MIS 3504
Digital Design and Innovation

Week 11

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

Final Project Deliverables To Be Turned in:

A Project Scope Document
> Frame the project

As Is State Documentation:
> Process Flow view(s) - Swim Lane
>
> Data view(s) – Entities
>
> Business Rules

To Be State Documentation:
> Process Flow view(s) - Swim Lane
>
> Data view(s) – Entities
>
> Business Rules (If changes required)

Design:
> Persona(s)
>
> Scenarios describing the solution
>
> Prototype demonstrating the solution

Presentation:
> PowerPoint presentation – selling the solution

Final Project Deliverables:

Due on the last night of class 12/03/2019

Hardcopy print out of all Deliverables

Softcopy of all deliverables email with Team number in the email subject lines

Printed copy of Prototype screens

JustinMind .vp file

Project Presentation:

Team presentations will be held on 11/19/2019 with 12/03/2019 as an overflow if time does not allow for all teams to present

Presentations order for teams will be drawn at random, all team should be ready to present on 11/19/2019

Key points:

Presentation should be structured using the PowerPoint Deck to sell the solution

Team will be presenting to the project sponsor

Target the sponsors objectives

Plan for 10 to 15 minutes of presentation 5 to 10 minutes of questions

The walk through of the prototype should be 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