Features of effective Mockup Review presentations

The Mockup Review has two components, a short formal presentation of each concept and an interactive demonstration/review in the lab. 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 -- and they exhibit a strong beginning, include informative content that emphasizes key risks, prioritize product attributes and connection to user needs, and showcase the mockup’s design. We have identified examples of previous Mockup presentations and isolated five features that are worth studying. Go to a link and select the tab “Mock-ups” to find the highlighted presentation.

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

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)
  The speaker states the problem directly and simply and follows this with a succinct, specific description of the product concept: “a collapsible, portable keg slide.” The problem – moving kegs down into basement storage rooms – is described vividly in remarks and on the slides using precise detail (length and angle of descent).

- 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)
  The speaker begins with product name and a helpful tagline and goes right into persuasive market and customer/user research, which establishes validity for a product concept whose purpose is entertainment.

  See also: 2013/Poseidon/Mockups/Section A: Pacer Laser
  Opens with clear, complete, and one-sentence description of concept.

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

Examples:

- 2014/Sunflower/Section A-1: Sunflower
  Right away, the concept is clearly and succinctly described (a “portable infant warmer for the developing world”), the human problem is defined, and three key customer needs are identified clearly: provide warmth for baby to stay at body temperature, maintain warmth in power outage up to 30 min, and allow blue light through for jaundice treatments.
Here, the three risks are closely tied to user needs, and excerpts from the product contract appear on the slides with models used in the meaningful tests.

Purple Team logically connects customer needs and product attributes. The target product specifications are clearly stated. Because the product is an example of market pull, the presentation benchmarks the product against similar devices in the market.

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.

Examples:

2014/eDrum/Mockups/Section A-1: eDrum
Well-designed, simple slides show photographs of the models the team made to explore the visual cues that supported drum learning and the two types of attachments the team designed for cymbals and drums.

2011/FreeRim/Mockups/Section A: Brush N Floss
http://designed.mit.edu/gallery/view-2011-freeRim.html
Notice the photograph and CAD model of the design; the video-recorded tests; and the photographic evidence of the tests.

2009/Ascent/Mockups/Section A: Stair Stretcher
http://designed.mit.edu/gallery/view-2009-ascent.html
Remarks and images convey the challenges EMTs experience with bringing stretchers up and down stairs and how the Stair Stretcher is used to alleviate them.

4. Describe your analysis of the key risks using clear technical language and images. One year, two teams coincidentally worked on very similar product concepts and still approached this core aspect of the mockup presentation differently.

Examples:

2010/Noribo/Mockups/Section A: Tournée-Do
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.

2010/True Tourné/Mockups/Section B: Easy Tournée
http://designed.mit.edu/gallery/view-2010-trueTourne.html
Yellow Team’s presentation emphasizes technical design exploration of two mechanisms. The customer needs are communicated visually, but less so in the speaker’s remarks until the end. Remarks are technically fluent.
5. **Structure a ‘story’ of your product’s design** around the research and tests you’ve done, the results so far, and remaining challenges. Do this in a logical structure – with a clear beginning, body, and conclusion. The context comes from customer needs and the use situation.

Examples: 2011/Phil/Mockups/Section B: four leaf

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

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.