



MIS 3504

Digital Design and Innovation

Week 11

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

Final Project Deliverables:

1. A Project Scope Document
2. As Is State Documentation:
 - Process Flow view(s) - Swim Lane
 - Data view(s) – Entities
 - Business Rules (written/tree view)
3. To Be State:
 - Scenarios describing the solution
 - Prototype demonstrating the solution
 - Short (no more than 5 slide) PowerPoint presentation explaining your prototype

Project Presentation:

Presentation using the PowerPoint Deck
to sell the solution

A walk through of the prototype from the personas
point of view

Today:

Selling Your Ideas

TELL A STORY

People using your proposal

+

Technology needs/integration
considered

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/PERSONA]
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?

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 YOU ARE 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?

Project Team Work Time



An opportunity

to

practice your

presentations

Evaluation DIMENSIONS

HOW WELL DOES IT TELL THE STORY?

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]

This week focus your heuristic review on their PRESENTATION and prototype

Sit with your
Review Pair

Pull it all together

GOOD LUCK

Project Team Work Time

