

Client Presentation

Microsoft Meeting Locator

Previous components

If you are interested in learning more about this ongoing project, please feel free to revisit these previous assignments:

- [Focus Group Report](#) (Component 9)
- [User Personas](#) (Component 7)
- [Project Budget](#) (Component 6)
- [Team Report](#) (Component 5)
- [Kickoff Meeting](#) (Component 3)
- [Project Idea](#) (Component 1)

Overview

This assignment gave me the opportunity to present the Microsoft Meeting Locator project to a fellow Microsoft employee for feedback. He was part of the initial round of user interviews I conducted in an earlier module. This meant he had some background info on the project but hadn't seen any of the progress in between.

In an effort to get more feedback on as much work as possible, I structured the presentation to mirror the practice presentation we ran through as a class. I shared the following designs:

- Design concepts 1 & 2 (PDF presentation, 30 slides)
- Pinterest mood boards for each concept
- Persona series (Figma prototype)
- Aspirational designs (Figma)

Process

After reviewing the feedback from Module 12 (Role Play Reflections & Creative Director/Client Presentations), I made a few small tweaks to my presentation. I first outlined everything we would cover. I started by stating the problem I was seeking to solve and paused to ask if he had any questions. I then showed him the series of personas I had been designing throughout the entire project. Since he is a current Microsoft employee, he had some pointed feedback about a few of the details I chose to include. Reviewing the personas helped to think about who I was designing for, but since he is an employee I don't think it was as impactful as it could have been.

I then shared the first concept series. After, we discussed some of the strengths and weaknesses of that direction. I took notes while he talked openly about what he liked and what he didn't.

I took a similar approach with the second concept. This structure of sharing and then discussing seemed to be working well. It gave me time to talk at length on each topic before having set time to discuss what was shared. If I had another team member to take notes while I presented, perhaps I would change. Since it was just the two of us, this allowed me to present and take notes without missing anything.

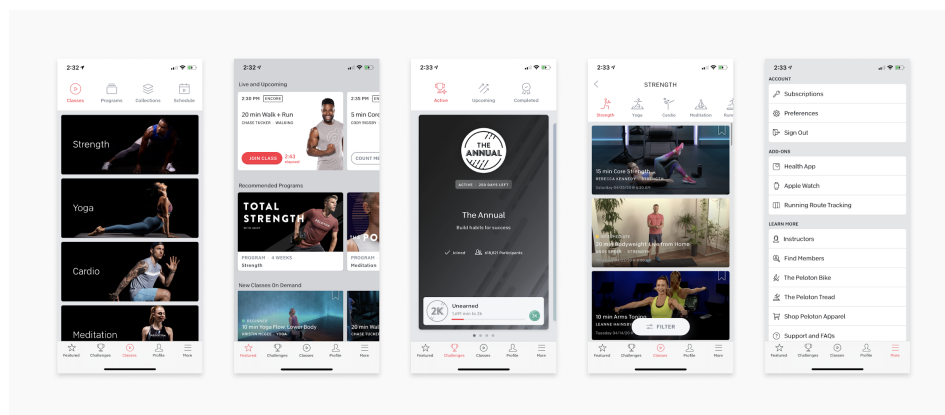
After walking through both concepts, we reviewed the Pinterest mood boards at length. I was expecting this to go very quickly and was surprised to see how long we spent discussing pieces and pins on each. Reviewing the moodboards after the concepts seemed to help because by that point he had a solid understanding of both the problem and the two design directions. He asked to zoom in and really analyze different pieces of each moodboard.

After reviewing the personas, concepts and moodboards, I moved on to a few aspirational wireframe designs I had created. Most of these were purely exploratory but gave us the opportunity to actually evaluate a design direction. He had great feedback about the styling and functionality and helped me think through how the solution could be a service integration rather than a standalone product. I had been leaning towards that solution but didn't know how it would fit into the current Microsoft product offering. We talked at length about this problem and he had great insight into what that would require and how long it would take.

Feedback/raw notes

Here are some of the raw notes I took during the presentation. I held the meeting over Microsoft Teams since we couldn't meet in person. I had a double monitor setup so he only saw the presentation.

- Stick to Microsoft mission/branding wherever possible, but flex in how you implement it
- No clapping emoji's in that number!
- Integrate with MyFitness pal if possible so I can continue counting calories and make healthy food choices
- If I had to choose from the two moodboard options, I would go with 1. It felt more inline with the Microsoft brand.
- **Ideally, the moodboard and style would be in between option 1 and 2. I like the light color palette and fonts but toned down a bit. I don't want to be overwhelmed when I'm trying to do something simple. **important***
- My favorite app right now is the Peloton app because of how flexible but simple it is
- Less is more but also bright and colorful
- I would definitely see value in this, at least for a period of time until I get accustomed to the layout of my campus and building. Then it would drop off significantly im guessing
- I just moved teams and interviewing with them required me to visit a new building I had never been to. The hiring manager had to draw a map with arrows and email it to me because it was so confusing to find. So yes, this would be incredibly helpful
- Perhaps more as a service rather than a standalone product
- Use it when i want and not have a dedicated app to launch
- Similar to how Apple and Google maps tells you when you should leave for an event in your calendar and how long it will take to get there
- Prefer really simple apps that center around data
- Would make sense to be in Outlook but would be difficult to ship to all existing Outlook customers. Make even more sense if it is an add-on option they could opt-in to.
- **Could be a 'Microsoft mode' that acts as a beta-test for people who log-in with Microsoft email credentials **important***
- Would prefer to see it in Teams rather than Outlook but that's my personal preference



Conclusion

This assignment was really helpful in learning even more about what changes would need to take place for a project like this to work. It gave me the opportunity to sharpen and practice my presentation skills. It also helped give me insight into what possible next steps would be to get more input from a wider audience. One of the things I must remember while presenting ideas and projects like this is that the audience doesn't have all the background info on the project that I do. I must remember to take the time up front to explain the problem and goal at a high level. This helps set the presentation up so we can all be on the same page when evaluating the potential value

