

Preso #3 - MVP1 Live Demo

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Presentation Day: March 17 - Wednesday

PLEASE... Name your PDF file as follows: #-team-number Preso #3 <team name>

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, *REMEMBER: one sentence description (from Preso #2)*

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]”*

DEMO – show your app LIVE!

You might want to practice presenting – showing your app live may or may not be tricky.

NOTES:

1. You could put Slides 1, 2, 3 on the mobile device, if you want. Thus, there will be no switching between your mobile app and the computer, making for a less stressful presentation.
2. **You MUST post a PDF with 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 LIVE 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.
3. **You MUST also post the PDF** - named as follows: team-number *Preso #3 <team name>* - to the Google Folder (for your team number, see the wiki):

Section 1: <https://drive.google.com/drive/folders/1nxuh8BSI0K7f7vxbSiZQbjx2va9uOfzk?usp=sharing>

Section 2: https://drive.google.com/drive/folders/1SdZf1qYMpI_fsb-iS9Q2KdwGh9OIZHPI?usp=sharing

Template for Elevator Pitch

(use MUST use this format!)

(use MUST use this format!)

(use MUST use this format!)

There are 6 bullets in the elevator pitch; fill in YOUR info between the (xxx)

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), - YOU MUST NAME SPECIFIC APPS!!!
6. **Our product** (describe the key product features).

DO NOT make the 6 bullets into a paragraph narrative.... KEEP THE BULLETS separated.

Expanded description for each of the above bullet points:

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-lindegaard/>

<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>