Features of effective Mockup Review presentations

Strong Mockup presentations meet the guidelines published on the course site [http://web.mit.edu/2.009/www/assignments/MockUpReview.html], and they also exhibit a strong beginning, effective story structure, and informative design. We identified several examples of previous Mockup presentations from 2.009 to help you appreciate these features in particular. Note: Some of the videos load slowly. Be patient: they do appear.

1. **Script a strong beginning that is informative and engaging.** Name the product and define concept. Consider telling audience something compelling about the customer and/or key risk. This kind of information at the beginning gets audience curious and steers their attention.

This presentation is from a year when the entire demo was done in the lab. It’s still a strong example of an effective beginning.

2008/ModuWall/Mockups/Section B: Lazy Susan Fridge [http://designed.mit.edu/gallery/view-2008-ModuWall.html]

2. **Structure a story of your product’s design** that articulates what research and tests you’ve done, what you’ve learned, and where you are, i.e., remaining challenges or future directions. At the most basic level, the story of a presentation has a beginning, middle, and end, because it takes more than a catalog of points to inform an audience. Keep in mind too that a story has a context – in this case, your customer and how s/he’ll use your product – that helps make it ‘real’.

The speaker ran out of time and perhaps could have made her intro more concise, but this was still well structured, logical in its presentation of key risks and investigation, and attentive to customer needs.

3. **Design slides that document and illustrate your tests and product**, so that your audience can see or appreciate them before they go down to the lab.

Examples: 2009/Ixa Walker/Mockups/Section B: Lift Rails (see slides and movie) [http://designed.mit.edu/gallery/view-2009-ixa-walker.html]
2009/Ascent/Mockups/Section A: Stair Stretcher (see slides and movie) [http://designed.mit.edu/gallery/view-2009-ascent.html]