

# Stand and Deliver: Presenting Your Design Work

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# 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

Your presentation is the  
User Interface between  
your project & the judges.

What is your objective?

# Tell Your Story

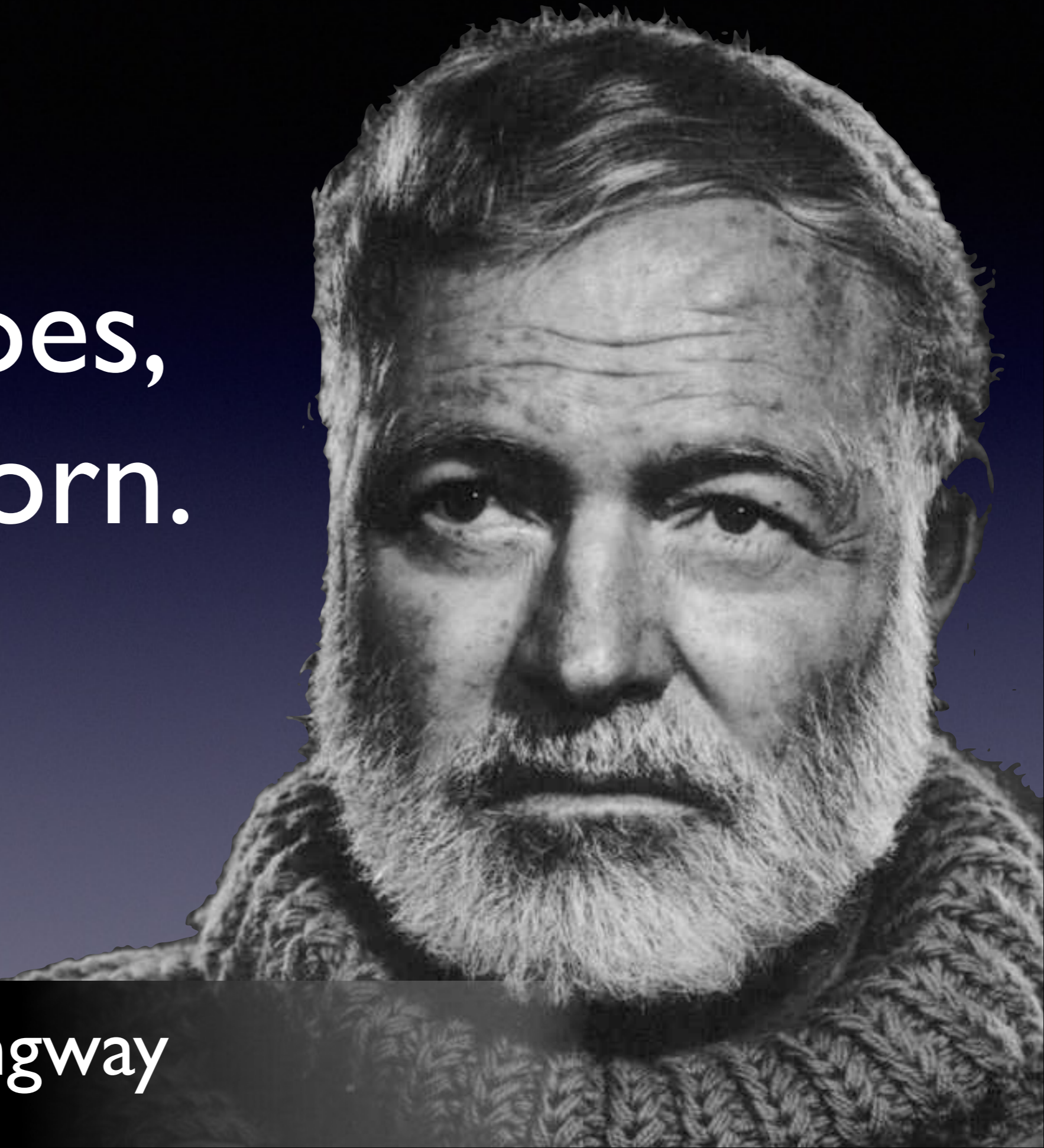




BMC

# 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



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

Enjoy Responsibly!

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

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

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.

## PROTOTYPING

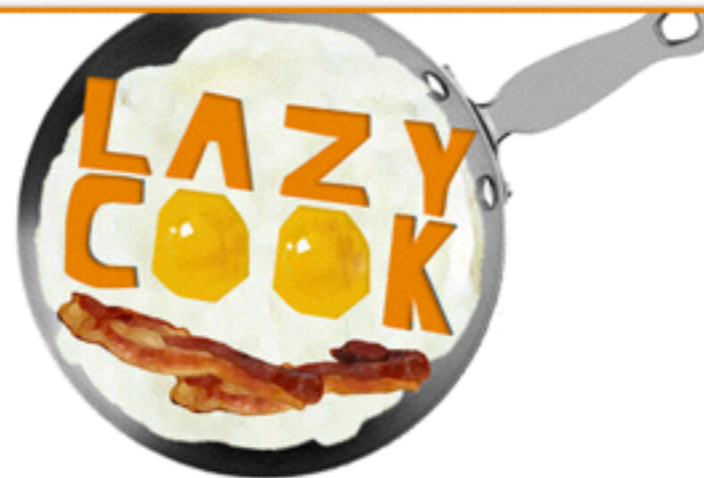
Our application was developed over the course of two months using rapid prototyping and heuristic evaluation techniques. Initial iterations of the app were designed to recommend recipes based on what the individual has in his or her fridge.

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.



# Inspires healthy COOKING & SHOPPING wherever you are

START HERE

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!



## 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.

## 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](http://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.

## 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.

## 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)

## 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

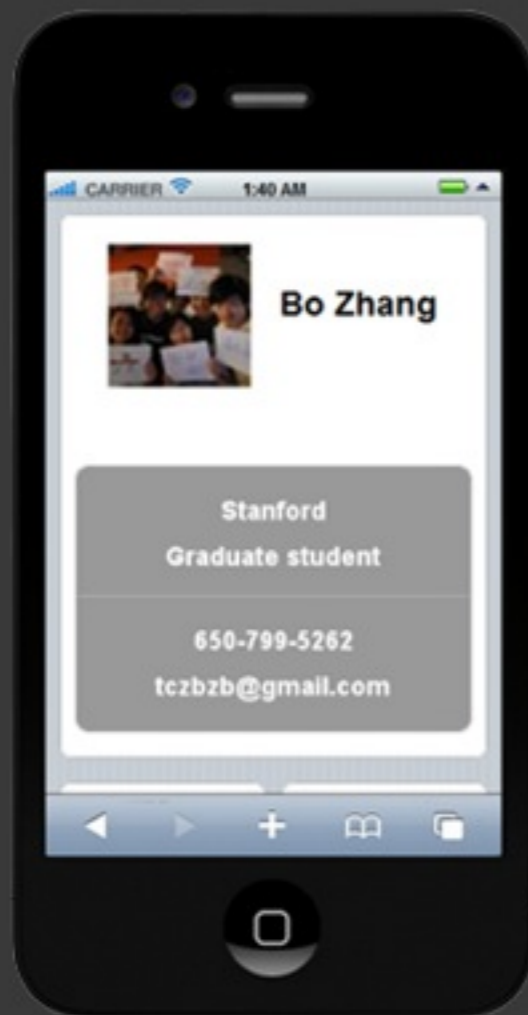
FIND A PARTY NEAR ME.



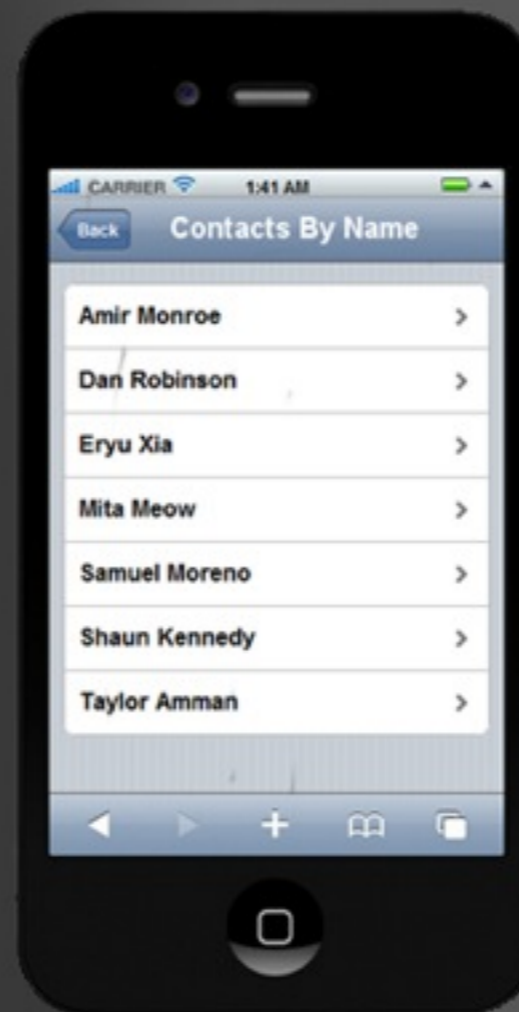


# BIZMASTR!

Create Your Card



Gather Contacts



Learn Names!



yelp.  + **Linked** 

=

Realtalk

# Class Activity

Less is more





Leave listeners  
hungry for more