

#WWDC18

# Presenting Design Work

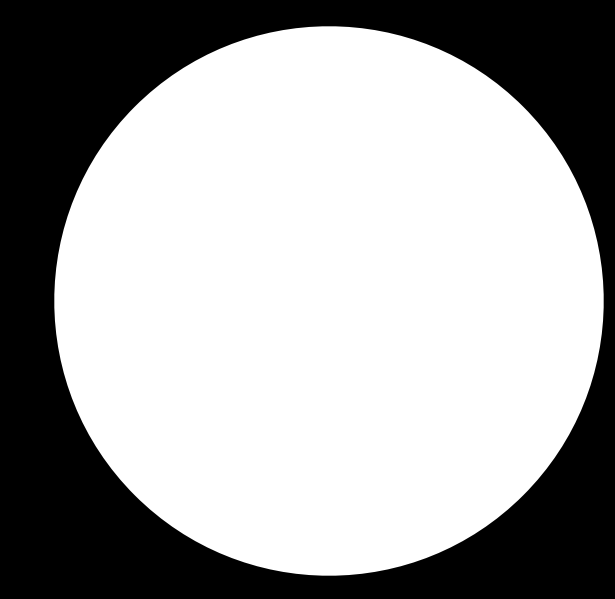
Session 811

Alexander James O'Connell, Designer

Design is hard.  
Presentations are harder.



Topic



Presentation

Ideas live  or die  through their  
presentation.

 Design



The Presenter



The Presenter



The Audience





The Presenter



The Idea



The Audience



The Presenter



The Idea



The Audience



The Presenter



The Idea



The Audience



The Presenter



The Audience

The Presenter

The Audience

The Idea

Clarify your objectives.

# Clarify Your Objectives

- ✔ Establish your goals

# Clarify Your Objectives

- ✓ Establish your goals
- ✓ Identify the questions you need answered

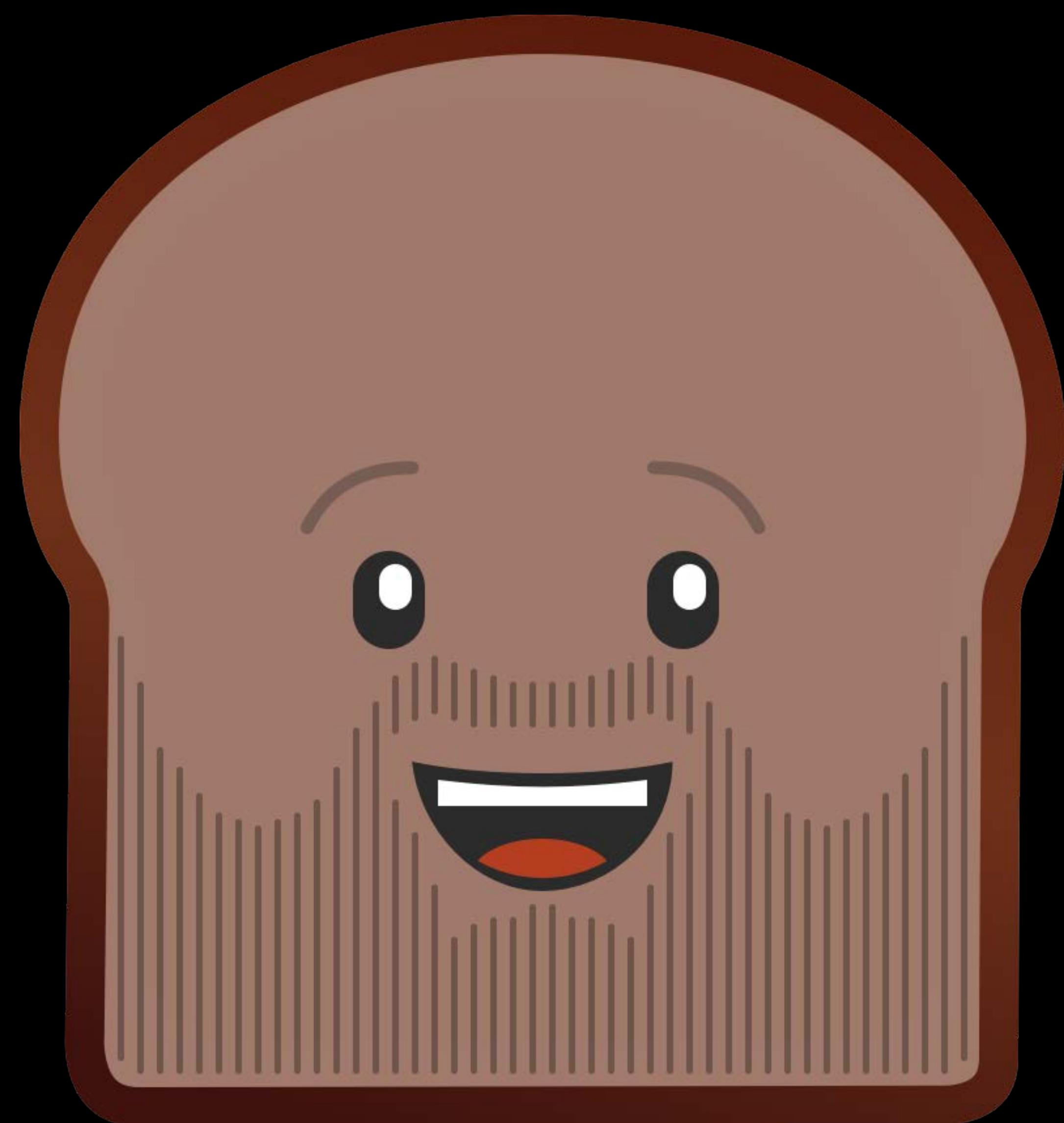


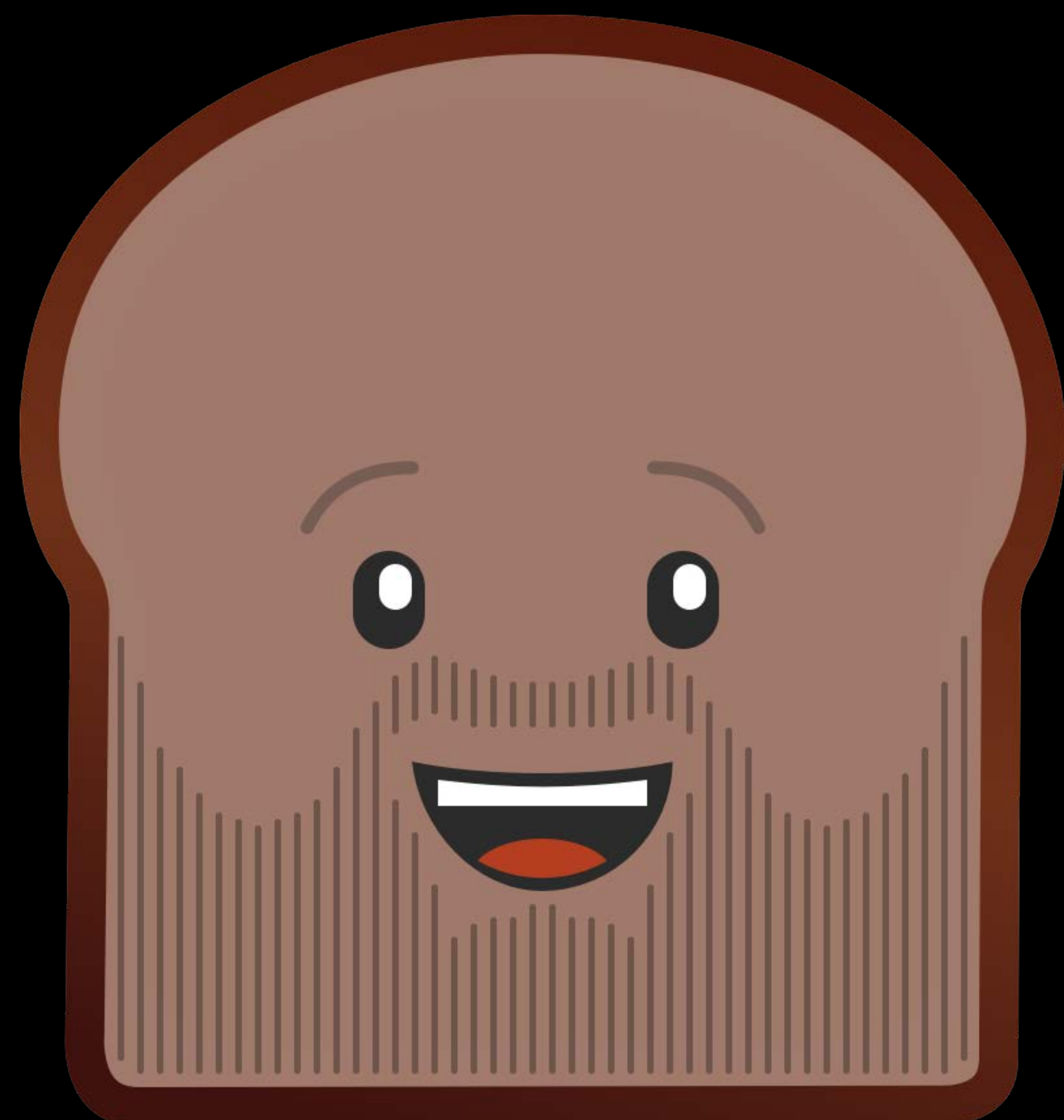
# Clarify Your Objectives

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- ✓ Identify the questions you need answered
- ✓ Understand the objectives of the audience

# Clarify Your Objectives

- ✓ Establish your goals
- ✓ Identify the questions you need answered
- ✓ Understand the objectives of the audience
- ✗ Dive into the details before clarifying the bigger picture





I like my beard.  
But why am I here?

Embrace feedback.

# Embrace Feedback

- ✔ Take all feedback seriously

# Embrace Feedback

- ✓ Take all feedback seriously
- ✓ Clarify the problems identified

“When you have exhausted all possibilities,  
remember this ...

Thomas Edison



“When you have exhausted all possibilities,  
remember this ... you haven't.”

Thomas Edison

# Embrace Feedback

- ✓ Take all feedback seriously
- ✓ Clarify the problems identified
- ✓ Be willing to change your position

# Embrace Feedback

- ✓ Take all feedback seriously
- ✓ Clarify the problems identified
- ✓ Be willing to change your position
- ✗ Pretend to understand unclear feedback



It looks a bit fiddly.



I get where you're coming from.

# Embrace Feedback

- ✓ Take all feedback seriously
- ✓ Clarify the problems identified
- ✓ Be willing to change your position
- ✗ Pretend to understand unclear feedback

# Embrace Feedback

- ✓ Take all feedback seriously
- ✓ Clarify the problems identified
- ✓ Be willing to change your position
  
- ✗ Pretend to understand unclear feedback
- ✗ Be dismissive or overly defensive

Seek advice.



# Seek Advice

- ✔ Use the wisdom of your colleagues

# Seek Advice

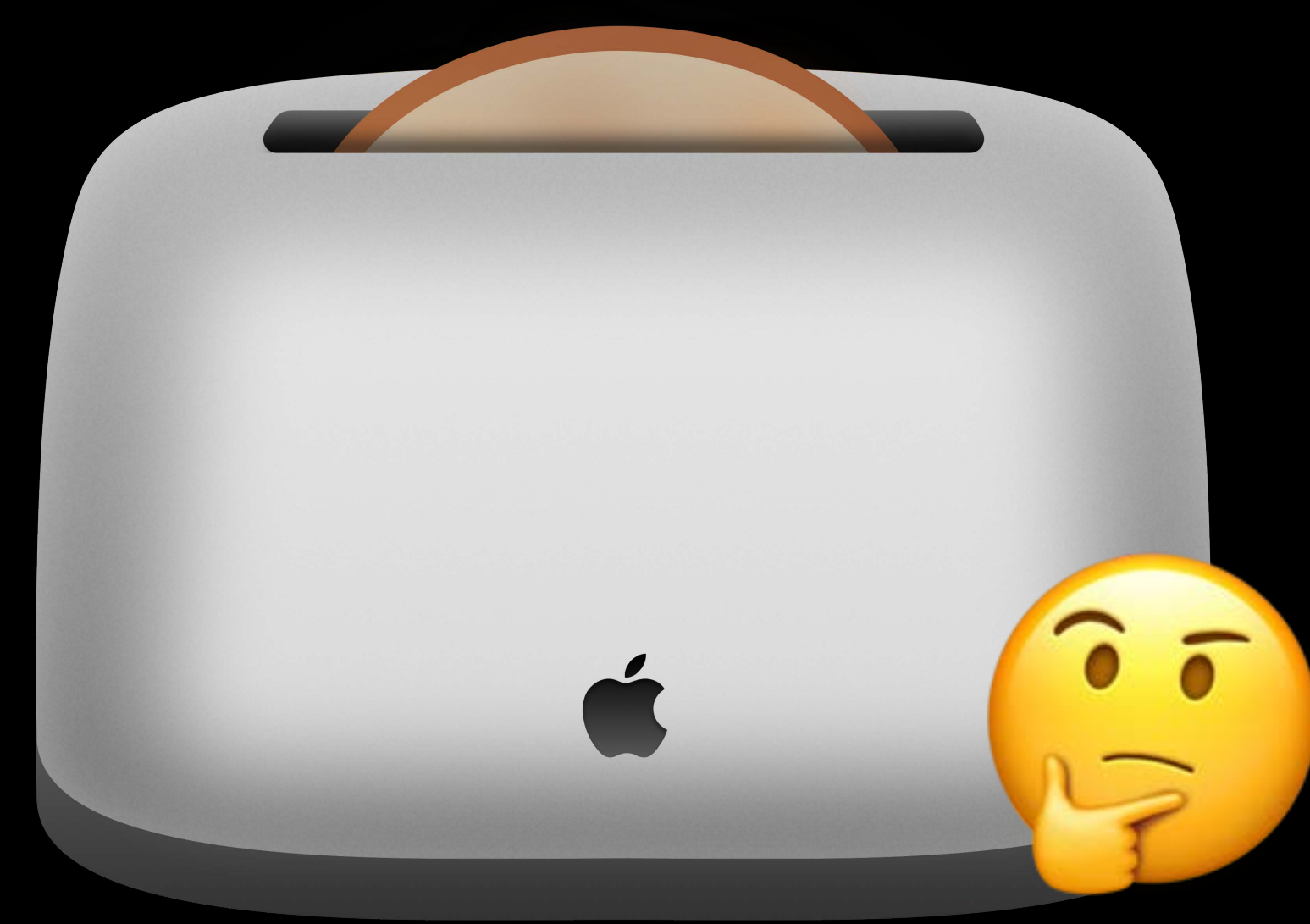
- ✓ Use the wisdom of your colleagues
- ✓ Practice your presentation with them

# Seek Advice

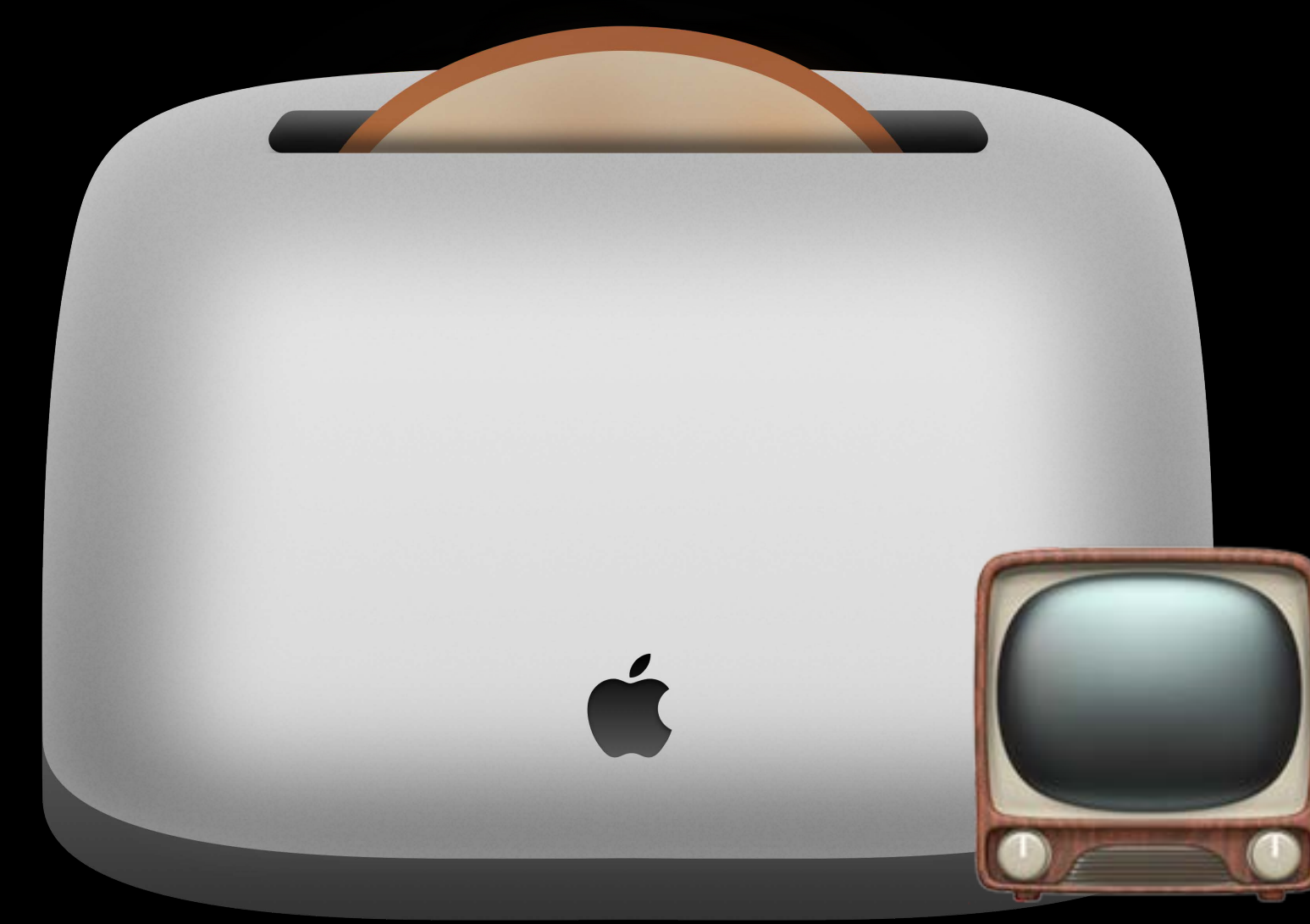
- ✓ Use the wisdom of your colleagues
- ✓ Practice your presentation with them
- ✗ Try to do it all yourself



Design



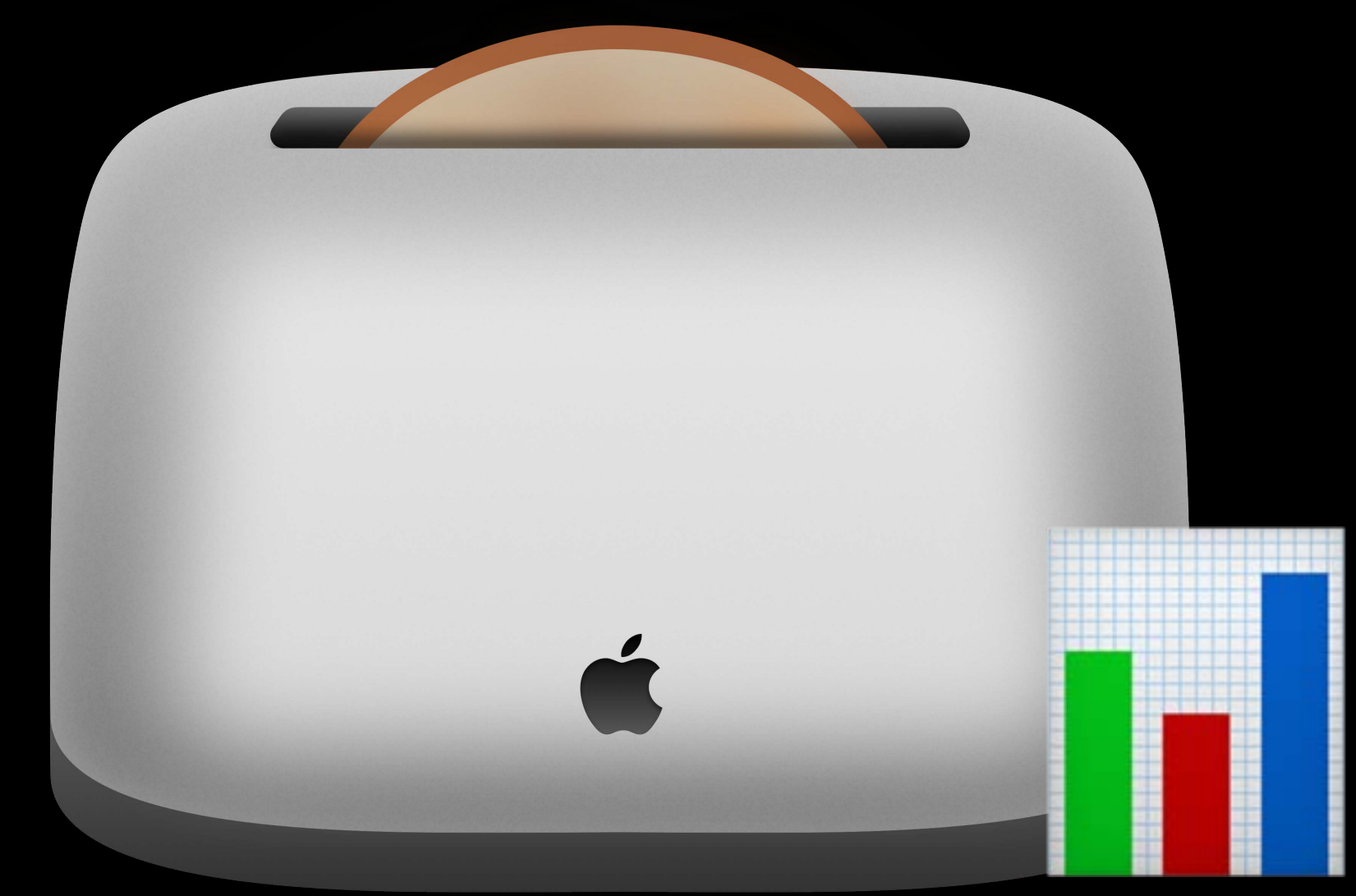
Feasibility



Marketing



User Study



Forecasts

Use your own voice.

“Always be yourself, express yourself,  
have faith in yourself.”

Bruce Lee

# Use Your Own Voice

- ✔ Express your opinion

# Use Your Own Voice

- ✓ Express your opinion
- ✓ Show your passion



# Use Your Own Voice

- ✓ Express your opinion
- ✓ Show your passion
- ✓ Explain your process

# Use Your Own Voice

- ✓ Express your opinion
- ✓ Show your passion
- ✓ Explain your process
  
- ✗ Be over-confident or insincere

The Presenter

The Audience

The Idea

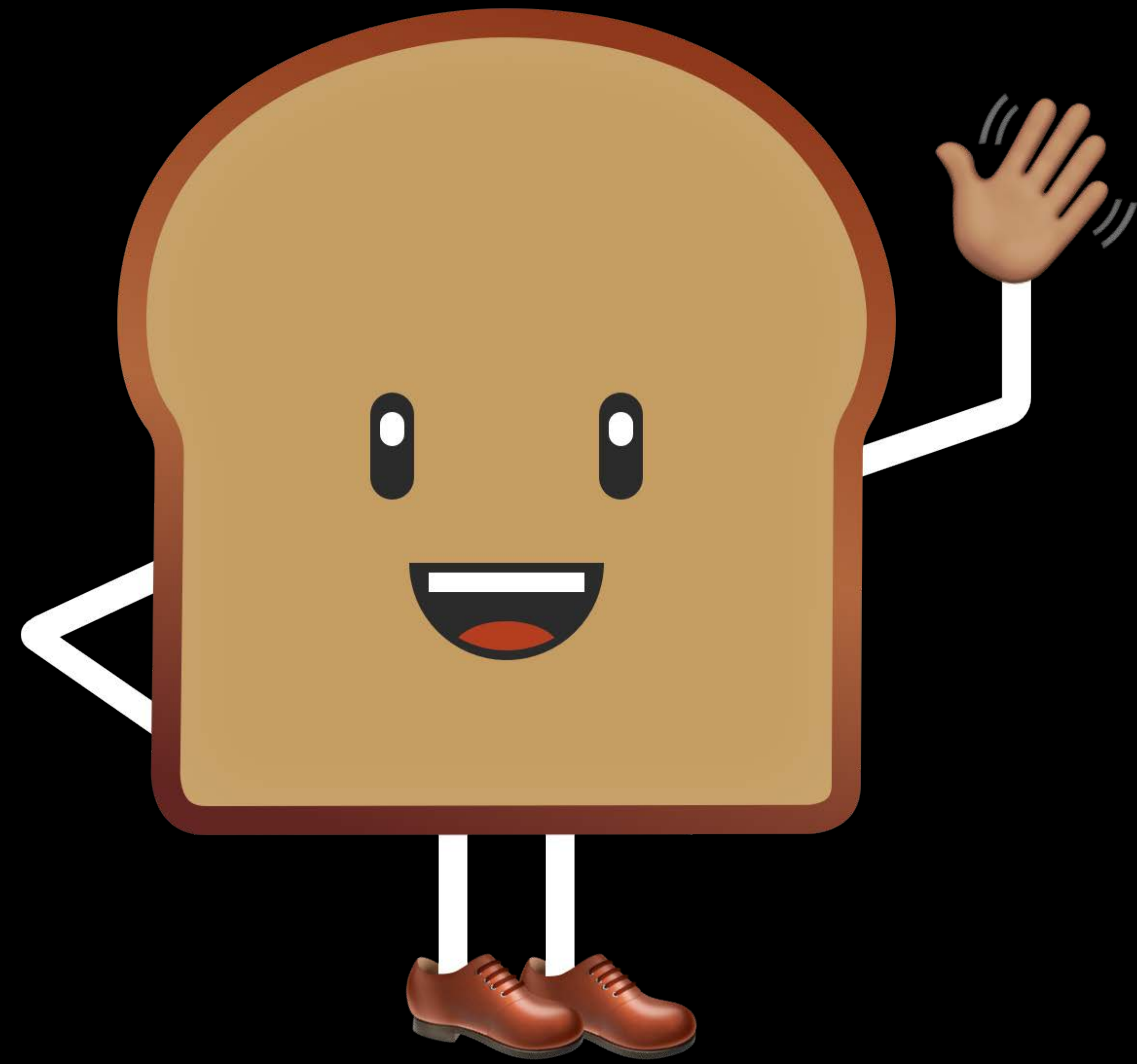
Respect your audience.

# Respect Your Audience

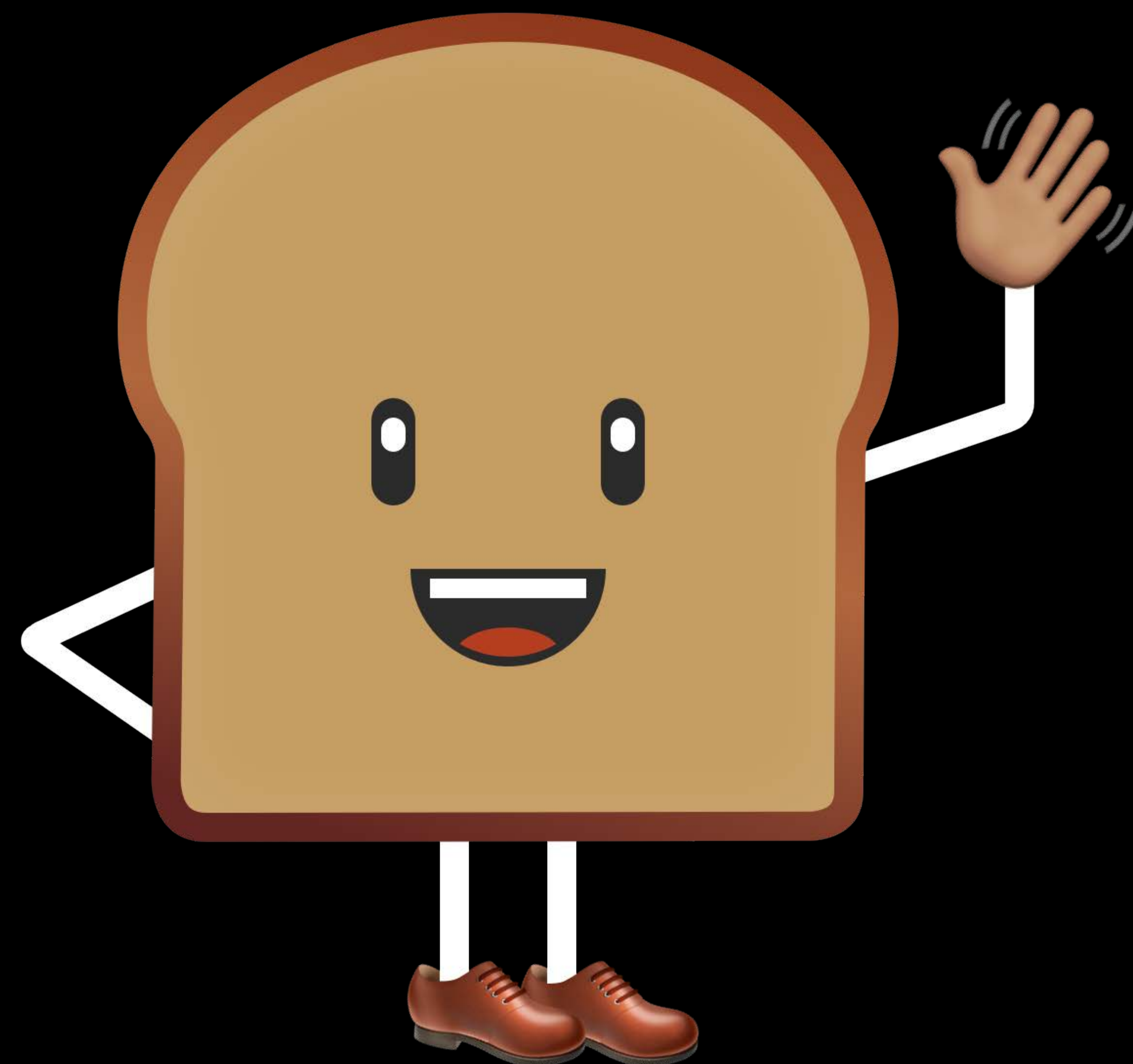
- ✓ Always have an agenda

# Respect Your Audience

- ✓ Always have an agenda
- ✓ Recap what happened last time



Here's what you asked for.

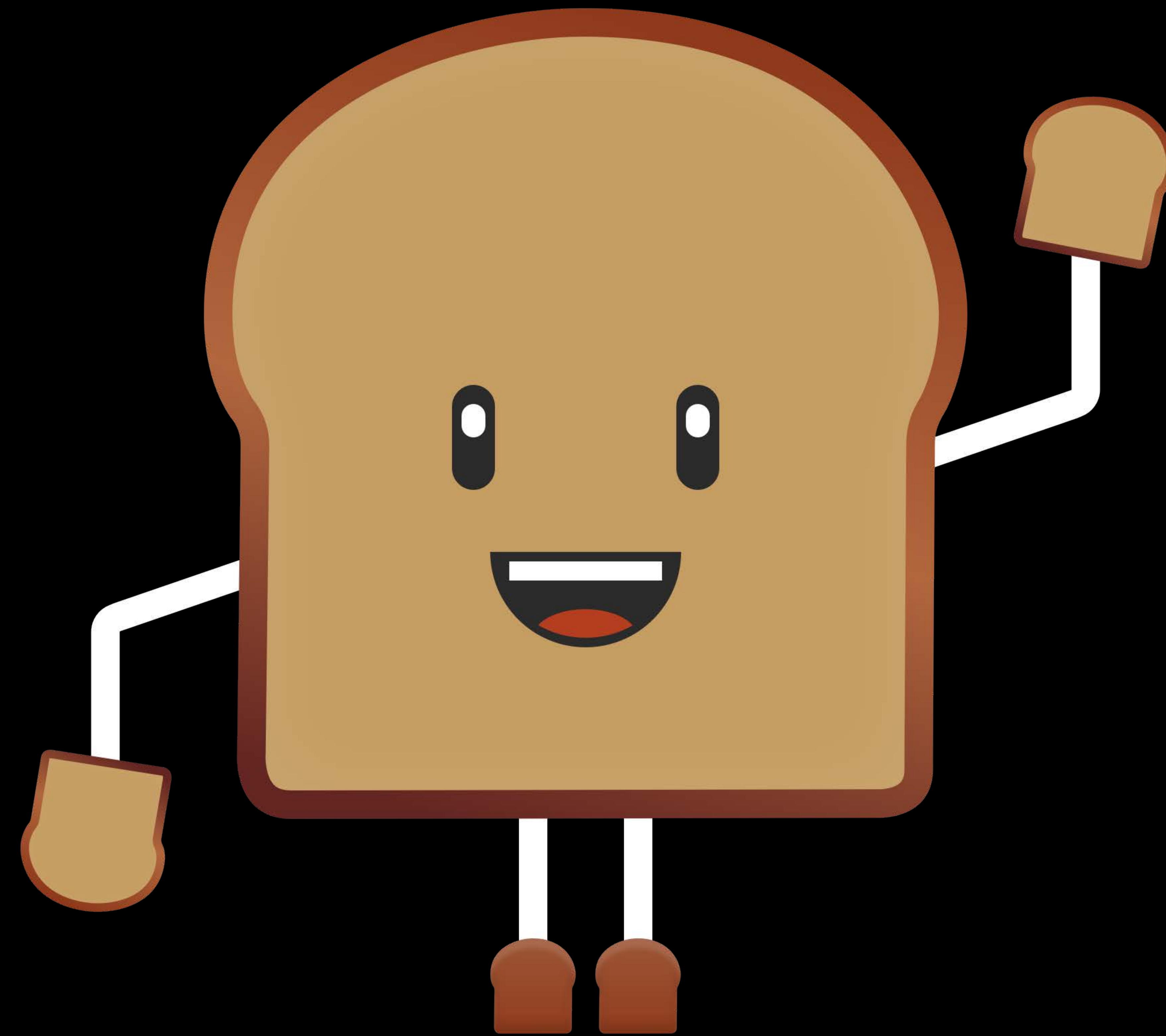


Thanks! Not sure about those emoji...

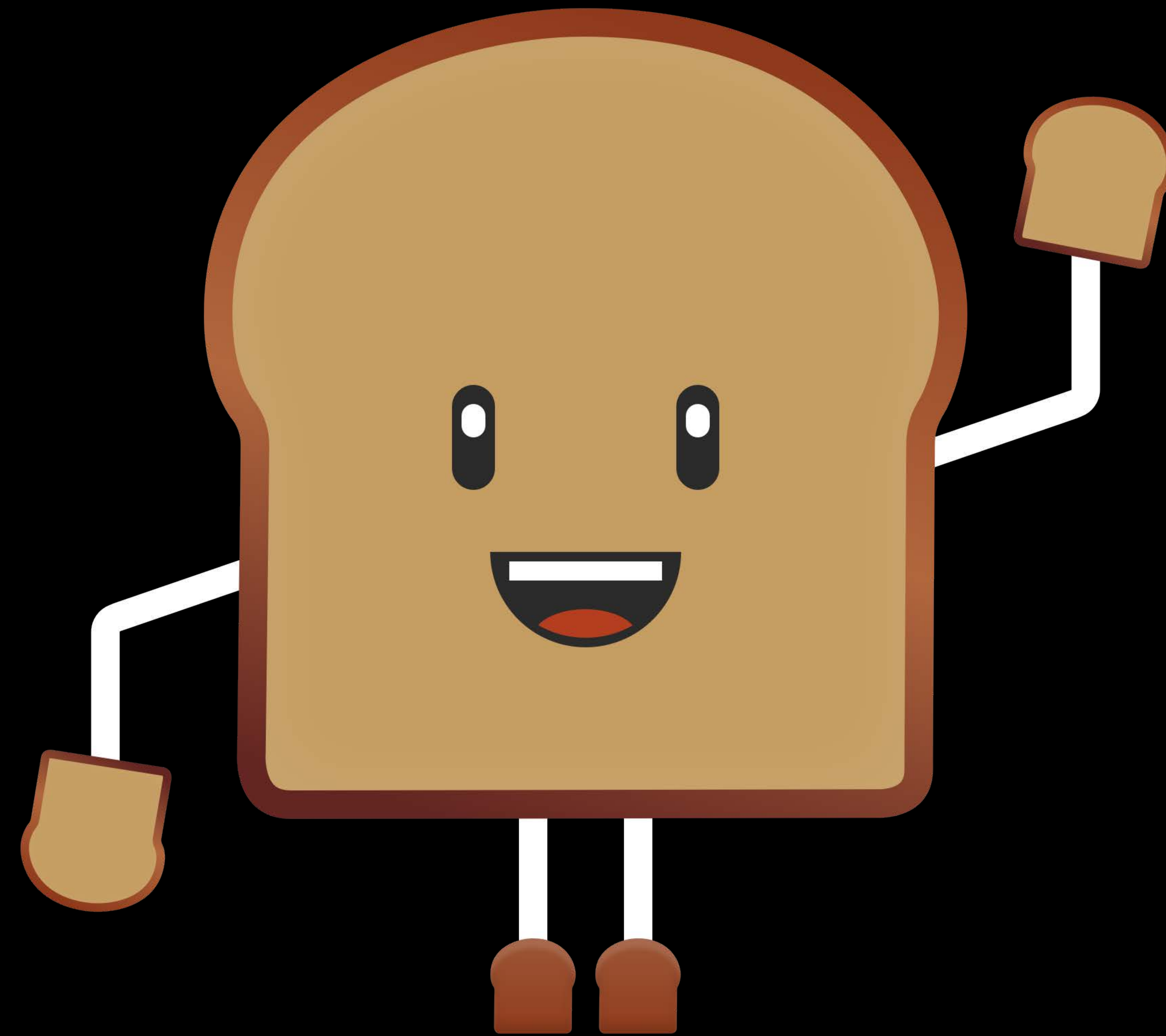


# Respect Your Audience

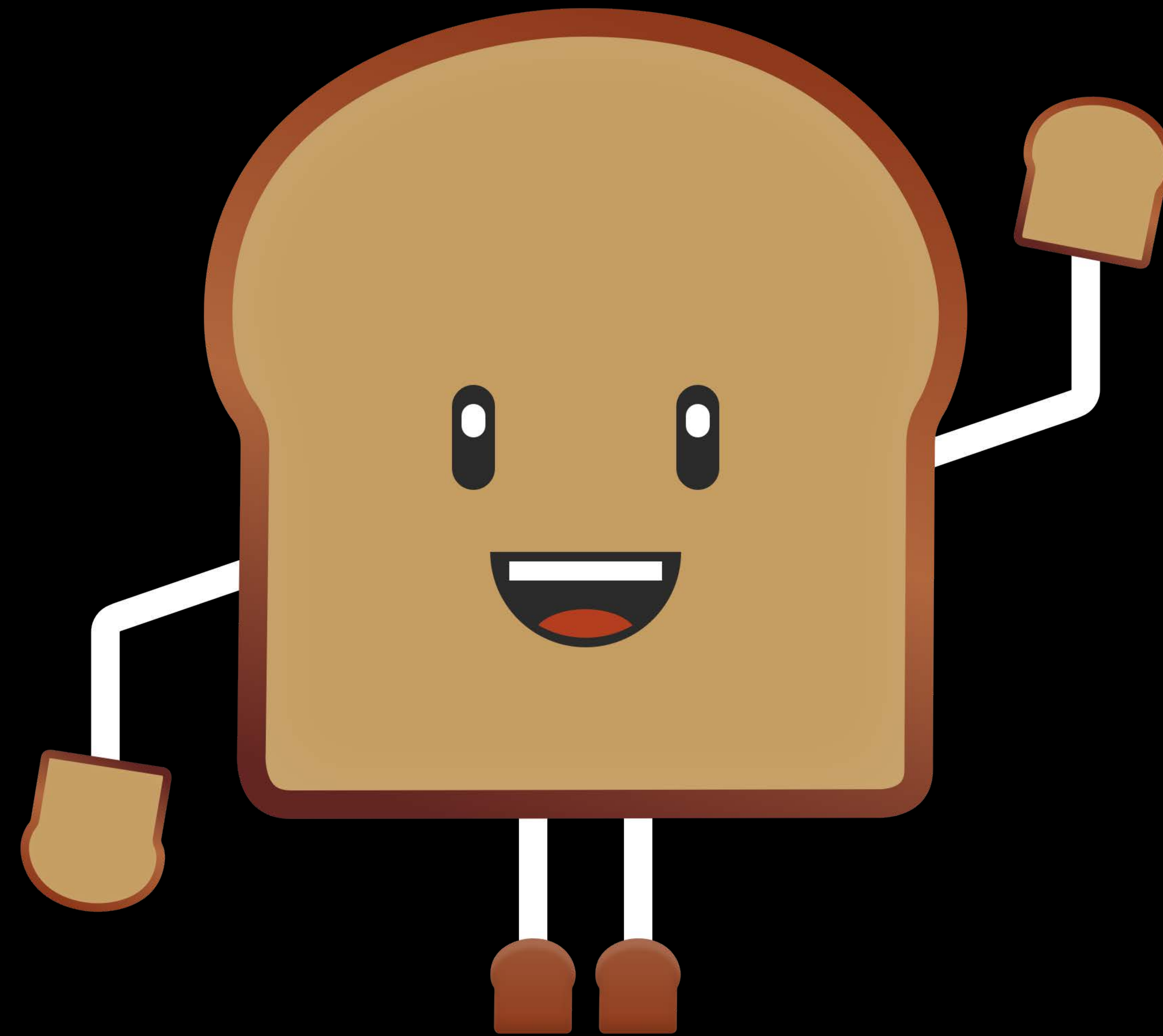
- ✓ Always have an agenda
- ✓ Recap what happened last time
- ✓ Integrate their feedback



I listened to you...



I listened to you...



I like it!  
Are those loafers?!

# Respect Your Audience

- ✓ Always have an agenda
- ✓ Recap what happened last time
- ✓ Integrate their feedback

# Respect Your Audience

- ✓ Always have an agenda
- ✓ Recap what happened last time
- ✓ Integrate their feedback
- ✓ Make no assumptions about what they know

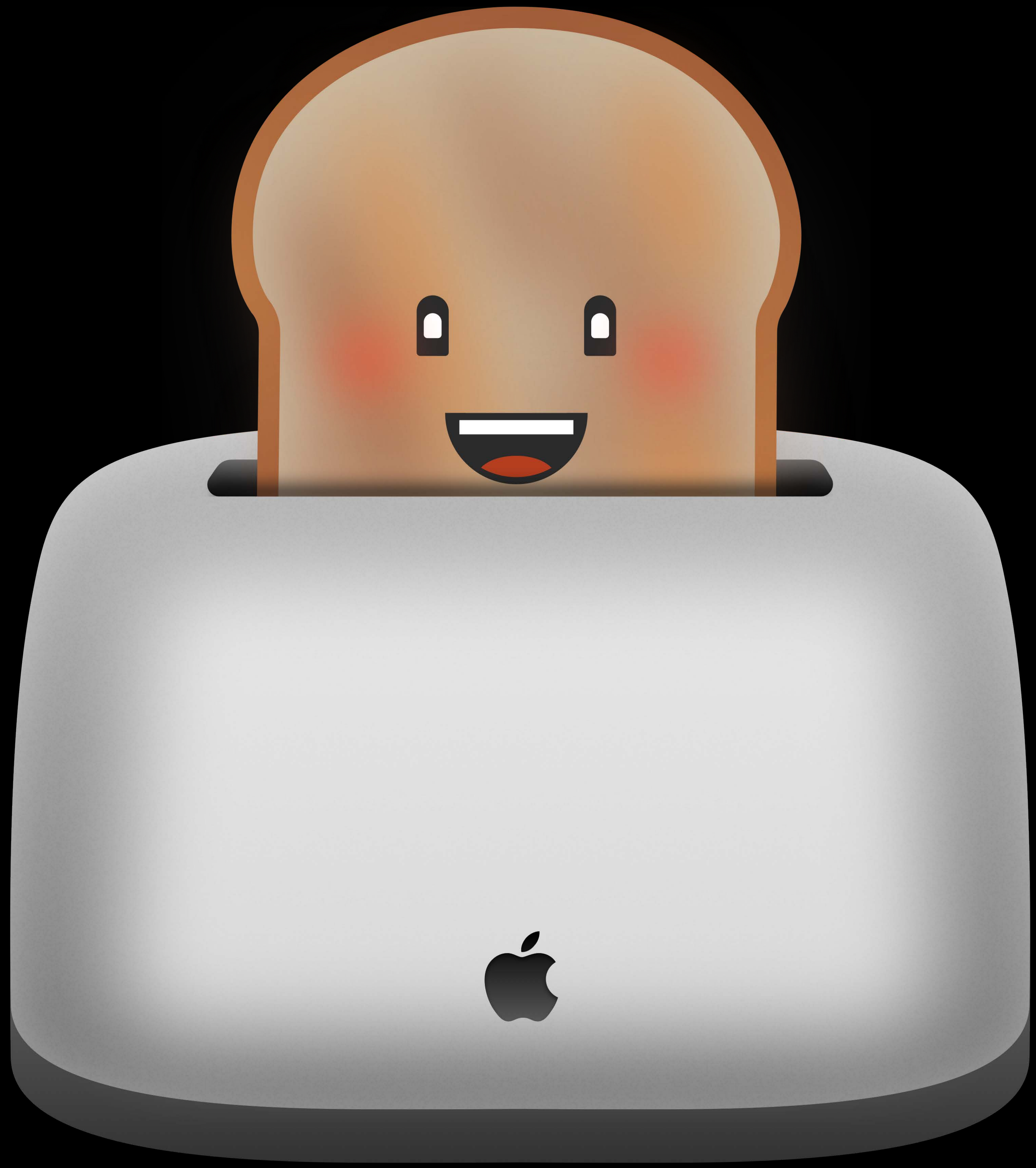
# Respect Your Audience

- ✓ Always have an agenda
- ✓ Recap what happened last time
- ✓ Integrate their feedback
- ✓ Make no assumptions about what they know
- ✗ Show up without a plan

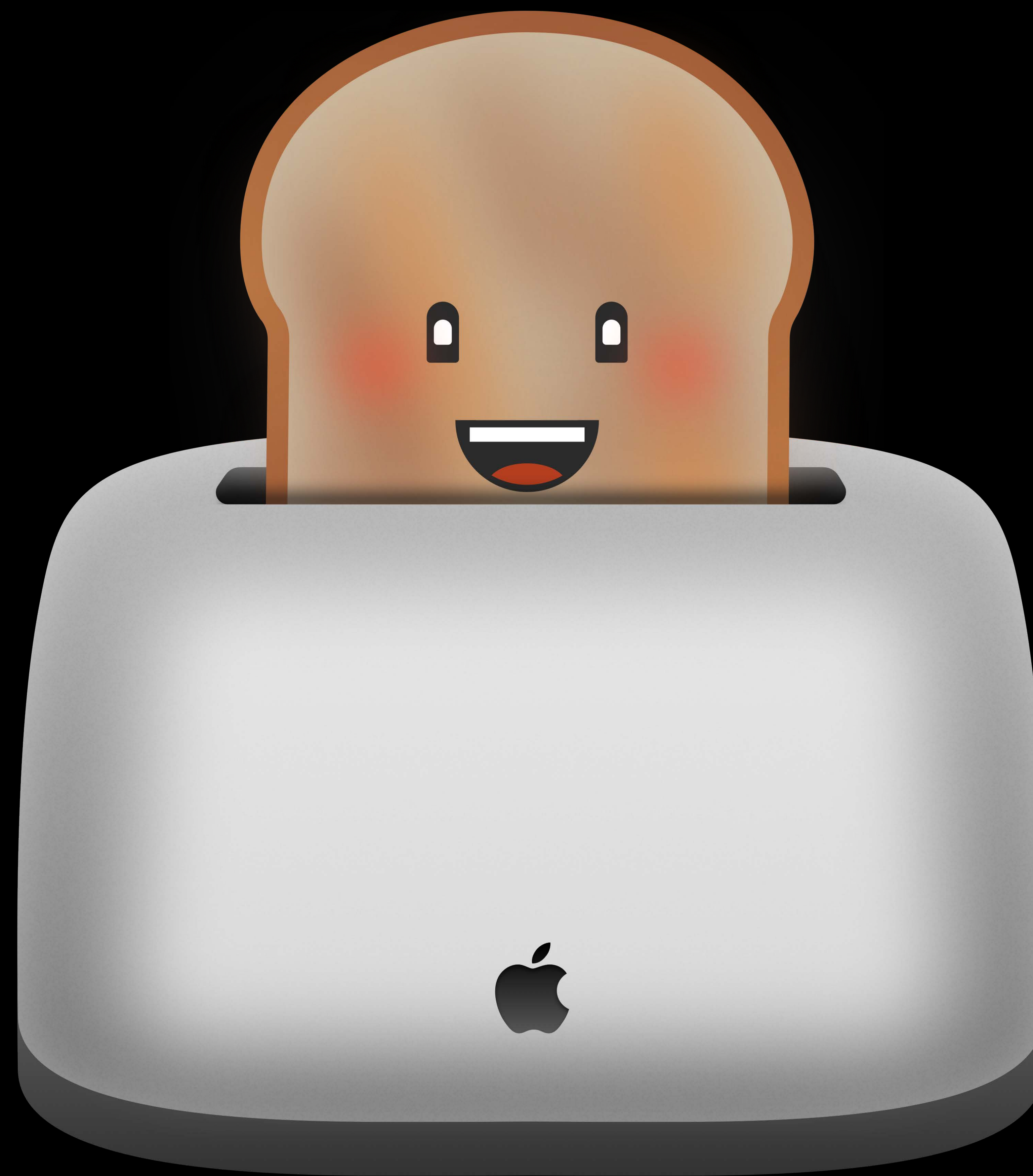
# Respect Your Audience

- ✓ Always have an agenda
- ✓ Recap what happened last time
- ✓ Integrate their feedback
- ✓ Make no assumptions about what they know
- ✗ Show up without a plan
- ✗ Be dismissive of input

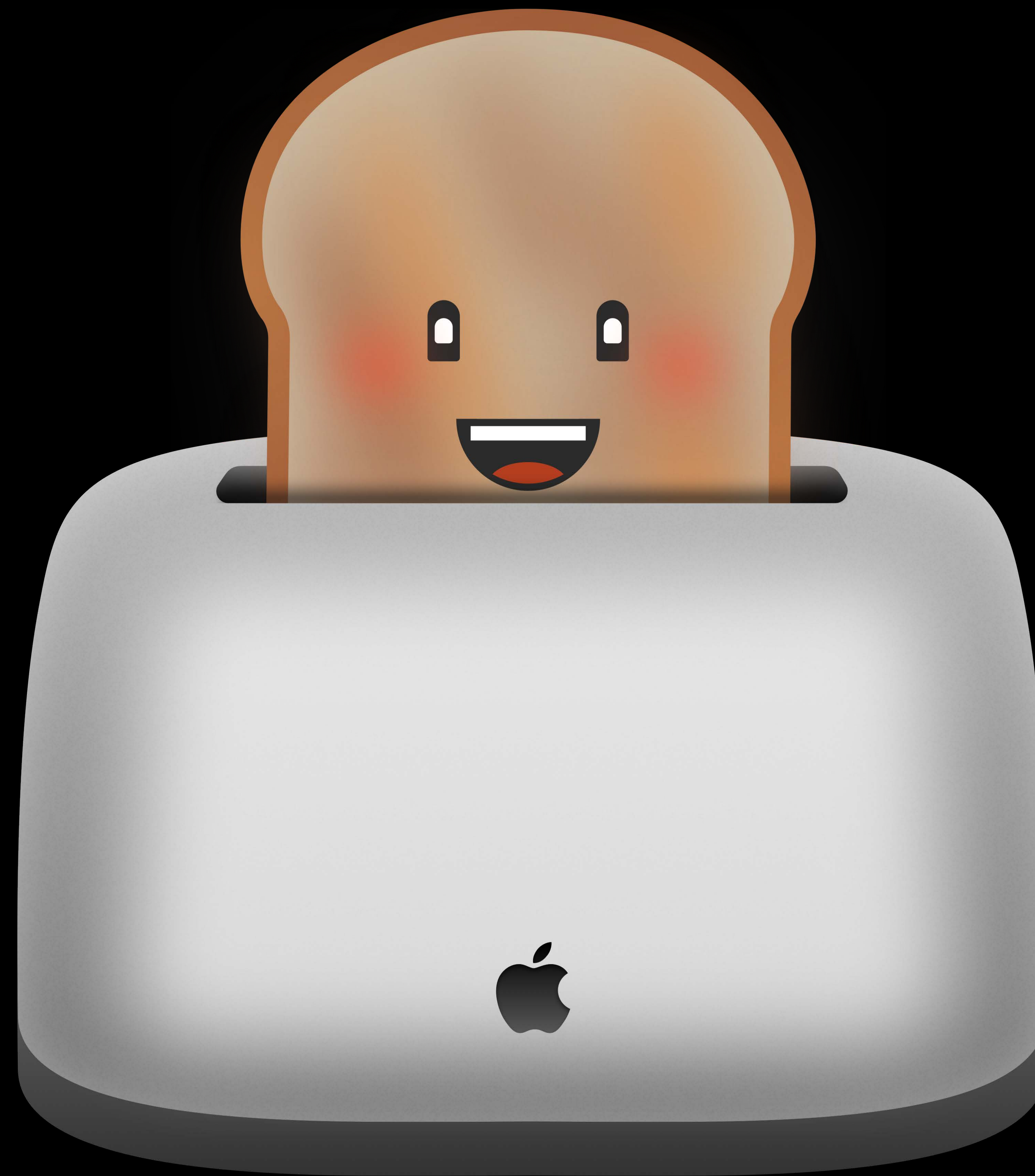




So it automatically detects the bread when you load it?



So it automatically detects the bread when you load it?



Of course it does, dummy. This is the 🍏 Toaster.

Make it relatable.

# Make It Relatable

- ✔ Let people see themselves in your story

Meg



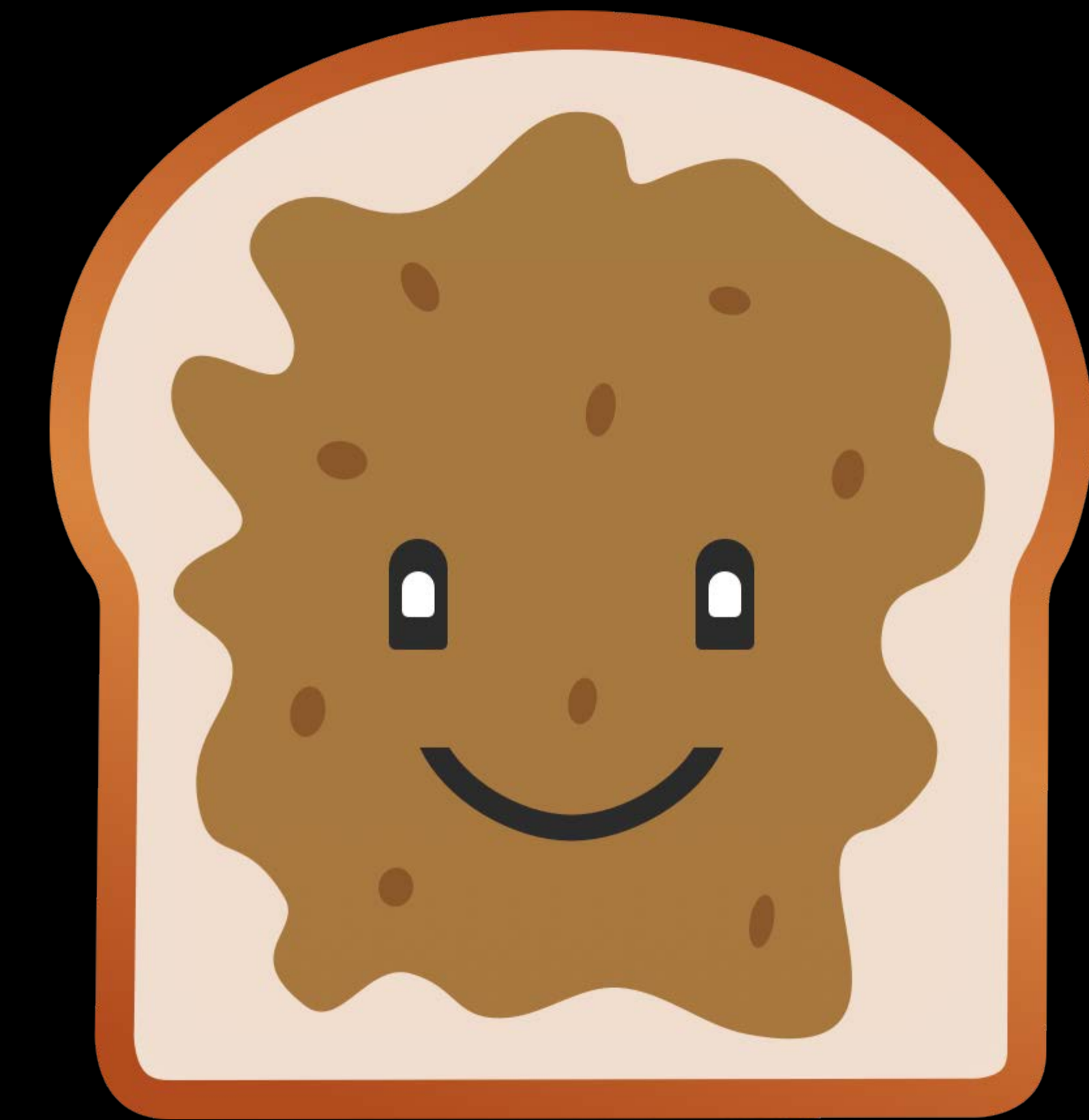
Rye with Marmalade

Ellis



Wheat with Elderberry Jam

Patrice



White with Peanut Butter

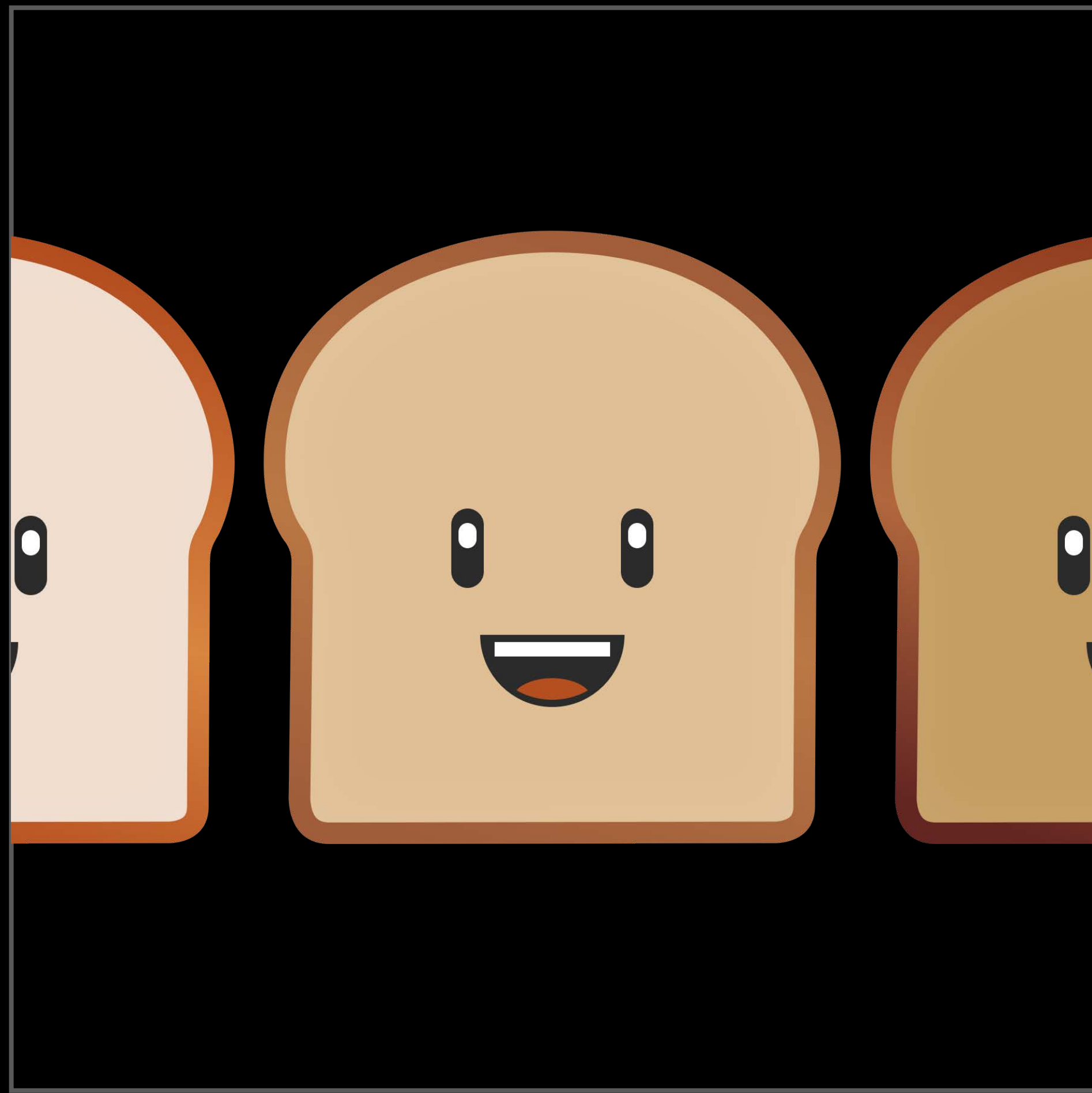
# Make It Relatable

- ✓ Let people see themselves in your story
- ✓ Talk about what you see and feel

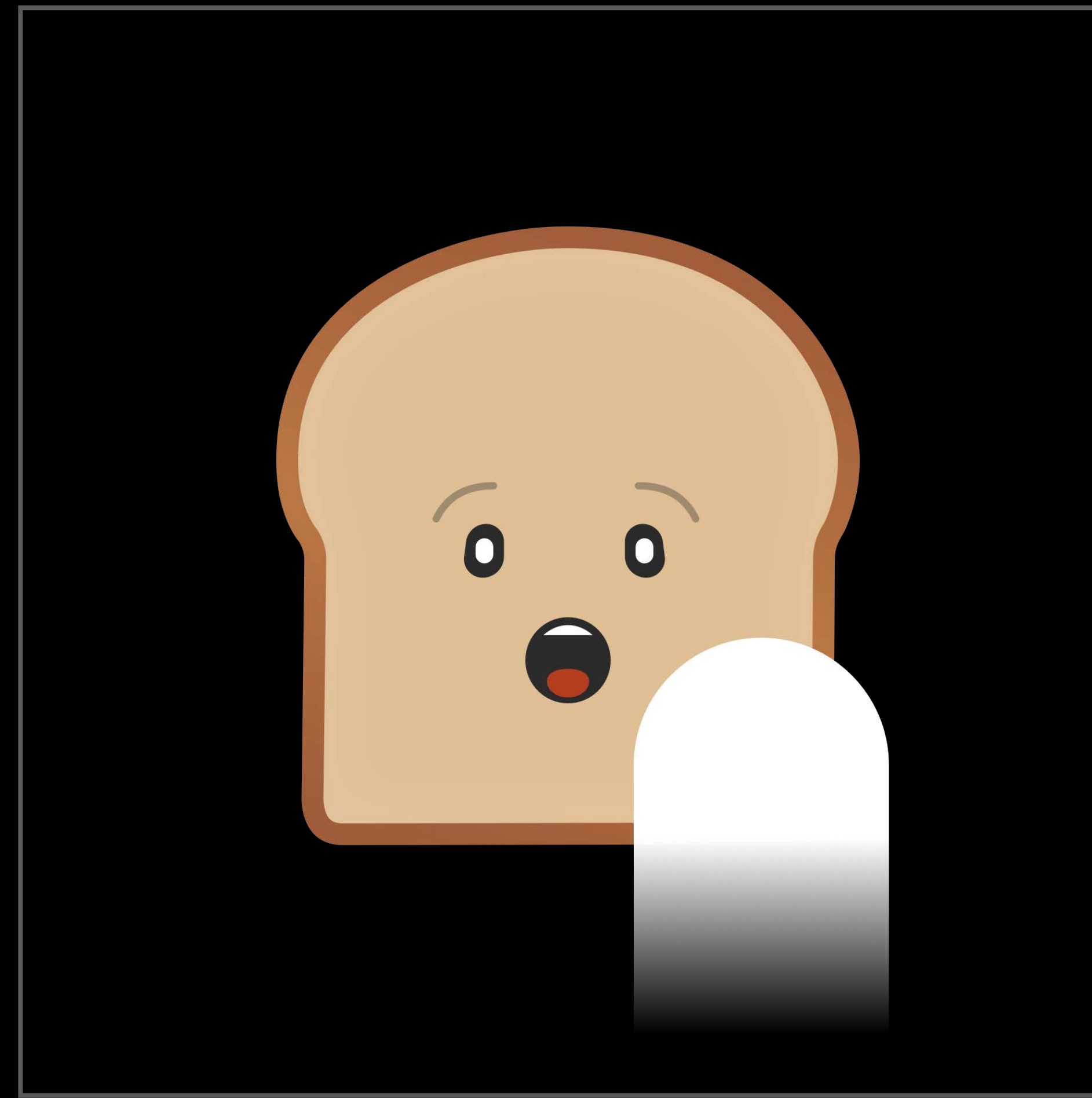
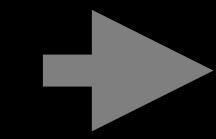
# Make It Relatable

- ✓ Let people see themselves in your story
- ✓ Talk about what you see and feel
- ✗ Talk about users like a distant third party

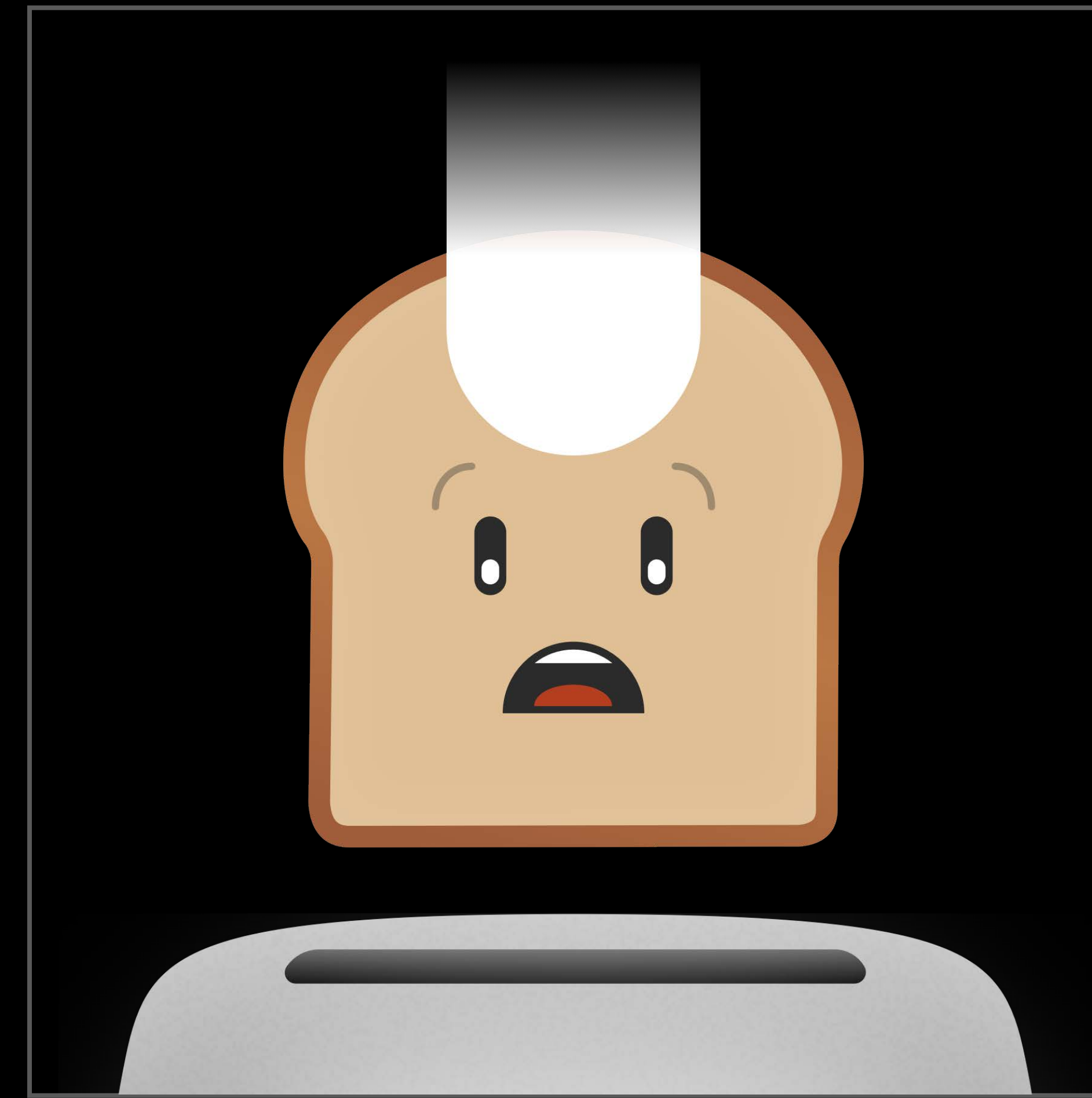
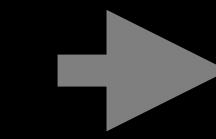




User peruses bread



User selects bread



User loads virtual toaster

9:41



9:41

Friday, June 8

 TOASTI

now

**Hey, it's 9:41!**  
Time for 🍏 Toasting!



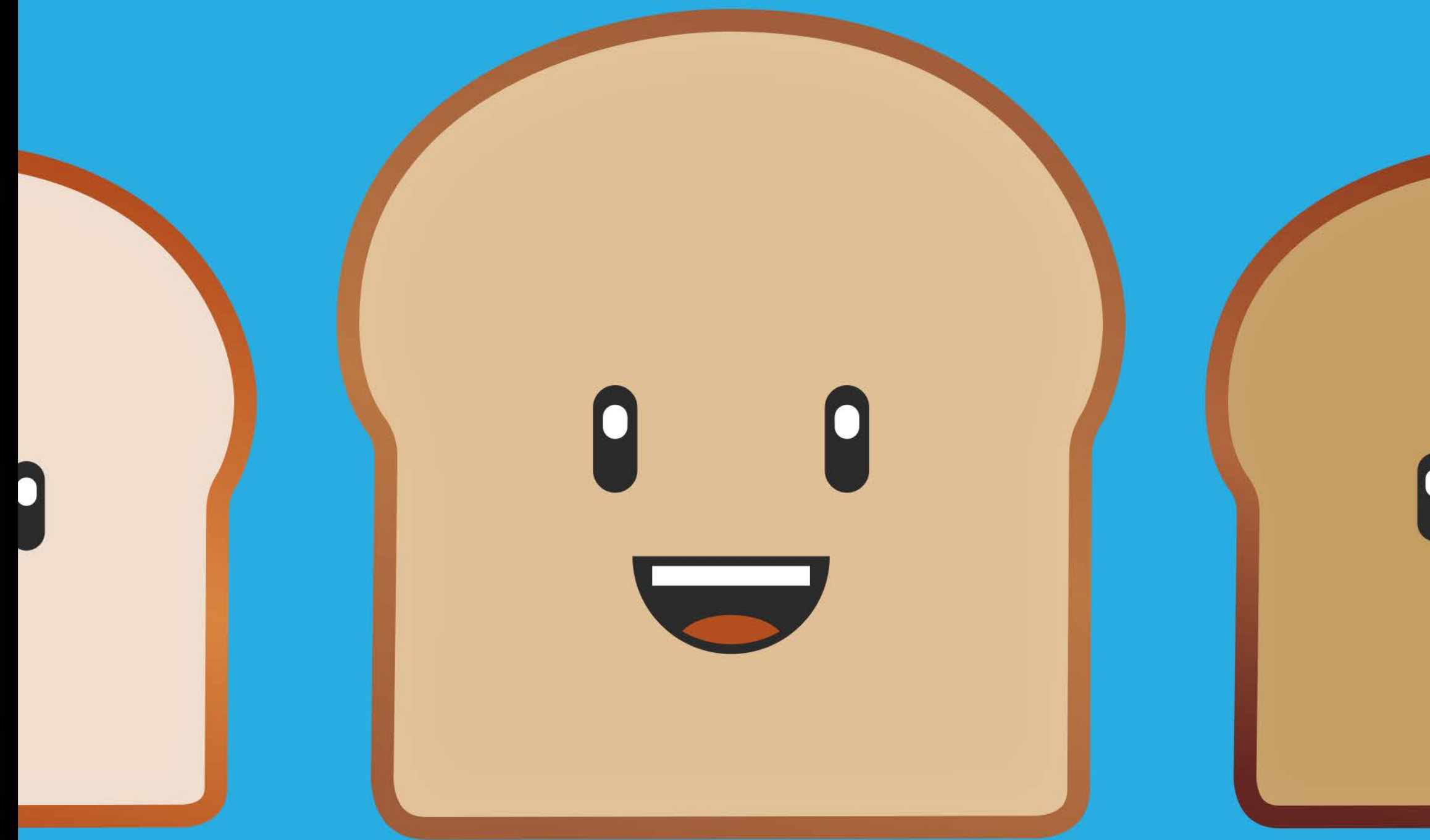
swipe up to open



9:41



Load your bread!



Wheat Bread





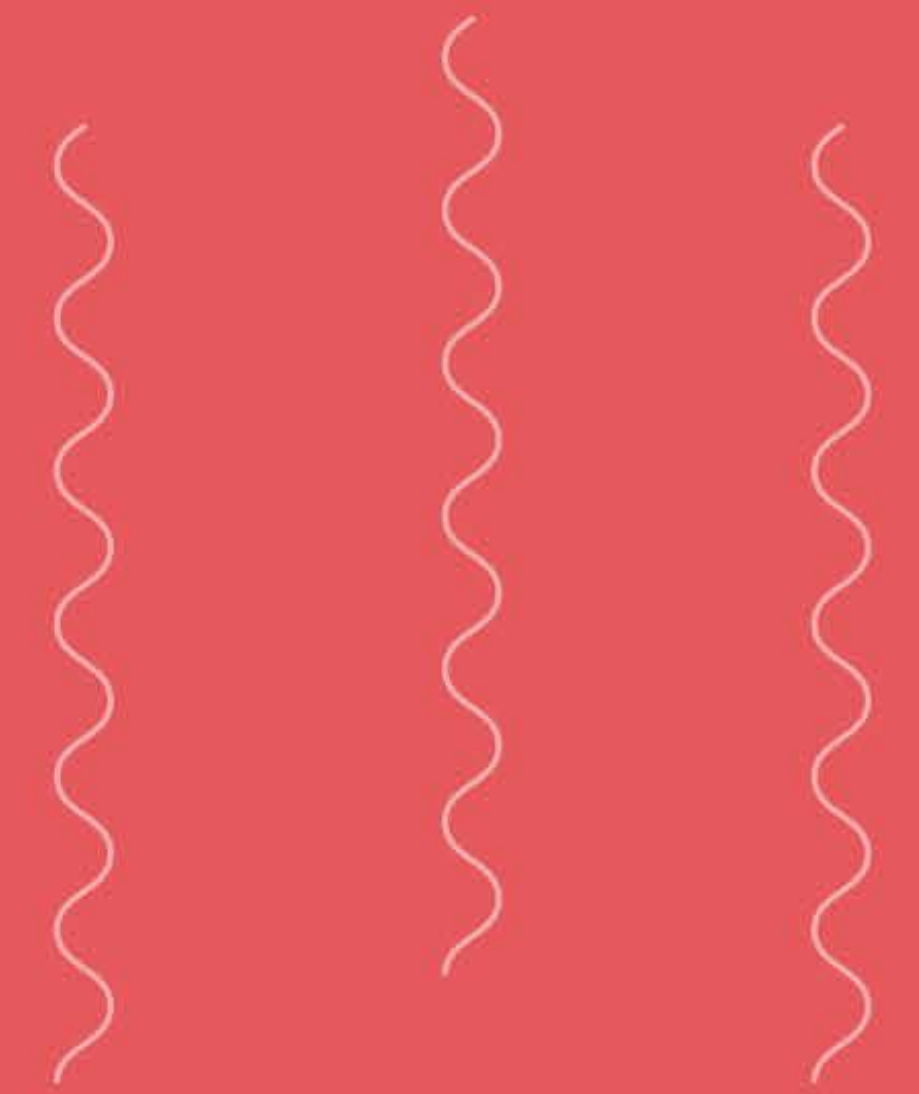


9:41



Head to the 🍏 Toaster!

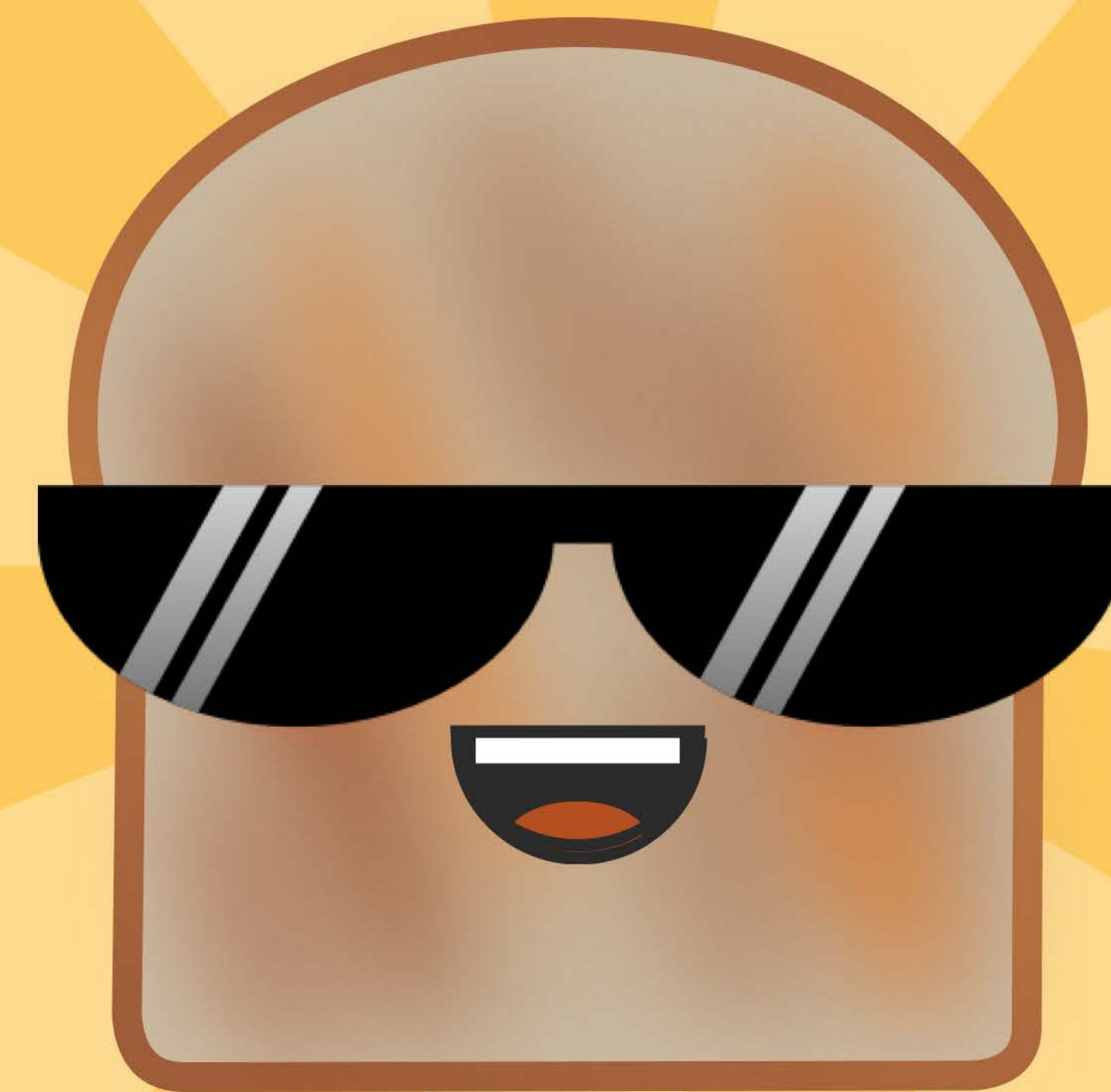
00:05



9:41



Enjoy your Toast  
and have a great day!



Toasti Stats

31 12 5

TOAST TOTAL THIS WEEK **DAY STREAK!**

You saved 2 minutes today!

Engage in dialogue.

# Engage In Dialogue

- ✔ Design for the 'aha!' moment

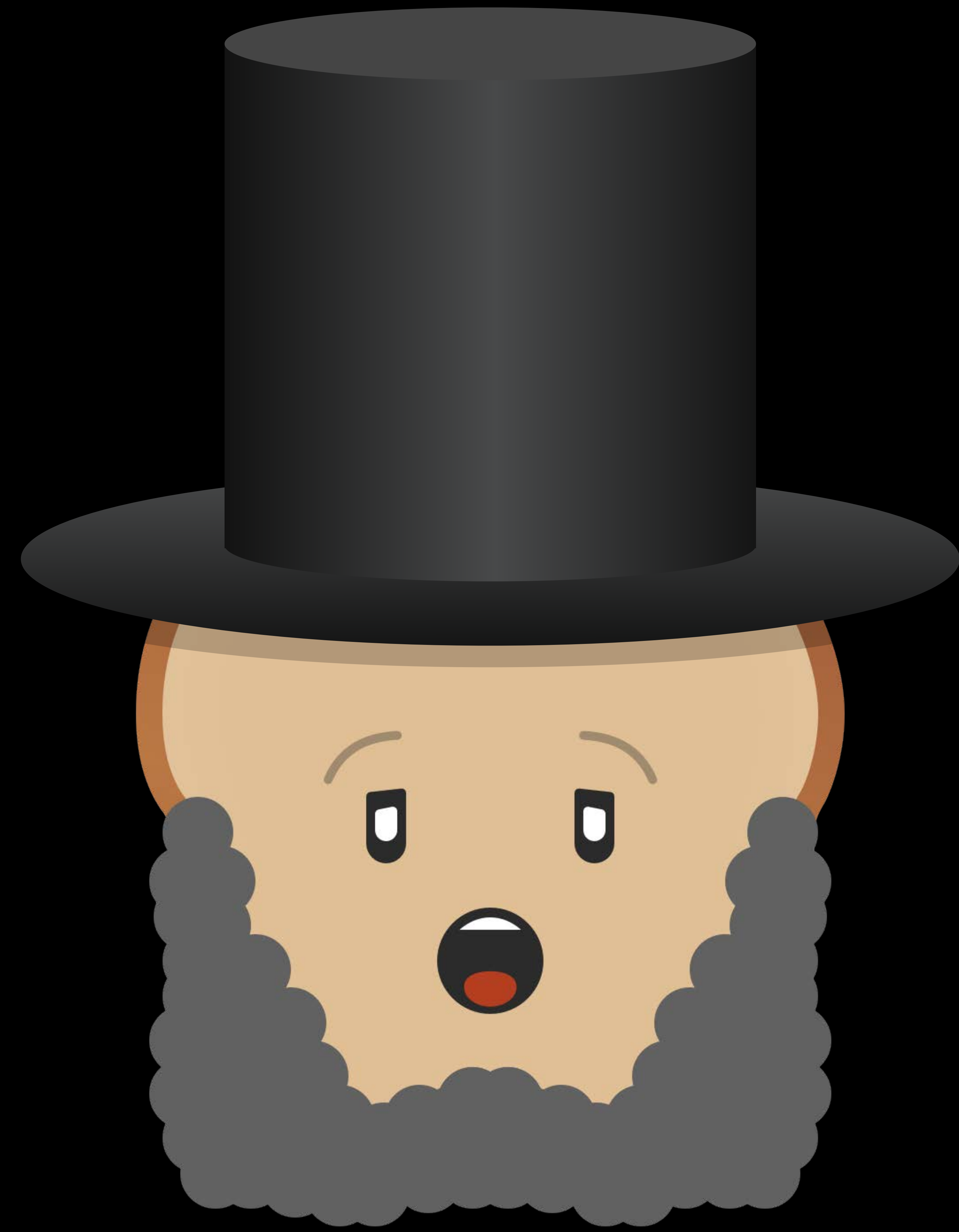


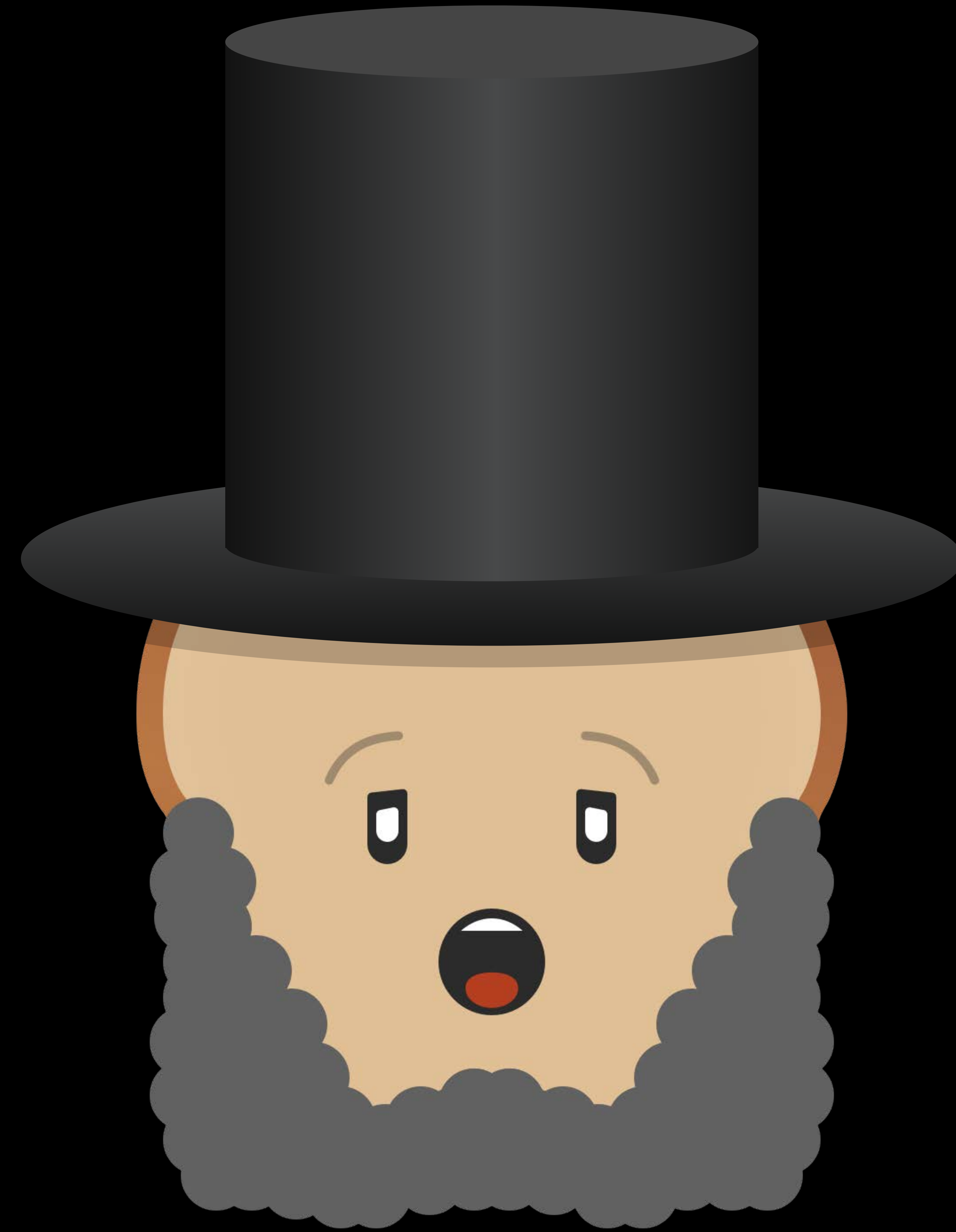
# Engage In Dialogue

- ✓ Design for the 'aha!' moment
- ✓ Ask questions, then ask more questions

# Engage In Dialogue

- ✓ Design for the 'aha!' moment
- ✓ Ask questions, then ask more questions
- ✗ Deliver a monologue





Four score and seven  
years ago...

The Presenter

The Audience

The Idea

Explain why.

# Explain Why

- ✔ Define your problem in a single sentence

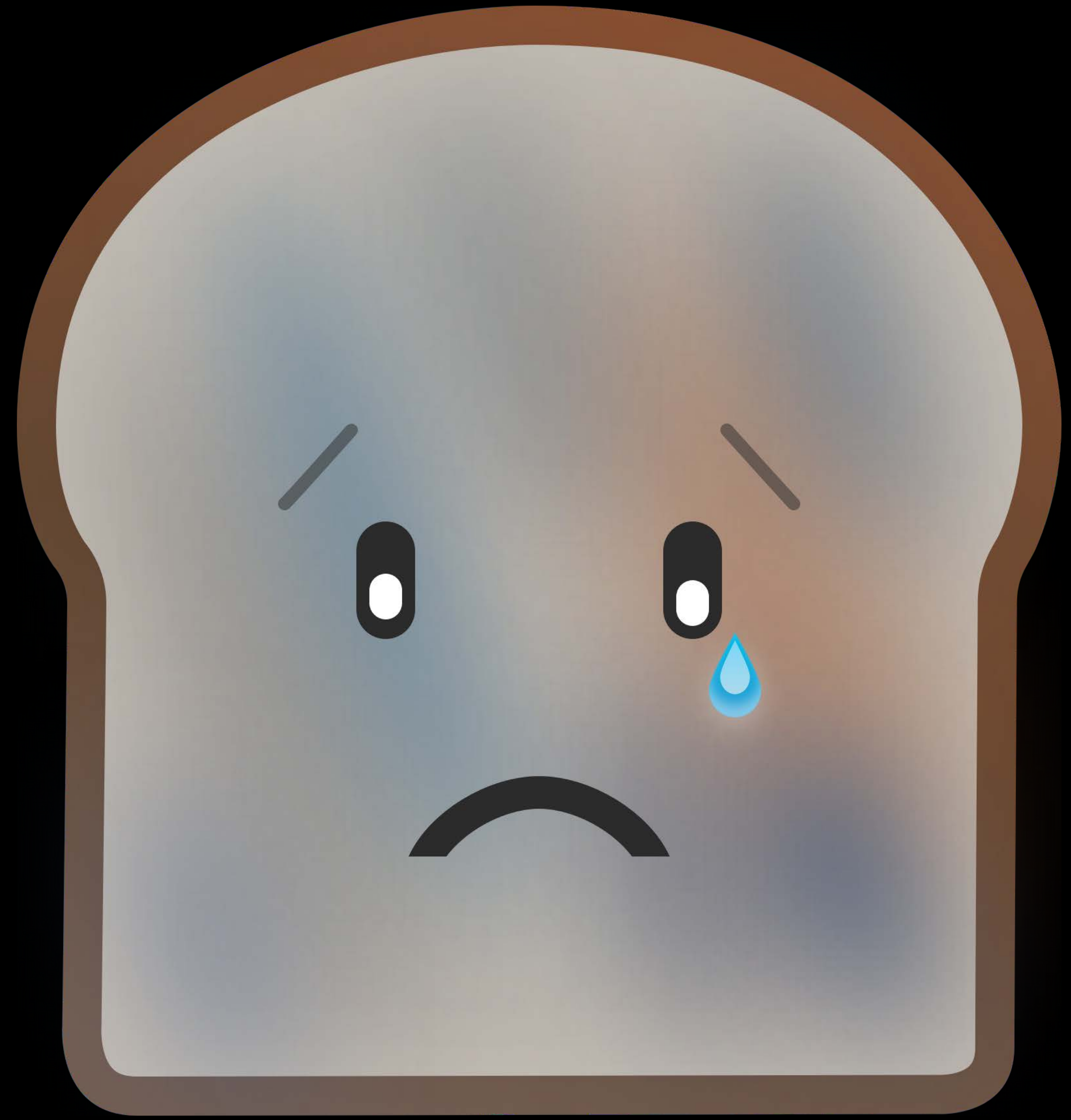
# Explain Why

- ✓ Define your problem in a single sentence
- ✓ Find agreement with your audience



# Explain Why

- ✓ Define your problem in a single sentence
- ✓ Find agreement with your audience
- ✓ Show evidence that this problem exists



Cold Toast



Burnt Toast

# Explain Why

- ✓ Define your problem in a single sentence
- ✓ Find agreement with your audience
- ✓ Show evidence that this problem exists

# Explain Why

- ✓ Define your problem in a single sentence
- ✓ Find agreement with your audience
- ✓ Show evidence that this problem exists
- ✗ Use subjective reasoning for your decisions

Utilize storytelling.

# Utilize Storytelling

- ✓ Map your narrative early

# Utilize Storytelling

- ✓ Map your narrative early
- ✓ Incorporate a story

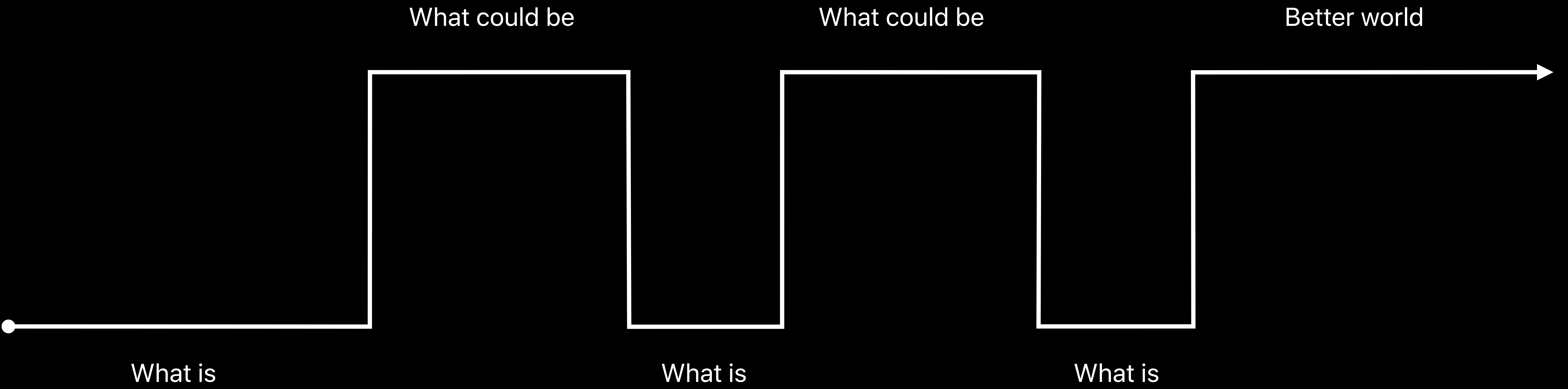
“Sometimes reality is too complex.  
Stories give it form.”

Jean Luc Godard

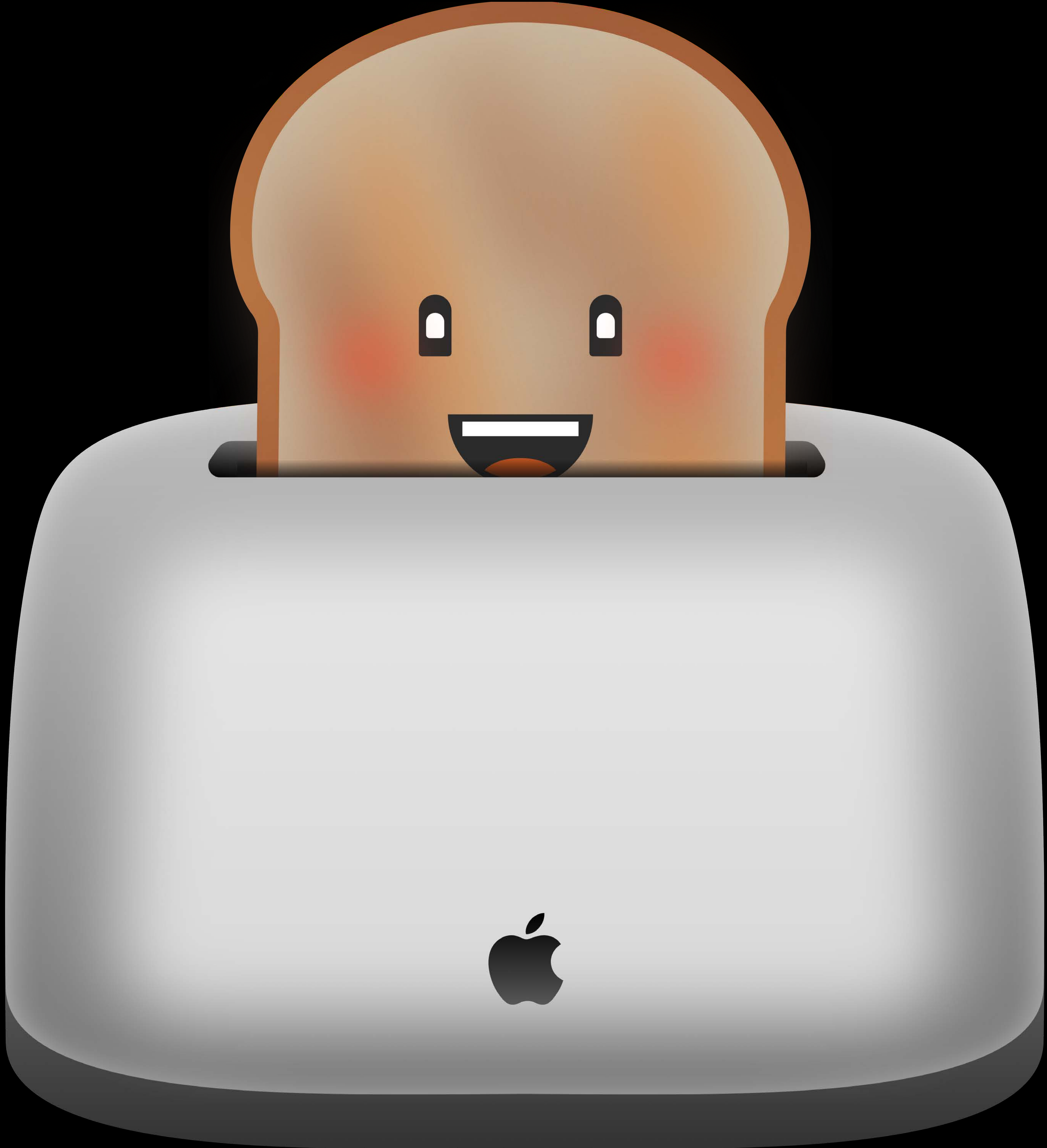


# Utilize Storytelling

- ✓ Map your narrative early
- ✓ Incorporate a story
- ✓ Contrast reality with a better future







# Utilize Storytelling

- ✓ Map your narrative early
- ✓ Incorporate a story
- ✓ Contrast reality with a better future
  
- ✗ Make it too elaborate

# Utilize Storytelling

- ✓ Map your narrative early
- ✓ Incorporate a story
- ✓ Contrast reality with a better future
  
- ✗ Make it too elaborate

Keep it simple.

“If I had more time, I would have written a shorter letter.”

Blaise Pascal

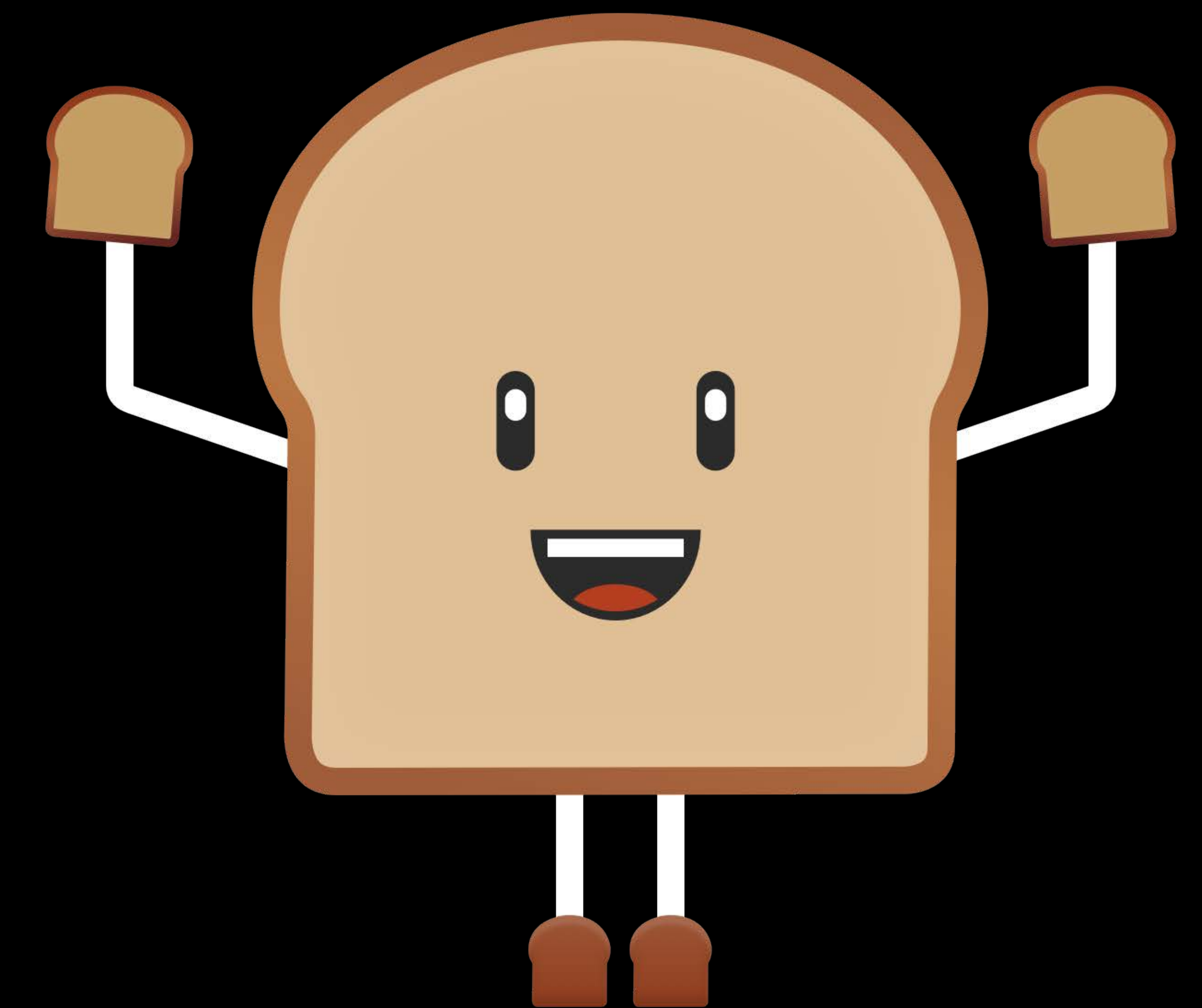


# Keep It Simple

- ✔ Strip away everything that isn't essential

# Keep It Simple

- ✔ Strip away everything that isn't essential





Know your objectives

Embrace feedback

Seek advice

Use your own voice



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Respect your audience

Make it relatable

Engage in dialogue



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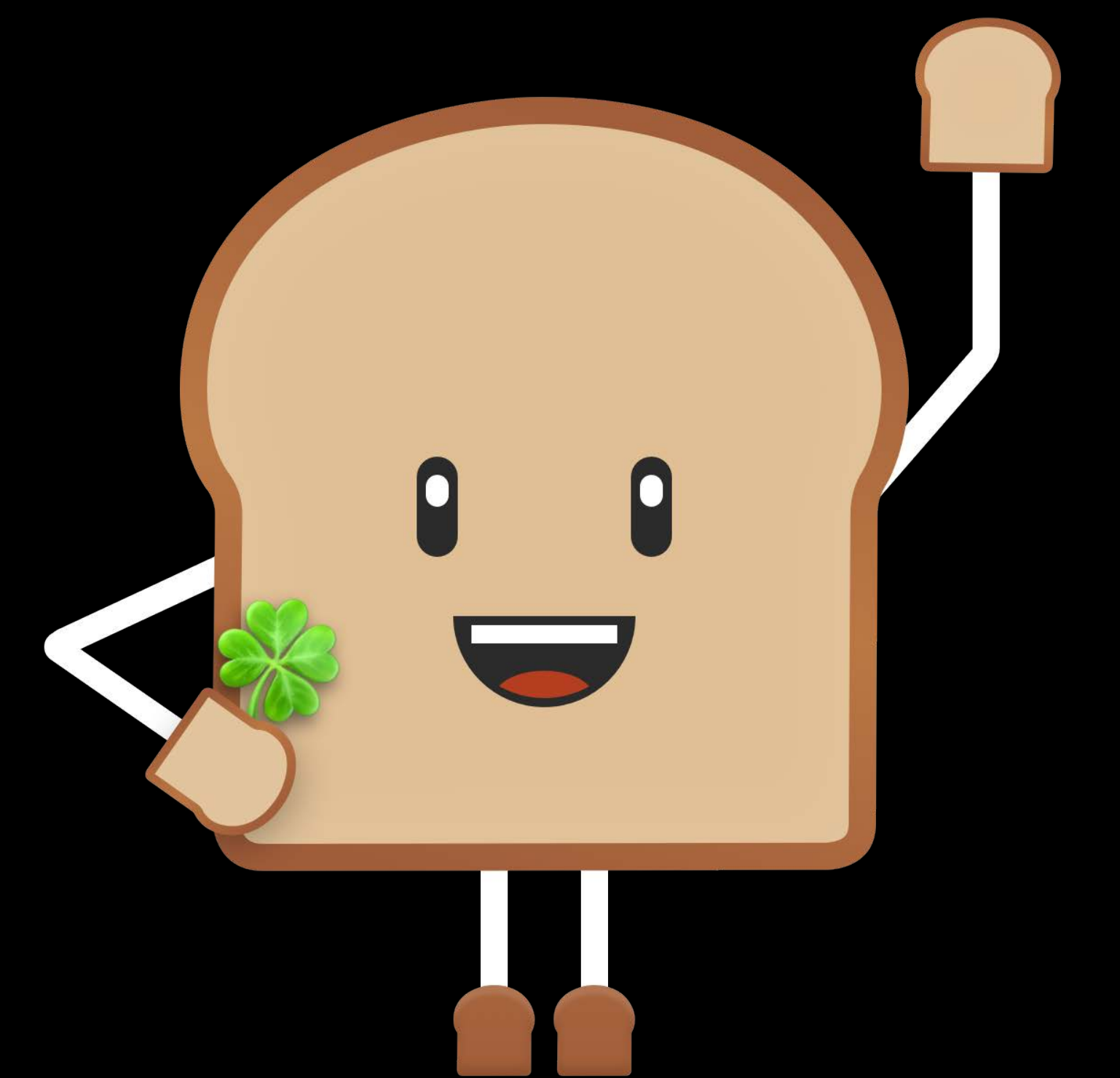


Explain why

Utilize storytelling

Keep it simple

Good luck with  
your presentations!



# More Information

<https://developer.apple.com/wwdc18/811>

 **WWDC18**