



MIS 3504

Digital Design
and

Innovation

Section 1+2

Please sit with your team

Week 13

Photo: Installation by Jenny Holzer, US Pavillion, Venice Biennale 1990

Project Deliverables

Due Monday 4/27

- **ELECTRONIC SUBMISSIONS** via shared Google drive
 1. Your **scope** document
 2. The working **JIM prototype** (VP File)
 3. The **scenarios** that your prototype represents (in VP File)
 4. **Data masters** or **variables** for all data fields on the prototype (in VP File)
 5. **Business rules** documented in a separate Word document
 6. **Use Cases** that your prototype represents in a separate Word document
 7. JIM Report as a Word Document
 8. Powerpoint Presentation
- **HARDCOPY SUBMISSIONS** delivered to JILLIAN in Speakman 210
 - Your **scope** document
 - JIM **report** on your prototype with **all options** turned on
 - Your Powerpoint **presentation** (4 Hardcopies – 3 slides per sheet for each submitted the day of your presentation to distribute to reviewers)

Final Presentations:

NEXT WEEK

Presentations:

- Order will be posted in advance

- “Professional” attire –
Business Casual

Important information:

Presentation requirements:

- 12 minutes each including Q+A (8+4)
- Everyone does not have to present.
- Powerpoint and prototype

Today:

Selling Your Ideas

TELL A STORY

People using your proposal

+

Technology needs/integration
considered

Does the STORY
match the
PROTOTYPE?

The presentation: 5 parts

Follow Design Inquiry Framework

1. **what** inspired you (good or bad) [What is your BIG IDEA]
2. **who** are the affected stakeholders [PEOPLE]
3. what are their **unmet needs** + why are they important
[NEEDS AND OPPORTUNITIES]
4. what is your **solution** [DEMONSTRATE YOUR PROTOTYPE]
5. what **resources** do you need to create and sustain your solution
[THE BUSINESS CASE]

The presentation: 5 parts

1. **what** inspired you (good or bad)

[What is your BIG IDEA?]

Focus on the essential problem, the business context and YOUR OBJECTIVES

The presentation: 5 parts

2. **who** are the affected stakeholders

[PEOPLE]

**Focus on the AFFECTED STAKEHOLDERS
(internal and external) and YOUR PERSONA.**

The presentation: 5 parts

3. what are their **unmet needs** + why are they important
[NEEDS AND OPPORTUNITIES]

What are their needs? How are they currently not being met? Where are the opportunities for change? Can you demonstrate this?

What are your assumptions and constraints

The presentation: 5 parts

4. what is your **solution**

[Demonstrate your PROTOTYPE]

**How does YOUR SOLUTION solve their problems?
YOUR SCENARIO explains the demonstration
context.**

**SHOW US using your prototype AS IF YOUR
PERSONA IS THE USER.**

The presentation: 5 parts

5. what **resources** do you need to create and sustain your solution
[Make the BUSINESS CASE]

Why should they choose your solution?

What resources (people/things/money) do they currently have and WHAT WILL THEY NEED to implement it?

PRESENT

to the class

(A test drive presenting at the podium)

An opportunity to
practice your presentations

1 more week to
pull it all together

GOOD LUCK