Summit

Building the Tools to deliver Presentations that fit todays Media and Information Environment and that put the Audience first.

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Summit

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Seamless Presentations

Having seen a lot of presentations throughout the past years, with some of them failing awfully, we decided to design a tool that promotes more thoughtful presentation.

Often times it is the setup, which makes presentations less fluent. This may seem very inconvenient but solvable by enabling the speaker to switch in and out of his slides seamlessly or import any media type without malfunctions.

But what is even worse than having smaller technical difficulties, is losing track of what you wanted to say. In the end, it comes down to the presentations' structure and the speakers' ability to get across their points.

So how can we make things better for presenters?

By providing a tool that incorporates dramaturgy and rich content directly into the preparation, we want to shift to focus back to the connection between the speaker and the audience, while using slides as a means to enhance the presentation with images, videos, demonstrations or other forms of visualisation. This will improve the presenters' skills sustainably, taking common workflow patterns into account, that other slideware has ignored till today.

Definitions and Forms of Presentations

By definition, the term presentation has a broad meaning. Putting something on display can be called a presentation as well as presenting something in person. To specify the meaning of the word presentation for the rest of the documentation, we are talking about giving presentations. In-person-presentations have in common that there is at least one presenter, passing on information to an audience.

Still, the forms of these presentations can differ in context, content and setup, as described in the following section.

— Workshops It is getting more and more common for agencies to call their client meetings "workshops" – and by our definition it is true.

For Workshops, be it in a business or casual context, there is material to be organized before the event. In addition, there might be slides to accompany your introductions and explanations and there will be a section where you do live-demonstrations and hands-on exercises.

It is inevitable for a proper workshop that its host knows the attendants' skill levels and adjusts the content that is taught to them accordingly.

Taking this and the material preparations into account, it might take several days or even more to prepare a good workshop.

— Product Pitch Unlike workshops, product pitches are less about being "hands-on".

But most likely there are live-demonstrations of the product or parts of it along with digital slides that are presented to a business audience. Like in workshops, the setup can be quite complex, not only involving digital aids but also hardware prototypes that are shown. So before the presentation is scheduled and slides are generated, the actual content needs to be fit for the presentation, which takes up a great amount of time.

— Lecture No live-demonstrations, no hands-on exercises, just informational content, ideally visually reconditioned to make it more understandable. The most common example of a lecture is a class in school. Many people may view lectures as a boring presentation format. To be exciting, they highly depend on a proper structure and a good presenter.

— Podium Discussion Visual aids are only needed if they are needed as arguments in the discussion or explain the topic beforehand. There might be slides that contain guiding questions.

The time one needs to prepare a discussion highly depends on what their existing knowledge is on the discussed topic.

What makes a good Presenter?

When we talk about good presenters, we mainly think of confident people who believe in the content they present. However general self-confidence is not the sole key to being a good presenter—but extensive preparation is. Knowing about the content, how to structure it in the best way and having practised how to present it, will make you the best presenter you can possibly be. The farther a person is away from presenting seamlessly with a convenient level of enthusiasm, the more they have to practise and consolidate their presentation.

The Value of Presentation Design

Presentations are one of the oldest forms of passing on information. However, compared to todays sources for information—books, movies or the internet—they are comparably slow and convey little detail.

Chris Anderson, the head of TED, sees the value of presentations in their way of connecting and engaging people, inspiring curiosity, excitement and action. This means that presentations are more of an emotional experience than than education. To give a memorable presentation the speaker not only needs to pass on information, they should also move the audience. (Anderson, 2007) If the attendee does not feel a connection to the speaker, they will feel like the presentation was a waste of their time.

Bonsiepe describes the goal of rhetorics—and hence public speaking—as to influence behaviour and attitude. He describes how speaking should not just to appeal to peoples' short-lived feelings, but to change their sentiment, which lasts even after the presentation is over. (Joost, 2008)

In each case it comes down to transforming people's minds in a fairly limited amount of time by gaining their trust. That means the personality of the speaker is equally important as the content of the presentation.

Coming from this angle, monotonous educational presentations or long update meetings seem inefficient. However a lesson where the teacher delivers the information in a way that his students feel connected to the topic and a business meeting that helps the attendees to emphasise with each other or understand problems on an emotional level, might stick a lot longer than reading a Wikipedia article or writing an e-mail.

In his essay "The Cognitive Style of Power Point" Edward Tufte say:

> **"[PowerPoints'] convenience for the speaker can be costly to both content and audience. These costs result from the cognitive style characteristic of the standard default PP presentation: foreshortening of evidence and thought, low spatial resolution, a deeply hierarchical single-path structure as the model for organizing every type of content, breaking up narrative and data into slides and minimal fragments, rapid temporal sequencing of thin information rather than focused spatial analysis, conspicuous decoration and Phluff, a preoccupation with format not content, an attitude of commercialism that turns everything into a sales pitch."**
>
> — Tufte, 2006

While Tufte is radical in his criticism towards simplified visuals and information sparse slides, he also makes an interesting point about how slideware turned out to be used as a tool to outline the presentation instead of a visual augmentation.

When talking about "presentation software" most of us initially think of creating a slide-based talk, instead of a narrative or story that helps the audience to understand and empathise.

PART 1
RESEARCH

Building a fundation by analysing existing presentations and conducting user research

CHAPTER 1

Presentations throughout History

pre 1950s

Handcrafted Presentationts

Before there was a digital option, slides for Overhead Projectors were created by cutting and glueing together slides.

1968

The Mother of all Demos

On December 9th at the Fall Joint Conference in San Fransisco Douglas Engelbart and his Team at the SRI presented the **oN-Line System**. Not only was it the first time demonstrating revolutionary human-computer-interaction such as the mouse, hypertext and word processing, it also included the demonstration of software, hardware, remote video conferencing and life collaboration within one talk. Apart from projecting the computer interface onto a large screen, at some points they showed a split screen of what Engelbart was doing and the GUI or displayed either the computer interface or the remote video call as an overlay.

1980s

What You See Is What You Get

In 1978 Hewlett Peckard introduced BRUNO as the first software that would make it possible to digitally create graphics and slides with a “What You See Is What You Get” approach.

Early software was mainly used to create 35mm slides that would than be printed for a slide projector.

More complex presentations and demonstrations, such as the Commodore 64 Christmas Demo from 1982, involving dynamic or interactive

content had to be Hardcoded.

VCN ExecuVision (1982), Harvard Graphics (1986) and other early presentation software was primarily used to demonstrate business graphics and charts in a professional context.

1987 The Introduction of PowerPoint

With the help of Product Architect Bob Gaskin, Dennis Austin and Tom Rudkin finally introduces PowerPoint. At this time it was still an Application for Macintosh and (like the Computer it was running on) only supported Black and White slides, that would be printed out and used for Overhead Projectors. 3 months after the initial release Microsoft acquired PowerPoint for 14 million dollars.

2000s Others are catching up

For the Macworld Conference and Expungements Steve Jobs requested a presentation tool to support him. In consequence Keynote was created and later in 2003 released to the public.

2007 Apple IPhone Keynote

Apple's Keynote from 2007 is often considered as their greatest and most impactful presentation so far, since the iPhones' introduction made up its main part.

In contrast to Engelbart's "Mother of all Demos", this presentation is purely to advertise something and therefore gives the impression of being a lot more structured and thought-through.

To kick off the self-declared breakthrough presentation, Steve Jobs gives a brief retrospect on

Apple's previous products that he states changed the tech industry.

He then goes right into the product description, creating the impression that there will be three separate devices, shown in the process – just to then declare that there is only one device that has the capabilities of handling all features. Within less than three minutes, the importance and complexity of the new product has been underline several times. The presentation advances with further humorous and ironic statements and then transitions to hard facts and features of the iPhone. To not have only one person speaking about specifications, there are several people from different companies, being called on stage.

There is one more special situation when Steve Jobs' presentation clicker stopps working. Being a professional, he tells an anecdote from their time at university to keep the audiences' attention.

To round up the presentation, Jobs again talks about the significance of the phones' release.

Summing it up there are two main aspects that are characteristic for Steve Job's iPhone presentation. Firstly he repeatedly refers to the importance of this presentation and secondly almost no possibilities have been left out to make ironic statements.

2009 Prezi

While Keynote and PowerPoint both followed a slide-oriented approach and were in that way fairly similar, "Prezi" decided to go for a different approach, that was supposed to focussed more on storytelling, having one canvas as its base. Its' first introduction was in 2009, having TED as the first mayor investor.

today

Software Diversity

There are estimatedly about 1.2 billion copies of PowerPoint which means about 1 in every 7 people would have a copy, if it was distributed on all people. Apart from that the market for presentation software is offering a wider range of options with a lot of new tools entering, that want to make slide creation faster and easier and offer an advanced integration of media and external documents. The Alphabet Group offers Google Slides as part of their office programs, startups like Ludus and Paste focus on the design scene, by adding support for prototypes or screen design tools.

CHAPTER 2

The Process of building a Presentation

The first three steps of preparation are very often already defined. For some conferences speakers can decide for themselves what they want to talk about, but especially in a business or scholar context the topic is predefined or obvious. Taking “Pains and Gains” of our users into consideration we mapped out areas where the design of current slideware could be improved.

	Process Step	Users’ Struggles
	Defining a Topic	
1	Find a Topic to talk about	Especially some pupils and young presenters have a hard time to focus on specific content and feel the need to present everything
2	Research the Topic	
3	Set a Focus on what you will talk about	
	Structural Preparation	
4	Define a Dramaturgy and Highlights	This part is messy for a lot of people. There is a lack of space dedicated to putting down your thoughts and once created, changing a structure there often requires large effort. Creating a presentation collaboratively can also be aggravated by different opinions about how they should be constructed in general
5	Structure the Content At this point the presenter will take notes. It is left to the person in what form he expresses his thoughts. The range reaches from manual notes or sticky notes to text inside of the presentation software. Inside of a team there can be disagreements of how presentations should be structured, as members can have very different education on what makes a good presentation.	
	Designing visual Assistance	
6	Create a Presentation Document	Slideware often restricts their users to certain file types and formats. It also suggests to use templates that by todays standards are extremely restricted and overused.
7	Filling in Content, Layouting and Styling When moving on to the visual design of the slide document most software provides ready-made templates with multiple layout variations in the form of different master slides. They are designed to cover the basic slide types—image and text combinations, bullet points or headline-slides. To create an outstanding presentation speakers increasingly rely on different forms of media, interactive demos and graphs, videos, GIFS or prototypes. Some of which require the presenter to exit the slideware in the middle of a presentation and open another program. That part of the presentation is prone to errors, as in standard software it is not part of the suggested workflow. Some speakers also rely on their slides as guidance for themselves, using visuals or text on slides as a replacement for presenter notes.	Having the justified fear of running into errors, people hesitate to incorporate media from online sources. Not knowing their setup in advance, it is hard to estimate what contrast or font size one will need on the slides. When designing collaboratively, visual consistency is hard to accomplish.
	Practise	
8	Check everything and practise	Presenters often have little time for practise and lots of people also feel uncomfortable practising alone and out of context. There might also be a lack of feedback, when you practise alone.
9	Build and test the Setup Even tough practise is an important part of preparation, both unexperienced and experienced speakers skip over this part. While it is less of a problem when presenting a product that you are already familiar with it can be fatal for informa-	

tional presentations.

Once they are thoroughly prepared regarding language and content, speakers test the presentation. If the presenter does not have access to the final setup, contrast, font-size and incompatibility with the technological setup of the host or the lack of an internet connection frequently result in delays and errors.

Present

10 Deliver the presentation

11 Audience Question

12 Feedback

Depending on how well a speaker accomplished the previous steps, at this point they are able to deliver a smooth presentation.

In some presentations there will be a dialogue with the audience afterwards. Frequent types of questions are referring to specific slides, feedback to a product, tips or critical questions.

Feedback is an established follow-up in the educational context, but happens less frequent in the business world, even tough it can be very helpful for advancing ones' presentation style and feeling more confident in the long run.

There is a general problem with technical reliability and having to set up your slides while the audience is watching.
Some people run into the issue of presenting to an audience with different humor or expert level than expected.
Stage fright is an issue as well, resulting in forgetting information, reading from notes and talking monotonously.

Follow-Up

13 Personal Recap

This part mostly applies to speakers that give a presentation multiple times. They might go back to a presentation after the talk and change up bits that did not have the desired effect.

But also for one-time presentations a personal reflection can be helpful.

CHAPTER 3

Market Analysis

Slideware

Keynote
Focusses on visually supporting the presentation by providing design, animation and transition features and presenter notes

PowerPoint
Focusses on visual support and media integration

Paste
Focusses on quick presentation of design and prototypes (aimed mainly at designers)

Ludus
Focusses on visual design and supporting creativity for slide design

Google Slides
Focusses on visual design, collaboration and integration with Google Drive

Slides
Aimed at creatives and developers, focussing on simple design, supporting interactive slides and collaboration. Slides uses an interesting approach for aligning elements on a slide.

Planning and Outlining Software

Omni Outliner
Extremely powerful outlining tool that allows integrating text editor and column layout, scripting and adding tabels

WriteMapper(2)
A text editor that uses a flow chart instead of a folder structure to visually organize documents

CarbonFin Outliner (Mac only)
A scripting tool short nested blocks of text for structuring

TreePad Lite (Windows)
A simple text-based outliner

Notion
A powerful writing and planning software, that uses nested documents and blocks for different content types such as text, lists or tables. Notion was a large inspiration when it came to designing our final product.

A lot of outliner software died after ~2010/11
ecco pro outliner
zoot outliner

Case Study
Keynote

After Keynotes' release in 2003, due to its beginner friendly interface it instantly became one of the most used slide presentation tools for Mac users. It offered straight forward solutions for creating visual content and editing it—whilst Microsofts PowerPoint struggled to accomplish that, putting the user into an environment of tabs and often way too detailed features. Keynote is used by a big range of people—from students preparing a scholar presentation to professionals creating a presentation for corporate use.

That might be one of the reasons, that as of today it is an extremely feature-heavy tool. It includes extensive options for styling, templating and animating, but also more specialised tools for retouching images, importing from external devices or recording the presentation.

On a superficial level, it is easy to access basic visual design tools, say for importing images or adding text. So while most of its features seem to make sense at the first sight, the navigation inside of the software is fairly complex, using nested dropdown Menus to access templates and custom styles, and layering different levels of theme-related Tab navigation for the visual slide design, instead of placing the most important functionality at hand for the user. (Style, Text and Arrange are in three different Tabs).

This hierarchy results in people using a very simplified workflow of choosing one „Theme" at the beginning, and then cramming it with text and images, most of the time without considering the specialties of the context the presentation will be held in.

Hence its' specialisation on slide design, Keynote barely provides augmentations for preparing the content or creating a narrative or story, maybe using little to no slides at all.

It does provide a presenter display, supporting its users with notes, a time and a slide navigator, which is especially good for inexperienced speakers.

Keynote Feature Evaluation with the Kano Model

Every single feature of Keynote has been categorized, using the Kano model with functional and dysfunctional questions. We found that the must-be qualities of it are represented in the basic settings like saving files, display preferences but also playback controls which are inevitable for using slides in presentations. But besides the must-be features that we describe as very basic, there are such that we categorize as rather complex. These include the creation of tables and graphs, as well as multiple shape-generation tools. But also passive features like showing distances and sizes of elements being moved on a slide seem indispensable to frequent users.

Tools and Features that we categorized as indifferent are mostly ones that are present twice within the tool—one of them being indifferent due to the other providing a faster or more convenient solution. A good example for this is switching to the next slide in row. It can be done by selecting the next slide with the cursor but also by pressing the „go to next slide"-button which is hidden in a sub-menu. The second possibility is extremely unlikely

to be used and can therefore be described as indifferent.

Keynotes most interesting or likewise unique features are represented by either the attractive quality category or the one-dimensional quality category.

We categorised Keynote's Features as follows

Smart guides.

Smart guides exist for relative sizing, relative spacing and object center and edges.

They help to position elements on the slides with high accuracy and speed.

Automatic detection & formatting.

Some elements like Weblinks and Lists have unique formats and can therefore be detected automatically. Form and Function can be adapted accordingly. Some mathematical formulas can be formatted automatically, too, for example by using dashes between numbers as fraction line.

Object Arrangement on Slides.

Arranging objects can be a quite complex matter when having multiple of them on one slide. Locking layers, grouping layers and moving them along the z-axis helps to prevent a mess.

Extended Animation Options

When used the right way, animations can help to underline connections of aspects or whole mental models. However many people tend to use animations for fun instead of explanations. Still, Keynotes animation options are so diverse, they definitely mark an attractive quality.

Compatibility

Keynote will automatically save your media to your presentation file, so when you play back the slides on another computer that has keynote installed, you will not encounter missing media problems.

Although Keynote is liked by many, it also has its weaknesses and opportunities to fix them. By collecting the key properties in a SWOT table, we were able to determine dos and don'ts as well as hypotheses on what would make Keynote more user friendly.

Feature Evaluation using SWOT Analysis

Strengths

Tidy Interface

There is a reasonable amount of buttons and icons shown on Keynotes' main screen.

Amount of Animation Options

Plenty of options on how to animate certain elements or whole slides exist in Keynote. One of the most liked features is the Magic Move automatic animation creation.

Simple Toolbar to Insert Shapes and Text

The most common types of content used in slide presentations are present on a prominently placed toolbar in the top center of the screen.

Slide Navigator

Seeing all the Slides one has created is not just very useful but almost inevitable, too.

Design Feature Options

Detailed options to style elements.

Presenter Display

The Presenter Display can be very helpful to stay structured during your presentation, but what makes it even better are the possibilities to restructure, resize or add elements like timers on it.

Font Styles

Regardless of the way the feature is implemented, it is a useful feature to save font styles and quickly reuse them.

Live Collaboration

Multiple people can work on a slide presentation in real time which makes Keynote attractive for teams as well.

Weaknesses

Odd Shortcuts

The shortcuts used for actions in Keynote have little in common with other known tools.

External Media

It is not possible to add other media than videos, sounds and images nor web content.

Default Styles

Keynotes' default styles look outdated and are not neutral.

Long Presenter Notes

One won't be able to see their notes properly if they are too long.

Sharing the Presentation

Link-sharing does not work properly. The "Sharing"-window has an confusing layout and functionality.

Animation Build Order Panel

In order to have multiple elements animated and determine their order of appearance, the build order panel exists. The main problem with it is that it is hidden at first.

Color Picker

The Color Picker appears after you click on a color selector field and then stays on top of the interface although it will not affect colors of newly marked elements.

Opportunities

Font Style

Structuring the font styles in an easily understandable and fail-safe way.

Master Slides

They already exist but are not used by many since they often remain unseen or viewed as an unnecessary extra step.

Design Guide

Reworking the default styles into timeless looking ones as a start and providing design guides for people with less experience in visual design.

Comments

They could be more engaging so they could be used more for collaborative work.

Switching to Another App

Making it possible to seamlessly switch to another App throughout a presentation without having window issues or quitting Keynote.

Threats

Hiding Features or Cluttering the Interface

By adding new features or changing their priorities, the overall appearance of the program could be changed in a way that makes it look messy or overwhelming.

CHAPTER 4

Speaker and Audience

Taking all additional media and setup away, the very basic requirement for a presentation is that there is at least one person passing on information about one specific topic, and a crowd of people viewing or listening. There are of course many different manifestations including presentations supported by media, slides or analogue material, however by going to the root of each type of presentation, the motivations underneath remain the same. The tricky part for the speaker is to deal with situations where the audiences' goals do not match their own. If a person on a conference wants to sell a product, but the audience is mainly there to get inspired and socialise, even though the speaker might love to rave about their smart new features, they will have to consider if those features address the audiences' expectation to get inspiration for their work first.

Each presentation is made to convince its audience of something.

The underlying motivation, however, can differ. There are five different types of mostly intrinsic motivations for presentations:

— Selling One might be either selling a product or themselves as a person, like in a job interview. In both situations, one would like to show themselves or their product from the best perspective.

— Educating/Informing Getting the audience to learn new things is the primary premise. Wanting them to understand the content and explaining something twice if needed.

— Entertaining The content might not always be informative but it entertains the audience in some way. It's mainly about convincing them of your entertaining qualities.

— Motivating Sparking motivation in others with arguments that sustainably convincing to do or see something a certain way.

— Needed This motivation is less intrinsic. These types of presentations often occur in scholar settings, where a presentation is needed as a curricular exercise.

Types of Speakers and their Goals

— The „IMP" model The concept of the "imp" is a model we have developed throughout our research and interview phase. It divides the audience into two fundamentally different types: the IMPs and the non-IMPs.

IMP is an abbreviation for "important person" and describes the type of person who attends an event as somewhat of a boss.

This is an example for an IMP:

A service company has their clients coming to their office every week to check in on what has been done and then decide how they should proceed. Since the service company owes the client in some way, they can be described as recessive, with their client being the IMP to them.

However, IMPs do not have to be the addressed ones, they can also be the addressers. In such cases, the presenter acts as a teacher to the audience, being the most knowledgable one about a certain topic in the room.

So in order to know if you are the IMP of the situation, just ask yourself: "Am I the one being tested or am I testing the others?"

Although it's not always possible to be the IMP, most people feel great comfort when they know they are.

Cramer's Model of Audience Types

On their blog, the Cramer brand strategy agency describes four types of event audiences: The Spectator, the Participant, the Spy and the VIP.

We found this model to be very comprehensible since it also fits our research findings and the IMP-model.

— The Spectator Can be seen as the normal audience member, watching a presentation while not actively participating. "Spectators expect to have clear direction as to where they should be and what is most important for them to be seeing".

— The Participant Actively engaging audience members eager to learn something new by talking about it or doing something. You would want to allow the Participant as much freedom as possible without abandoning the event's structure.

— The Spy Is attending an event to gain information that they can pass on to their own audience later. The presenter should try to get the Spy to relax so they see the presentation from a more emotional perspective instead of analyzing and evaluating everything.

— The VIP VIPs want to be treated with a unique experience coming from exclusive content. They are satisfied by announcements, teasers or information they haven't had before and are worth the admission.

While Spectators and Participants can be described as non-IMPs, the VIP obviously is an IMP. The Spy lies somewhere in between since in most cases they acquire knowledge as a (somewhat fake) non-IMP to then pass it on to others as being the IMP again.

CHAPTER 5

Stakeholder

When thinking about our Stakeholders, there are a few more people than just the speaker and the audience. Organizers of company events or conferences often have to think about what setup the speakers need and have to schedule multiple talks smoothly after one another, thus thinking about how to make an easy switch between speakers and deciding on what is a reliable envirenment for the presentations in general.

Especially in a corporate context, there might be a company behind a speaker, that is does not dircetly involved in a presentation, but wants to be represented well by the speaker.

Primary

Conference Speakers

MeetUp Speakers

Workshop Facilitators

Tutors

Students

Startups

Professors

Designers in Agencies

Engineers and Developers

Marketing

Attendees at workshops

Conference/MeetUp attendees

Secondary

Remote speaker

Conference Hosts

MeetUp Hosts

Scientists

Event Planer

Managers

Project Manager

Teachers

Pupils

Tertiary

Economist

Activists

Politicians

CHAPTER 6

Interviewing the User Group

Jean
Industrial and Interaction Designer at a large design company
Working on a hardware prototyping tool on the side

As a designer in an agency Jean's presentations range form client presentations, over presenting his hardware prototyping toolkit or self- and inspirational presentations to presenting just for fun. All of this boils down to presenting about twice a moths in a professional context. He is an extreme example for someone who needs to incorporate both hard- and software into his presentations. Jet he likes to layout and prepare presentations, when he is familiar with the topic he will talk about.

The more you practise, the better your presentation will be and the better you will feel when presenting.

— Preparing The first thing Jean does when he starts to prepare a new presentation is to take a bunch of notes and knot down an outline or information architecture. He drafts a hierarchy with headline, sub-headline and content. When the content is set he prepares icons or other graphic elements inside of Design Software.

Even though he likes to use other presentations as reference, he also states, that he does not use the companys premade Slide Decks.

As someone who enjoys designing presentations, he critizises Keynote's layout options for being too complicated, having too many useless transitions and too many features that amplify bad presentation design.

Having finished the slides, he practises the talk. He stresses, that he would never memorize a presentation, but instead wants to feel so secure about the topic, that he barely needs presenter notes, except for technical terms or translations.

— Presenting Throughout the presentation, Jean likes to use a presenter. He states that it does not seem very credible when people "hide behind laptops".

His talks are built, so that they have a strong start and ending. The peak is at about two-thirds into the presentation. Incorporating Gags and anecdotes helps to keep up a basic level of suspense throughout the talk.

As he elaborates on the slides themselves, he explains, that there should not be too much text, but instead images, icons or even GIFs. Media has to be placed in the right place and be used in an appropriate amount.

"When there is text on a slide, I start reading the text and stop listening to the speaker. Then, when I go back to the speaker, he is just repeating what it says on the slide, but I am missing context of what he said, while I read the text on the slide."

While he enjoys presentations with physical devices and surprise moments, that are authentic and different, he cautions against what he calls „Business Administration Presentations"—using the PowerPoint Standard Templates with bad graphics and bulleted lists.

"Don't show things on an extra slide, when you can show it on the prototype itself!"

— On Demos A demo should feel like part of the presentation. Ideally he would like to have it inside of the presentation itself, similar to an IFrame.

That would just be an irritating repetition. Instead he would love to have a feature that allows him to put explanatory overlays inside of a demo or a splitscreen between demo and slide.

Alex

Interaction Designer
at a Design Agency in Munich

Alex is an interaction designer at a Design Agency, partially focusing on prototyping. His past experiences in presentations reach from weekly sync-meetings to highly important presentations in front of chief executives. To Alex, a situation where there is someone who passes on information to a small group of people is enough to call it a presentation. Although he says that situation-wise there are enormous differences between customer meetings and company internal presentations, he would count both of them as presentations.

When there are Prototypes to show at a demonstration, Alex and his colleagues often decide to cover them until they are first shown to the audience. This is part of the plan to build up suspense during the presentation.

Having several prototypes to present is often accompanied by the risk of a technical failure. As professionals, Alex and his team know that they have to have a backup—which they accomplish by often using a remote control to trigger steps that failed to be triggered manually by the prototype itself.

Before going into important stakeholder presentations there is at least one dry-run with all the presenting people involved.

Alex likes presentations that make sense and are not interrupted by smaller things linked to chaotic preparation. He states that incoming notifications, non-working presenter-clickers or beamer issues are problems that could have been prevented by preparing the setup properly beforehand.

The best presentations he has attended are those where people spoke who were very confident and sure about what they were telling.

In his opinion, presenter notes tend to distract the presenter. Notes on paper might be used to fidget with while on-screen notes are often difficult to see due to their size or the laptop's position. To not fall for these situations, one should practice the presentation once more and not use notes.

One of the best ways to keep the attention of others is to add several live-actions where things are shown with hardware or short role-plays to exemplify situations.

Erik

UX Designer at an Design Agency
Founder of a Network centering around design related meetups and hackathons

Most of the talks Erik delivers center around design tools and process, talking at Workshops, Converences or interanally at the Agency. Which means, he always talks for a specialised crowd of designers and developers.

Since June this year, he has given 5 workshops in total.

— A messy preparation process Erik's go-to presentation tool is Keynote, amplified with Sketch, Framer or QuickTime for sharing the screen of an iPhone or iPad.

Unlike Jean his preparation process starts messy, by dumping narratives onto Keynote slides. From there on he starts structuring and tweaking until he has a presentable result. He emphasises that practising with others listening is extremely important.

While he thinks using GIFs can work well to make a presentation more interesting, he also believes it could make a presentation "corny". He sets a focus on narrative and structure, talking about smooth transitions and "bridges" in the story.

— Empathising with the audience He obviously wants to get to the audience on a more emphatic, personal level, talking about how he likes to have a „spark" to keep people's attention or that it is important to tailor your talk according to your audience, while also believing that seeing yourself through the eyes of the viewers will reduce the pressure when talking. In this context he is also happy to get feedback—personally or via an online survey.

Apart from connecting with the audience, content is extremely important. As a listener he enjoys talks that offer insights instead of self-presentation and as a speaker likes to offer new perspectives on a topic.

— Altering content While he never needed to change the content of a presentation, throughout one of his workshops he realised that the audience was on another level than he expected, having to spontaneously adjust the content.

Florian
Teacher

— Teaching can't happen entirely frontally
Florian is an English and music teacher at a school in Stuttgart, mainly teaching students for the A-level grade. In his opinion, a very good presentation cannot be „PowerPoint only". When teaching, he tries to use various methods and media throughout a single 90-minute lesson. Such can include watching a movie, listening to short audio bits, doing group activities or creative work. The publishing company of the books used in Florian's English classes provides teachers with an online platform including various media for each of the course's topics.

— Struggles of Teaching at School Some schools have quite low technical standards. That is why Florian has to bring his own tablet PC along with a mobile internet plan due to missing WiFi.

Although he already tries to give more diverse lessons, Florian says he still sometimes has trouble to hook the students. The students he teaches have just gone through puberty and belong to a generation that "has an attention span the length of a pop song", he states.

— Each Medium has its Advantages Florian likes to use his tablet PC for digital media but he sees a lot of potential in older equipment such as the overhead projector or the normal chalkboard. Developing ideas together with the students and doing fast scribbles to visualise something is done the fastest by using the board or an OHP, where he can be his own boss, he says.

— Preparation and Routine Other teachers at Florian's school who have been teaching for some years already do still define more or less detailed schedules of single lessons. Florian, however, trusts his experience and the fact that he knows the curriculum in detail. He found that especially his female colleagues like to give more structured lessons.

It is hard for Florian to really enjoy most of his students' presentation. They often don't provide something new and tend to prepare themselves poorly, he states. He says the best frontal presentations are the ones that catch your full attention right at the beginning and don't struggle to continue. But in order to do this, enough preparation is inevitable.

Anna
Human Factors Engineering at a large Enterprise

With her background in Engineering, Anna is working in a large enterprise in which the right way to present and articulate oneself is essential. She frequently moderates workshops or interviews and takes part in business meetings. Apart from her work at the company, she teaches a course at the University of Applied Sciences Schwäbsich Gmünd.

— Preparing for different Contexts There are two categories for Anna's presentations. One is more official, eventually in front of a committee and the other is more relaxed and for students.

While she does not prepare sentence by sentence what she will say, business presentations are usually less spontaneous.

— outlining educational presentations After being a lecturer for quite some time, preparation for those types of presentations mainly comprises a short list of what to say, checking the materials, and sometimes jotting down handwritten notes.

If there already is a presentation for a topic, she will have a look at it and see if she should make changes for the upcoming class.

She explains that for some parts she would like to have more analog material or exercises, but that it is just not possible given the time that would take.

Towards the end of a course, she asks students for Feedback, trying to incorporate it into her documents in a follow-up directly afterward.

— Too little Time When we asked roughly how long preparation takes, Anna told us, that the base presentation for her course was a lot of work—taking up multiple weeks.

Then, one day before presenting, she will work out a strategy and recap if something is missing.

— Laggy Technology Similar to a lot of people, Anna is familiar with the problems that technological setups can have. Incidents with the beamer not turning on, an updating Laptop or having a telephone conference parallel to a meeting are unnecessarily nerve-wracking when you try to deliver a presentation.

On the other hand, there are also more personal causes of stress.

When there is a lot up for discussion, she does not feel well-informed and does not stand behind what she is saying or after a long week of hard work, she tends to be more nervous.

— A search inside of PowerPoint When moderating a class or workshop, Anna does enjoy the interaction with participants.

However, when engaging with the audience, at some point there might be questions

or moments in which additional material would be helpful. Anna explains that in such situations she often has something in mind to clarify her point, but she is missing a way to access it quickly.

— Articulation and interaction Anna identifies a good presenter as someone who can speak freely, giving vivid examples and entering into dialog with the audience.

Martin
Teamlead at a Car Company

— Presentations as Standardised Requirement Martin works as a team leader at a large automotive company. During the many years of his employment, he has attended numerous company internal presentations, most of which are supported by standardized PowerPoint Slides.

While standardising parts of the presentation slides can come in handy for the author, it creates a visually interchangeable mass of presentations that will inevitably be boring to most of the audience, due to missing visual stimuli.

As Martin says, many people are aware of the fact that the “Classic PowerPoint” with a lot of text-only slides is not a good way to go but seems to be the only one that doesn’t violate the company’s guidelines. Finding proper alternatives can’t be done time-wise.

— The Safe Play Having several corporate PowerPoint Templates saves time for a lot of people that just want to add their presentation content. Nevertheless, the content itself is often copied and pasted from previous presentations. If there have been presentations with a similar topic or in front of a similar audience, it’s advisable to reuse part of the content. There are a lot of presentations that are built on each other.

One could say that making mistakes will appear worse to the company audience than having less entertainment. Presenting prototypes or demonstrating new innovations is hence often done with videos instead of live-demonstrations.

— How does it fit the Audience? Martin says that many people at his company, including himself, have a strong focus on who is attending the presentation and craft their presentations in the most understandable way for the audience, while still sticking to the corporate norm (visually).

The questions he asks himself before working on his presentation outline are „What do I want to contribute? What exists already? What is happening in the company at the moment?“. Yet he doesn’t believe that raw facts and data can be presented in a very exciting way. When preparing such presentations he thinks of „What do I want to tell? Where to lay focus on? What’s the most interesting? What do I want the audience to learn?“.

— A lot of Facts Since the company Martin works at is internationally active and has a large technical background, work is a lot about economic aspects and technical innovations. Giving a vivid presentation on these topics is a rather difficult matter. In Martin’s opinion, a good presentation is one where a lot of new facts are presented to him. He’s

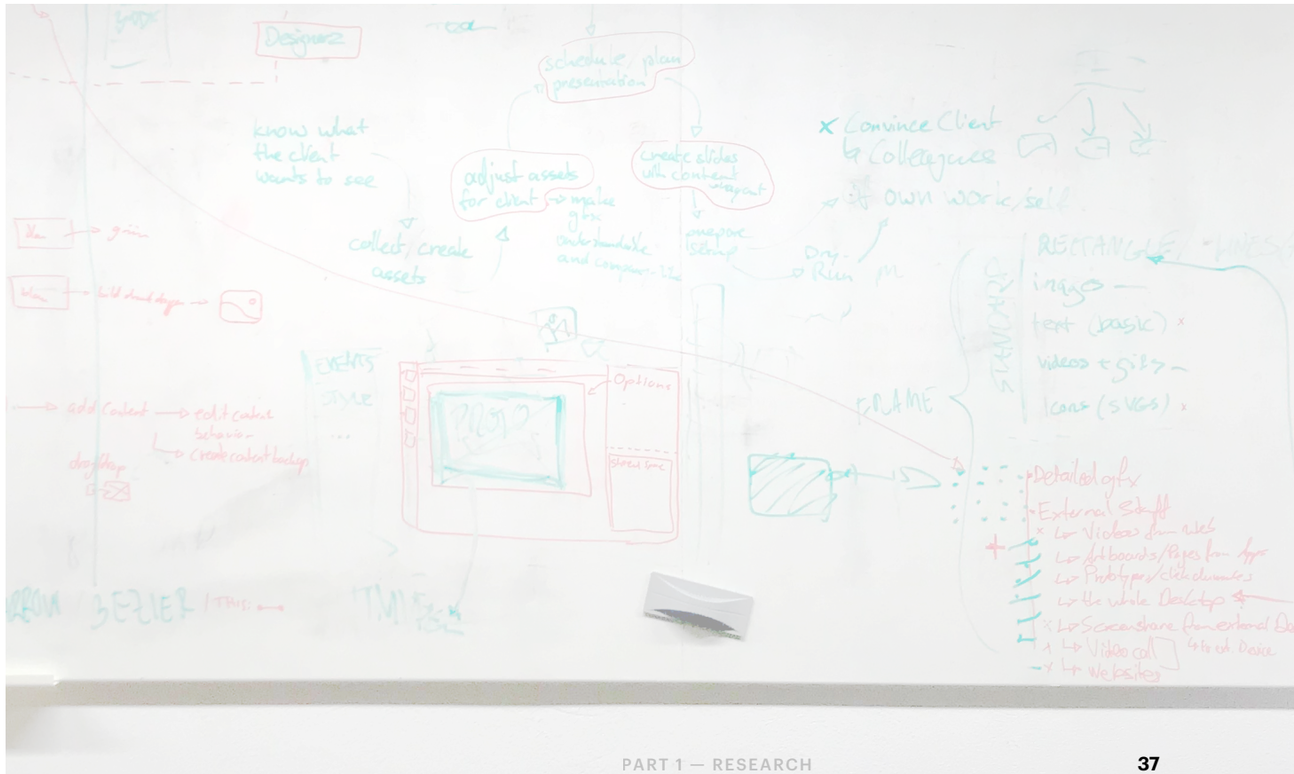
even happier if this is reasonably accompanied by several media.

Finding fitting media on the inter-/intranet and in previous presentations to use for his own presentations can take him a long time though. The most used media are graphs, graphics, (mood) pictures or even screenshots of excel sheets.

CHAPTER 7

Design Sprint

When dealing with presentations, you need to consider an extremely diverse group of users coming from different fields, having different levels of experience and different motivations. Picking out three areas where presentations are frequently demanded should serve as an indicator for what are similarities and therefore basic requirements of our product and what are areas, where conflict could arise.



Students and Pupils

inexperienced with little intrisic motivation. Their main goal is to impress the teacher and fulfil test performave

This tends to be the least experienced group of people regarding presentations. Most presentations involve assigned theoretical topics leaving both the speaker and the listeners rather unimpressed by it. Often students are barely trained in speaking. Instead, they are taught to focus on using technical language rather than presentation styles that are centering around capturing the audience's attention.

While most pupils learn about basic knowledge about what to put on a slide, the education focusses more on what not to do—like minimum font size, contrast and the number of bullet points—than helping them to structure their contents and putting it into an engaging structure.

How Might We...

Content

- create a smooth presentation from collection of information to putting it onto the slides
- get pupils to structure their information with dramaturgy in mind
- help them to cluster their data correctly
- encourage them to differ from the usual "bullet-point-presentations"
- help the to make readabel presentations

Tech setup

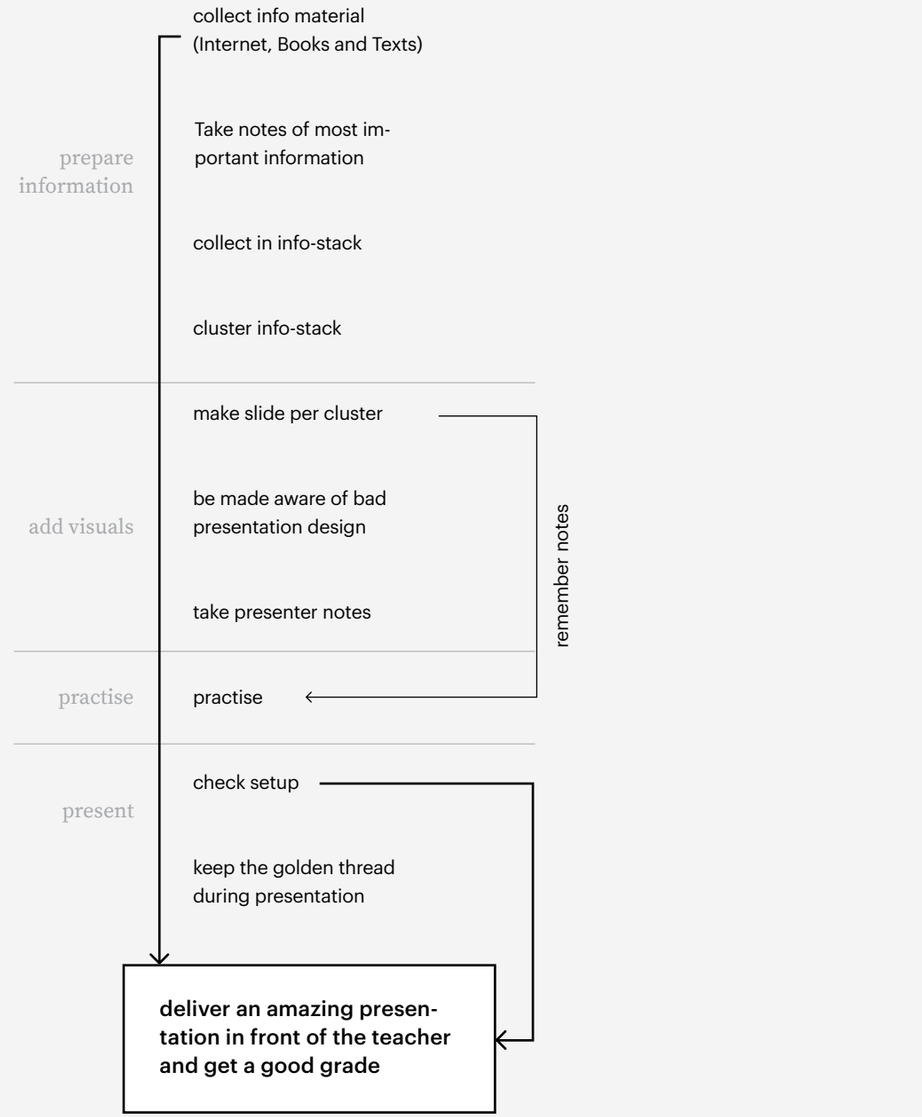
- avoid issues with linked or online media
- compatibility issues with school technology

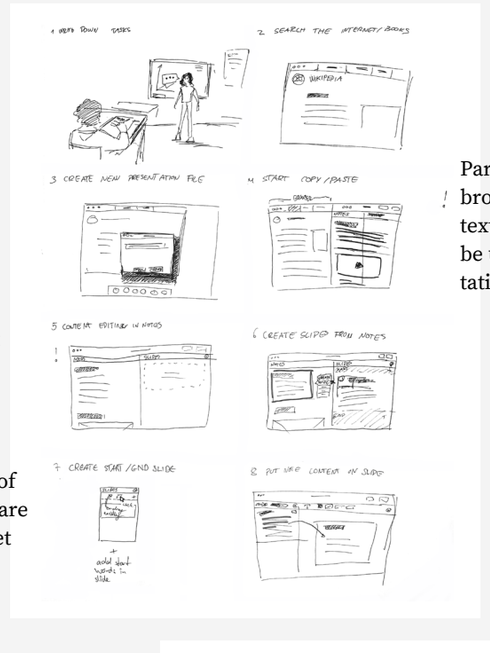
Dealing with nerves

- help them be confident throughout the presentation
- help them to not loose track during presentation
- prevent them from reading off slides

Motivation

- motivate them to give better presentations
- advance their presentation skills

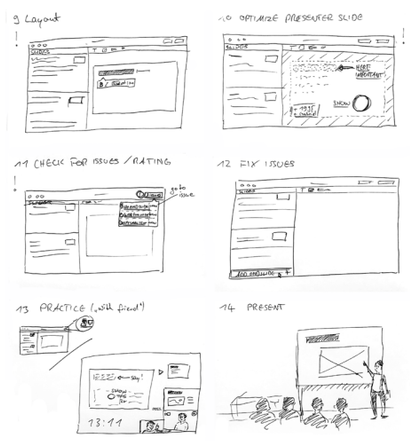




Focus on content

Parallel display of the browser and a space to copy text and media to, that can be used later in the presentation

start and ending of the presentation are usually hard to get right



the more you prepare the better you know your content
additional notes will help you to feel more secure in front of the class

give fast feedback on the design of the slide to prevent cluttered presentations

encourage pupils to practise by connecting them to their friends

Synthesis

The main focus for pupils is to build up a good basis for later presentations and help fulfill their test performance. A few ideas for features that could accomplish that given goal are:

A Score system for content style and layout

Drama templates

Highlighting content from notes

Get information on how to design slides

Keep scholar tasks in sight

Practise with friends/online

„Get Feedback“-section

Enable teamwork with multiple notepads

Embed and transcribe videos

Corporates

Moderately Experienced and data-heavy presentations

Needs

Team leaders or managers in companies need to present frequently to give project updates to superiors, colleagues or their team. In some cases it will be a critical base for determining if they get funded and a team can continue their work. Their presentations often include refurbishing statistics and qualitative data or communicating complex, theoretical topics.

How Might We...

Spark interest

alter the design for some presentations, so it is not always the same but still in line with the CI

help to create "Eyecatchers"

make numbers interesting

Workflow optimisation

gather previous work for comparison

generate presentations from numbers

Dealing with feelings/audience

help the presenter to feel confident

help find an interesting way to deliver information presentations

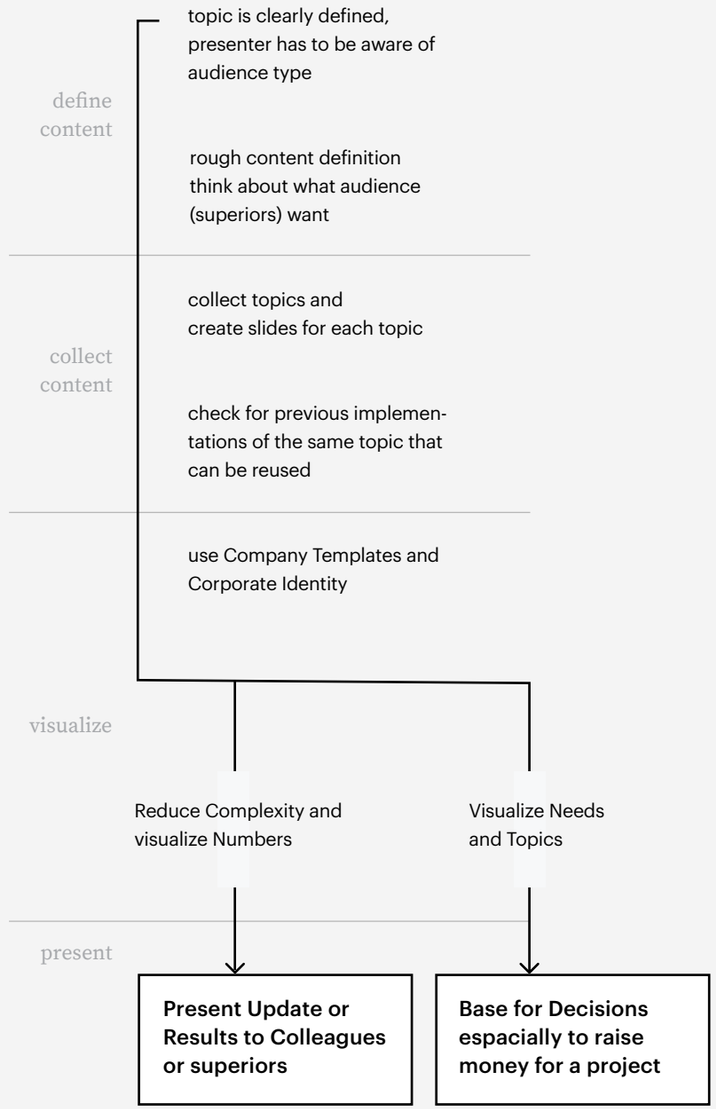
help the presenter to deal with the audience (deal with difficult situation and questions)

Import

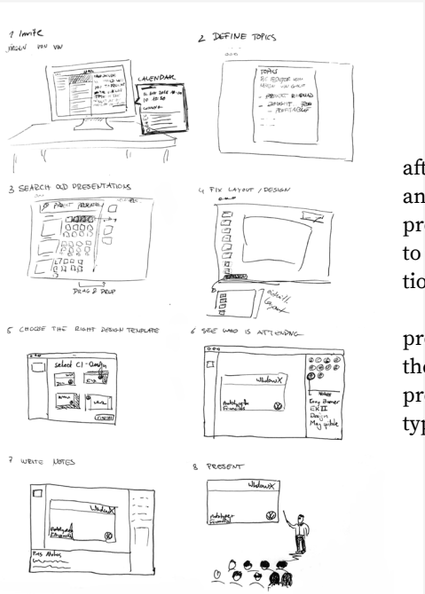
make it possible to import stuff from other office applications

provide CI elements faster

provide fitting images



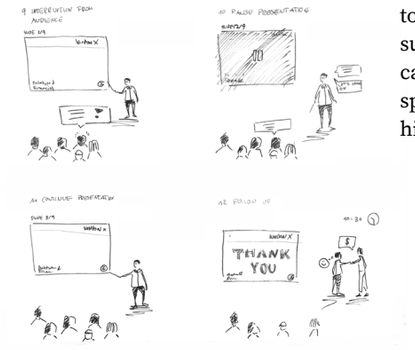
To reduce the time of preparation, import single slides from old presentations.



after importing slides from another presentation the presenter can fit the design to the rest of the presentation.

providing an overview over the attendees reminds the presenter of the audience type he is presenting to.

as a presenter you can easily run out of time when being interrupted by an attendee



to speed up the discussion such cases, the presentation can be visually paused if the speaker thinks a question is hindering the progress

Designer
trained and visual

Needs

As it is often times the only way to accurately get their ideas across until the project is done, designers need to use presentations to share how they imagine the experiences with the designed products. This happens when presenting either to teammates as a base for discussion or in front of stakeholders, clients and developers, where communicating the vision adequately is even more important and there is little tolerance for failure. Messing up a product pitch or final presentation might cost a lot of money.

To prepare designers for that situation presenting is often part of their educational program.

How Might We...

Compatibility

easy integration of prototypes and design file types

Presenting

create a space to note down technical terms or translations

provide shortcuts or alternative routes for situational changes

make live demos fail safe

Workflow

optimise for collaboration

Layout and Styling options

provide access to professional icons and stock images

shorten the time it takes to create a client-specific slide design

make it possible to create diverse presentations

simplify layouting

Scheduling and planning

optimise the computer system so that it does not interrupt the ongoing presentation

Synthesis

As a designer you will need tools that keep your presentation on track and in sync with teammates, help with storytelling and your slides consistent.

Short standard transitions

Global layout guides

Asset gallery

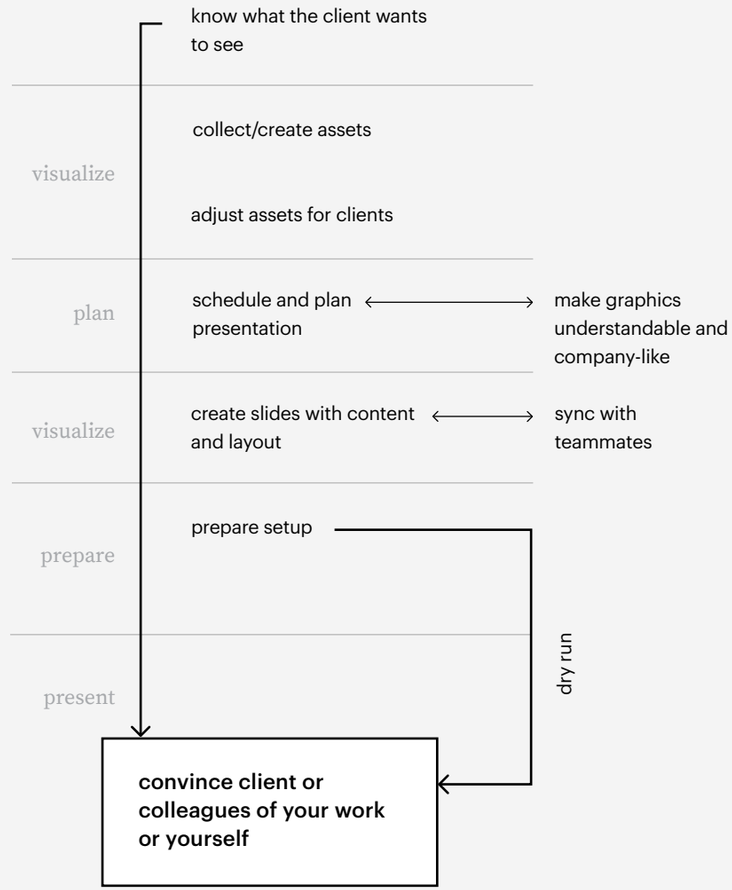
Solid Import Features

Style Library

Remote Presentation

Notes and To-dos

Planning and Scheduling



CHAPTER 8

Insights and Focus Shift

01
The presenter wants to feel confident with the setup

02
The presenter wants to feel safer during presentation

03
Presenters want to automate what they don’t really care about

04
Outlined presentations are usually better than improvised ones

05
In a presentation the speaker is always presenting himself as well

06
Presenters should not do „the business-ppt“

07
When giving a presentation you want to „be your own boss“

08
Time is limited when presenting so scheduling is even more important

When preparing, people don’t want to learn new things about software

Presenters should make the visual content accessible for everyone

A tool should help me to improve my presentation skills sustainably

As a presenter I need to get people to understand what I’m talking about

Starting and ending a presentation properly is hard

As a presenter I want to collect everything & don’t forget anything

In the work and practise context remote presentation could be helpful

We should enable stronger body language

A presenter wants to get all the background info they need at the right time & place during presentation

Presenters want to be able add information that pops up later in the presentation preparation process

Presenters want to get people to empathise

The presenter wants people to pay attention

Preseters want to look professional

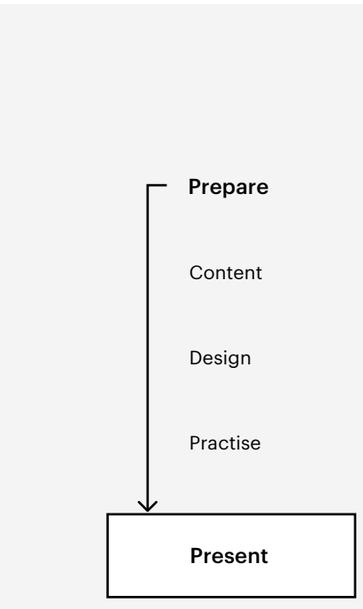
PART 2
SETTING A FOCUS

Refining our project scope and exploring first product ideas

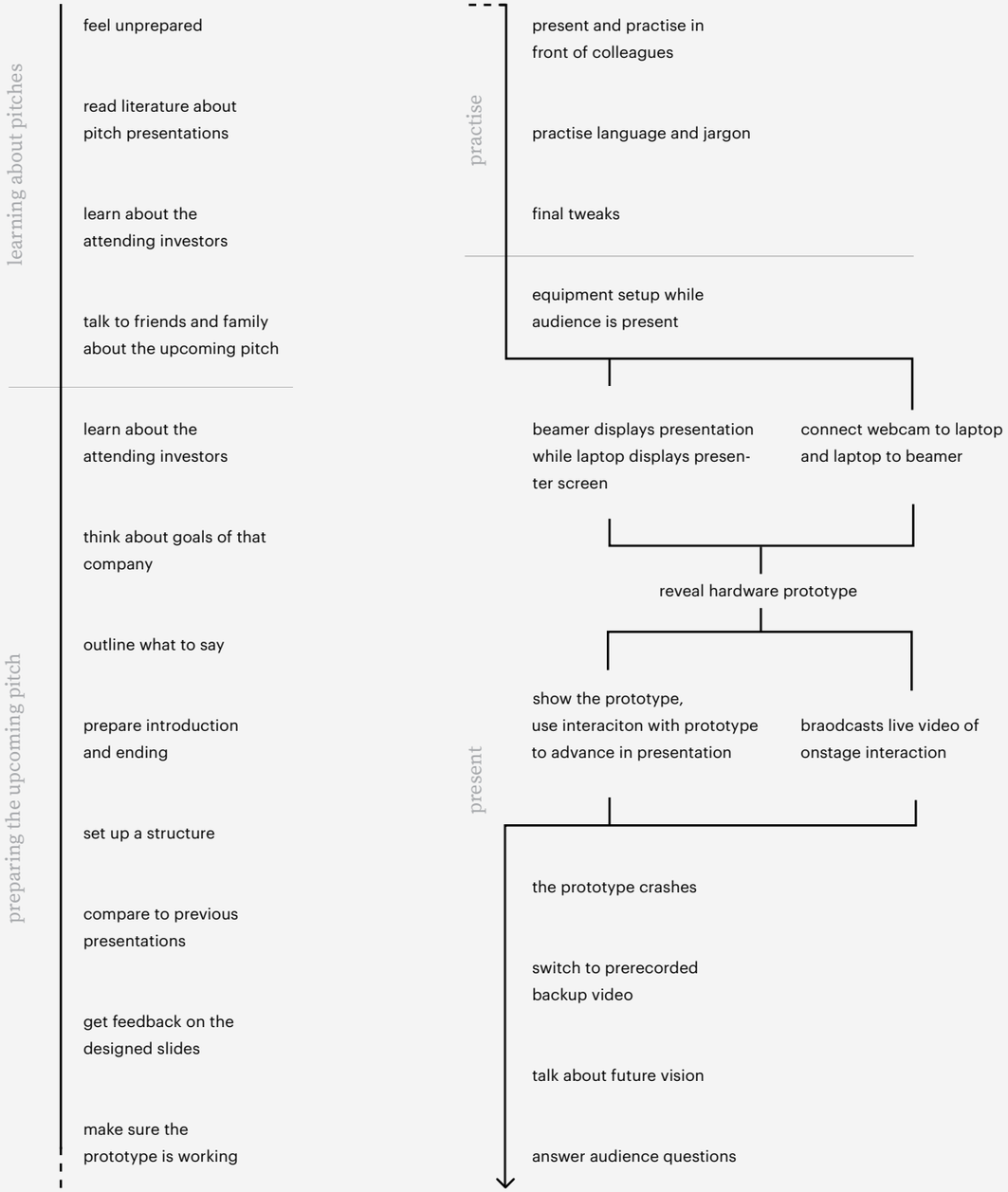
CHAPTER 9

Exploring the Contexts

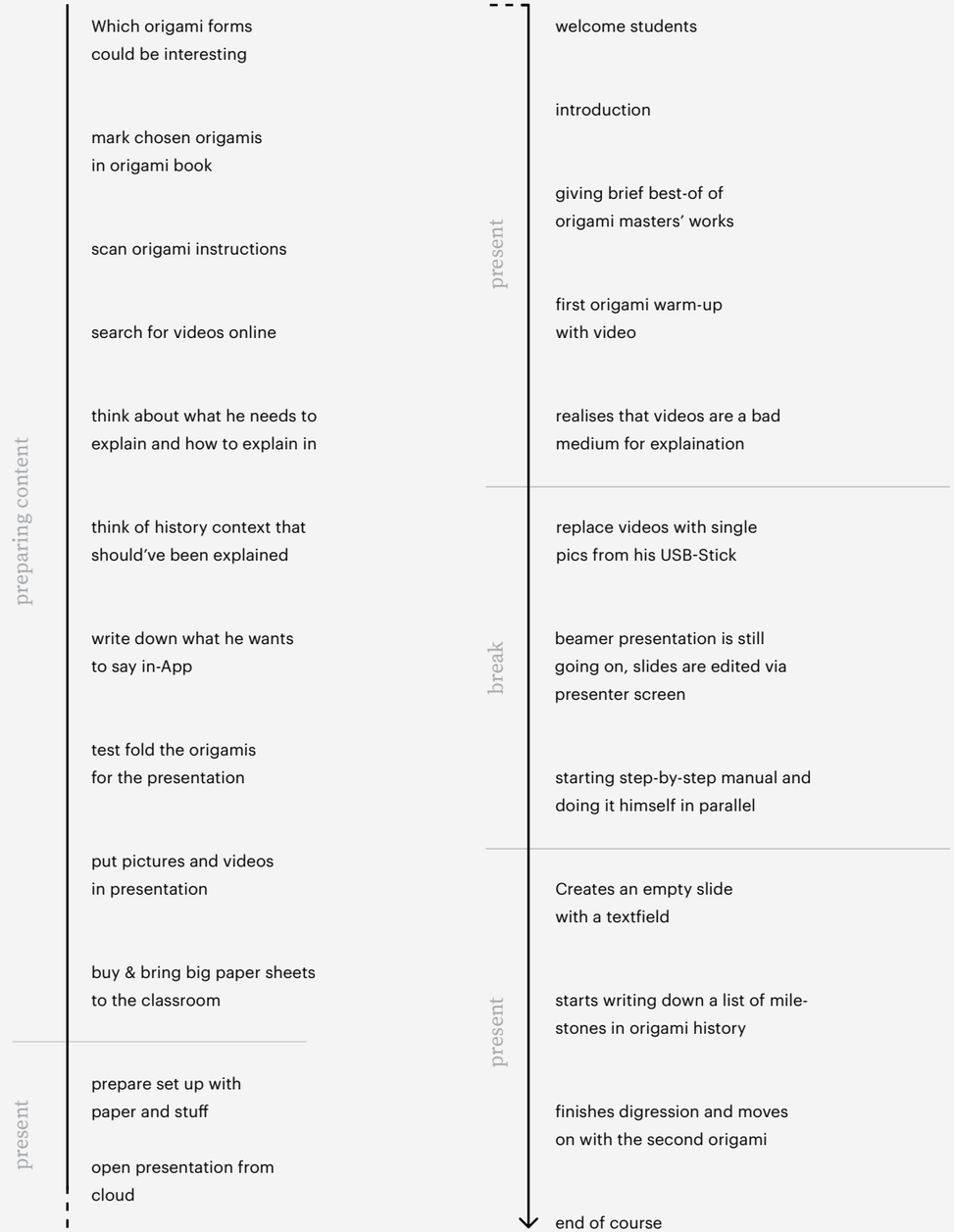
Based on previous insights, we decided to sketch out several user flows to get a deep understanding of the context we were designing in and have a solid base for developing our concept. We found that even if the motives in each case differed, there still were a lot of similarities throughout the flows.
The essential parts of the flows are shown on the following page.



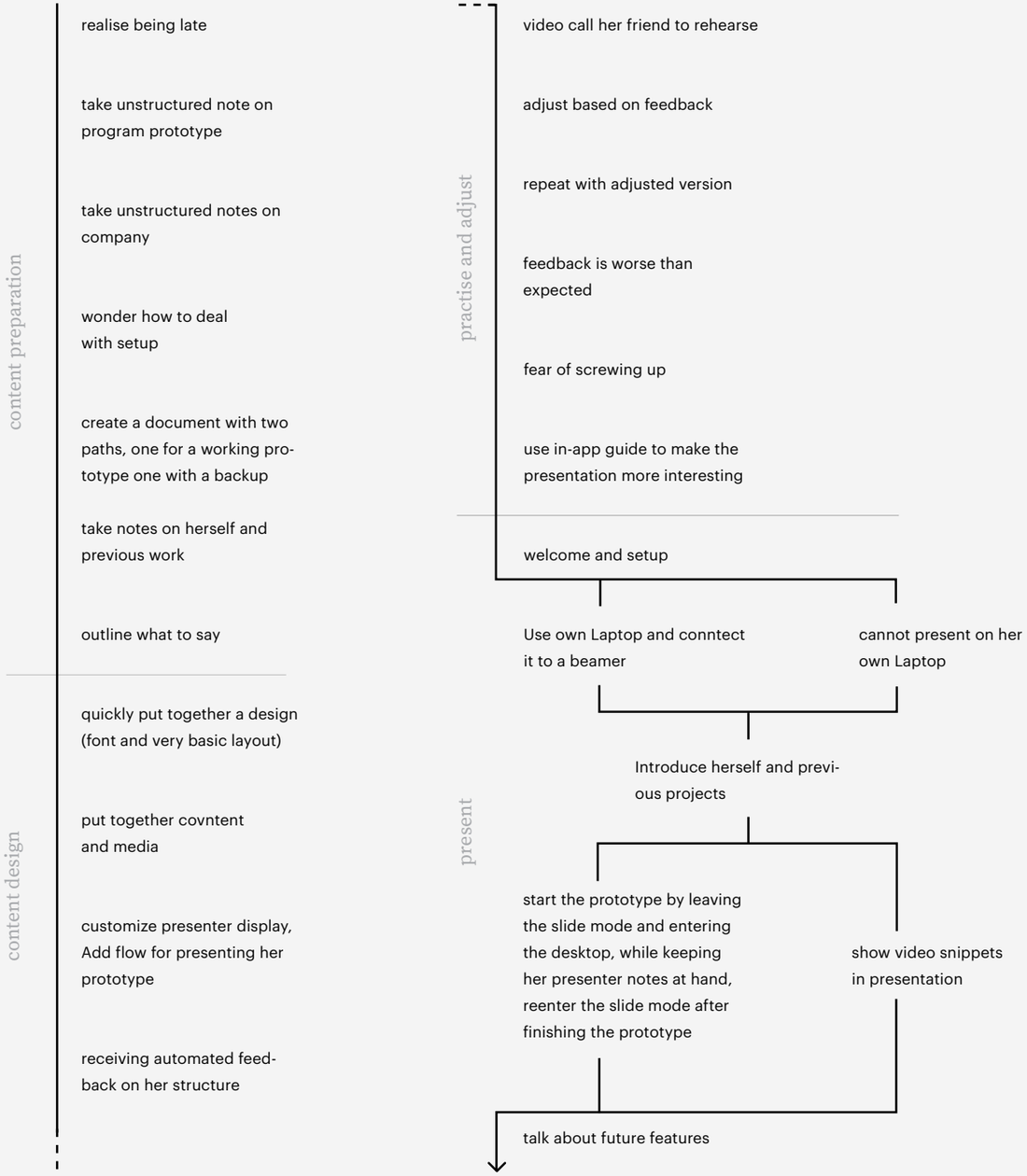
A Start-up pitching their Idea



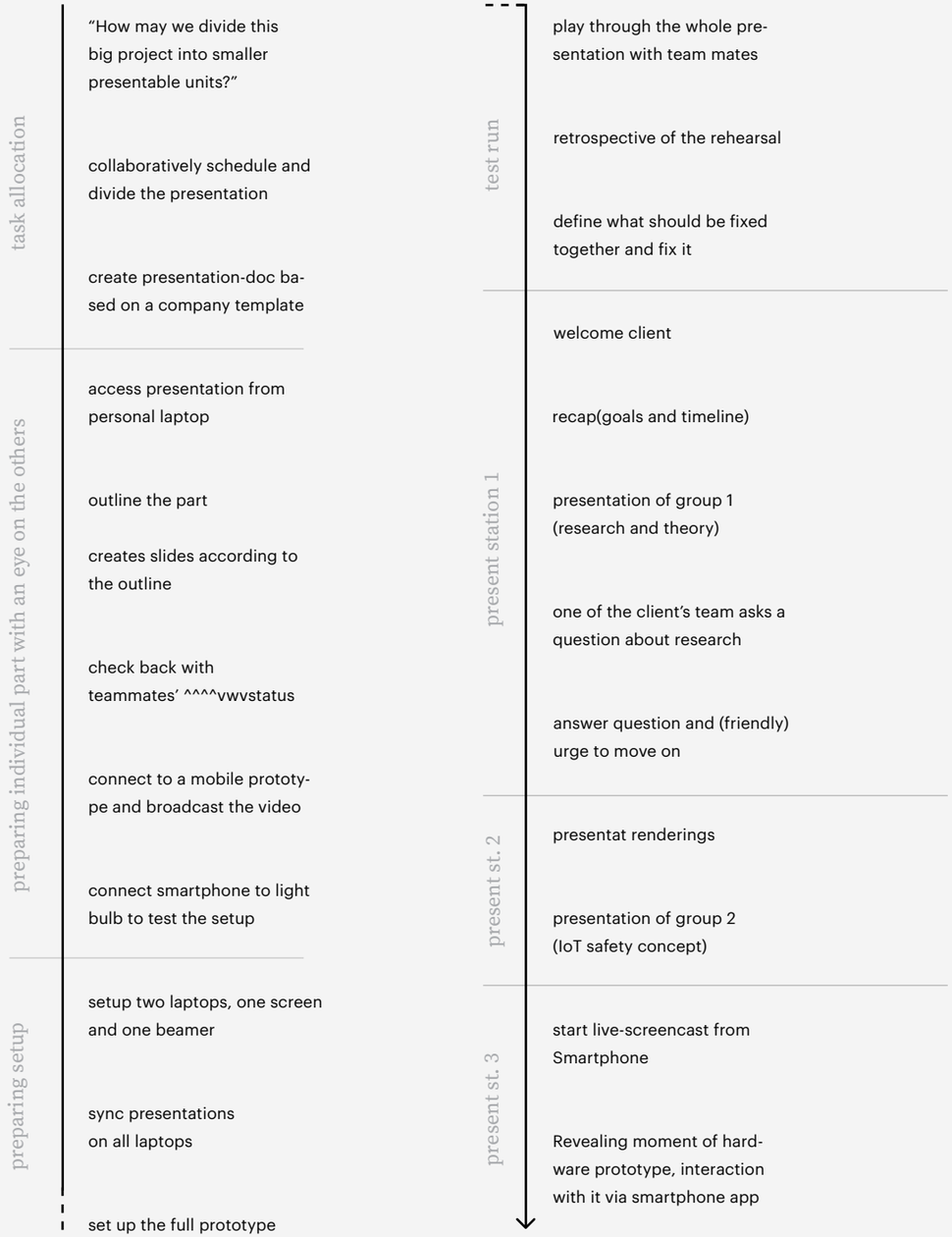
A Teacher doing a Origami Workshop



Presenting a Program at a Company for a Job Interview



An Agency presenting smart Lights to a Client



An Educator showing off a Demo at a Company

preparing

"What is special to the company I will be presenting at?"

How can I convince them that we address their special needs?

copy presentation of a previous workshop

alter details

write down company details and think of jokes

"practise"

check for errors/newest versions

fix & go through everything in 5 minutes

present

greet and thank the host

introduce himself, his company and its background

demonstrate a quick overview of the software using a presentation frame

focus on some special features

financial benefits and licenses

present

finish with a bang – SPECIAL OFFER

retrospective of the rehearsal

person asks about support for specific feature

go back to slide with demo and show off feature

socialising with attendees

A Student giving a Tutorial accompaning a University Lecture

praparation

supported class "Computer Organization and Assembly Language Programming"

think about what would be important to know/repeat with the students

create an overall plan for the semester

start with the first presentation, breaking it down into its details

prepare exercises for the students, leave room for their questions

prepare empty text-fields for live-adding content, so the students can easily follow along

write down a template for what he wants to show inside of his presenter notes

work out relatabel anecdotes

prepare for questions indivduals might have

exercise to be able to estimate the time students will need

practise

organize flipboard for the course

check back with fellow students form his semester if the cotnent is appropriate

present

welcome his students

give introduction of himself, the tutorial and todays plan

everyone introduces themselves

first part of tutorial

student question

repeat explaination

first exercise and "help"-session

second part of tutorial

second exercise and "help"-sessiont

finish todays tutorial with the offer of additional help

Focussing on basic Requirements

How might we

Based on the given flows we put down the essential requirements again in the form of “How might we...?”-questions

HMW
make it easy for the user to match the content to the audience and the presentation’s context?

HMW
make presenters feel like they are in control and know what they are doing?

HMW
make it easy to create a structure based on your content?

HMW
provide the user with their previously made presenter notes at any time?

HMW
make it easy to create more diverse presentations (unlike the usual bullet point lists)?

HMW
make it possible to present prototypes without interrupting the slide presentation?

HMW
help the user to keep track of their time?

HMW
help the user to have a more structured creation process?

HMW
not build a second Keynote or PowerPoint?

HMW
reduce the fear of errors and factors of uncertainty?

HMW
enable the audience to give proper feedback and the presenting person to receive it properly?

HMW
create an environment to practise presentations when there’s no one around?

HMW
not have too many confusing styling options?

HMW
help people to be good workshop facilitators?

HMW
fit the presentation to the surroundings the person is presenting in?

HMW
help people to delete superfluos and distracting content?

CHAPTER 10

Rhetorics

During the reflection on our previous research and cumulating first insights and “How Might We”-questions, we realised, that apart from the more technical side of setting up a fail-save environment, if we wanted to build an actually helpful tool, we would have to include options for a more guided structuring process.

The only way to give speakers more security, make talks more individual and give audiences a better experience, was to actually make sure presenters could focus their preparation on structuring, finding out what their essential message was and how to get it across to the listeners.

To achieve that we took a step back and gathered information about rhetorics and formal structure, behind presentations.

In the following we will devide the stylistic devices into three main categories which are language, structure and content and visual augmentations. The given examples are just extracts from a larger set of options, to illustrate what we are talking about in each category.

— Language Those are the kind of stylistic devices that most people remember from school. The rely on the choice of words and most of the time aim to create a certain feeling or opinion in the listeners’ minds. We can find some of these in talks by Steve Jobs or Sir Martin Luther King Jr. (Duarte, 2010).

These are some of the more frequently used stylistic devices:

Euphemism/Marvelling

Comparision

Exaggeration

Trivialisation

Quoting

Pause

Lyrical Inspiration

Repetition

Suggestion

— Content and Structure Your choice of words can have quite an impact on keeping your audience’s attention. However most of the time that will not be enough to make people want to listen, understand and empathise. “Content and Structure” refers to framing the content in a specific narrative form.

Joke

Teasing/Foreshadowing

Personal Stories and Experiences

Historical Stories

Vision Stories

Call to Action

Bridges

Wrapping content into the bigger picture

Transfering from an unfamiliar context to a familiar context

— Visual augmentations Presentations give us the power to support visually what we are saying. Having images, videos or other visuals to accompany your speaking can help your audience to understand and remember your talk. However, as Chris Anderson describes it, slides take away attention and demand cognitive effort that could otherwise be granted to the speaker (2016). This in turn means that every slide should serve a purpose.

Gui Bonsiepe created a list of visual-verbal figures that could help to use images more meaningful. Those are similar to the stylistic devices in the language part, but refer to the visualisations instead of merely the choice of words. (Joost, 2008)

Example

Visual enumeration

Exaggeration

Parallelism

While a lot of the mentioned rhetorical devices will seem familiar, most people conciously only use a few of them. Being shown the possibilities directly inside of the presentation software might encourage users to experiment more or at least remind them that there are different ways of delivering information to their listeners.

CHAPTER 11

Magic Solutions

Exploring Boundaries and Possibilities

At this point we had gathered a large amount of background information, user research and clear questions for the product requirements and were ready to start working on the range of functions.

To kick off the concept phase, we decided on exploring “magic solutions” to our users’ problems. This would help us not to get stuck in generic solutions and function as reverse engineering on wanted functionalty to add as little effort for the users as possible.

Opposite can be seen a few of the solutions we came up with.

01
Feed the system with your content and contextual constraints and it will automatically evaluate and come up with a structure and notes.

02
Slides will be designed automatically based on the structure you come up with.

03
The user keeps control over the desing, but there is a magic „fix layout“ button that eliminates displaced elements or colors.

04
The tool generates content specifically to get the audience to empathise, eventually refering to news or topics of current public interest.

05
When getting asked questions by the audience the tool searches for answers as well.

06
Spotlights search inside of Keynote lets you search for content live in a workshop without the audience noticing

07
The presenter gets live evalution of his speech and feedback from the programm if he should, for expample change intonation or body language.

08
Presenter notes advance automatically, similar to a teleprompter but adjusted to your speed of talking.

09
The tool generates multiple presentations for different setups, addressing the factors of uncertainty (technical setup, audience type)

CHAPTER 12

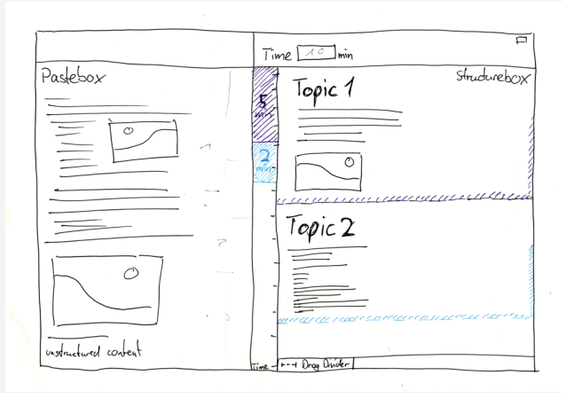
Restriction Testing

Following the idea of providing guidance for the user, we wanted to find out to what degree users would be comfortabel with being directed by the software or if they bothered at all.

To get to that insight, we sketched out six variations with increasing restrictions for the user and went through a number of interviews, where users should rate the different designs and explain what they liked and disliked about them.

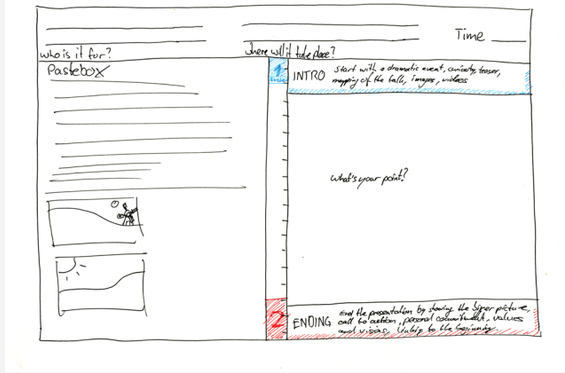
restricted structure

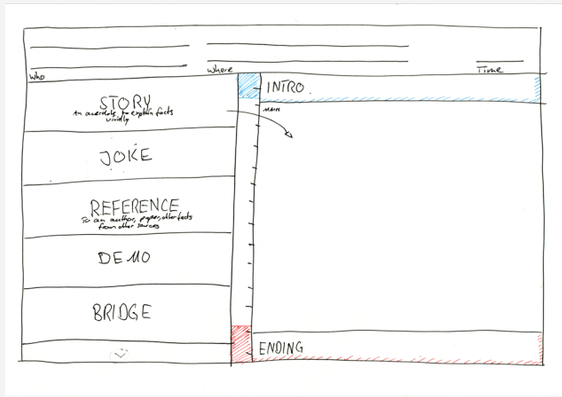
free structure



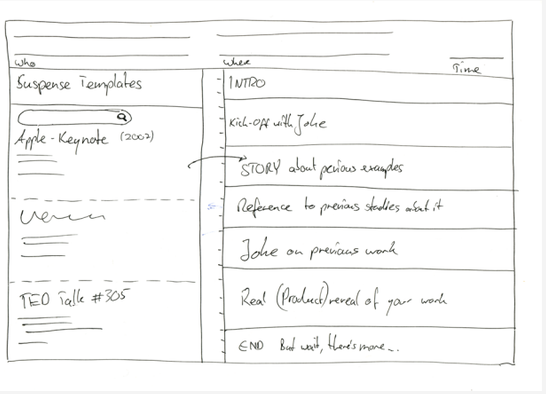
1
Consists of an extended text editor, a timeline and a block-based structuring box

2
In addition to level 1, intro and ending are premade blocks, that have to be filled out



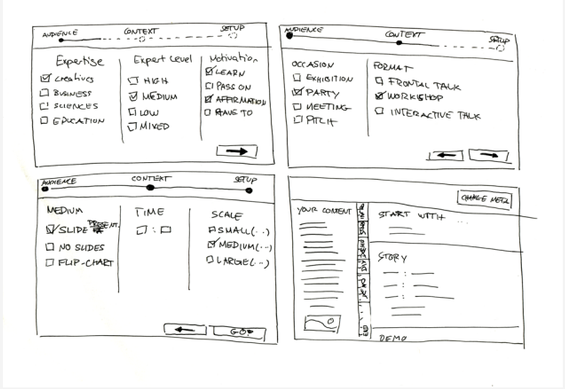


3
In addition to level 2 there are premade forms for content that can be dragged into the structure-box and be used to schedule the presentation



4

In this case the user can drag entire premade templates based on typical presentation formats or popular presentations into his blocks and fill it with his content



5

A wizard requests the user to fill out a form with parameters relevant to the presentation and as a result provides a set of structures that can be used as templates

Similar to our expecations interviewees tended to like the first two levels of restriction, that provided basic guidance and possibilities to structure the content, but would not force the user into premade patterns.

However surprisingly most people also initially liked the wizard approach (however questioning whether it would practically work out).

While more experienced presenters showed interest in getting more information about stylistic devices and strucutring in detail, less experienced presenters seemed to question the use of high fidelity outlining tools. On our further requests, we found out, that most of them did not consiously think about suspense and high-level structuring. The same people also liked the idea of being reminded of having to flesh out start and ending in detail, admitting to the fact that those were hard to get right in general.

One of our interviewees mentioned that while he initially liked the idea of premade structure blocks, after some thinking, he would prefer a more personal structure that fits him individually.

In general almost everyone admitted, that scheduling the time for a topic in a presentation was relevant and most of the time not easy. Hence a visual representation of the timeline would be overall useful.

Opinions regarding the pastebox were pretty clear, getting the unanimous opinon, that it would be helpful to collect all your information and data in one designated place.

Coming back to our initial question, whether people would mind being limited, we got the answer, that yes, forcing a specific workflow would be an issue, however giving guidance was generally desired. We got an overall positive respose on incorporating an educational factor into our application.

PART 3
CONCEPT

Explaining the functionality and theory behind our design

CHAPTER 13

Conceptual Basis

After exploring lots of different ideas, we decided to settle down with a concept that translated the recurring pattern we found in the process directly into the interface. That concretely means that we would have designated parts for structuring content, designing visuals, practising the presentation and of course presenting it.

However the last two parts are extremely similar and we will only explain one of them in detail.

We also recongnize that there are different approaches to the preparation process, some of which are more structured, by starting with a rough outline and then filling in the details and some are very messy, starting with a lot of text and then reducing it to a reasonable amount. It is left to the individual which method they find more convenient, either way we want to provide tools that enable the user to end up with a clean structure for their presentation.

To meet todays needs for presentation software, we do support collaboration on a document. However we decided not to go into detail with specific collaborative features, as we see our main focus in different areas.

We choose to design an application for a desktop computer as that is still the primary workstation for most people and the most convenient device to perform complex and precise tasks on.

CHAPTER 14

Structure

Structuring refers to the collection of relevant information, the purposeful selection of content, the preparation of appropriate language and the formal outline of the talk.
The user is able to transform any form of input into a presentation that communicates his objectives to the listener.

The Pasteboard

The pasteboard is a space for the presenter to collect all related information in one place. It supports basic operations of a text editor such as bold text and highlighting.

In extension to that, the user can add every media type, that can also be added to the slides. The pasteboard serves the purpose of gathering all information without putting the pressure on the presenter, that it might be too much content for the presentation. It encourages exploration without fearing to lose or forget content along the way.

Structure editor

The structure editor enables the user to frame his presentation with a multi-layered outline, supporting both, high level topics and detailed drafts of content and formal composition. The aim of a topic-based approach is to guide the user towards dividing his content into understandable units and enable scheduling along a concrete timeline. They thereby have to think about which topics should take up which amount of presentation time. Topics and blocks inside of the outline can be moved easily to leave the user with as much control over the structure as possible .

The Timeline

More often than not as a presenter you are provided with a fairly tight timeframe. To put the given time to its most efficient use, we want the presenter to schedule it beforehand by assigning timeslots for each topic. This creates the effect, that you will automatically see if there is more time set for less content in the structure editor. If the user did not set the overall duration of his talk, the timeline will still display the ration in which the topics are distributed.

Metadata

Apart form the timing, there are other aspects of the contex, that a presenter should consider, when delivering a talk. The most important one being the audience, but also the setup and further information.

With our tool, we do not want to force the user to concentrate on on specific context, but we want to offer the possiblity to note down the most relevant key data and have it displayed in your primary field of vision to keep them on track with their presentation

Highlights

Throughout our research we were continously confronted with how to implement a tension curve inside of our tool, or if it was useful to do so in the first place, since it requires a high level of detail in the outlining process and might give the wrong impression of being able to controll the audiences' mood extremely well.

For our final concept we decided against a detailed curve, but instead went for a more rough approach of setting highlights for exciting information or revealing moments. Displaying the distribution of highlights alongside the timeline offers insights into how well-balanced the presentation is.

When setting more than two highlights the program will evaluate the distribution of highlights and give feedback to the user.

Stylistic Devices Documentation

Thinking back to our “Restriction Testing” from Part 2, we can remember that people were gernerally interested in learning more about the theory behind creating a suspenseful presentation. We seperated this documenting, educational part from the actual editor, to not interfere with the individual and free approach to structuring. However, we still wanted to provide a cummulated, accessible source, that the user could refer to when running into a deadlock with his presentation.

We provided filtering options based on the part of a tension graph, where a specific rhetoric device could be located and tagging with keywords to help the user find a fitting stylistic figure for.

While this part of the application partially serves as a documantion of what stylistic devices exist in the first place, we also want to provide a background on what they are, when in the presentation they can best be put to use and what are historical examples that showcase a successful application.

CHAPTER 15

Design

Slide Navigator

Because slides should be based on the content, the only way to add slides is related to topics or blocks. We thereby suggest that the user thinks about a rough structure before going into the visual design of his presentation. The connection between slide and information is shown visually and can be manipulated later on. One slide can be added to one or more blocks and inversly one block can connected to multiple slides, for example to visually depict a process or gradually build up a concept. keeping the slides connected to the content assures that, when changeing information in the outline it will change the slide order accordingly.

Our concept on slides might seem restricte compared to other Slideware, however the requirements for being able to add slides are fairly low.

Global Styles

To keep the visual design of the slides consistent, but prevent the user from having to layout rigid master slides, we integrated global styles for Color, Typography, Shadow and Grid layout.

By default there are three different colors (black, white and an accent color), three font styles (heading, text and footnote) and one shadow style. The user can add more colors and font styles, shadow style and grid are however fixed for all slides.

To make it easy to create harmonic color schemes we provide options for changing multiple colors at once and changing them in a row based on either similarity, contrast or brightness. We decided to leave out gradients because usually putting a gradient onto a

slide results in unnecessary cognitive load and problems with readability.

Global prameters for typography are font, font style and weight, size and letterspacing.

There is also an option to change all fontsizes proportionally for creating more responsive presentations and due to the reason that it is often hard to estimate the real size of text on a beamer, when previewing it on a desktop device.

Contextual Styles

Each content type has specific attributes that need to be designed in context. This applys to text, as much as to any other type of content, from offering classic options like looping videos to more sopisticate features such recording video backups for interactive media.

Media Integration

For our tool be relevant, we have to support todays common forms of media, which in concrete means:

Images, videos, audio, websites with integration for specific services such as Framer or Youtube, application frames or interaction on the desktop. By being open to a wide range of media types, we assure that the spreaker can stay inside of his comfortable presentation environment while being onstage. As we are aware of certain „insecure“ forms of media—online content, prototypes or live demonstartions—we offer the option of adding a backup in the form of a video, the user can record, while preparing his presesentation. He can play the backup directly form the presenter screens as an alternative to the interactive file type or as an opt out when there are issues throughout an interactive demo .

Basic Forms

When it comes to designing flow diagrams or mind-maps that display relations or processe you need a certain flexibility with lines and forms. This is why we decided to implement rectangles with border radius options and lines with the option of a dashed line, arrowheads. Lines in our tool do not refer to the classical free vector forms, but they are connection lines whose anchors either snap to the grid or to center points and edges of other elements, offering to options of a straight or curved connection line.

The advantage compared to classical vector lines is to avoid messy lines and speed up the prcess of creating such graphics.

The Grid

The grid is our main layouting tool. The user can decide how many rows and columns he needs. additionally he can change the margins to the sides of the slides. Each element placed onto the slide will automatically align to the grid lines. Out-of-format content will align with two edges. The grid is identical on every slide, so layout changes are synchronised. To give a common example, placing a heading on the top left corner on each slide and afterwards changing the left margin will update the position of that heading on every slide.

To place content outside of the grid, you can hold down the Command-Key. This serves the purpose to support edge cases such as putting mock-ups behind prototypes.

CHAPTER 16

Practise and Play

Advanced Presenter Notes

Space for presenter notes is often limited by the display of other content and reading off notes is in most cases not the best ideas. One other method for remembering what you want to say is to support it with an image. We already do that with the actual slides, so—especially for visual thinkers—it might be a helpful addition to allow image content inside of your presenter notes.

We support seeing presenter notes throughout every part from regular presentation slides to interactive slides and desktop slides.

Live Adjustments

A factor of insecurity can be uncertainty with the presentation setup, especially in cases where I cannot test the presentation beforehand.

Frequent errors are too small text or too little contrast in images. To solve these issues we offer sliders to adjust font-size and contrast right from the presenter display.

We also found that especially in an educational or workshop context presenters sometimes missed drawing onto their slides similar to drawing on an Overhead Projector to highlight elements on the go. We therefor added a drawing tool and enabled live text input.

Interaction Frames

Refering back to our initial project idea, we did not abondan interctive content alltogether. Switching out of the presentation is still a valid pain point of both presenter and audience.

“Interaction Frames” are supporting the live preview of links, files and app demos and the integration of a full deskop view.

Preview of links refers both to general incorporation of websites and to a special preview for files in a cloud, thereby enabling the incorporation of Interactive Prototypes or Graphics.

We support a variety of file types and thereby make it possible to display images, SVGS, spreadsheets, PDF or the usual design file formats.

App demos mirror an application window directly onto a slide for presentations and workshops that are more interactive and creative than a frontal presentation.

Similar to that inserting a desktop-slide will enable the presenter to interact with his computer a usual, but also having presenter notes available and being able to seamlessly insert static slides.

Remote Practise and Play Mode

Practising has as much of an impact on the outcome of a presentation as the preparation. We support the familiar rehearse mode, that displays your presenter notes, if you are not connected to an external display or beamer. Additionally we acknowledge that a fair amout of people feel uncomfortable practising by themselves, so we make it possible to send a link to a friend, collegue or whoever they want to practise with and invite them using a video chat. While the speaker gets to see both video windows and his presenter display, the person on the receiving end will see the slide presentation together with the videos and a textarea for feedback. Throughout our ideation phase we explored multiple options such as recording oneself when practising or smart life evaluation. While recording is already really easy to do and yet not widely

used because it makes people feel uncomfortabel, smart life evaluation might be interesting, but we decided not to rely on features that should “magically work”. By incorporating other people we address the trend of remote work and take advantage of qualitative feedback and the comfort of creating a more realistic situation than when presenting to oneself or the computer.

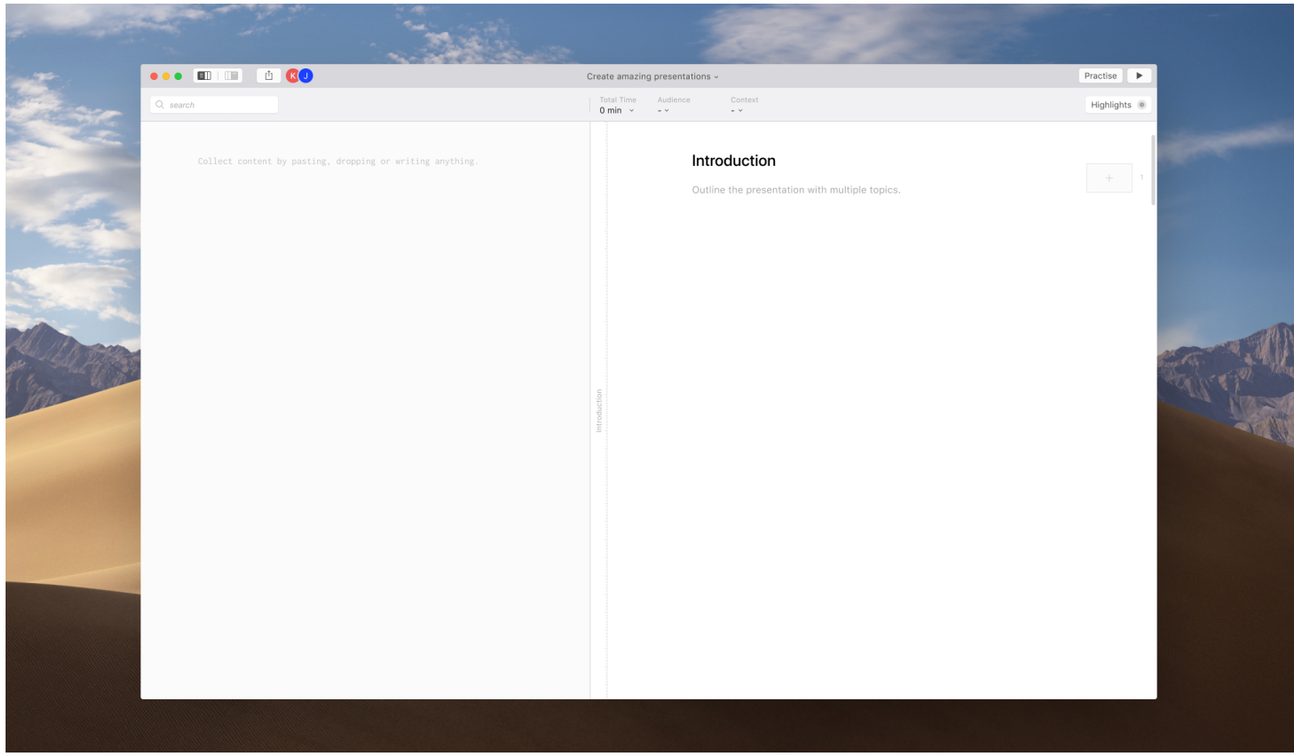
Feedback

To go a little deeper into detail on the feedback part of the practise mode, this feature is not only of use to the presenter, it is also convient for the receiver as a secondary user. It can sometimes be hard to remember everything that comes to your mind throughout a talk, so naturally we wanted to offer a place for that. Having a feedback area in the first place also invites the user to actively think about it. After the presentation the receiver can decide whether he just wants to use a reminder for verbal feedback or to send it directly to the presenter.

If they choose to send the feedback, it will be stored in a log togehter with previous feedback. In this way, the presenter can access it later or might find repetetive aspects throughout multiple sessions. It can also help to see sustainable imporvement when comparing documented feedback from old and new presentations.

PART 4
DESIGN

Going from concept to visual design and defining interactions



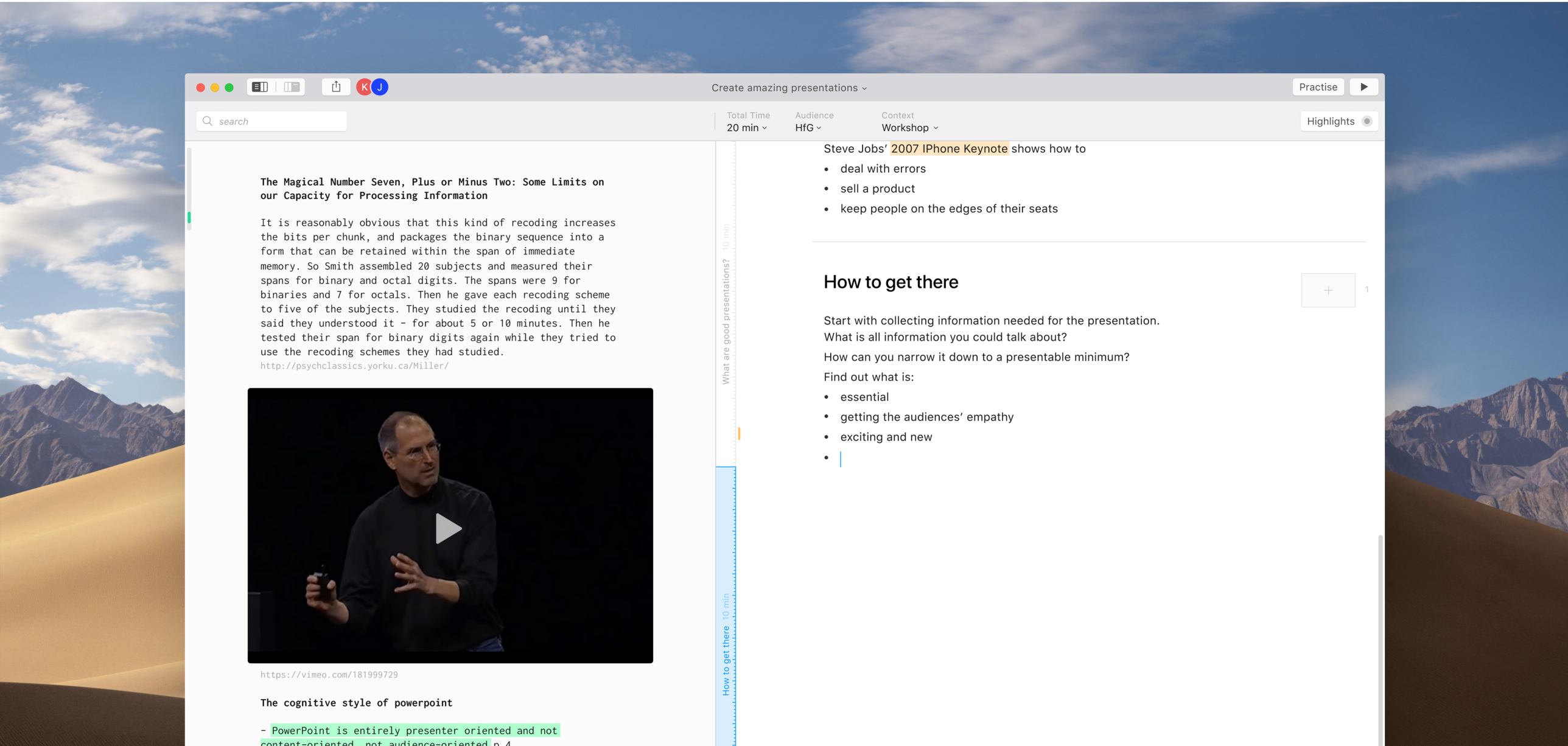
A New Document

The design is optimised for MacOS, keeping it similar to the current visual standard.
In the following chapter we will give an summary of our visual design, key elements and present a detailed view of our final design.

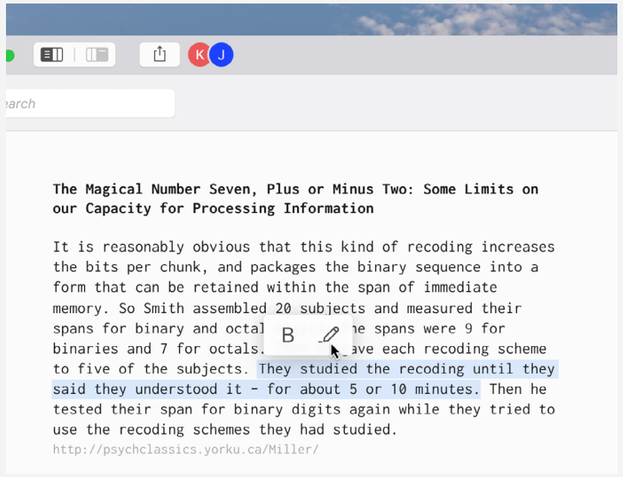
The design reflects an MVP. While already working as a system, it leaves out certain aspects such as transitions, corporate templates or imports from other tools.

CHAPTER 17

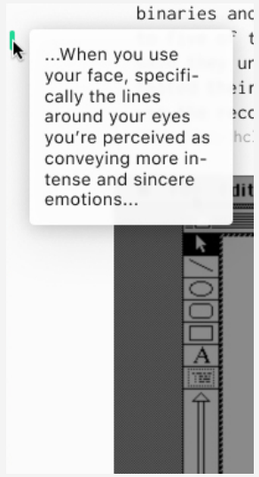
Content and Structure Pane



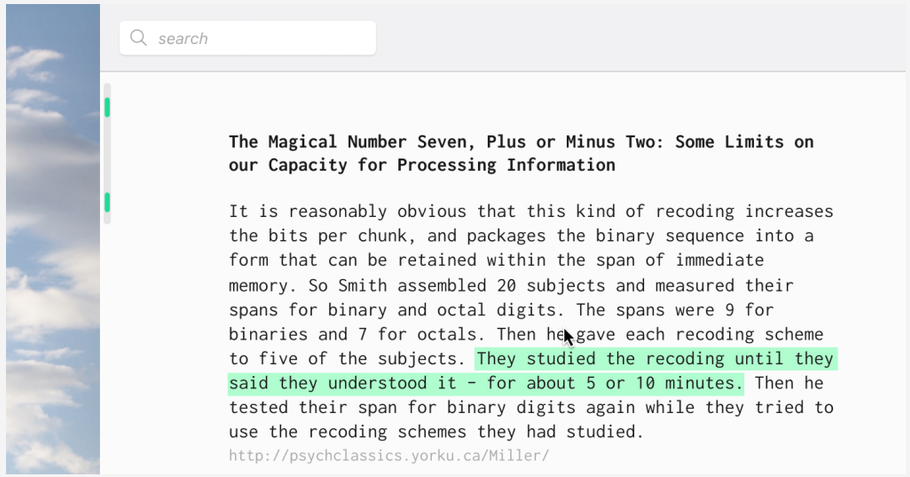
Markers



Marking a text passage

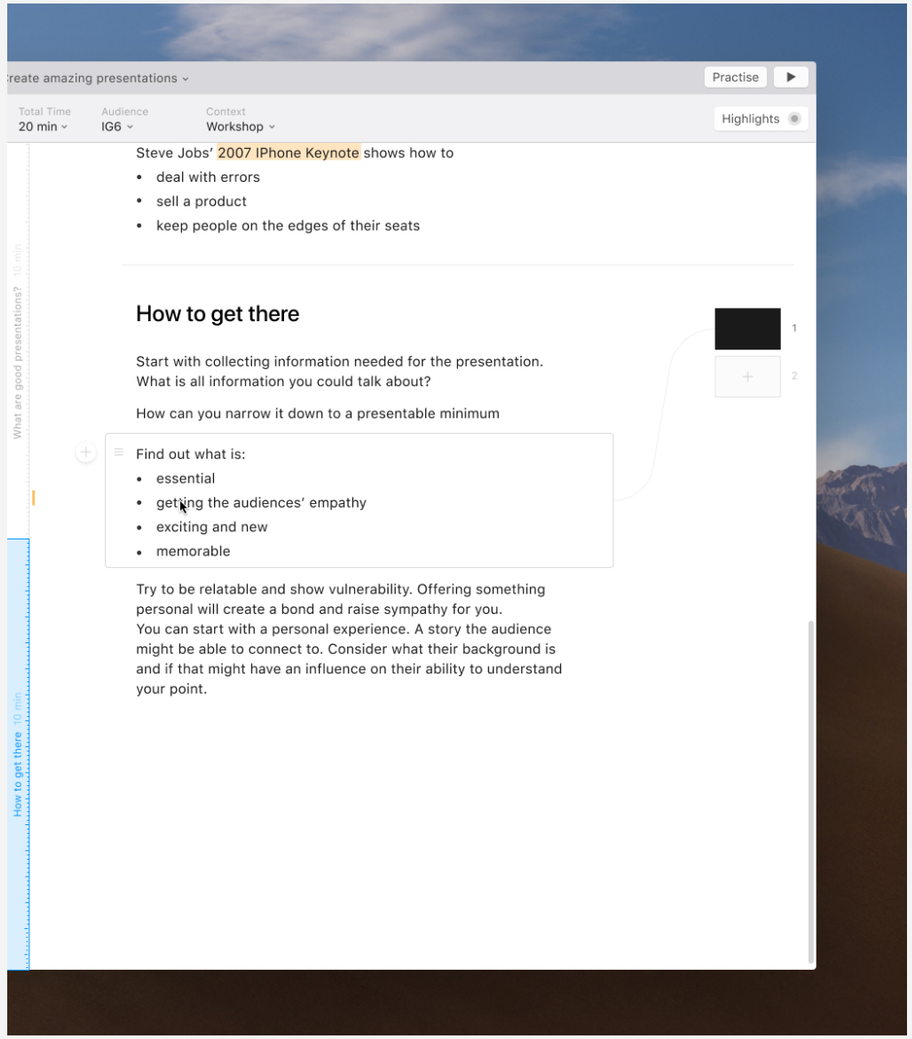


Hovering a marker indicator



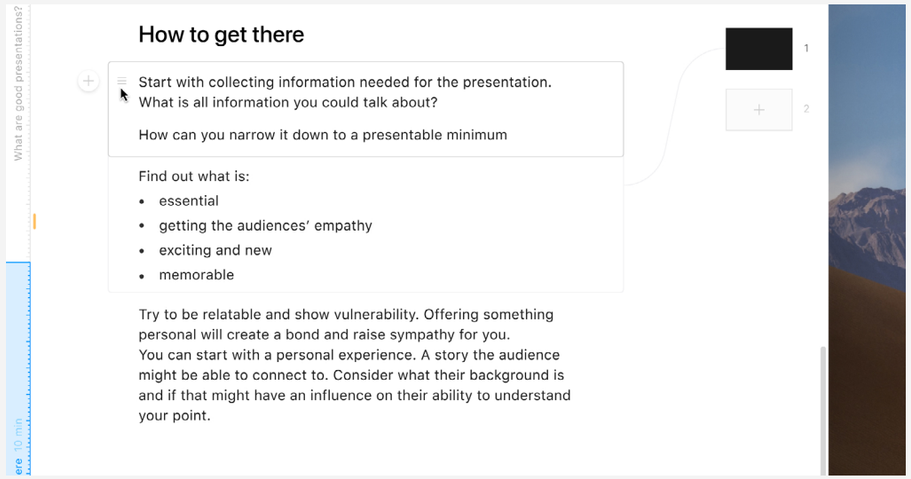
Marked Text

Structure

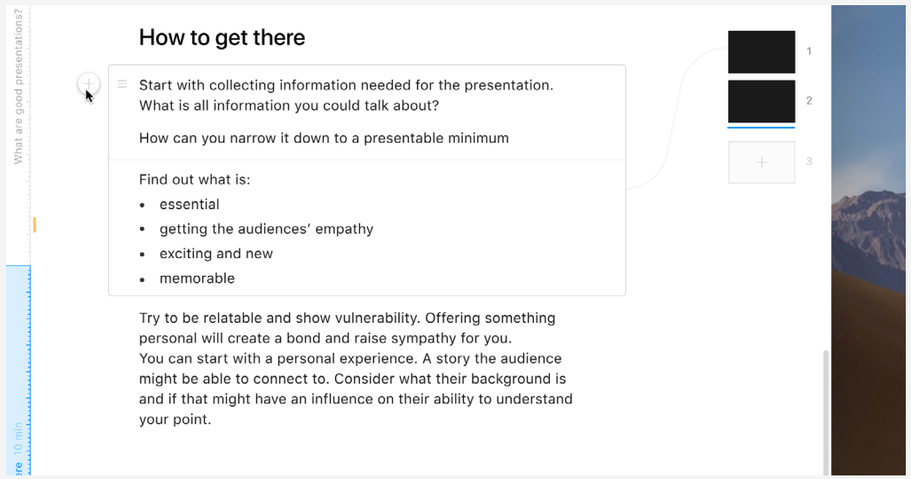


Hovering a single block

Blocks

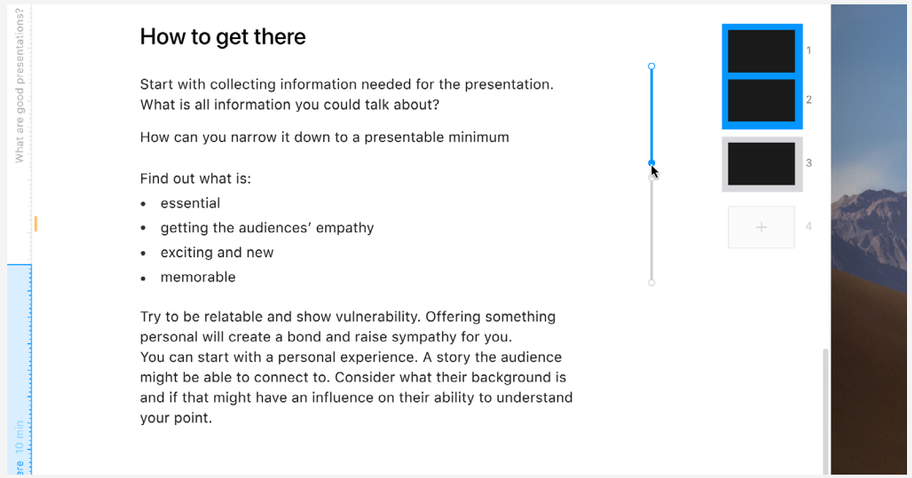


Hovering a block inside of a group

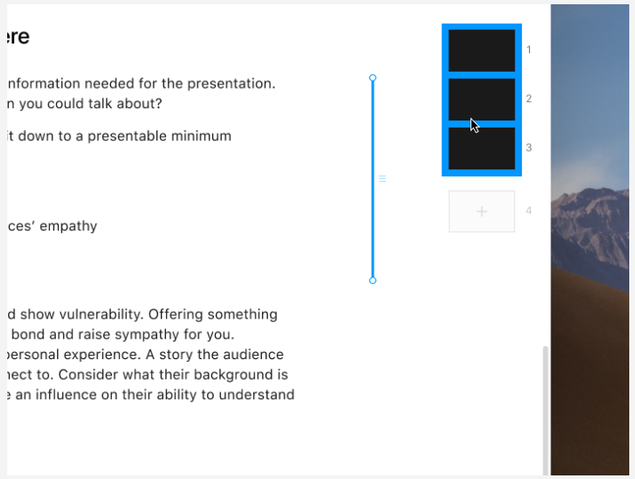


Hovering to add a slide to a block group

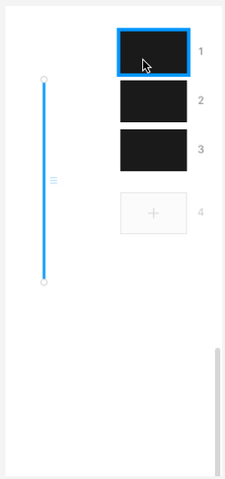
Slide Navigator



Uniting two blocks

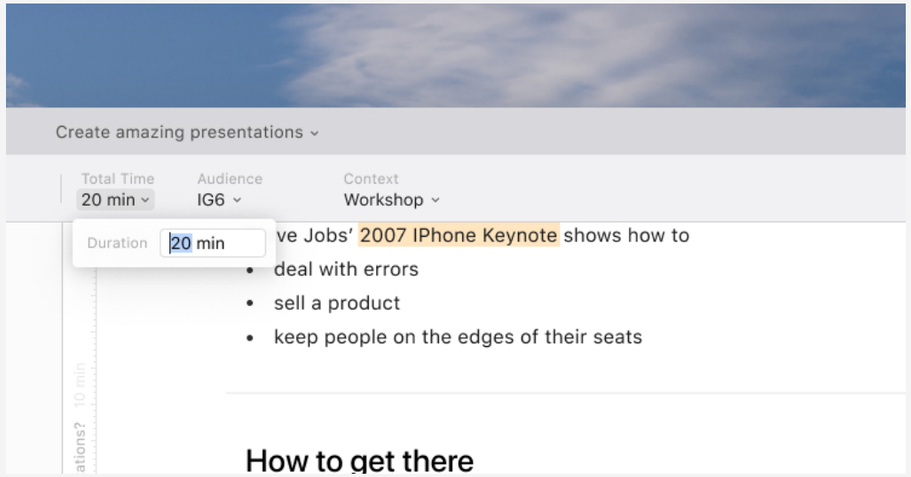


Selected slidegroup

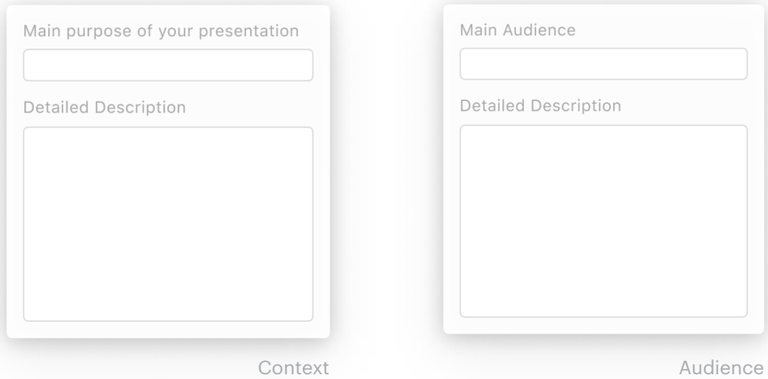


Single slide in group

Metadata

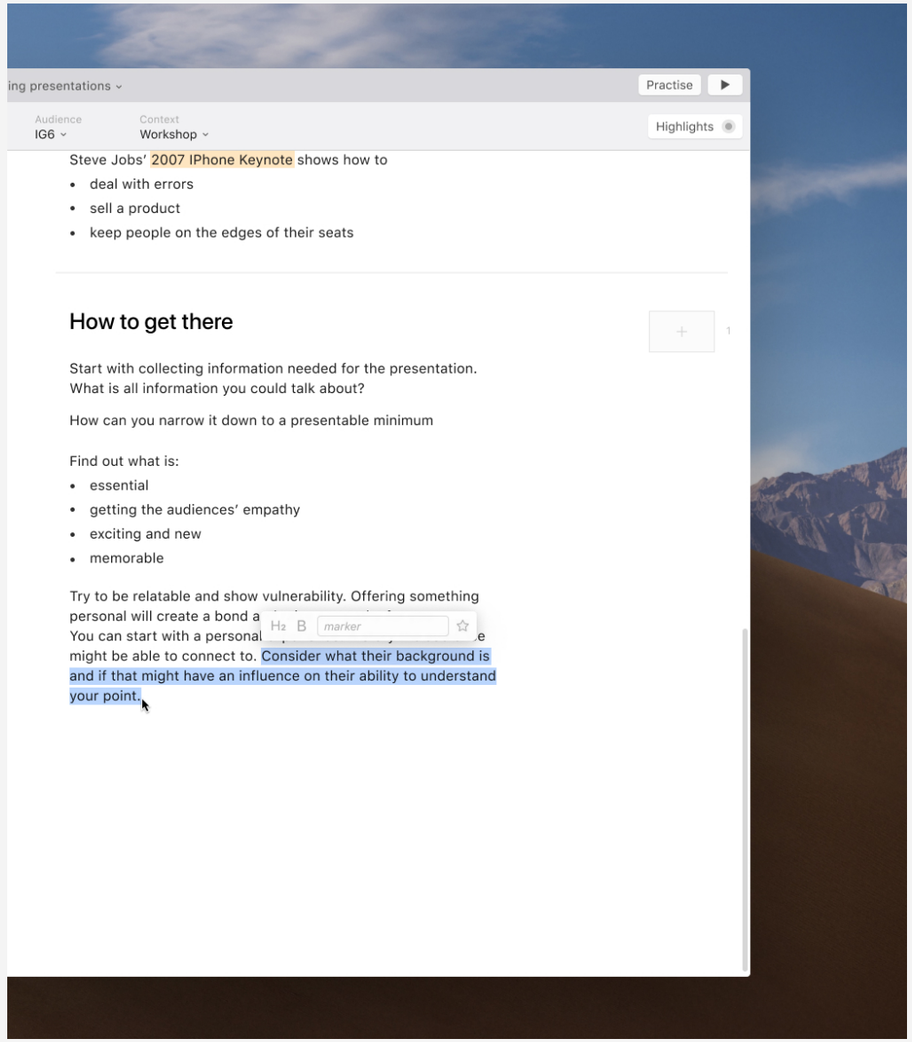


Time

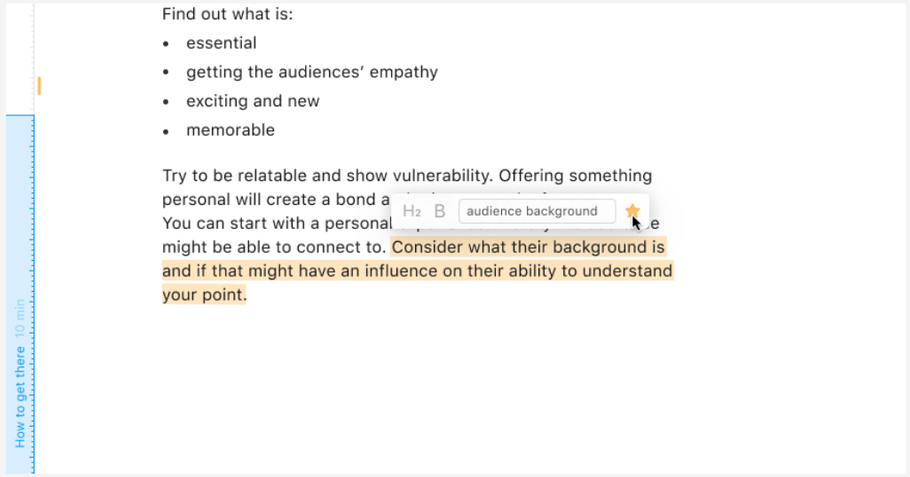


Context Audience

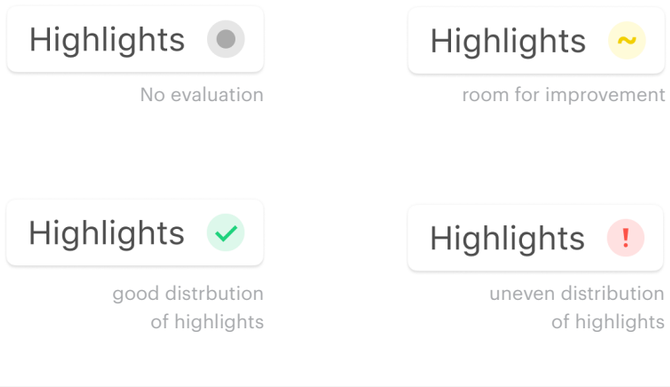
Highlight



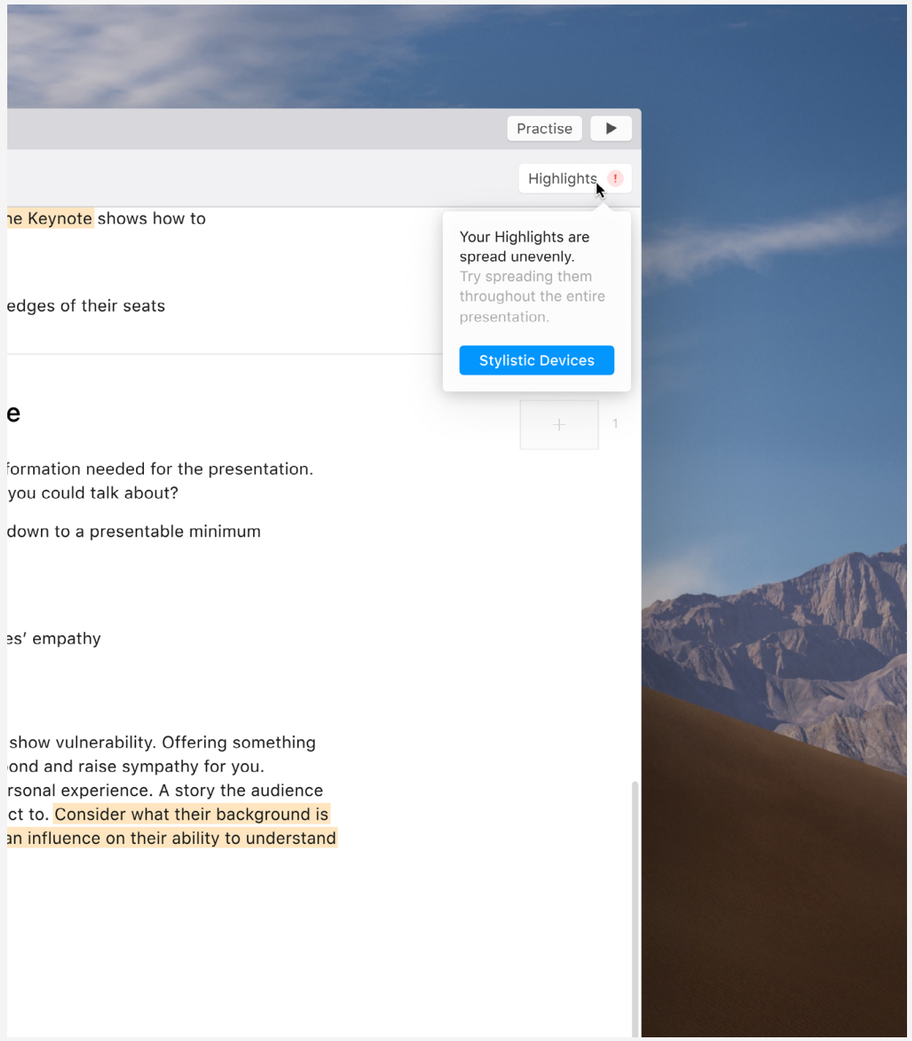
Text formatting and highlighting options



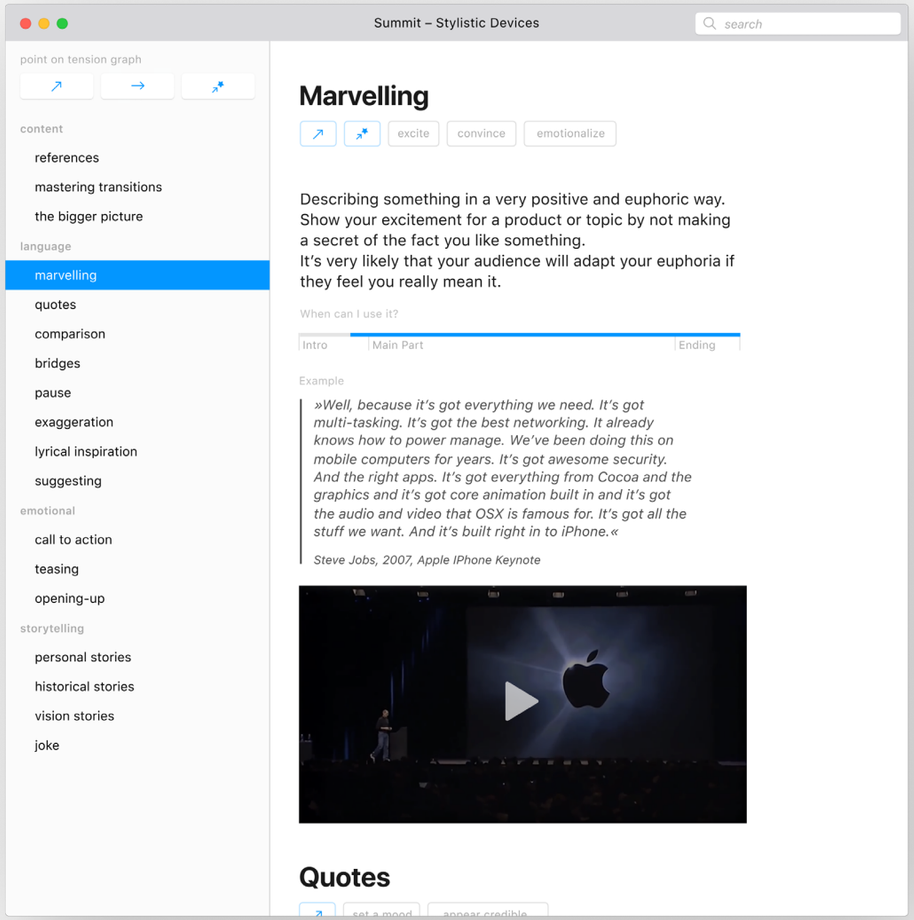
Set a highlight



Stylistic Devices

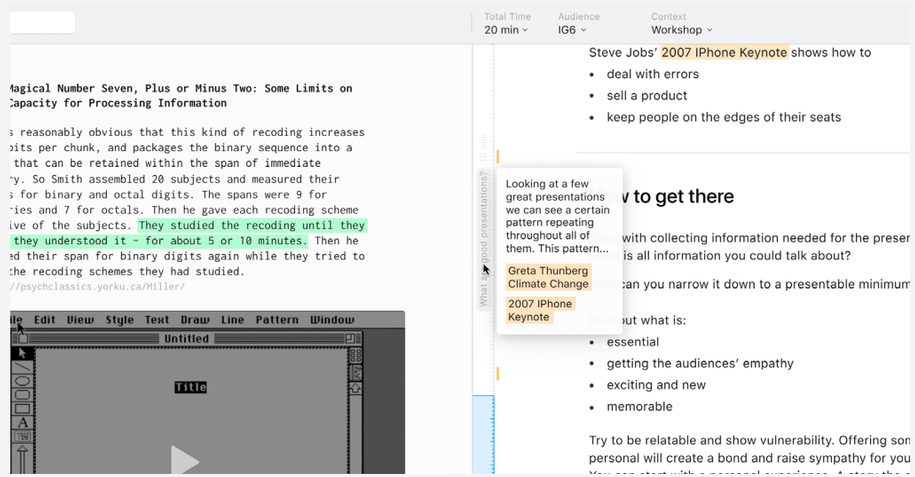


Information on stylistic devices



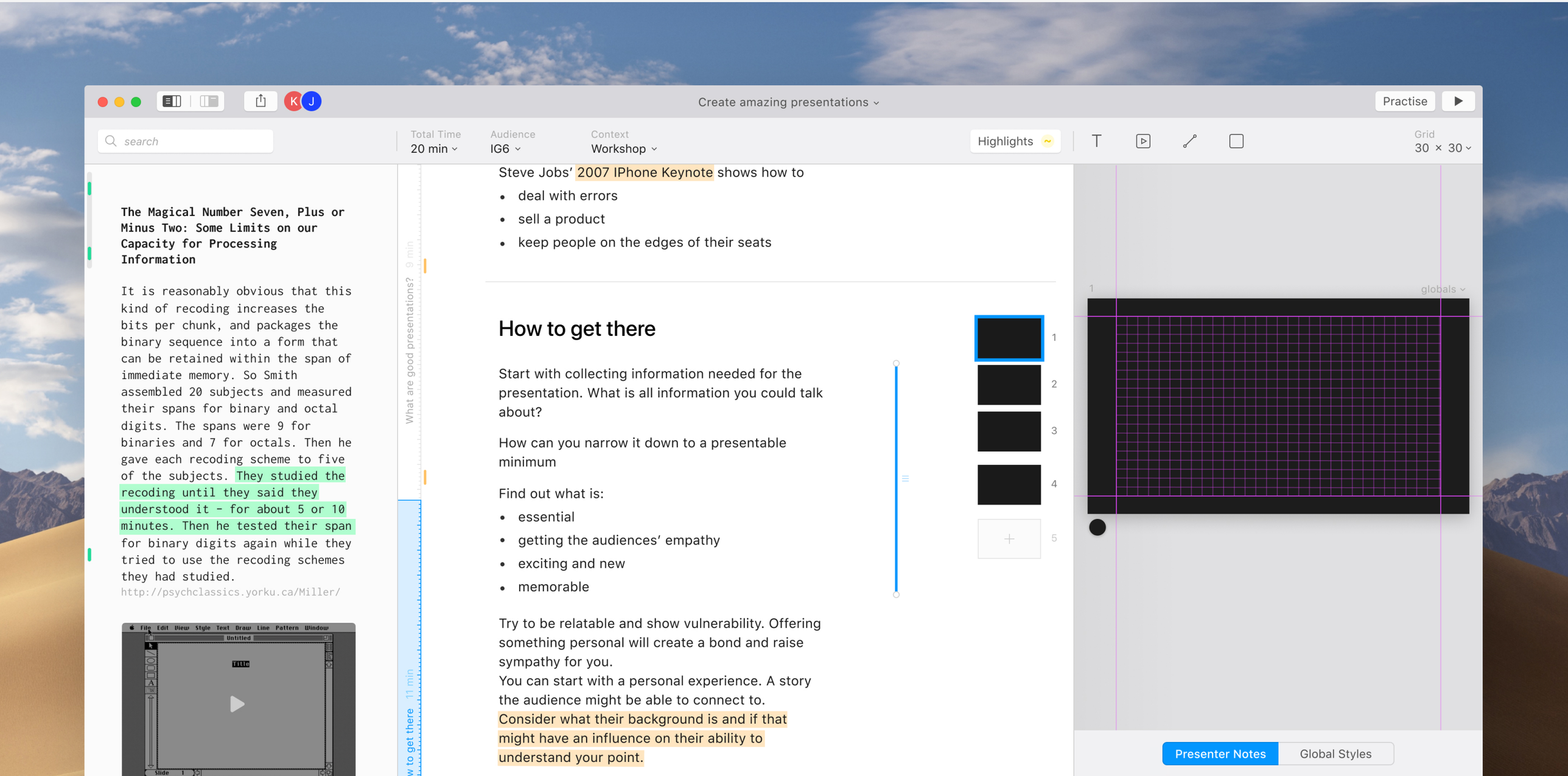
Window with the documentation of stylistic devices

Change Block size on the Timeline



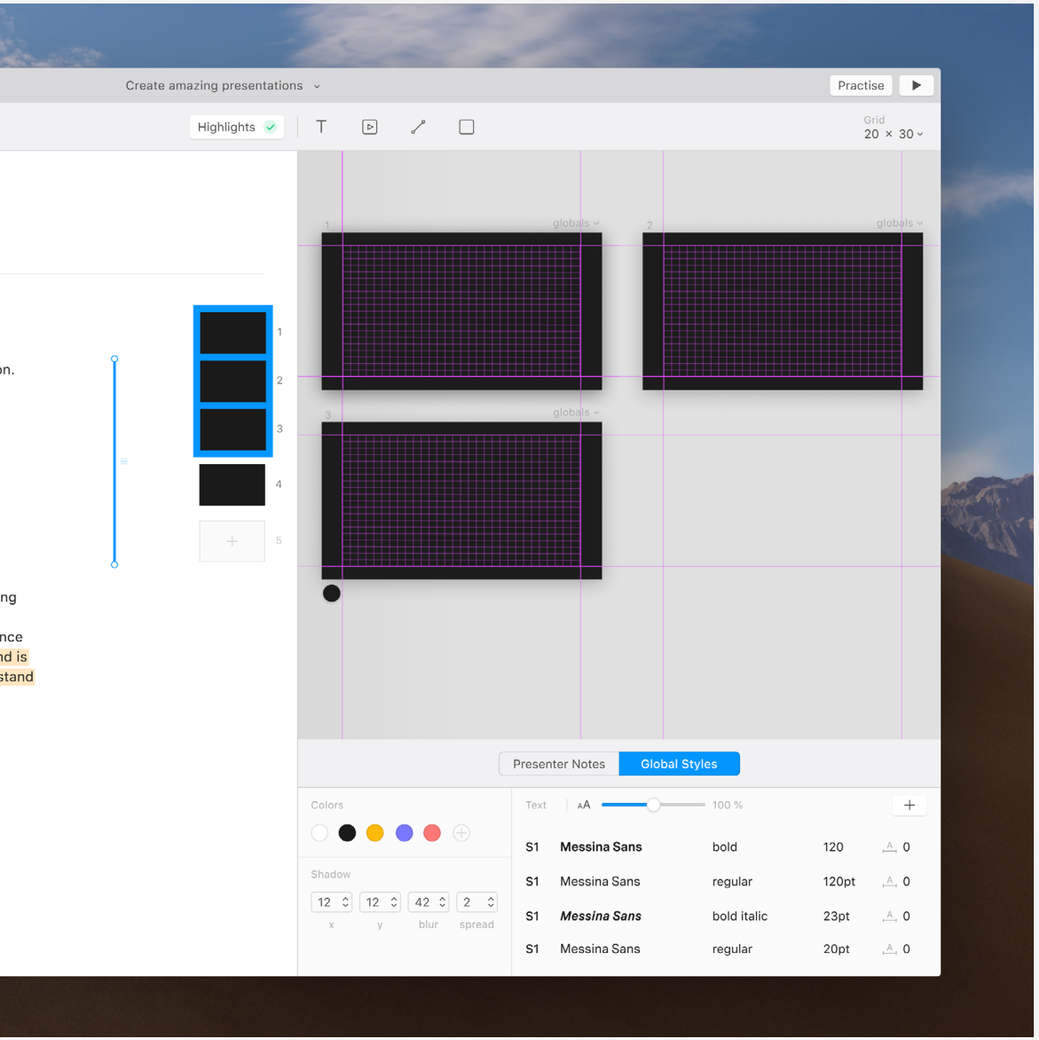
Hovering the Blockname on the Timeline

Content, Structure and Design Pane



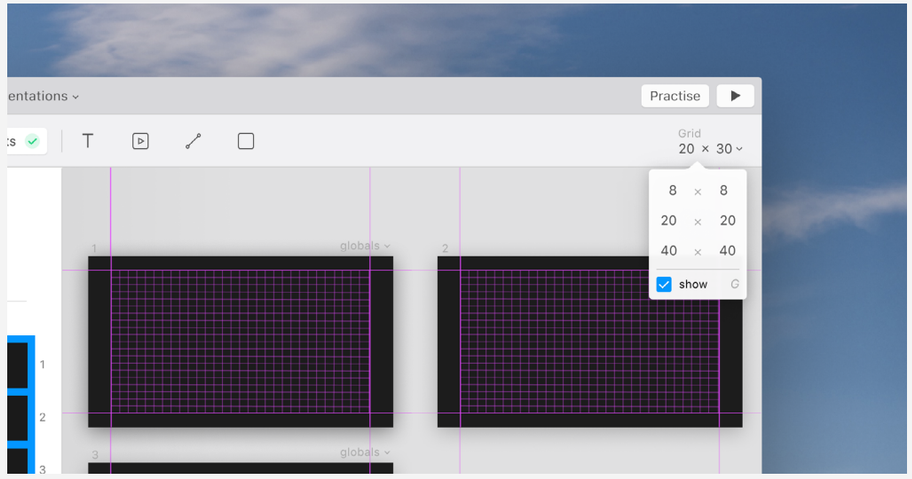
CHAPTER 18

Design Pane

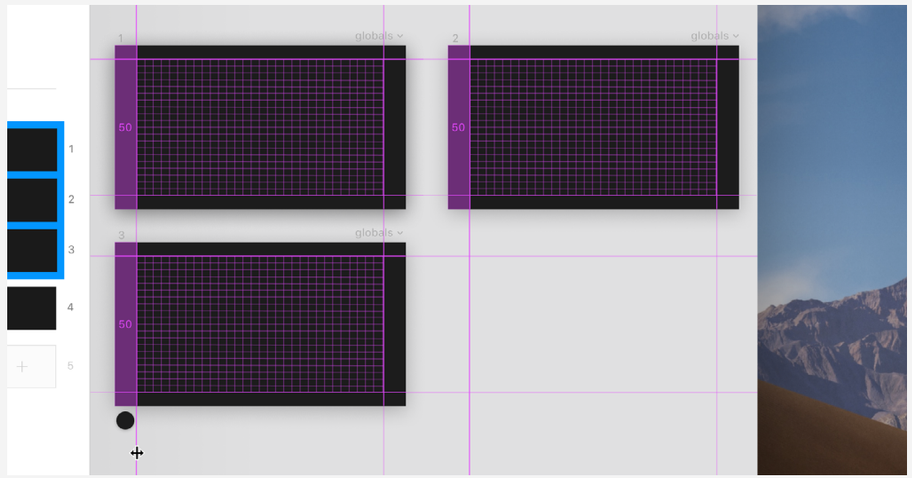


Design View with multiple selected slides

Grid

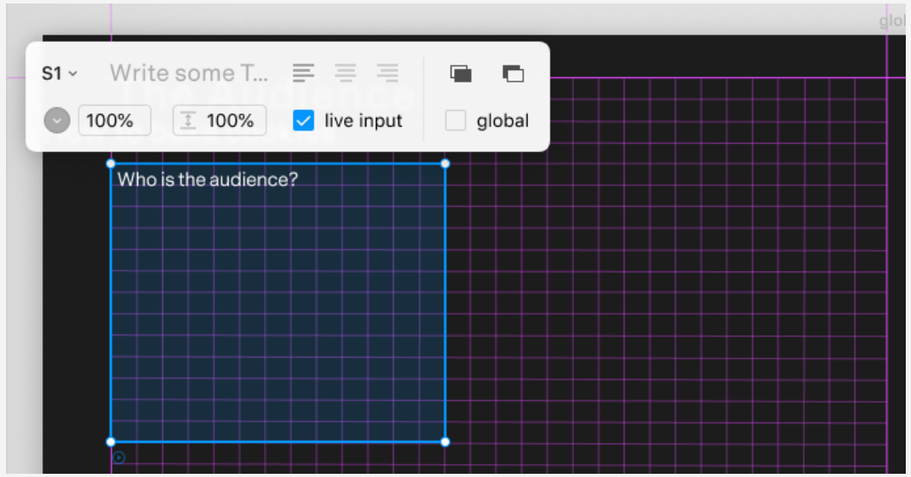


Change Grid size

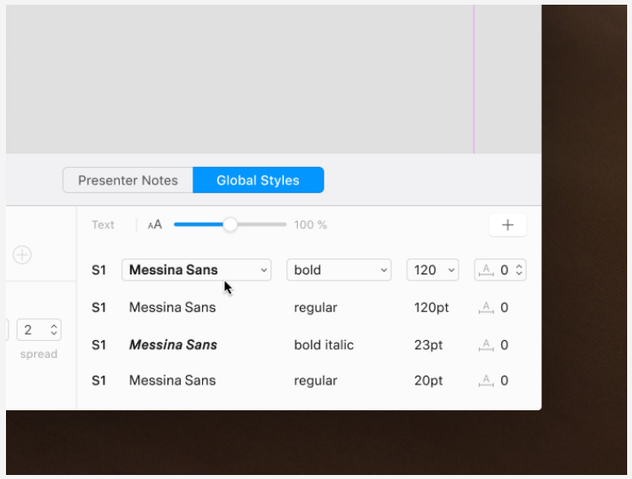


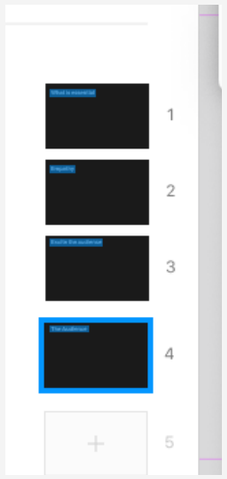
Change Grid Padding

Text Elements on Slides



Enabling editable text while presentig

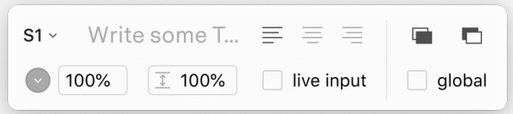




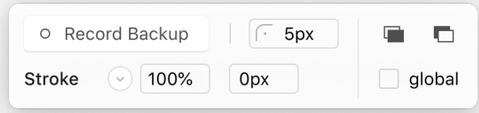
When hovering over a Text Style, the elements it is applied to get highlighted in the Slide Navigator

Collection of Context Menus

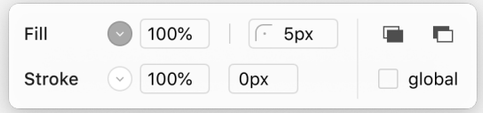
Text



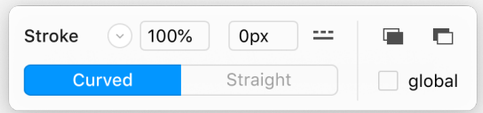
Interactive Frame



Rectangle

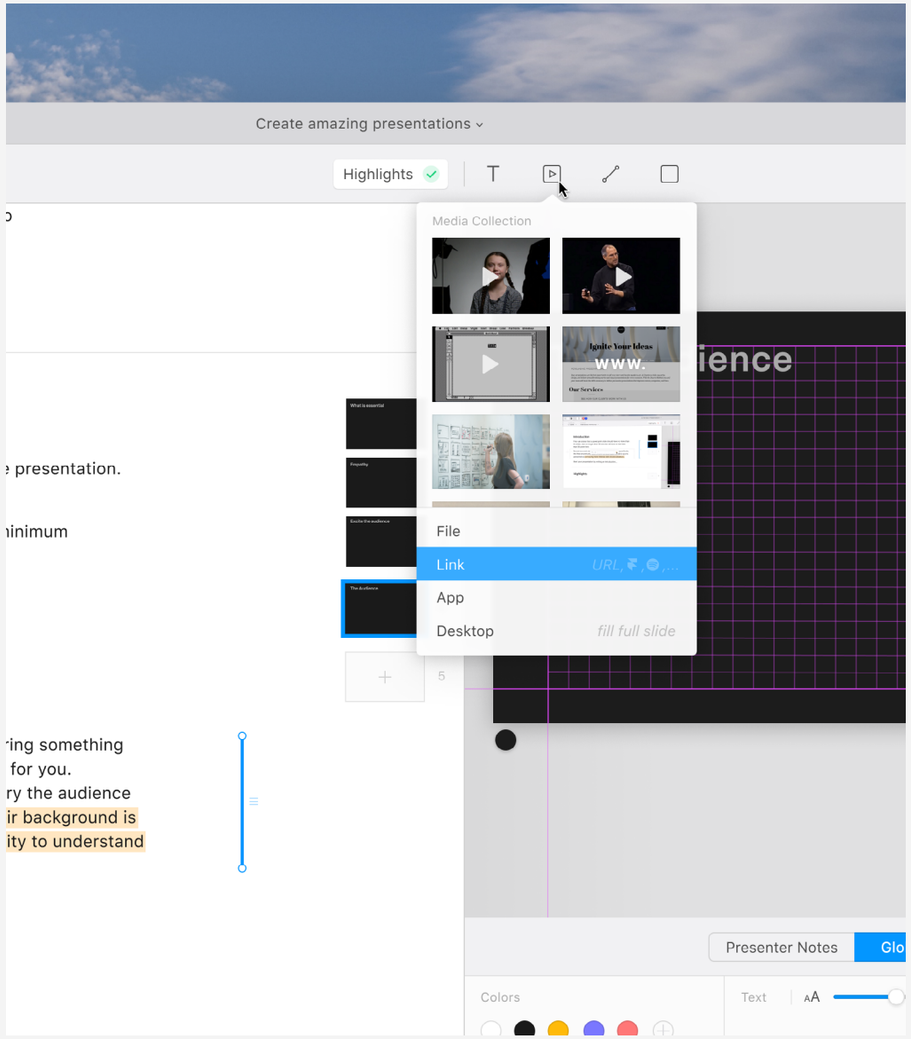


Line

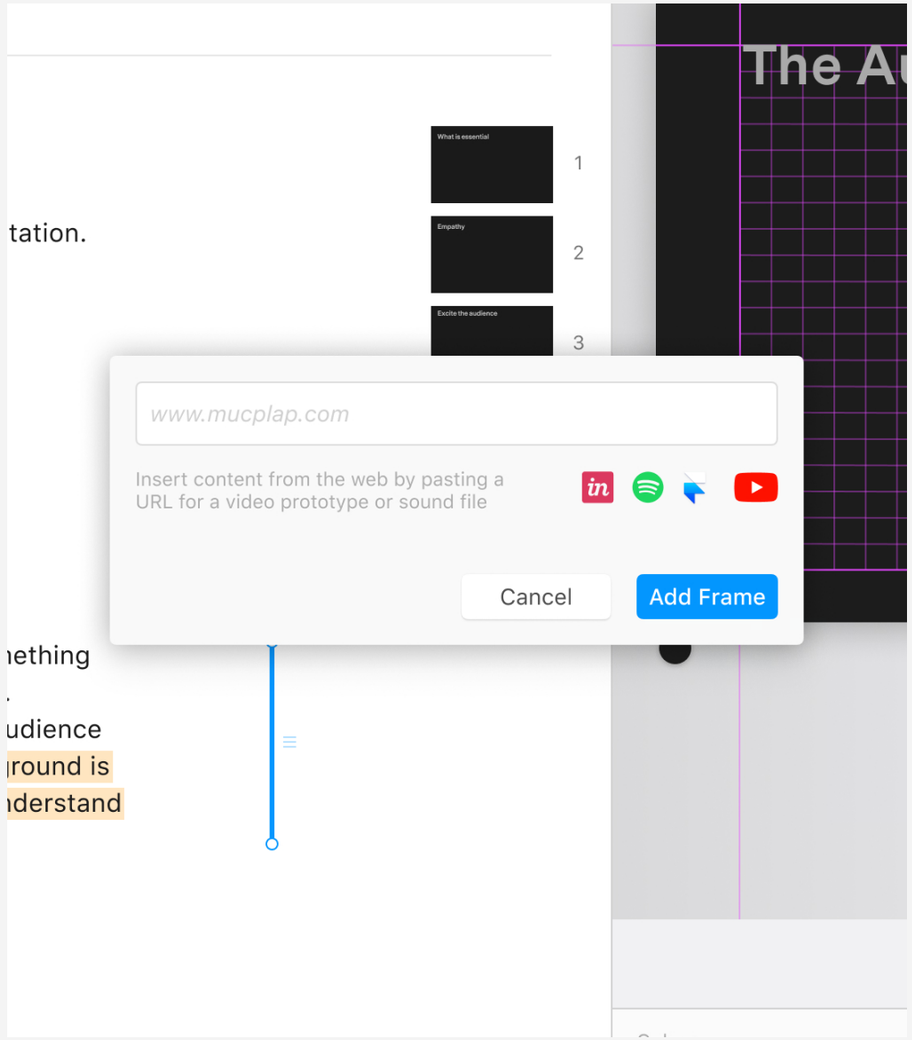


Video

Adding Media

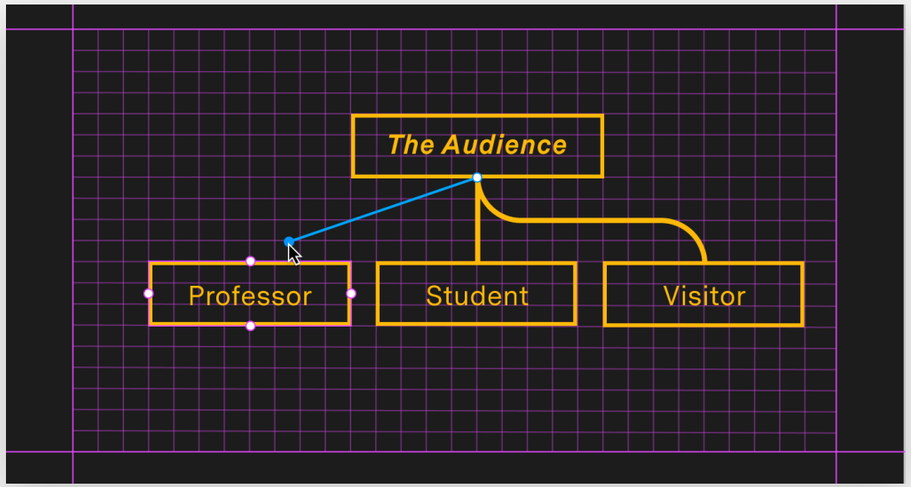


The media dropdown displays a collection off every media from pasteboard and structure

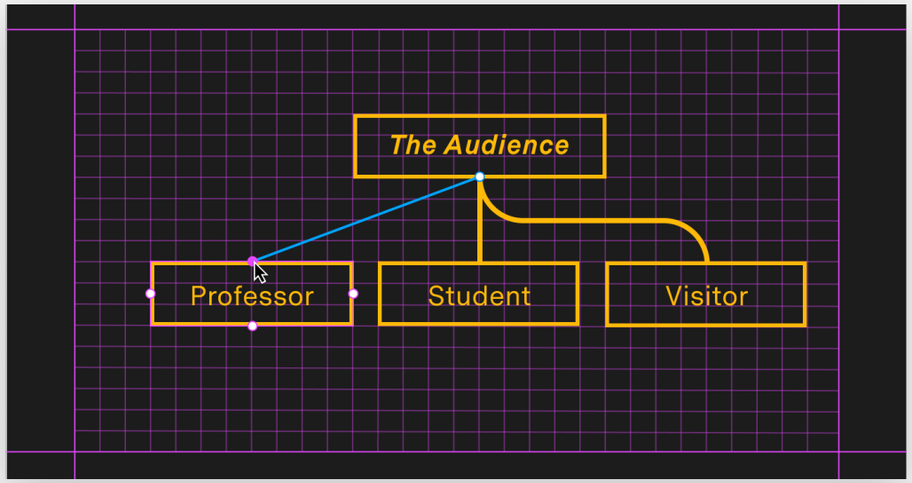


Add a website

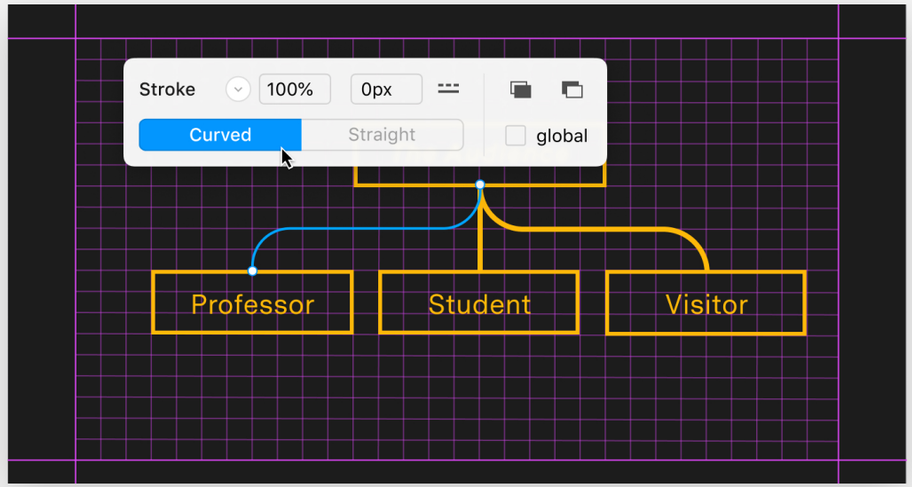
Adding Lines



Lines: Connect to object anchors

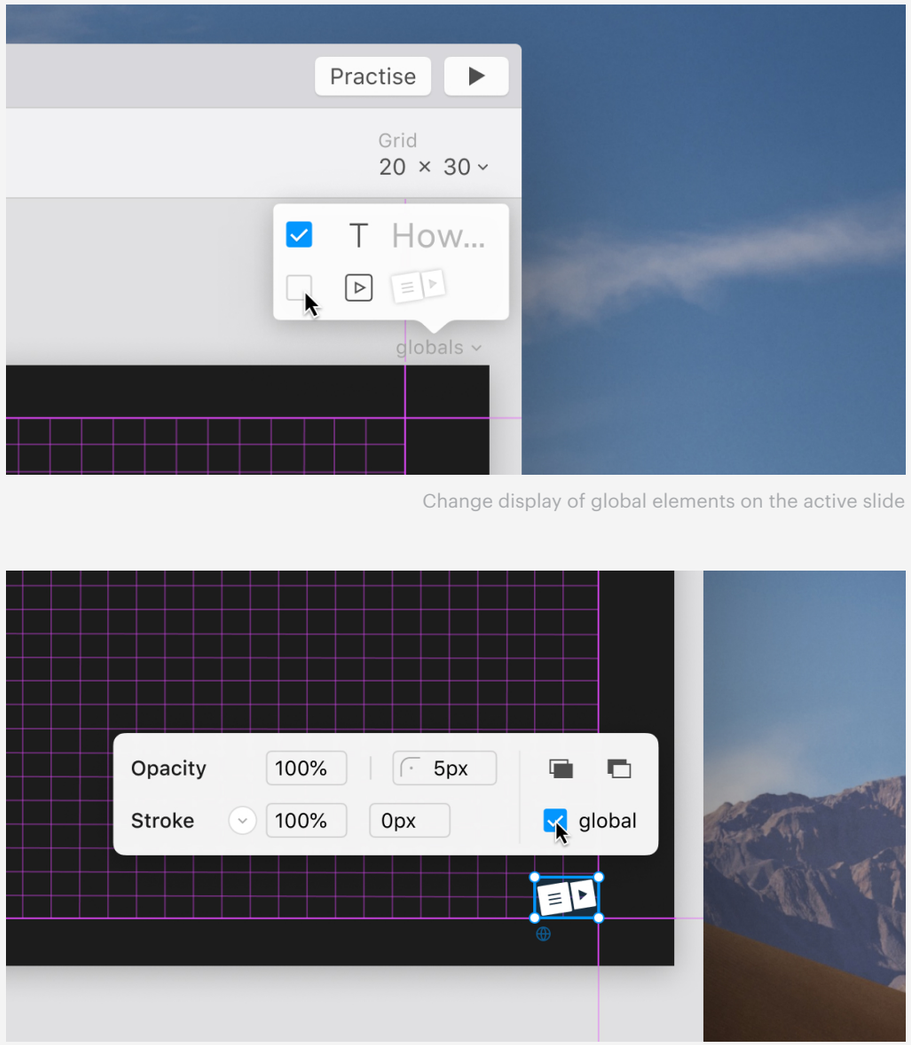


Lines: Connect to object anchors



Changing line style from straight to curved

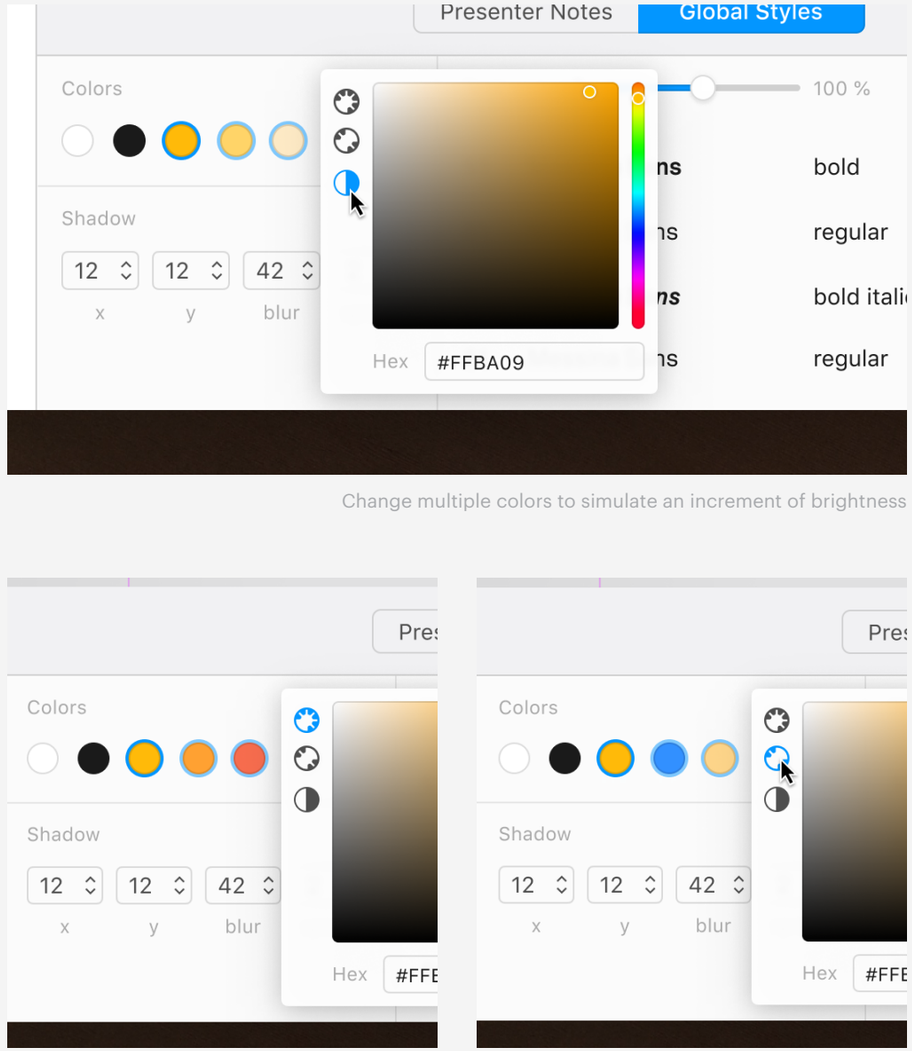
Globals



Change display of global elements on the active slide

Set an element to be global on all slides

Color Styles

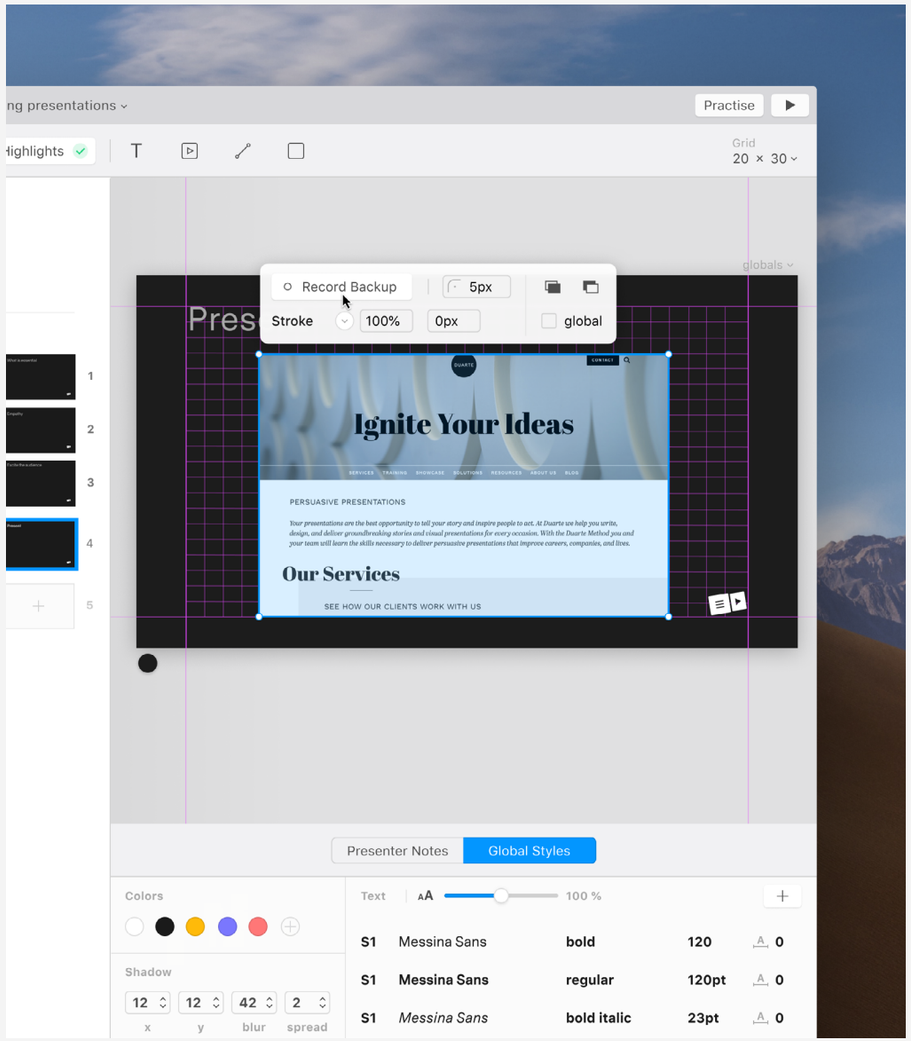


Change multiple colors to simulate an increment of brightness

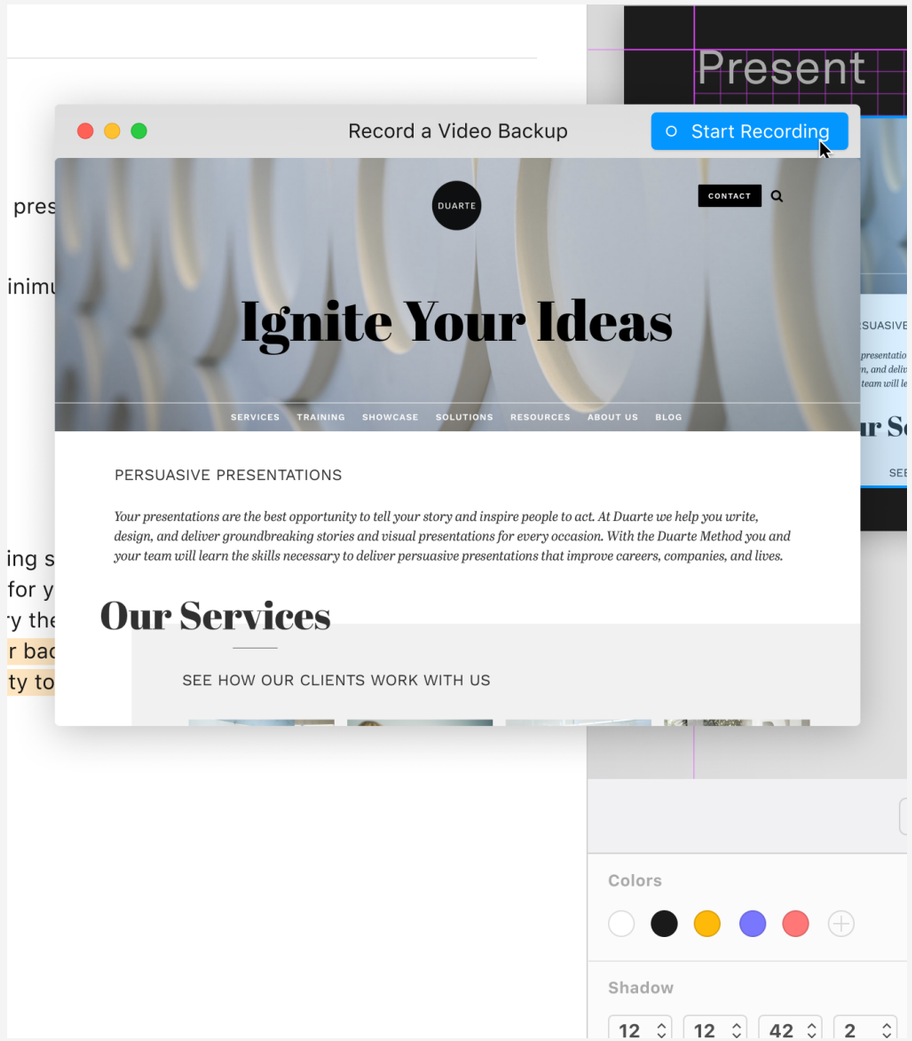
Display colors in a row

Display complementary colors

Interactive Frame



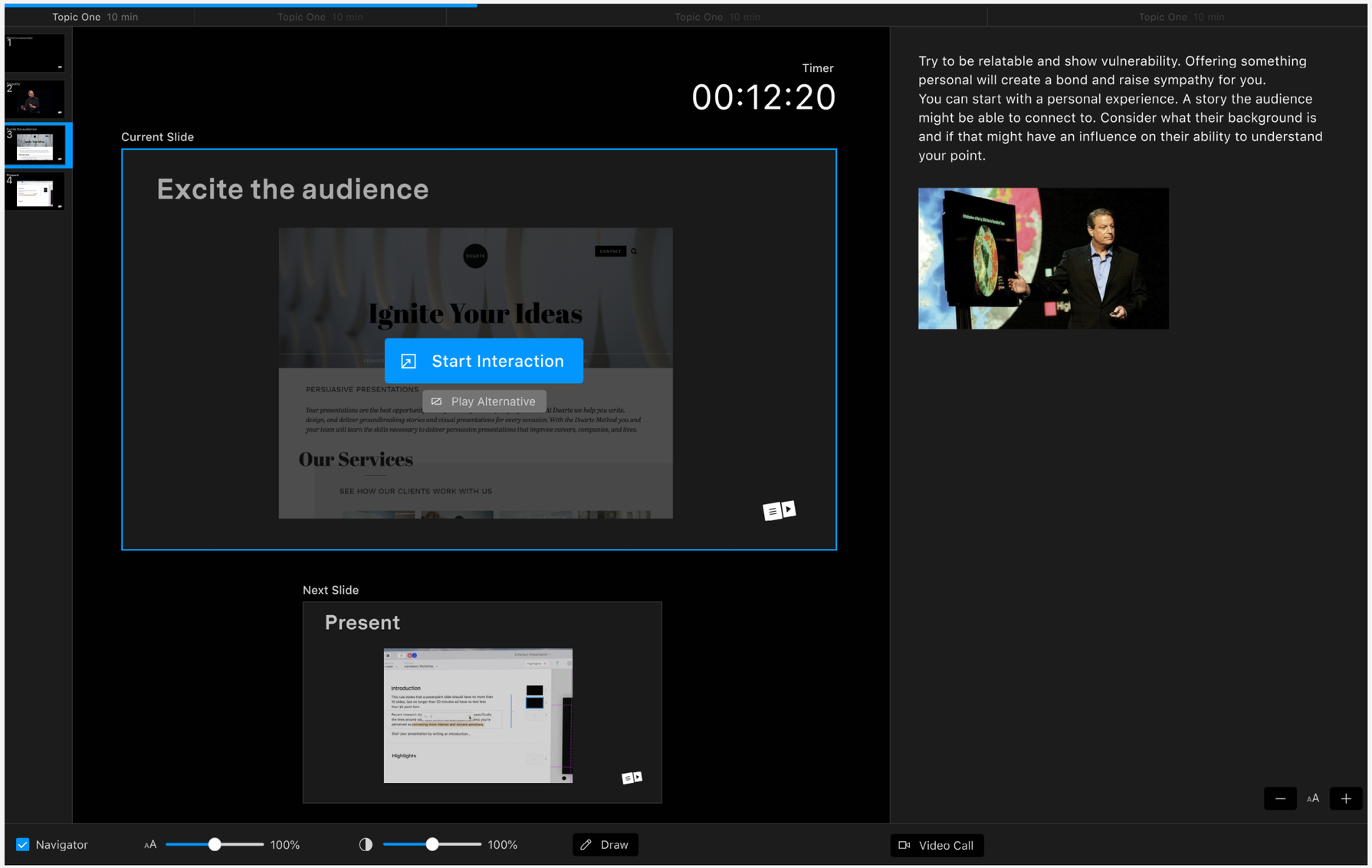
Editing an Interactive Frame



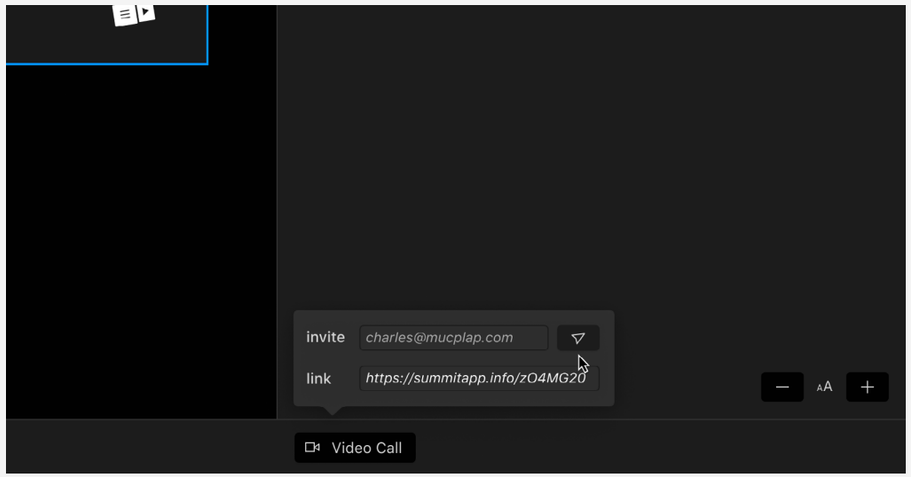
Recording a backup for an Interactive Frame

CHAPTER 19

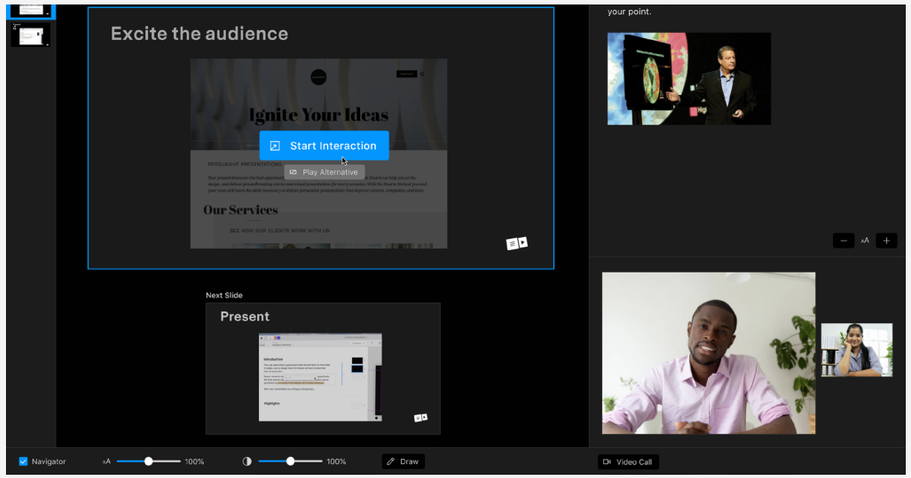
Presenter Display



Remote Practise and Play

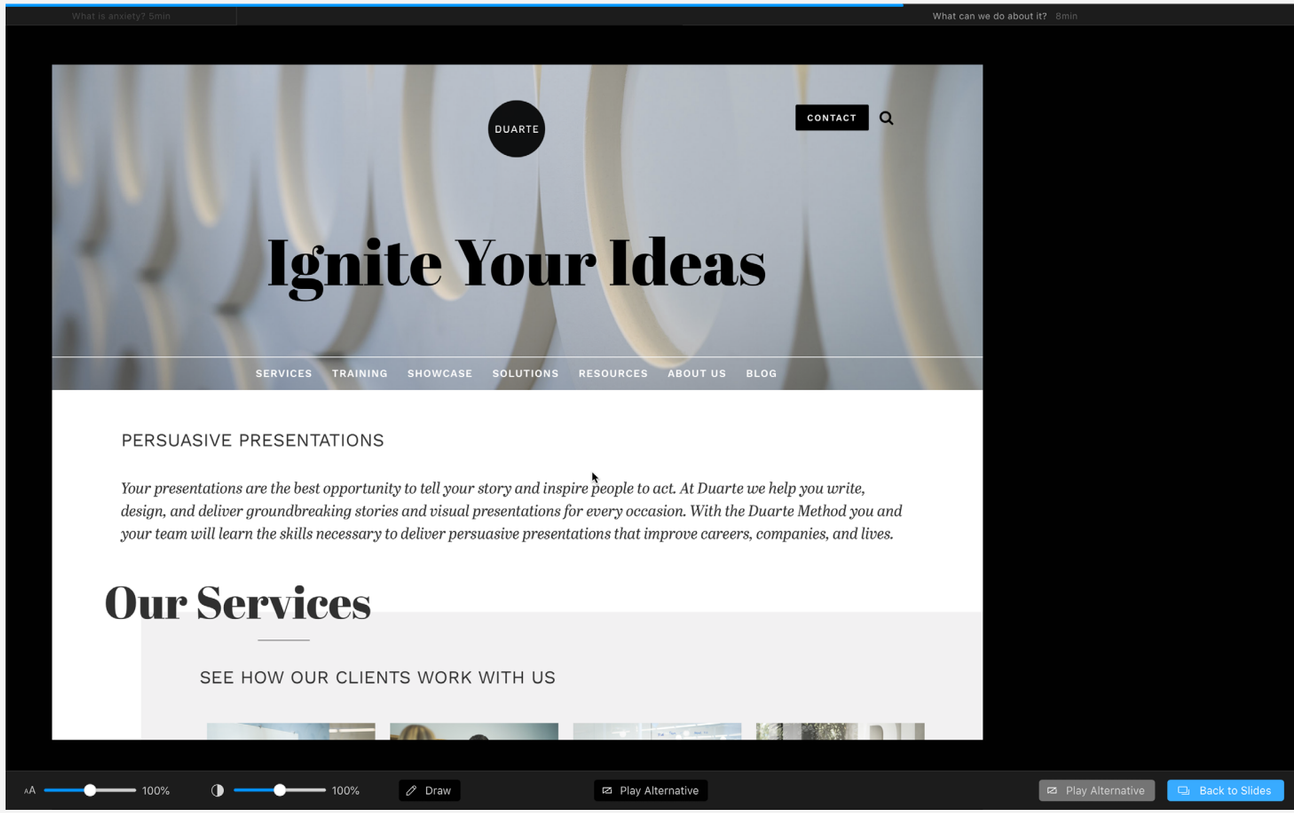


Invite a person for a video call



Video Call

Interactive Demo



Scaled up interactive element after clicking „Start Interaction“

CHAPTER 20

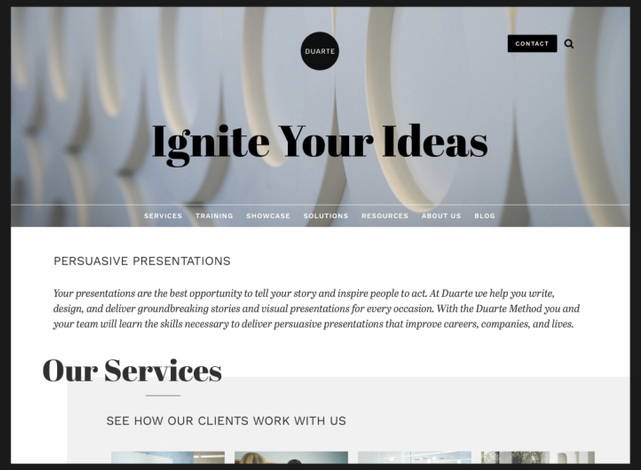
Rehearsal

Web view for the reciever

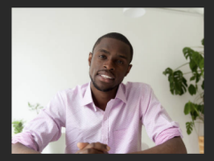
summit – help Ray practise

https://summitapp.info/zO4MG20

Excite the audience



Note down something that helps Ray to improve.

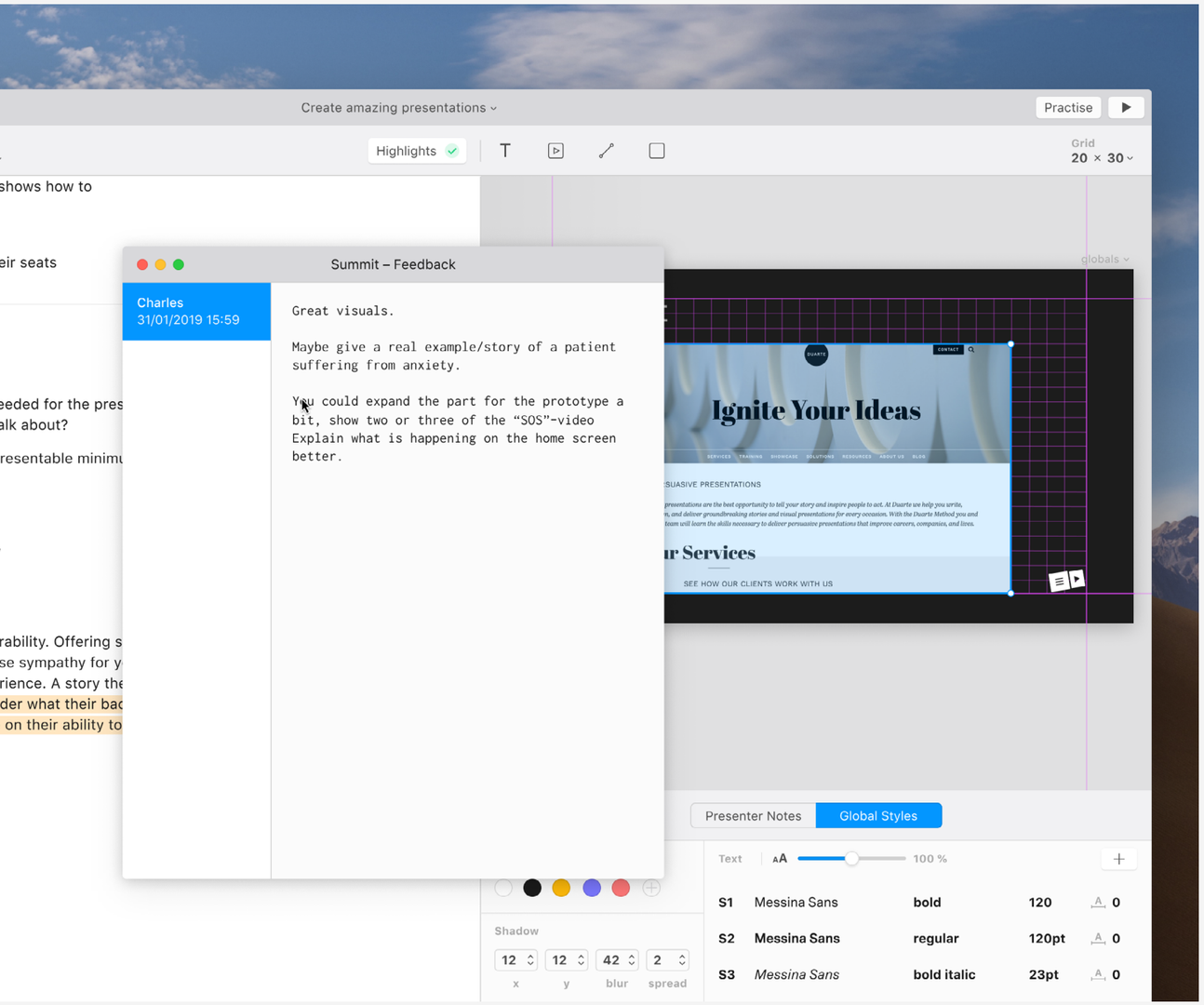


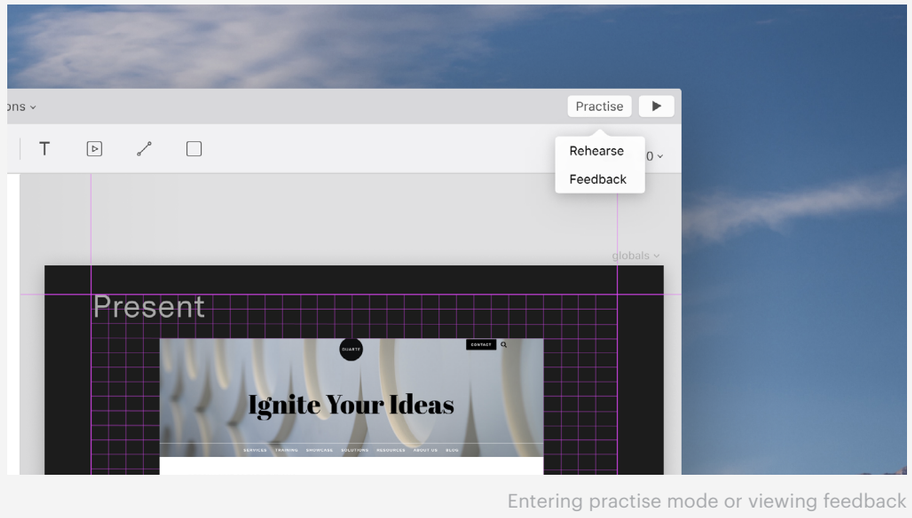
Summit

Finish & Send Notes

× End without sending

Feedback Log of the presentation





Entering practise mode or viewing feedback

Index

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