

Assignment 8:

Final Presentation & Report

Due 10/28

Description: Your research presentation is your final opportunity to tell your clients, investors, or peers about all the wonderful things you've seen and learned and how these things are relevant to them. You are working to get the foundation you've developed through your insights implemented within their company as a common goal moving forward, and seen as starting points for new product/service development. Consider that your audience has not been involved in any of your work – you'll need to fill them in on who you've talked to, why you've taken the approach you have, and most importantly what opportunities you have to share with them.

Your team's presentation should include each of the following activities/outputs from class: Overview of your initial focus and the domain of your research; Rationale for Research methods used; High-level overview of fielding; Analysis overview; Work Models; Final (refined) Concept Model; Insights & Opportunity Areas in the context of a story.

Your team will present for 10-15 minutes, with Q & A at the end.

Remember to:

- be focused
- be descriptive
- be provocative
- clearly indicate what you need
- clearly indicate your next steps

What you will turn in:

Report:

A complete document of all of the work you have completed for the class, preceded by an executive summary (3-5 pages) quickly stating your research approach and more thoroughly outlining your Insight Themes and your next steps. While your presentation will be graded based on your ability to tell the story of your research, this report will be graded on thoroughness, and how well you can summarize the quarter. Please organize this well and include a table of contents. Artifacts from the class to include:

- Your initial Research Focus, and any story around it (e.g. if it changed/shifted at any point and why)
- Methods & Tools used, rationale for using these methods and tools
- Analysis & visualization shown via work models and concept model
- Photographs and other relevant assets from fielding (be selective)
- An appendix with all of your data (can be screen caps of xls sheet) and any other artifacts, such as draft concept models.

Presentation	Weight
Participation from all team members	10
Clear description of research methods and their appropriateness to your focus	10
Next steps and call for help are clear	5
Participant quotes used to emphasize key points	5
Presentation clear, well put-together and aesthetically appealing	10
Insights are clear, articulate and indicate opportunities	10
	50

Report	Weight
Table of Contents complete and articulate	5
All artifacts listed above are included	20
Executive Summary clearly defines the research outcome and next steps	20
Execution: Grammar & Articulation	5
	50

