

Lecture: January 25

Promotional Presentations



Agenda

- Review web page examples
- Promotional Presentations
- Company Product Lifecycle Stages
- Sales Engineer Role



Project Website

Purpose: Store all your project details in one place

Examples:

<https://gw-cs-sd.github.io/sd-18-peoplemove/>

<https://gw-cs-sd.github.io/sd-18-hunter2/>

<https://gw-cs-sd.github.io/sd-18-eco-furniture/>

Sprints Rubric

Last Semester

5 points for strong level of commitment and active updates to board

4 points for moderate board activity

2 points for minimal board activity

0 points for no board activity

Spring Semester

5 points for 1.) team member has strong level of commitment **and stand-up participation**, 2.) all tickets addressed as either "Done", "Won't Do", or moved to next sprint, and 3.) sprint includes QA Testing and Code Review cards

4 points for 1.) team member has moderate level of commitment **and stand-up participation**, 2.) majority of the tickets addressed as either "Done", "Won't Do", or moved to next sprint, and 3.) sprint includes QA Testing and Code Review cards

2 points for 1.) team member has minimal level of commitment **and stand-up participation**, 2.) a few tickets addressed as either "Done", "Won't Do", or moved to next sprint, and 3.) sprint does not include QA Testing and Code Review cards

0 points for no board activity



Sprints Rubric

Last Semester Sprints

October Sprint

November Sprint

Spring Semester Sprints

December+January Sprint

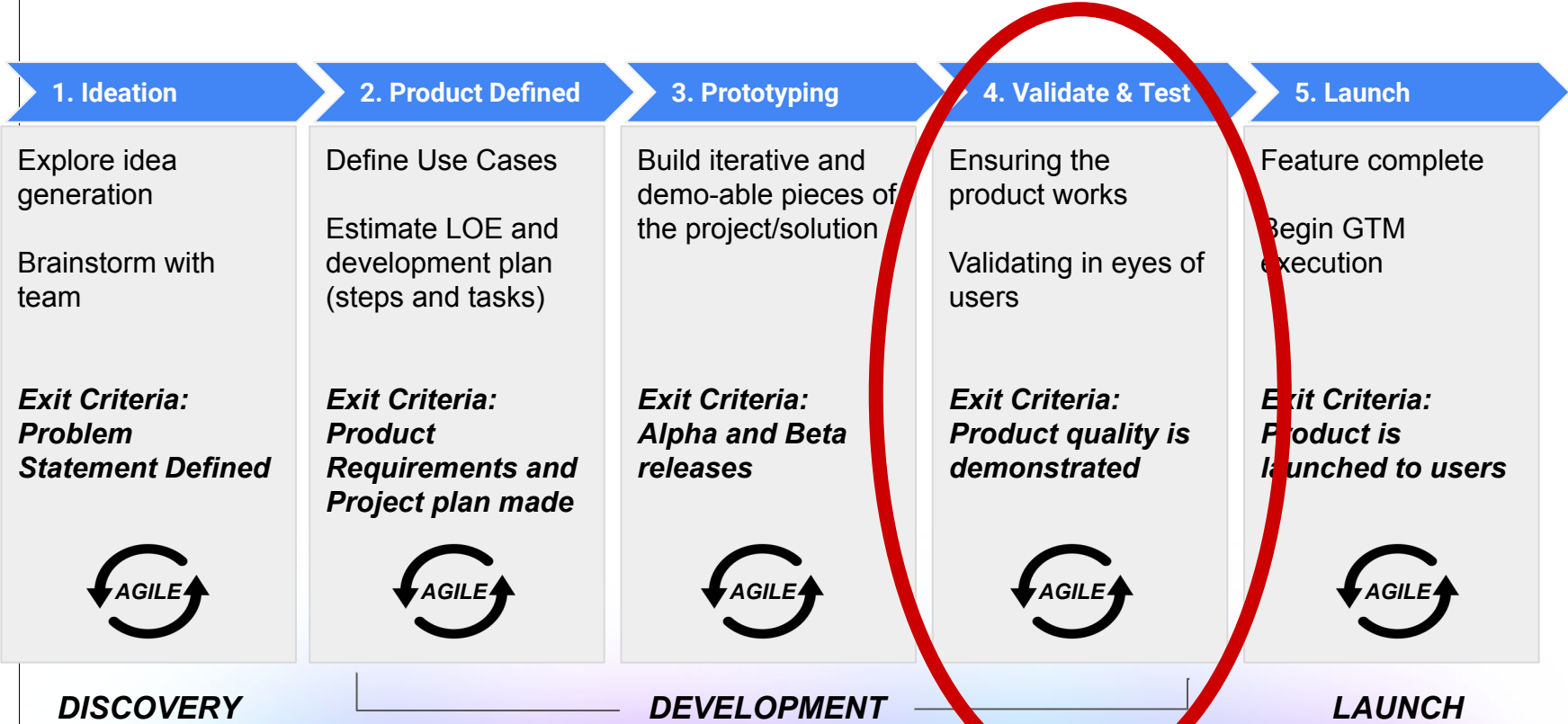
February Sprint

March Sprint

April Sprint



Post-Alpha Work



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

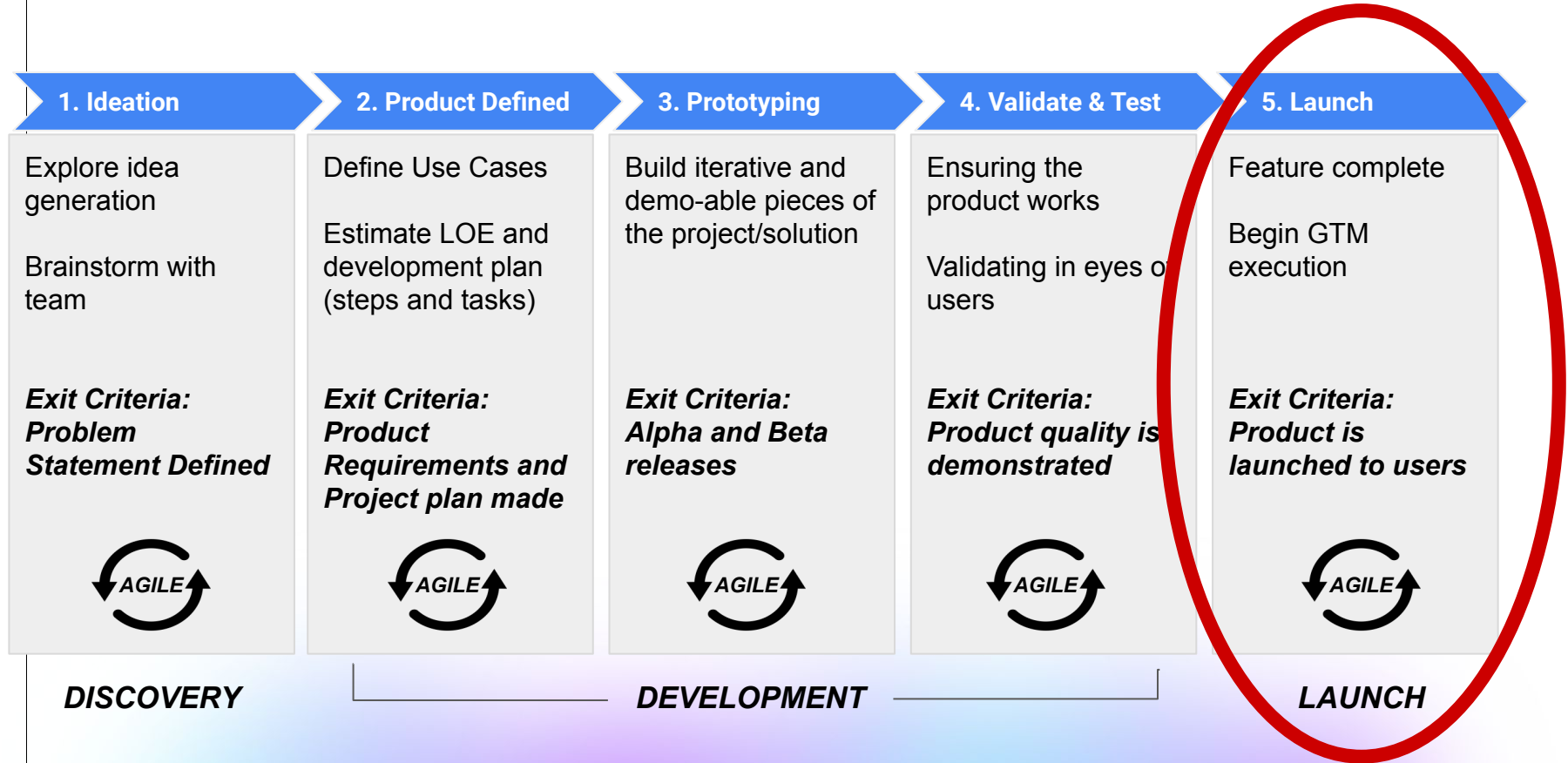
A code review (also referred to as peer code review) is a process where one or two developers analyze a teammate's code, identifying bugs, logic errors, and overlooked edge cases

- PR Reviews
- Live code pairing

Talk to your mentor about setting team guidelines on Code Reviews



Preparing your Promotional Presentation



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

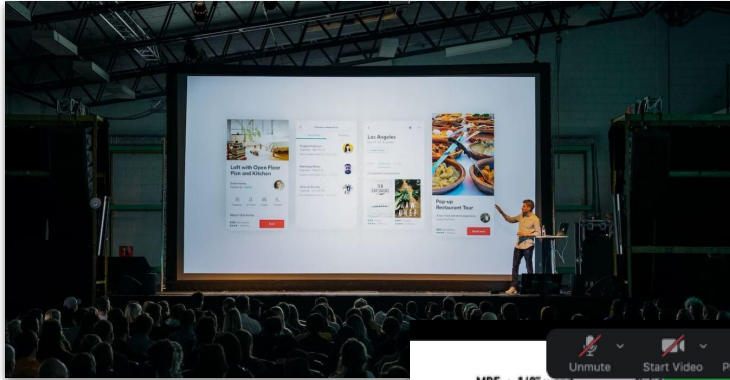
Goal: Sell your product - more money, more users or BOTH!

Who is the audience?

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



Audience - Commercial

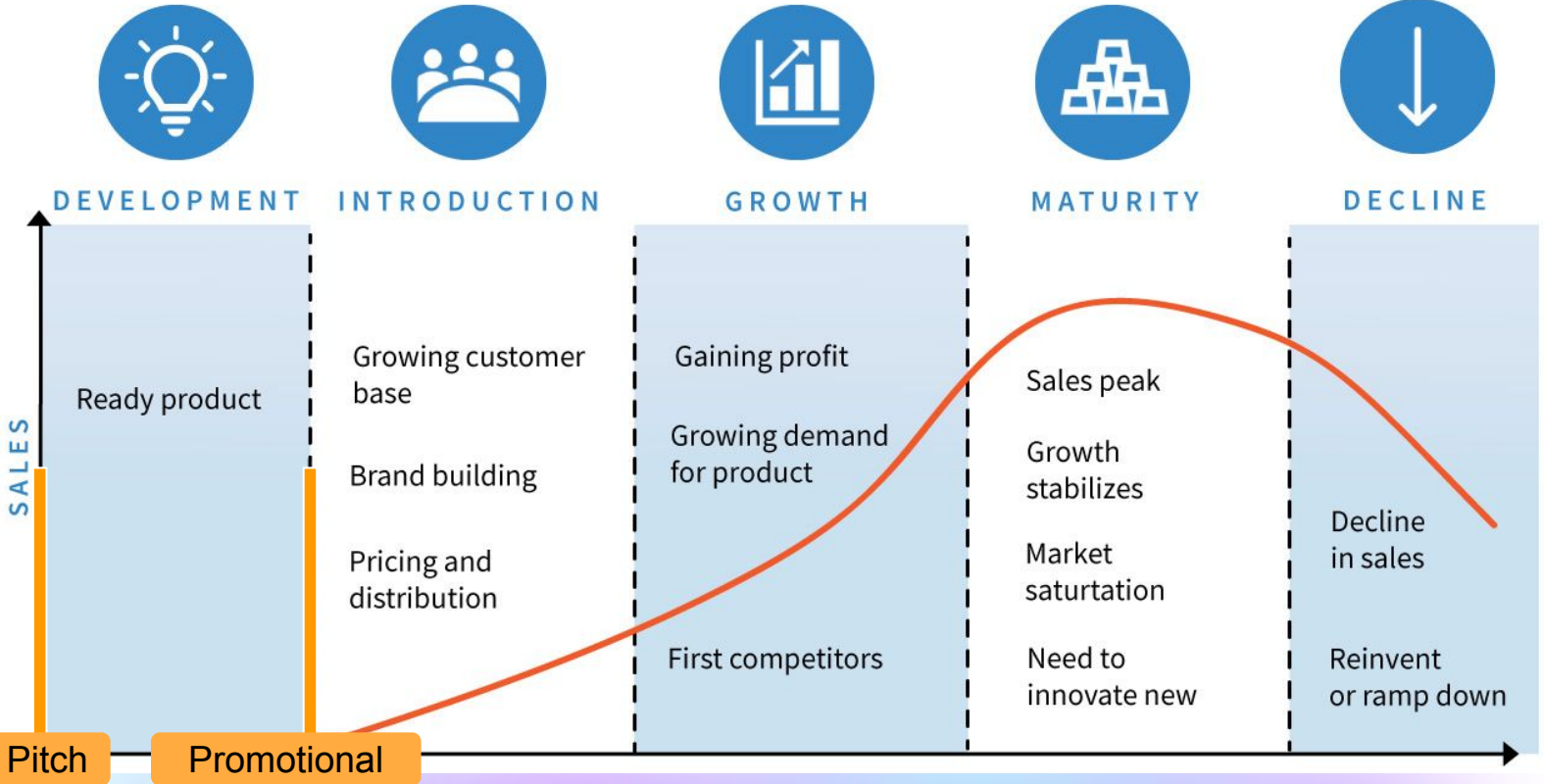


The screenshot shows a video conference interface with a technical drawing of a panel. The drawing is divided into four vertical sections, each with a different material specification. The top of the drawing is labeled "MDF + 1/8" wood". The bottom of the drawing is labeled "Shim .043". The right side of the drawing is labeled "Type 0.9" and "Press head". The bottom of the drawing features the "IVI" logo in four blue boxes. The video conference interface includes a top bar with controls like "Unmute", "Start Video", "Participants", "New Share", "Pause Share", "Annotate", and "More". A green notification bar says "You are screen sharing". A red "Stop Share" button is visible. A vertical list of participants is on the right side of the screen.

Material	Print surface	Material	Material
MDF	0.125"	Solid wood planed to	Solid wood engraved for printing
0.75"		0.793"	0.0918"

Product Lifecycle

III



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



The screenshot shows a mobile application interface with a control bar at the top containing icons for 'New Share', 'Pause Share', 'Annotate', and 'More'. Below this, there are two buttons: 'Open sharing' and 'Stop Share'. The main content area displays four vertical panels with technical specifications:

MDF 0.75"	Solid wood planed to 0.793"	Solid wood planed to 0.887"	Solid wood engraved for printing .0918"
Shim .043"			

At the bottom of the panels are four 'IMI' logos, each on a colored square (blue, blue, blue, orange). To the right of the panels is a vertical video call grid with several participants' faces. The text 'Press here' is written vertically on the right side of the grid.

Who gives the Commercial Presentation “pitch”?

Sales Team

Sales Engineering Team

Founders (YOU!)

Product Manager

Product Marketing Manager



What is a Sales Engineer?

- 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**



Structuring your Presentation

Finding your “hook”

Explain who your users are

Explain the problem they are facing

Explain how your application addresses their needs

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

[Photo Composer](#)

[Friendly](#)



Structuring your Presentation

Explain who your users are

First part of the use case “As a [user persona], ...”

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



Structuring your Presentation

Explain 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



Structuring your Presentation

Explain how your application addresses their needs

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?

Last part of your use case, “... 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



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



Takeaways

- Create a Structure that fits your project
- Cater to your audience
- Practice! Practice! Practice!

Questions?

