Presenting Design Work

Session 811

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Design is hard.
Presentations are harder.
Ideas live or die through their presentation.
The Presenter
The Presenter

The Idea

The Audience
The Presenter

The Idea

The Audience
The Presenter

The Idea

The Audience
The Presenter
The Audience
The Idea
Clarify your objectives.
Clarify Your Objectives

☑ Establish your goals
Clarify Your Objectives

- Establish your goals
- Identify the questions you need answered
Clarify Your Objectives

- Establish your goals
- Identify the questions you need answered
- Understand the objectives of the audience
Clarify Your Objectives

- ✓ Establish your goals
- ✓ Identify the questions you need answered
- ✓ Understand the objectives of the audience

✗ Dive into the details before clarifying the bigger picture
I like my beard. But why am I here?
Embrace feedback.
Embrace Feedback

✅ Take all feedback seriously
Embrace Feedback

- Take all feedback seriously
- Clarify the problems identified
“When you have exhausted all possibilities, remember this ...

Thomas Edison
“When you have exhausted all possibilities, remember this ... you haven’t.”

Thomas Edison
Embrace Feedback

- Take all feedback seriously
- Clarify the problems identified
- Be willing to change your position
Embrace Feedback

- Take all feedback seriously
- Clarify the problems identified
- Be willing to change your position

- Pretend to understand unclear feedback
It looks a bit fiddly.

I get where you’re coming from.
Embrace Feedback

- Take all feedback seriously
- Clarify the problems identified
- Be willing to change your position
- Pretend to understand unclear feedback
Embrace Feedback

- Take all feedback seriously
- Clarify the problems identified
- Be willing to change your position

- Pretend to understand unclear feedback
- Be dismissive or overly defensive
Seek advice.
Seek Advice

✔ Use the wisdom of your colleagues
Seek Advice

- Use the wisdom of your colleagues
- Practice your presentation with them
Seek Advice

- Use the wisdom of your colleagues
- Practice your presentation with them

- Try to do it all yourself
Use your own voice.
“Always be yourself, express yourself, have faith in yourself.”

Bruce Lee
Use Your Own Voice

✔ Express your opinion
Use Your Own Voice

- Express your opinion
- Show your passion
Use Your Own Voice

- Express your opinion
- Show your passion
- Explain your process
Use Your Own Voice

- Express your opinion
- Show your passion
- Explain your process

- Be over-confident or insincere
The Presenter
The Audience
The Idea
Respect your audience.
Respect Your Audience

✅ Always have an agenda
Respect Your Audience

- Always have an agenda
- Recap what happened last time
Here’s what you asked for.

Thanks! Not sure about those emoji...
Respect Your Audience

- Always have an agenda
- Recap what happened last time
- Integrate their feedback
I listened to you...
I listened to you...

I like it!
Are those loafers?!
Respect Your Audience

- Always have an agenda
- Recap what happened last time
- Integrate their feedback
Respect Your Audience

- Always have an agenda
- Recap what happened last time
- Integrate their feedback
- Make no assumptions about what they know
Respect Your Audience

- Always have an agenda
- Recap what happened last time
- Integrate their feedback
- Make no assumptions about what they know
- Show up without a plan
Respect Your Audience

- Always have an agenda
- Recap what happened last time
- Integrate their feedback
- Make no assumptions about what they know

- Show up without a plan
- Be dismissive of input
So it automatically detects the bread when you load it?
So it automatically detects the bread when you load it?

Of course it does, dummy. This is the Apple Toaster.
Make it relatable.
Make It Relatable

Let people see themselves in your story
Meg
Rye with Marmalade

Ellis
Wheat with Elderberry Jam

Patrice
White with Peanut Butter
Make It Relatable

- Let people see themselves in your story
- Talk about what you see and feel
Make It Relatable

- Let people see themselves in your story
- Talk about what you see and feel
- Talk about users like a distant third party
User peruses bread

User selects bread

User loads virtual toaster
Hey, It's 9:41!
Time for Apple Toasting!
Load your bread!
Head to the Apple Toaster!
Enjoy your Toast and have a great day!

Toast Stats

31 12 5

TOAST TOTAL THIS WEEK DAY STREAK!

You saved 2 minutes today!
Engage in dialogue.
Engage In Dialogue

Design for the ‘aha!’ moment
Engage In Dialogue

- Design for the ‘aha!’ moment
- Ask questions, then ask more questions
Engage In Dialogue

✅ Design for the ‘aha!’ moment
✅ Ask questions, then ask more questions
❌ Deliver a monologue
Four score and seven years ago…
The Presenter
The Audience
The Idea
Explain why.
Define your problem in a single sentence
Define your problem in a single sentence
Find agreement with your audience
Explain Why

- Define your problem in a single sentence
- Find agreement with your audience
- Show evidence that this problem exists
Cold Toast

Burnt Toast
Explain Why

- Define your problem in a single sentence
- Find agreement with your audience
- Show evidence that this problem exists
**Explain Why**

- Define your problem in a single sentence
- Find agreement with your audience
- Show evidence that this problem exists

- Use subjective reasoning for your decisions
Utilize storytelling.
Utilize Storytelling

- Map your narrative early
Utilize Storytelling

- Map your narrative early
- Incorporate a story
“Sometimes reality is too complex. Stories give it form.”

Jean Luc Godard
Utilize Storytelling

- Map your narrative early
- Incorporate a story
- Contrast reality with a better future
Utilize Storytelling

- Map your narrative early
- Incorporate a story
- Contrast reality with a better future
- Make it too elaborate
Map your narrative early
Incorporate a story
Contrast reality with a better future

Make it too elaborate
Keep it simple.
“If I had more time, I would have written a shorter letter.”

Blaise Pascal
Keep It Simple

✅ Strip away everything that isn’t essential
Keep It Simple

✅ Strip away everything that isn’t essential
Know your objectives
Embrace feedback
Seek advice
Use your own voice
Know your objectives
Embrace feedback
Seek advice
Use your own voice

Respect your audience
Make it relatable
Engage in dialogue
Know your objectives
Embrace feedback
Seek advice
Use your own voice

Respect your audience
Make it relatable
Engage in dialogue

Explain why
Utilize storytelling
Keep it simple
Good luck with your presentations!
More Information

https://developer.apple.com/wwdc18/811