Guidance for Presentations of User Observation Studies  
By A. Hornof - 11-18-2019

Here is some guidance for your presentations.

Your audience is other students in the class, not the general public, so assume that everyone in the class knows the assignment and such.

Each slide and visual element should serve a specific communication goal. The point of every slide should be clear. Enlarge content to fill the entire slide, rather than using small text in the middle, with a large white margin around it. Understandable and readable content is far more important than aesthetic elements. Do not decorate your slides with clip art. One way to minimize preparation time might be to prepare your slides in a word processor, in landscape mode, and then saving them to PDF.

Consider organizing your slides in this order, to make these six points:

1. State in one sentence the conclusions that you draw based on this study, or what you learned in the study. Do not create suspense that is resolved at the end. Tell us your final conclusions at the start.
2. Explain how your interface or interfaces works (to students in the class, not to a general audience). One or two screenshots might help.
3. Explain the highlights of your experimental design, especially as they relate to the final conclusions that you draw. **Clearly explain the conditions and levels of the conditions.**
4. Explain how you collected your data. Perhaps show a screenshot or video image of what the data looked like, and what the experimental setup looked like.
5. Provide a summary of your data. This should be summarized by condition, and permit the viewer to see any trends in the different conditions. Note Figure A.3 on p. 370 of the course textbook; note how easy it is to see the trends in the data. Time series data could be also be interesting, for different conditions, to show how performance improved across different conditions. **When data are presented, it must be very clear which data points correspond to which condition, and to which level of each condition.**
6. Present some kind of summary of your findings, conclusions that you draw based on the data you collected, and a brief statement of what you learned.

Everything in your presentation should support the conclusions that you stated at the start. For example, if you found some sort of effect in one condition but not the other, the presentation should explain (a) how the interface works, (b) the experimental design, (c) how data were collected, and (d) the results, all sufficiently well to help your audience believe that your claim is valid, but also so that your audience could ponder why this effect as it did.