Features of Effective Mockup Review Presentations

The Mockup Review has three components: a short formal presentation of each concept, an interactive demonstration in the lab, and a video recording of the demo. The audience is comprised of your 2.009 classmates, instructors, and mentors.

Effective Mockup Review presentations meet the guidelines published on the course site -- http://web.mit.edu/2.009/www/assignments/MockUpReview.html. We have identified examples of previous Mockup presentations and isolated five communication features that are worth studying:

- Informative, engaging opening
- Defined user need(s) and product attributes
- Illustration of your models, tests, and product
- Analysis of key risks
- Story structure

Go to a link and select the tab “Mock-ups” to find the highlighted presentation. The links in the Gallery are best viewed in the Chrome browser.

1. **Script a strong beginning that informs and engages.** Name the product concept and define it right away. Tell the audience something compelling about the customer, a problem, or key risk. This kind of information at the beginning activates audience curiosity and steers its attention.

   **Example**
   
   2015/Laser Kite/Mockups/Section B: Laser Kite

   The speaker clearly names the product idea and immediately highlights its potential for children. In the first two sentences he describes the device as a game that is able to shoot kites from the sky and the mechanism that lets it happen.

   **Additional examples**

   2012/Clydesdale/Mockups/Section A: the keg chute
   [http://designed.mit.edu/gallery/view-2012-Clydesdale.html](http://designed.mit.edu/gallery/view-2012-Clydesdale.html)

   2010/Dash/Mockups/Section B: Cup-N-Cake
   [http://designed.mit.edu/gallery/view-2010-dash.html](http://designed.mit.edu/gallery/view-2010-dash.html)

2. **Make explicit the connection between customer needs and product attributes, in your remarks as well as in the contract.** Your findings about customer needs should frame the metrics against which you measure your product’s performance and benefits. (For the Mockup, market data informs customer research and the product contract yet is not the emphasis.)

   **Example**

   2015 SleepTight/Section B: SleepTight

   A product contract frames the metrics with direct reference to customer requirements.
3. **Design slides that document and illustrate your tests and product**, so that your audience can see and understand them before they go down to the lab.

**Example**

2015/Walk & Roll/Mockups/Section A: Walk & Roll  

The presentation features clear benchmarking, a solid product concept and a well thought out risk analysis. The audience experiences the product concept visually in a clear and logical slide sequence.

**Additional examples**

2014/eDrum/Mockups/Section A-1: eDrum  

2011/FreeRim/Mockups/Section A: Brush N Floss  

2009/Ascent/Mockups/Section A: Stair Stretcher  

4. **Describe your analysis of the key risks using clear technical language and images**, so that your audience can distinguish the upside potential in relation to the downside risk associated with your device. One year, two teams coincidentally worked on very similar product concepts and still approached this core aspect of the mockup presentation differently.

**Examples**

2010/True Tourné/Mockups/Section B: Easy Tournée  
[http://designed.mit.edu/gallery/view-2010-trueTourne.html](http://designed.mit.edu/gallery/view-2010-trueTourne.html)

Yellow Team’s presentation emphasizes technical design exploration of two mechanisms. Remarks are technically fluent. Notice in particular the thoroughness with which the risk analysis has been presented.

2010/Noribo/Mockups/Section A: Tournée-Do  
[http://designed.mit.edu/gallery/view-2010-noribo.html](http://designed.mit.edu/gallery/view-2010-noribo.html)

Silver Team emphasizes their customer research (interviews) and the specificity of customer needs and product attributes. They articulate one key risk -- the cutting method -- and summarize tests with three methods and their findings.

5. **Structure a “story” of your product’s design** around the research and tests you’ve done, the results so far, and remaining challenges. Explain how customer needs and use situations have informed the iterations of the product that have result in the mockup presented at this stage of the development process. Do this in a logical structure – with a clear beginning, body, and conclusion.
Examples

2011/Phil/Mockups/Section B: four leaf
http://designed.mit.edu/gallery/view-2011-phil.html
The presentation is sequenced this way: the vision; three identified key risks and an explanation of the two they designed for; customer feedback on the design and the feedback’s integration into the product contact; and future steps, which include designing for the third risk. The photos strikingly illustrate the story.

2009/Fortrus/Mockups/Section B: Flitter
http://designed.mit.edu/gallery/view-2009-Fortrus.html
This presentation focuses immediately on the product concept and shows it in use, using video. Then, the speaker describes a relevant market and specific customer needs, and she segues into a description of key risks and what the team has learned.