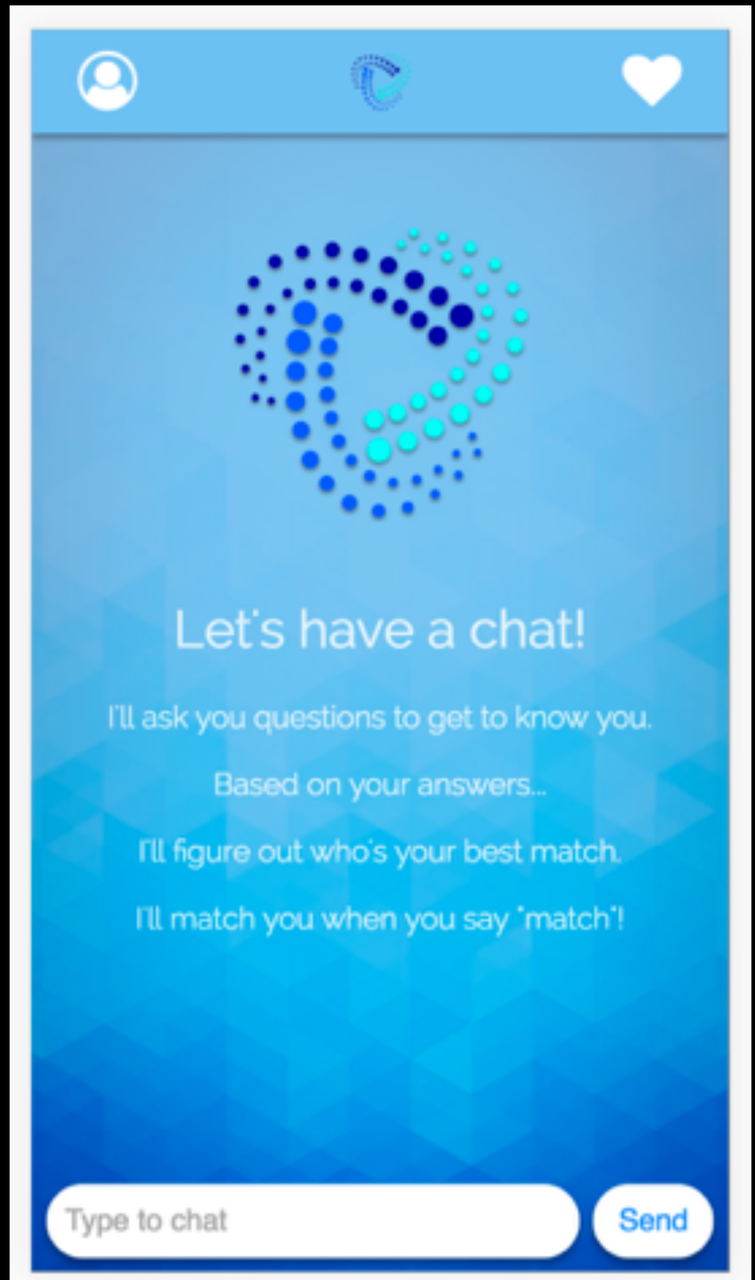
-Moves through pages very quickly, glancing rather than reading

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

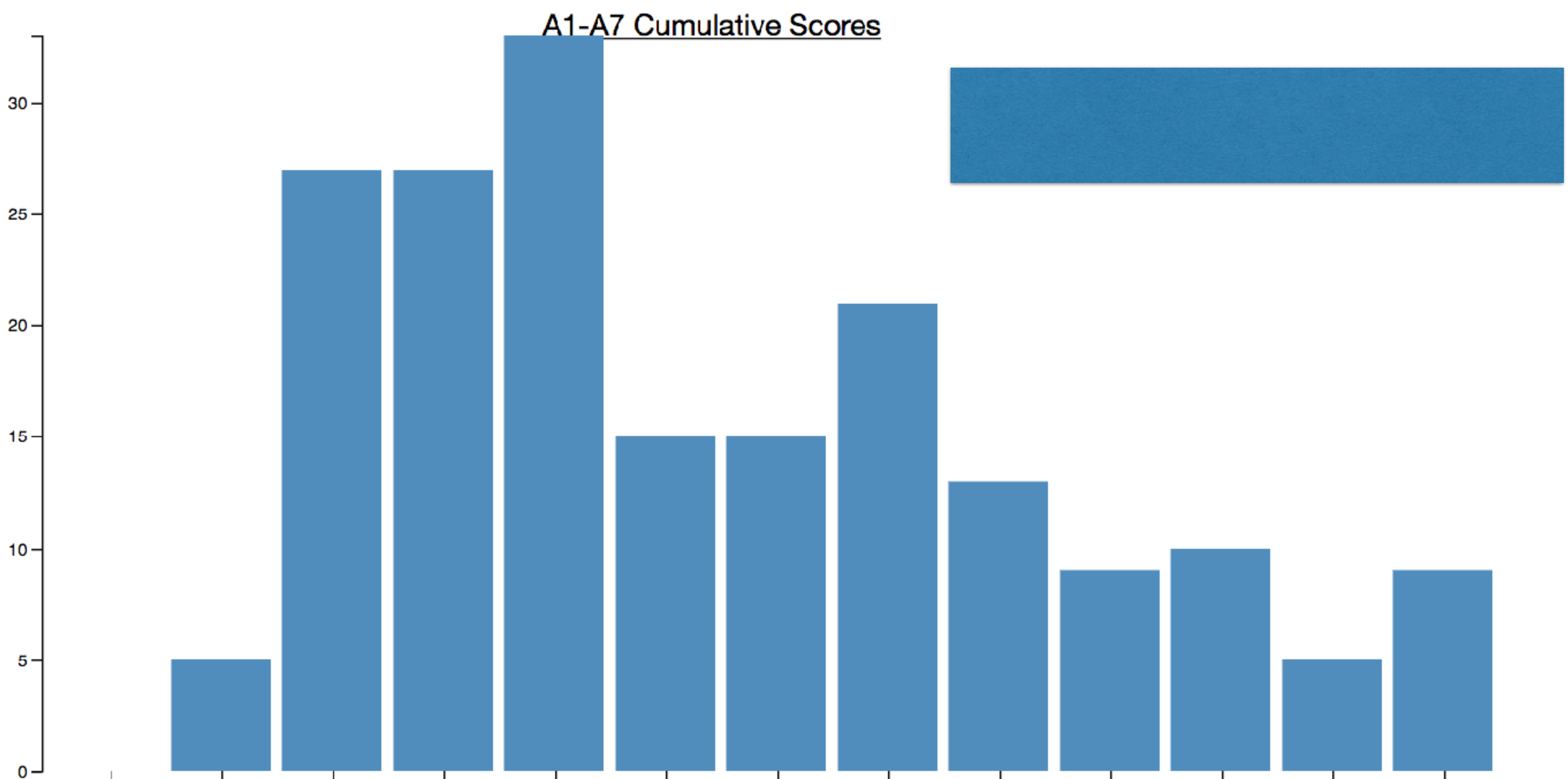
-Was confused to as why the heart in the exercise Page wasn't registering his clicks like the ones on exercise did.

-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



Home



Poster Printing Costs

Option	Location	Cost (for 24” x 30”)	Submission Time
Large Format Printing (Cplot1)	Applied Mathematics & Physics Room 113	**$3.00** **$9.00**	Needs to be submitted 48 hours in advance
	Campus Services Complex: Building A	**$30.24**	Needs to be submitted 48 hours in advance
	La Jolla Village Sq.	**$3.75** (black-and-white) **$36.25** (color)	Anytime before final presentation

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

Class Activity

You have
30 seconds

0:30

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.

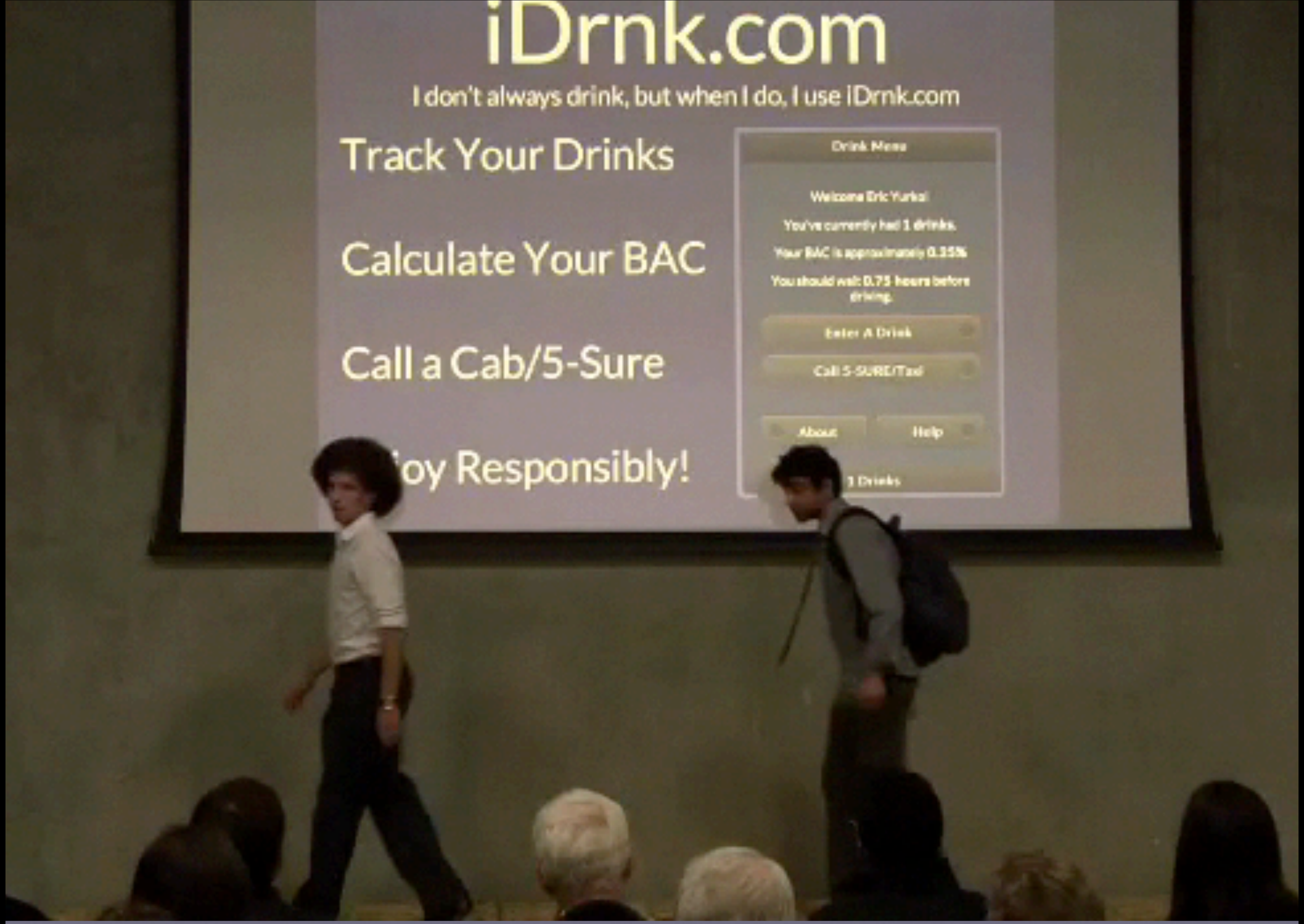
You have 30 secs.

0:30

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
oy Responsibly!
Drink Menu
Welcome Eric Yurko!
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
1 Drinks

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

Rio Akasaka | Jiwon Kim | Pierre Kreitmann

www.lazycook.mobi

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 recipe solutions 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 recipes once it is time to purchase the ingredients is very limited.

Inspires healthy COOKING & SHOPPING wherever you are

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 intelligent in its recommendations.

PROTOTYPING

Our application was developed over the course of two months using rapid prototyping and heuristic evaluation techniques. Initial iterations 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 different designs on paper prototypes, and used heuristic evaluation to come up with one final version. This version had two different screens for the shopping list and the favorite recipes. Later, based

Our first paper prototypes included many ideas that were pruned and improved upon with heuristic evaluation.

The first UI theme. User testing led us to iterate frequently, and the current layout is the 4th version.

USER TESTING

Clicking and tapping behavior 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 subjects test on 20 users comparing two different colored renderings of the app. Lastly, we performed a between-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").

Radio Guide

Real-time song info for all your local stations

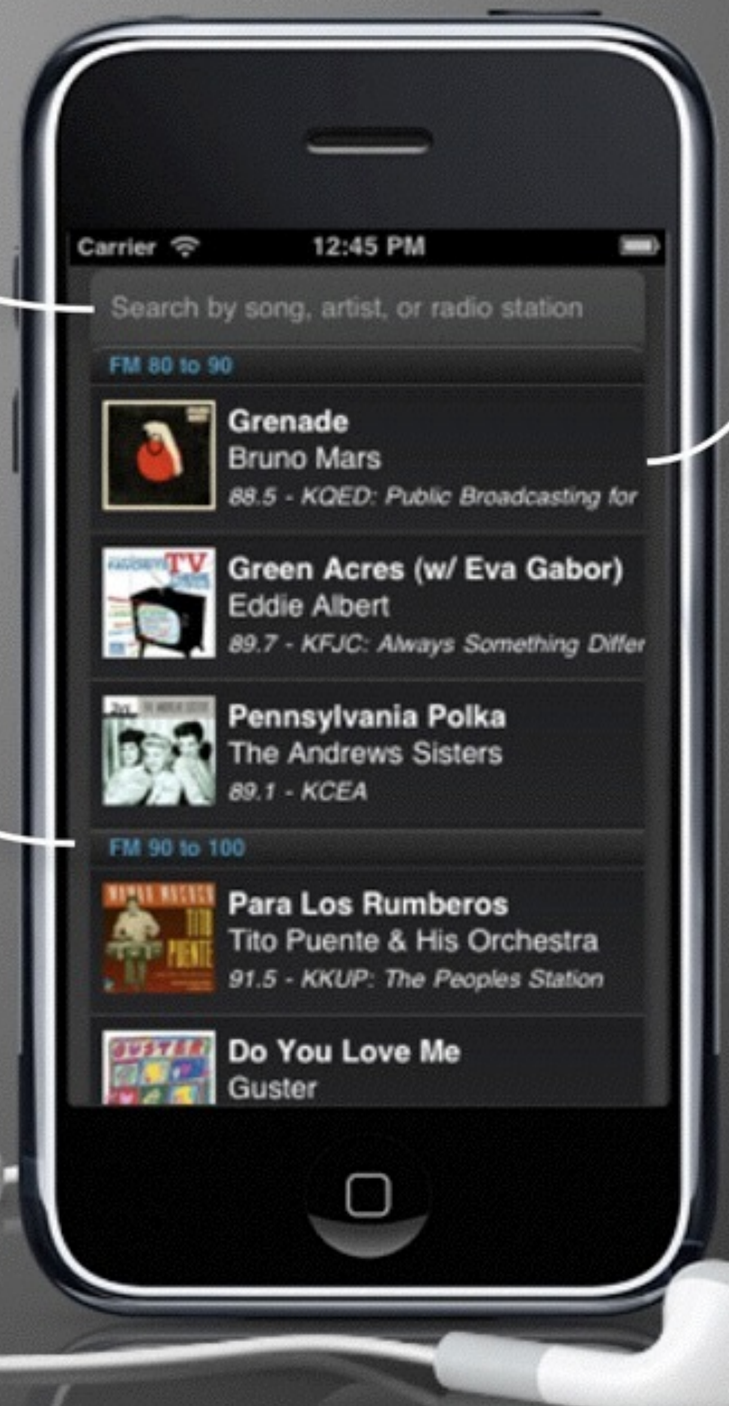
goo.gl/fn9cN

Universal Search Box

- Song Title
- Artist
- Radio Station

Browse By

- Genre
- FM/AM Frequency



Now Playing Box

- Album Art
- Song Details
- Station Details

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.
AT&T
4:03 PM
99%
Back
Parties Nearby
Search
Date
TGIF
Graduate Community Center
Details
Stanford University
Stanford
Escondido Village
1 km
Map
List