

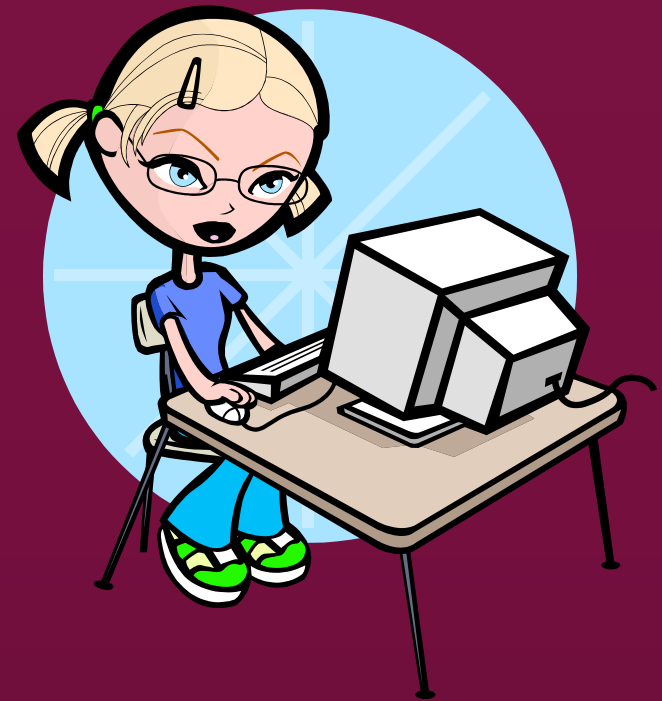
WRA 320

Technical Writing

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**Session 23: Walkthrough Presentation
Format**

Non-negotiable requirements

- No more than 10 minutes
- Address library staff as your primary audience, *not me*
- Main purpose of session is to solicit feedback (**no feedback = bad presentation**)
- Must use powerpoint (can also use other visual aids too); post slides to project page early enough for me to link to them

The genre: a “walkthrough”

- Walk your audience through the current scenario, highlighting problems
- Walk them through the transformed scenario, highlighting how you plan to address the problems
- Pause along the way to let people ask questions or give responses

Current & Transformed *Activities*

- Remember that what you have to offer here is a perspective the library lacks: a students' eye view of the actual activities going on; this is valuable! Very valuable!
- When you talk about transformed scenarios...talk about **activities** (not simply the systems, technologies, or regulations that are involved).
- Think current activity, transformed activity

Evidence, evidence, evidence!

You should be very, very focused on presenting evidence to back up:

- Your description of the current scenario
- Your description of problems with the current scenario
- Your recommendation about which problems should be fixed first
- Your vision of the transformed scenario
- Your solutions to the problems in the current scenario

Sample structure (6 slides)

Slide 1: Current scenario, described or illustrated in some way

Slide 2: Problems in current scenario, sorted by priority

Slide 3: Description of team's design process

Slide 4: Transformed scenario, described or illustrated

Slide 5: Problems in current scenario, how they are addressed

Slide 6: Work remaining, unanswered questions

Of course, introduce yourselves too. The above is not the only possibility. Six slides is not a magic number. But 10 minutes goes by quickly...especially if you pause for questions/comments after slide 2 & 5.

Mention your research

Talk about your work on this project as a process of inquiry:

- Frame issues as questions: “we wondered...what problems **are** faculty having when they try to print?”
- Mention your research methods, but briefly: “to find out the answer to this question, we observed...”
- Use the data you gather, both anecdotal from needs analysis and comparative from usability testing, to back up claims

Remember the *stasis* questions

Building a strong case for your claims means answering these:

- Is there a problem [how do we know?]
- What type of problem is it? [what makes us think so?]
- How severe is this problem?

For your Transformed Scenario...

You should be very, very focused on what your team will produce:

- Zero in on the “information resources” that need to be changed, added, etc.
- Talk about how they need to work for users, based on your research
- Talk about what they will look like (better yet, show us!)

Plan...really plan...for interaction

Build in at least two moments where you prompt the audience to respond to specific questions or ideas:

- Do not say “any questions?” at the end
- Tell them what you want to know, and then be prepared to listen and capture it
- Let them comment on important things - they will value your end result more if you do

Plan...really plan...for interaction

If you need follow-up feedback, give
them something to take away

- A handout is good
- E-mail can work too
- But make sure you establish what you want and when you would like to have it

Is this real?

Oh yes.

As real as it gets!

What do you, Bill the teacher, want to see?

Here's what makes me happy:

- 1. You impressing them, not me, with your insights.**
- 2. You being well-prepared, so that your presentation is smooth and doesn't sound like "an assignment"**
- 3. You using evidence - if you do nothing else, do this - to back up your claims.**
- 4. Your audience responding with questions, comments, etc. That's how you know you succeed.**

Any Questions?

Just kidding.

:)