Lecture 9: January 31

Promotional Presentations & Website

Agenda

- Project Website
- Product Lifecycle Stages
- Promotional Presentations
- Senior Design Project Repository

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- **Project Website**
- Product Lifecycle Stages
- Promotional Presentations
- Senior Design Project Repository

Project Website

Purpose: Store all your project details in one place (good for you & GW!)

Contents:

- Project Description
- About the team
- Link to GitHub
- Link to writings 1-4 (choose your favorite for writings 1 & 2)
- Final Project Video
- Promotional Presentation Slides OR (Optional) Promotional Video
- End of year poster

Project Website

Examples:

- https://safestride.github.io/
- https://flighteye.github.io/
- https://subtitlevision.github.io/

Project Website Deliverables

By 2/18 website should include:

- Project Description
- About the team
- Link to GitHub
- Link to writings 1-4 (choose your favorite for writings 1 & 2)

Note: Website needs to be accessible through github pages!

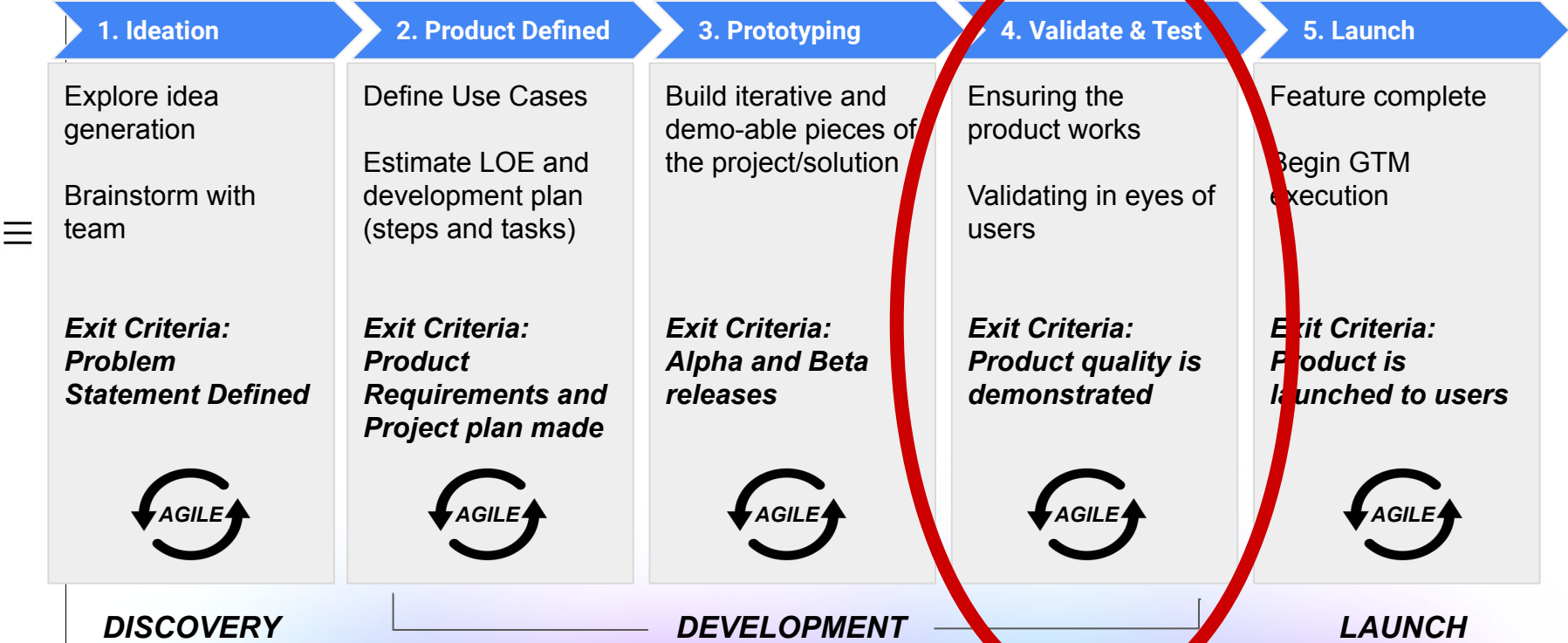**By the end of the semester, also include:**

- Final Project Video
- Promotional Presentation Slides OR (Optional) Promotional Video
- End of year poster

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Post-Alpha Work

1. Ideation	2. Product Defined	3. Prototyping	4. Validate & Test	5. Launch
Explore idea generation

Brainstorm with team

Exit Criteria: Problem Statement Defined

AGILE | Define Use Cases

Estimate LOE and development plan (steps and tasks)

Exit Criteria: Product Requirements and Project plan made

AGILE | Build iterative and demo-able pieces of the project/solution

Exit Criteria: Alpha and Beta releases

AGILE | Ensuring the product works

Validating in eyes of users

Exit Criteria: Product quality is demonstrated

AGILE | Feature complete

Begin GTM execution

Exit Criteria: Product is launched to users

AGILE |

DISCOVERY   ***DEVELOPMENT***   ***LAUNCH***

QA Testing

Types of Testing

- Unit Tests: tests individual pieces of a solution
  - Focused and low-level
- System Tests: tests the entire system working together
  - Good for high-level confirmation that the system is working
- Manual testing by Engineer
- Usability Testing or Heuristic Evaluation

Code Reviews

A code review (also referred to as peer code review) is a process where one or two developers analyze a teammate's code, identifying bugs, logic errors, and overlooked edge cases

- PR Reviews
- Live code pairing

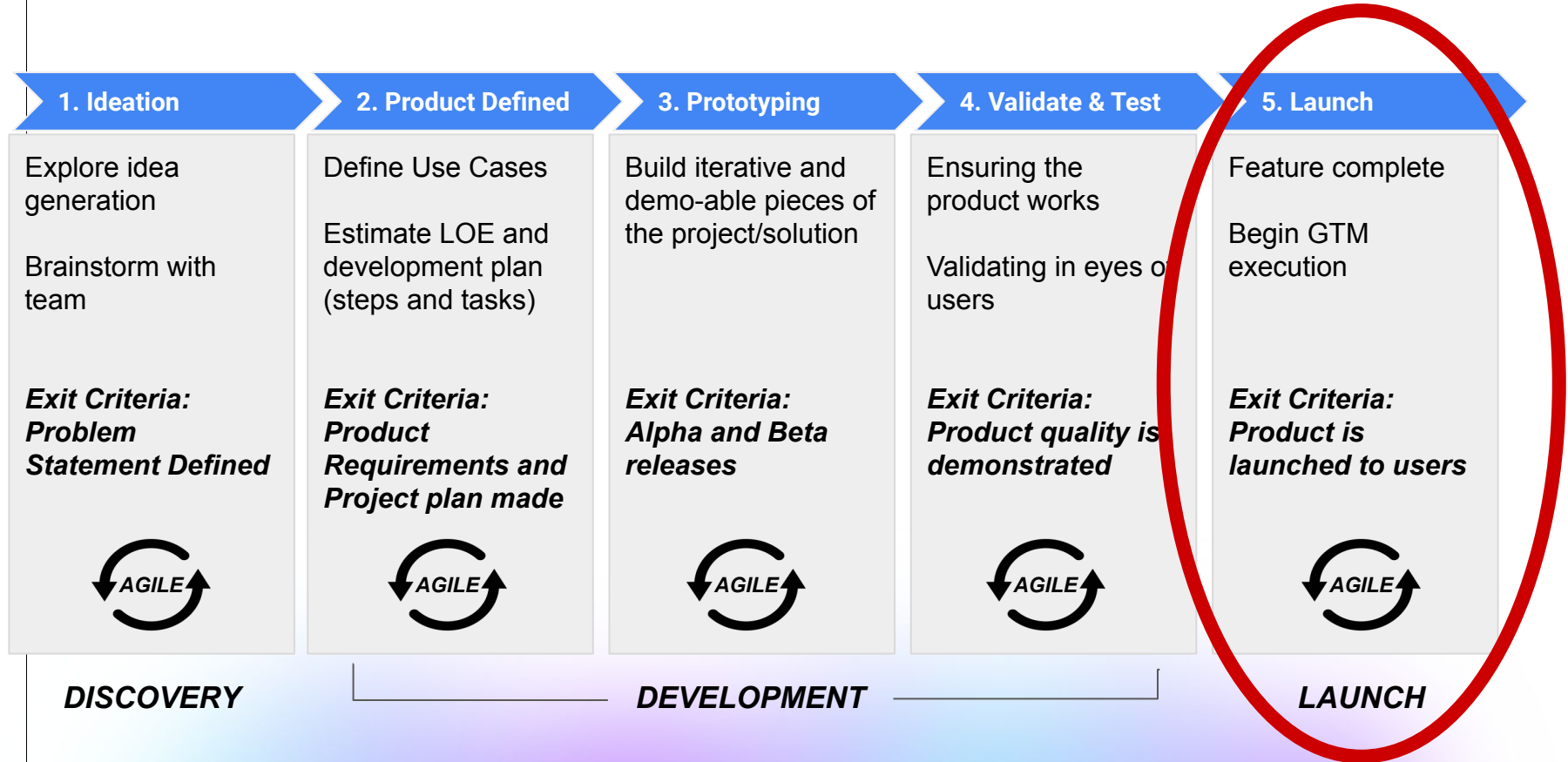**Ask your mentor to do a code review if you have not already!**

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Preparing your Promotional Presentation

1. Ideation	2. Product Defined	3. Prototyping	4. Validate & Test	5. Launch
Explore idea generation	Define Use Cases	Build iterative and demo-able pieces of the project/solution	Ensuring the product works	Feature complete
Brainstorm with team	Estimate LOE and development plan (steps and tasks)		Validating in eyes of users	Begin GTM execution
Exit Criteria: Problem Statement Defined	**Exit Criteria: Product Requirements and Project plan made**	**Exit Criteria: Alpha and Beta releases**	**Exit Criteria: Product quality is demonstrated**	**Exit Criteria: Product is launched to users**
AGILE	AGILE	AGILE	AGILE	AGILE

DISCOVERY   *DEVELOPMENT*   *LAUNCH*

Promotional Presentation

Why are they important?

- Create a relationship between your project and the audience
- Answering the question "Why should I care?"
- Similar to your elevator pitch but with an actual application

What types?

- Commercial Presentation
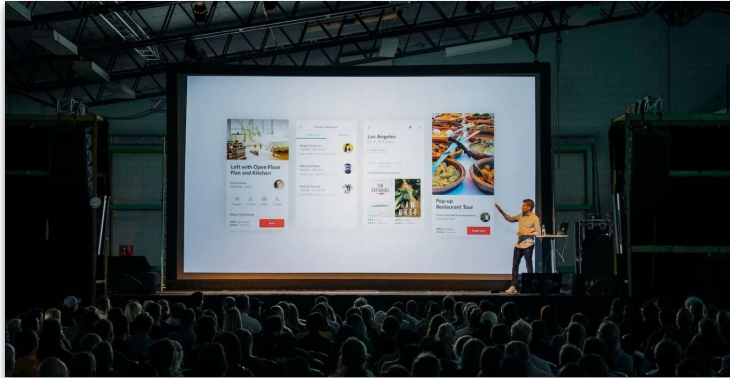- Academic / Research Presentation

Commercial Presentation

Goal: Sell your product - more money, more users or BOTH!

Who is the audience?

- Stakeholders in company (head of eng, product, etc)
- Potential buyer/investor
- Potential hires
- Potential users

Audience - Commercial

Product Lifecycle

DEVELOPMENT **INTRODUCTION** **GROWTH** **MATURITY** **DECLINE**

SALES

Ready product

Growing customer base

Brand building

Pricing and distribution

Gaining profit

Growing demand for product

First competitors

Sales peak

Growth stabilizes

Market saturation

Need to innovate new

Decline in sales

Reinvent or ramp down

Elevator Pitch

Promotional
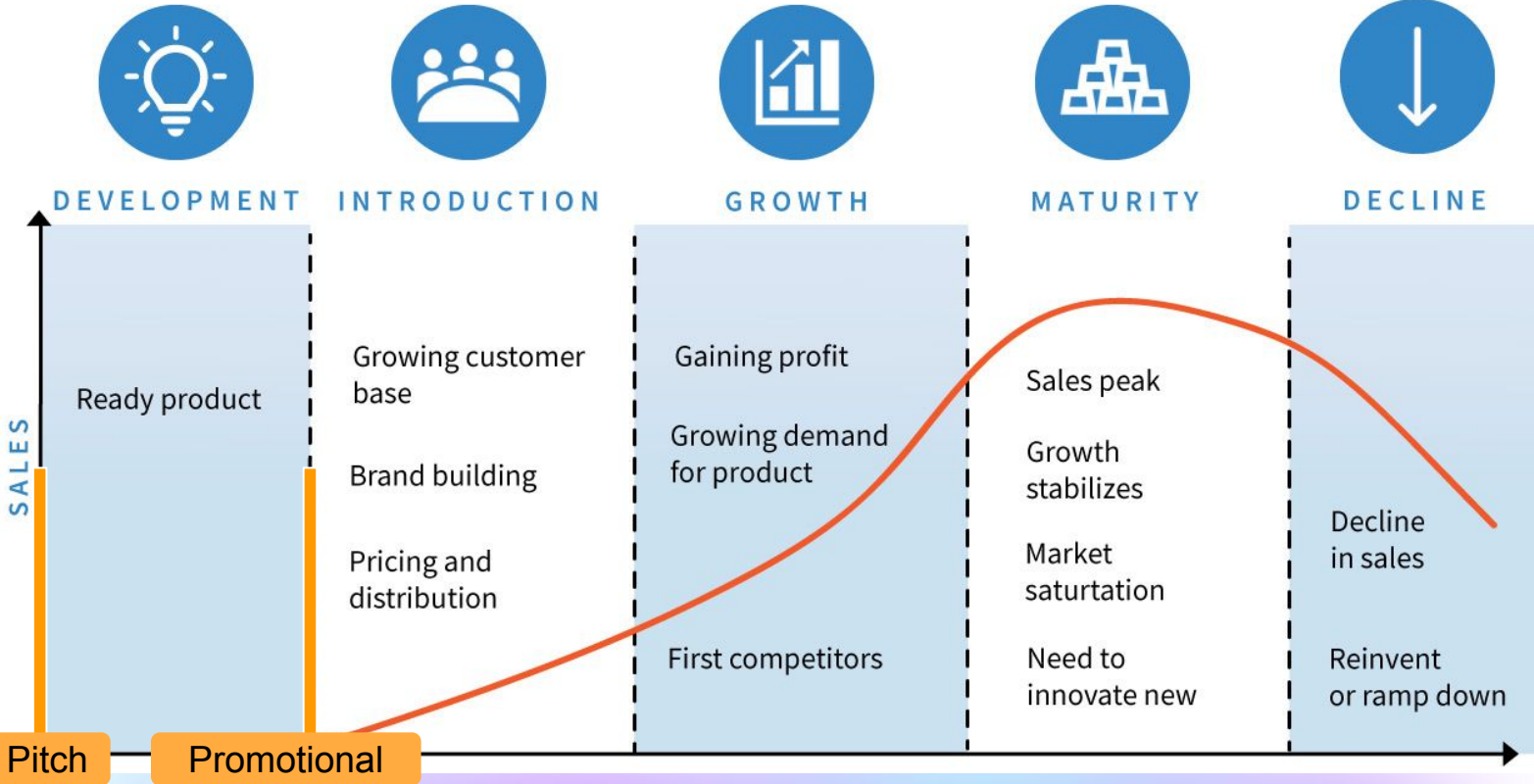
Academic / Research Presentation

Goal: share new findings, data or to spark inspiration for where future research should go

Who is the audience?

- Conferences
- Research group
- Researchers joining the team
- Poster sessions
- Foundations, organizations, corporations, or government agencies giving grants/funding

Audience - Academia / Research

Who gives the Commercial Presentation "pitch"?

Sales Team

Sales Engineering Team

Founders (YOU!)

Product Manager

Product Marketing Manager

Structuring your Presentation

Finding your "hook"

      Explain who your users are

      Define the problem they are facing

      Introduce your solution

      Describe what success looks like

Section 1: Proposal (From PRD)

Your elevator pitch to your team, stakeholders, investors, etc.

- Goals

  What are you hoping to accomplish? What does Success look like?

- Users

  Who are you building for?

- Use Cases

  What will the user be able to do once you reach Success?

  As a [user persona], I would like to [action], so that I can [benefit].

Structuring your Presentation

Finding your "hook"

- Tell a customer story
- Guide the user through the product
- Use your personal experience
- Anchor on a hot news topic or historical anecdote

Structuring your Presentation

Explain who your users are

- Who are the user personas you are targeting?
- Is the user different from the audience?

As a [user persona], I would like to [action], so that I can [benefit].

Structuring your Presentation

Define the problem they are facing

- Tell a story around the problem
- Demonstrate the problem through competitor UX
- Quote recent relevant news-worthy events the audience cares about

As a [user persona], **I would like to [action]**, so that I can [benefit].

Structuring your Presentation

Introduce your solution

Start addressing your success metrics and begin to bring it all home

- What will the user get out of this application that is valuable to them?
- What are the benefits listed in your use cases?

As a [user persona], **I would like to [action]**, so that I can [benefit].

Structuring your Presentation

Describe what success looks like

Go bigger picture than the immediate feature or application benefit

Share benefits on a broader scale

- Users save money
- Users save time
- Users can do something they could not do before

As a [user persona], I would like to [action], **so that I can [benefit].**

Structuring your Presentation

How is this different for Academic / Research presentations?

Finding your "hook" → anchor on the hypothesis as your hook

Explain who your users are → users could be humans or computer systems

Explain the problem they are facing → similar ethos

Explain how your application addresses their needs/the problems → similar ethos

Describe what success looks like → what are your findings

Academia/Research Presentation

What content to include?

Present hypothesis, high-level conclusions, and future directions

What graphics or visuals are important?

- Less "flashy" content
- More data, dashboards, performance analysis
- Experiment findings and learnings

Presentation Examples

- [Friendly](#)
- [Photo Composer](#)
- [Travel Trails](#)

Promotional Presentation Guidelines

- Presentation on **2/21**
- 2-3 minutes long
- Will be graded similar to presentation 1
    - equal weight to presentation skill & content
- Don't spend time on technical implementation, focus on your product's UX
- Make sure your content is visually appealing
- Create a structure that fits your project

- Eventually the slides or a video should go on your website

Sales Engineer / Solutions Architect

Who? Roles and Responsibilities?

- Sits on Sales team
- Partners with Sales Reps
- Talk in-depth about supported integrations
- Discuss Security and Privacy concerns
- Help customers understand integrations with unsupported systems, esp. APIs
- Assist with data migration
- Goal: win more deals

Industry?

- Most B2B Tech Companies, Consulting Firms

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Senior Design Project Repository

Purpose: SEAS keeps a record of Senior Design projects in their digital repository

- Fill out this [form](#) by **2/26**
- One submission per team
- The form requires you to send photos & a video. Feel free to send mockups, application screenshots, and/or slides from your promotional presentation & a link to your website.

Reminders

Prepare for your February Sprint

- All tickets must be Done, Won't Do, or moved to next sprint by the end of Feb
- Include tickets around PR reviews & Unit/Integration testing
- Include at least 1 ticket around user testing
- Ask your mentor to do a code review with you

Reminders

Due Dates & Upcoming Classes

- Beta demo week of **2/5** (no lab; demos during instructor meeting slots)
- Demo feedback week of **2/12** (no in-person lab)
- Updated websites due **2/18**
- Promotional presentations **2/21** (during Wed. lab)
- SD Project Repository survey due **2/26**