BUAD 497 · SLIDE NOTES

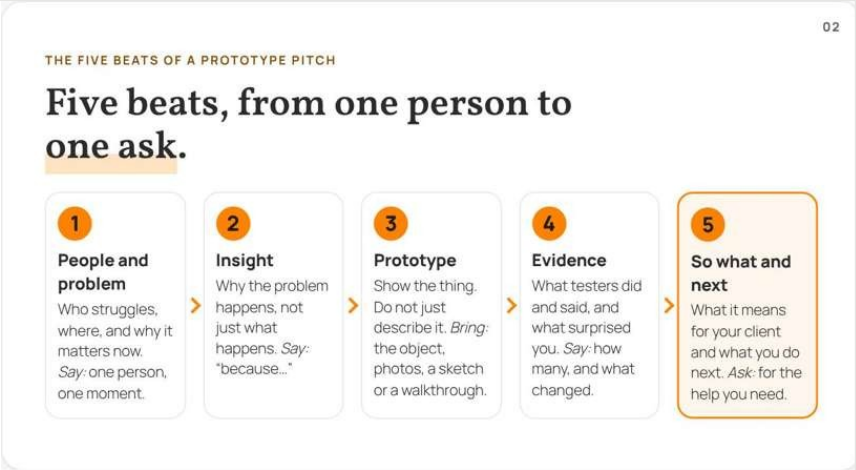
Pitching Your Prototype

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/buad-497/pitch-prototype-presentation/



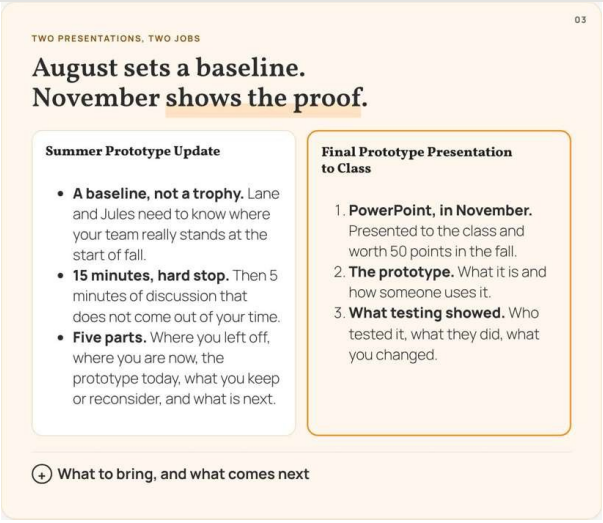
My notes

Slide 1



My notes

Slide 2



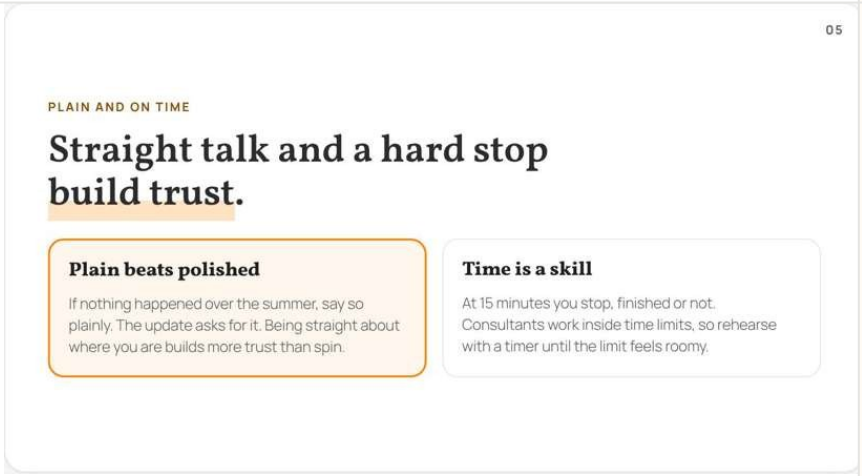
My notes

Slide 3



My notes

Slide 4



My notes

Slide 5



My notes

Slide 6

07

SHOW THE PROTOTYPE IN THE ROOM

Four ways to make it visible, even when it is rough.

Physical or paper

Hand it around or hold it up. A rough object is more convincing than a polished description.

Watch out: one copy passed around eats time. Put a photo on the slide too.

Storyboard or walkthrough

Step the room through one person's experience, frame by frame.

Watch out: pick one path. Three branching paths lose people.

Role-play

Two teammates act out the before and after, for example a patient going home with and without your card.

Watch out: rehearse it. An unrehearsed role-play reads as a joke.

Digital mockup

Click through it live so the room sees it respond.

Watch out: keep screenshots in the deck in case the Wi-Fi or the login fails.

Slide 7

My notes

08

TURN EVIDENCE INTO A SO-WHAT

Claim, evidence, implication.

Every evidence slide needs three parts. **Example: campus dining wait times.**

1 **Claim**
Students do not trust a pickup shelf they cannot see from the line.

2 **Evidence**
5 of 8 testers walked to the counter to ask about their order anyway.

3 **So what**
The shelf has to be visible from the line, which changes where dining services would put it.

About this example

Slide 8

My notes

USE THE DISCUSSION TIME

The 5 minutes after the update are yours to plan.

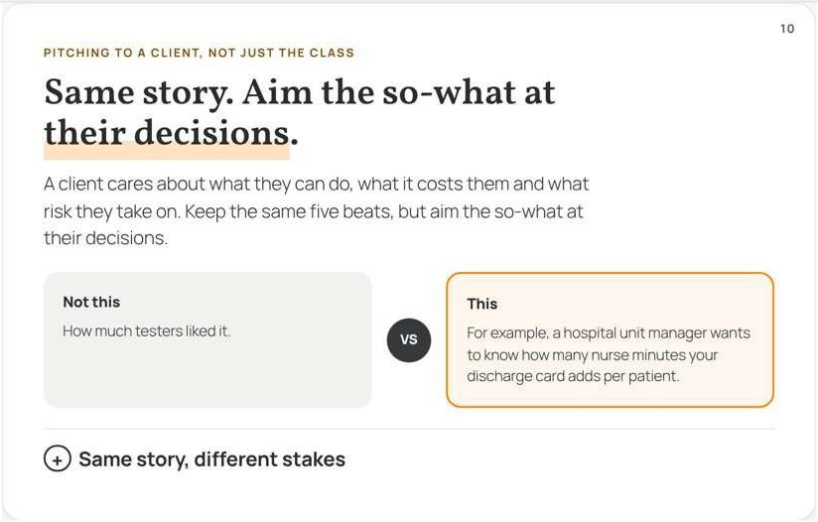
- It is separate time and not optional filler. Plan for it.
- Bring two questions you want help with. Specific questions get specific help.
- When someone pushes on an assumption, say what evidence you have and what you do not have yet.
- Write down every question. Your next Weekly Consulting Brief can answer them.



Photo: Quilia on Unsplash

Slide 9

My notes



Slide 10

My notes