MIS 3504
Digital Design and Innovation

Class 9 – Selling Your Ideas

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