

Agenda Day 9

13:15 - 14:15 Industry Lightning Talk

14:15 - 14:30 Final Presentation

14:30 - 16:00 Final Feedback Round

User Experience III

Final Presentation

Prepare a **5 min** (final)
presentation for Friday
09:00 (c.t.)

**include: User Research (Images),
Insight, Solution/Idea = Video
Link, Benefit**

Per team 5+5mins (Team1->10)

Email PDF slides till 08:45 to
alexander.wiethoff@difi.lmu.de

1.) Analysing your audience

- Needs
- Knowledge Level
- Attitude - How do they feel about the topic ?
- Demographic information - this may include the age, gender, culture and language of the audience members

2.) Slides Content

- Keep it simple
- Be visual
- Highlight the main features
- **Take home message**

3.) Voice & Language

- The first goal is to be understood
 - avoid unfamiliar words or explain them
 - simple sentences
 - active rather than passive
- The second goal is to be taken seriously
 - mind your audience
 - avoid empty phrases, filler words (“ehm”, “also”), and softener (“vielleicht”, “ein Bisschen”)

4.) Improvements

- Practice your final presentation
- Ask someone to pay attention to a specific aspect and to give you feedback
- Work on one aspect at a time

References:

- [1] Yodhia Antariksa, Explore HR on Slideshare (www.exploreHR.org)
- [2] Jennifer Rotondo and Mike Rotondo. Presentation Skills for Managers, Mc Graw Hill
- [3] David Whetten and Kim Cameron, Developing Management Skills, Harper Collins Publisher.