IB 407 · SLIDE NOTES

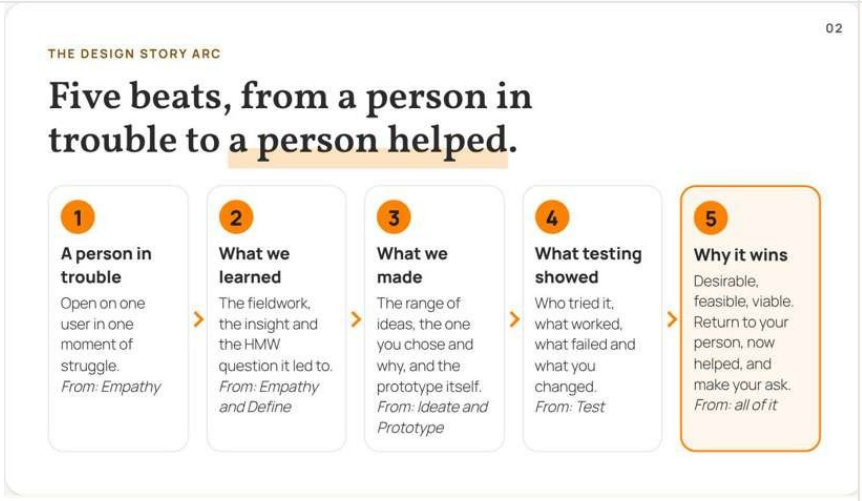
Storytelling and the Final Presentation

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/ib-407/storytelling-presentation/



My notes

Slide 1



My notes

Slide 2



My notes

Slide 3

04

THE THREE LENSES TO PROVE

Prove it with evidence, not your opinion.

1 Desirable
People want it. Show tester reactions and behavior, not your opinion.

2 Feasible
It can be built and run. Name who would do it and what it takes.

3 Viable
It can last. What does it cost, save or earn, and who pays?

My notes

Slide 4

05

WHY STORIES, NOT JUST FACTS

Facts inform. A story makes people care enough to act.

In *The Ten Faces of Innovation*, Tom Kelley describes the Storyteller as the role that builds belief inside a team and awareness outside it. Facts and reports inform. A story makes people care enough to act.

⊕ Stories keep ideas alive

My notes

Slide 5

WAYS TO SHOW IT BESIDES SLIDES

Make us believers. Six formats.

- **Act it out.** Two teammates play the user before and after. Best for services and processes.
- **Hand it over.** Give the prototype to someone in the audience and narrate as they use it.
- **Short video.** Thirty to sixty seconds of real testing, filmed with permission.
- **Journey on the floor.** Tape the user's steps on the floor and walk the audience through them.
- **Versions side by side.** Put version one, two and three on a table. Iteration becomes visible.
- **Photo slides.** Full-screen photos from fieldwork, one idea per slide, very few words.



My notes

Slide 6

07

SLIDES THAT SUPPORT THE STORY

The deck sits behind you, not in front.

- One idea per slide. If you need two sentences to explain the slide, split it.
- Use your own fieldwork photos. Stock photos tell the audience you were not there.
- Put quotes in large type with who said it (a role, not a full name).
- Show your HMW question on its own slide. Everything after it answers it.
- Show versions of the prototype side by side so the iterations are obvious.
- End on an image of your person and your ask, not on "Questions?"

Slide 7

My notes

08

REHEARSE LIKE A TEAM

Run it twice. Drill the hard questions.

1. **Give every beat a speaker.** Everyone presents something. Hand-offs should name the next speaker's beat, not their name only.
2. **Run it twice with a timer.** Once to find the gaps, once to cut to time.
3. **Drill the hard questions.** "Who pays for it?" "What if nobody uses it?" "What did your testers hate?" Assign who answers each.
4. **Plan for failure.** If the video will not play, what do you say instead?

Slide 8

My notes