

Preso #3 - MVP1 Live Demo

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Presentation Day: 3/11/20 – Wednesday

Description:

Overarching goal: Pretend you are showing a prospective user your app. Walk through the canonical use case – the use case that addresses the persona from Preso #2.

Slide Template – in PDF: 3 minutes+1 min for Q&A

Slide 1a: TITLE SLIDE

- Preso #3, Project Title, logo, names of team members

Slide 1b: Elevator Pitch (see resources below)

Slide 2: PERSONA

- Persona – remind us quickly of persona and how that persona represents the problem your app is addressing. (There may be more than 1 Persona.) No need to read the paragraph – a quick summary of KEY issues.

Slide 3: USE CASE

- Top Level Use Case – remind us quickly of the Top Level Use Case

*“As a [persona],
I want to [do something]
so that I can [derive a benefit]”*

Live Demo Using the Document Camera – walk through the DETAILED Use Case – HOW does the user [do something] to realize the benefit?
Screen 1, screen 2...

There will be a **document camera hooked to the projector**. You can lay your mobile device under the camera and switch from PDF to document camera to show your MVP1...

- **PRACTICE, PRACTICE, PRACTICE...** walking through the use case on your device while your device is stationary on a table.
- **PRETEND** your device is underneath a document camera... and practice. It's a bit un-natural, I know, but.... You can do it... with **PRACTICE**

NOTES:

1. You could put Slides 1, 2, 3 on the mobile device, if you want. Thus, there will be no switching between document camera and computer, making for a less stressful presentation.
2. If your app does not require the document camera, e.g., an Alexa skill or a Chrome extension, then use your computer. Make sure you have an adapter and make sure you practice hooking your computer to the projection system. **BEST TO TRY YOUR COMPUTER ON THE PROJECTION SYSTEM BEFORE CLASS.**
 - **IF your team will be using a teammate's personal computer, please put your group's name on the board on the presentation day. We will group these presos together.**
3. **You MUST post Slides 1, 2, 3 on the wiki.** Now, it will help me in assigning a grade to and developing comments on your demo if you could also include screen captures from your Demo in the wiki posting (Slides 4,5, etc.). It's a pain, I know, so I am not requiring the screen captures – just requesting them.

Template for Elevator Pitch

use MUST use this format!

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use MUST use this format!

There are 6 bullets in the elevator pitch; fill in **YOUR** info after the **BOLDED** words and in between the (xxx) brackets, e.g., For <persona description>

The elevator pitch is a tool used to position your products succinctly by describing:

1. **For** (target customers)
2. **Who are dissatisfied with** (the current market alternative)
3. **Our product is a** (new product category)
4. **That provides** (key problem-solving capability).
5. **Unlike** (the product alternative),
6. **Our product** (describe the key product features).

Expanded description for each bullet point:

1. the target segment your product is aimed at,
2. the solution that is not acceptable
3. the business problem your product solves,
4. the category your product fits into
5. your unique value proposition – how you are differentiated from the competition
6. why your solution is ‘the best buy for this situation’

KEY REFERENCE:

<http://elevatorpitchessentials.com/essays/CrossingTheChasmElevatorPitchTemplate.html>

Read these for more information about the “elevator pitch”

<https://www.riskology.co/elevator-pitch/>

<https://www.linkedin.com/pulse/value-proposition-how-sell-your-vision-ideas-stefan-lindegard/>

<http://rand.gatech.edu/wp-content/uploads/2010/11/elevator-pitch.pdf> - good examples

<https://courses.cs.washington.edu/courses/cse403/06sp/lectures/ProductPitches.pdf>