

Preso #4 - MVP1 Data Presentation + MVP2 Description

441fall2021, Due Date: Nov 10

3 minutes of preso, 30 seconds of Q&A

How to collect data:

1. You MUST give the user a step-by-step instruction sheet on how to use your app. An example of such a step-by-step instruction sheet is provided below. Note, the step-by-step instruction sheet comes from your Persona and from your MVP1. What question are you asking with your MVP1? You want to test out whether the functionality you provided is desirable! In effect, the step-by-step instruction sheet is a USE CASE(s) from Preso #3.

Column A	Column B
GOALS: WHY are you asking a user to do the steps in Column B?	ACTIONS: Step-by-step user instructions
As a user, I should be able to select a player and see the player's Info screen	Log in (user: XXXX; password: password) - app should navigate to teams page
	Click on the "Tigers" Team - app navigate to Tigers players page
As a user I should be able to navigate to the previous page	Click "Team" in the lefthand corner - app navigates back to Teams page
	Click on the "Lions" Team - app navigate to Lions players page
	Click on "Derek Jeter" - app navigates to Derek Jeter's info screen
As a user, I should be able to report an incident for a player from their Info screen	Click on the "Create Incident" button - app navigates to incident report screen

2. Test that Use Case with 5 "users" - **5 individuals that represent the Persona you developed in Preso #2.**
3. Fill out the attached spreadsheet – **You should examine/collect data on at least 3 factors in your app.** MVP1 User Testing Chart DETAIL.

Slides for Preso #4

Slide 1: title, logo, names, etc.

Slide 2: Elevator Pitch:

- Use the template in **Crossing the Chasm**. You MUST MUST MUST use the Template; lay out on the slide the Elevator Pitch according to the template.
See: <http://elevatorpitchessentials.com/essays/CrossingTheChasmElevatorPitchTemplate.html>
Use the Elevator Pitch you developed a few weeks ago. Or, revise it. You should review these two URLs in preparing your revised elevator pitch:
 - https://cdn2.hubspot.net/hub/41408/file-14211065-pdf/docs/inflexion-point_your_elevator_pitch_tip_sheet.pdf
 - <http://rand.gatech.edu/wp-content/uploads/2010/11/elevator-pitch.pdf> - has examples!!
- Remember – the elevator pitch is meant for the MVP1 – not the more general app that you proposed in Preso #1. The elevator pitch is something you would use to recruit a tester for your MVP1. So, that tester needs to know what your MVP1 does in particular.

Slide 3: Report on Data Collection:

- **3a:** Use spreadsheet (attached) embedded in a slide - **MVP1 User Testing Chart SUMMARY**. Note you can make the spreadsheet more visually interesting, e.g., add colors, different sized text, etc. My spreadsheet is vanilla. (HINT: the “can” is really “should”)
- **3b:** Include 1-3 quotes from the users!!

Slide 4a, 4b: MVP2: Rationale for and Design of MVP2

MOST IMPORTANTLY: What are the new features in your MVP2 based on? For example, based on your experience with MVP1 – the testing with 5 users, you NOW see the need for....

- **4a:** Address the shortcomings of your MVP1 in your MVP2: Table of **shortcomings and solutions** - see example below.



Shortcoming	Solution
Mood slider	More descriptive options
Bar graph poorly displays time	Change to line graph
Panic attack requires more info	Additional prompts for panic attack
Clickable graph unintuitive	Popover tour

- **4b:** A screen image for MVP2 that captures (some of) the issues in the table in 4a.

Note: For Preso #5, your final preso and final report, you will test your MVP2 with 5 users.