



MIS 3504

Digital Design  
and  
Innovation

Section 1+2

Please sit with your team

Week 10

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

