

Introduction to Human Computer Interaction & Design
Assignment #10: Poster & Pitch (Group)
Due at the start of lecture on 6/14
[Assignment from Landay of Stanford CS]

Instructor: Hao-Hua Chu
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Overview

The goal of this assignment is to learn how to present your work in both visual and oral form to interested parties from industry and across campus. You will present at our industry project fair first in a 30-second “pitch” accompanied by a slide and then in longer form in front of a team poster.

Requirements

First, decide what features of your prototype, process, and research you want to communicate. What should be most salient? Communicating three months of iteration, research, and design decisions in a short time means making tough decisions. The more you boil your work down to its essence, the better. Take the core concepts and communicate them rather than explaining every detail.

Then consider the two visual deliverables you are creating, the slide and your poster, and how their content should differ. The slide is a high-level look to entice people to come and learn about your project that compliments your 30-second pitch; it will be projected while you give your pitch. In contrast, your poster is a “medium-level” look at your iterative, user centered design process that showcases your final product.

Prepare for your slide and pitch by thinking about how you want to introduce your prototype for the first time. You have 30 seconds, and most of the audience has never seen your application before. How can you provide a high-level understanding of what your application does or what needs it addresses? Find the “hook” that will interest people and persuade them to find your poster later on. Remember your value propositions from your team web site. We recommend scripting your presentation and practicing it many times until it is smooth. We will have a timer running, and any presentation that goes over 30 seconds will be cut off.

Prepare for the poster session by thinking about how you are going to explain your prototype to people. Keep in mind that attendees don't have all the background and insight into your application. Present them with the user need first, show your solution, and explain why your work is unique. Your poster should stand on its own without explanation, but remember to **keep the text minimal** (focus on the visuals). There will be many people there and you will not be able to engage every single person who will look at your poster. Also keep in mind that the audience will include people who are not familiar with the project and the processes you've gone through during the semester, so make sure to provide enough context and background for them to follow in the poster.

Finally, prepare a 1-minute demo of your prototype. Keep it short, while showing off all the features of your application. When judges and visitors come to your poster, your quick demo should inspire them to pick up the phone/tablet and continue to play around with your app. It is important to have a demo rehearsed. There will be many people there and it is important to come across as prepared and knowledgeable to your visitors. Thursday/Friday in studio you will practice your pitch and demo. Your TA will give you feedback to improve the pitch for Friday evening's Project Fair.

Deliverables

1. **Pitch:** Your team will present your project during a 30 second pitch, backed by a **single slide** displayed behind you. You must make the slide available for download on your team website. Your TA will give you feedback on your initial slide. Please revise and turn in the new slide on Wednesday evening.
2. **Poster:** The poster must be ~28"x20" (vertical or horizontal). This should not be an excessively time intensive project; it should take probably 2-3 hours. Print/mount at FedEx on laminated foam core (\$69 for 28"x20"—if too expensive for your team, print on a plotter and mount on poster board we will supply **if requested a week in advance**). Make sure to **send your TA proofs by Tuesday night** as they'll have feedback for you to incorporate and improve before printing

Slide Guidelines

Your slide is meant to get the basic idea of your project across and entice folks to find out more. You must submit the slide as a single JPG file (1024x768 to fit on a standard 4:3 aspect ratio slide) with this assignment. No audio. 30 seconds only. After 30 seconds, it will automatically advance to the next group's slide. Please look at the following example “pitch” slides from prior classes for ideas.

- [Usher](#)
- [SpringBoard](#)
- [Ola](#)

Poster Guidelines

Your poster should include:

- Logo
- Project Title
- Value proposition
- Basic Problem
- How you solve it / purpose of the project
- Key Features
- Design iteration
- Team members names / project URL / HCI-D 2016

On your poster, you should include screenshots, and a **small amount of text**. Do not use full sentences. We have attached a [PowerPoint template](#). Feel free to use the design as is, modify it, or not use it at all. Email your CA the day before it is due (by Tuesday night) and they will proofread it for writing and design and help you make it better. You must put a link to your poster on the team website. Please refer to the following example posters for ideas (or come look at the ones hanging outside Prof. Hao's office).

- [Usher](#)
- [SpringBoard](#)
- [Ola](#)

Slide Grading Criteria (Group)

___ Effectiveness and Clarity - Did the slide convey the essence of the product and problem/solution space? Did it compliment the content of the pitch, and not distract the audience from what the speaker was saying? (50 points)

___ Aesthetics and Design - Was the slide visually stimulating? Was it consistent with the aesthetics of the application and website? (50 points)

Poster Grading Criteria (Group)

___ Did the poster cover all phases of the development process (framing problem and solution space, fieldwork/testing, low-fi, medium-fi, and high-fi prototypes) (40 points)

___ Is the poster comprehensible and able to convey the essence of the product? Does it provide enough context and background for any visitor to follow along? (30 points)

___ Is the poster aesthetically strong? Does it use core design elements from the application and website to make the aesthetic consistent across mediums? Does it show several large screenshots and images with minimal text? (30 points)