**Mission 6 – Project closing**

**Mindset**

The only way to be truly satisfied is to do what you believe is great work – Steve Jobs

**General Instructions**

Congratulations! You’ve developed your solution. This mission is about presenting the final solution: storytelling is crucial to engage the user, but the solution must also be credible, desirable, feasible, and cost-effective.

You need to make this transition as smooth and clear as possible. The following activities can help you achieve this.

**Deliverables:**

1. **Final Report** – A maximum of 15 pages plus appendices with Miro boards included. [PDF or DOC]
2. **Full Sales Presentation** – A comprehensive 20-minute presentation that showcases your results and makes your audience fall in love with your project. The goal is to convince the user that your project is worth further development and implementation. [PPT or PDF]
3. **Final Infographic** – A one-page summary of your final solution with its impact on KPIs. [PDF or JPG]

**Tools:**

**Activity 1: Presentation storyboard**

Objective: Convince the user that your project is worth developing and implementing further by demonstrating its coherence.

The presentation is a story about your solution. Gather all insights and information from your tests, reflect on the events and surprises during the project, and compile ideas for the final presentation.

Tailor the presentation to your audience based on their roles and attitudes:

* **Role:** Owner/President/COO/R&D Manager, buyer, user, etc.
* **Attitude:** Dreamer needing reality checks vs. Sceptical and pragmatist

A close-up of a logo

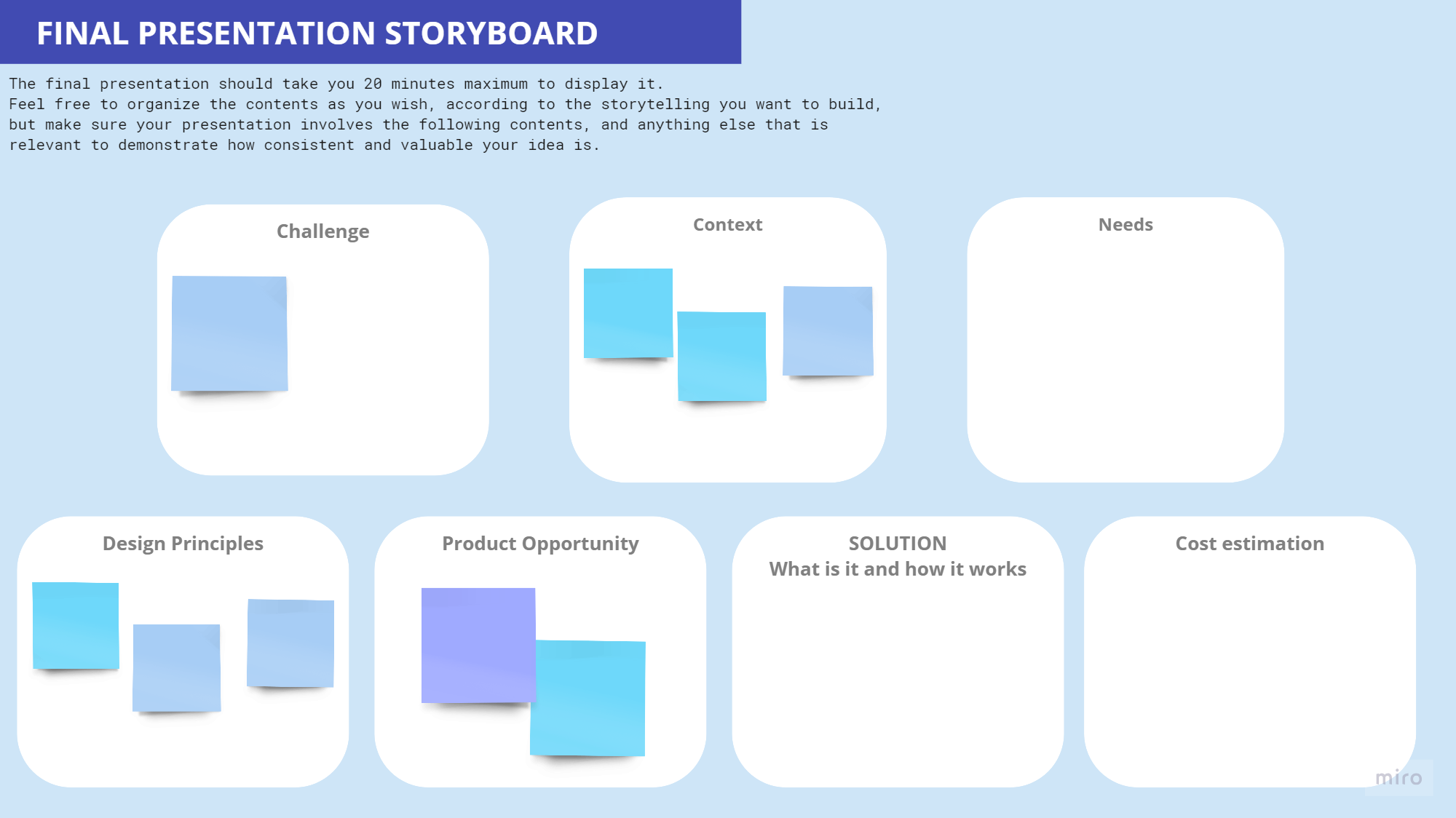
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In the final presentation, connect the present to the future. Discuss the solution and results, what you learned, what worked and what didn’t.

Then introduce the future! Provide a vision for the future and place your solution within a broader strategic context.

Prepare for a 20-minute presentation plus Q&A. The interaction at the end is crucial and should be activated by your presentation. Gather feedback and intentions of the stakeholders to make any final adjustments to your material if necessary.A list of text on a white background

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HOW TO STRUCTURE THE FINAL PRESENTATION

The following elements can guide your presentation structure:

* **Problem:** What problem are you solving? Provide a concise restatement of the problem you’ve addressed. This is not the project history, but the challenge reframe that will be addressed in the rest of the presentation.
* **Method:** Illustrate the method to lend credibility to your proposal.
* **Insight:** What insight led to the initiation (or pivot) of the project?
* **Solution:** What are you proposing to solve the problem? How does the customer/consumer benefit from the solution?
* **Mission:** What is the mission? Clarify the long-term implications of the solution.

A diagram of a diagram

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The final presentation should take the audience through your journey, showcasing the challenges you’ve overcome and the value you’ve achieved. This helps in gaining emotional buy-in while making sense of all the previous activities.

**Minimum Structure\*:**

* Problem presentation;
* Stakeholder needs;
* Vision;
* Solution concept;
* Solution details;
* Benefits to stakeholders;
* Resources needed for solution implementation;
* Appendix (to support visual aids for any questions during the Q&A).

*\*This is just a general draft and can be adjusted according to your project.*

**Tips:**

* **Make it Meaningful:** Before adding random content, ask yourself “What do I want to communicate with this?” Use the appendix for extras.
* **Make it Engaging:** Surprise your audience with different media: tell a story, show a video, use role-play.
* **Make it Visual:** Use graphs to represent complex systems and guide people through them. Turn Miro tools like maps and business models into simpler stories.

**Checklist for an Effective Presentation:**

* **Coherence:** Provide evidence related to the challenge and eliminate the superfluous (Is the solution consistent with the user’s needs?)
* **Desirability:** Show evidence of a real need your solution addresses, and ensure your solution stands out from competitors.
* **Feasibility:** Focus on crucial feasibility aspects and demonstrate they’ve been tested/planned: technology/user experience/key resources.
* **Viability:** Show that your solution is economically feasible and implementable (economic plan and roadmap are key points).

TIP: Benchmark case studies can be proof of feasibility, viability, and desirability.

NOTE: This is not the story of your project; it’s the story of the solution! Few people are interested in what you did; everyone is interested in what you discovered.

The presentation requires careful preparation: each team member should explain its contribution in front of others, who will then note what works well and what can be improved. Combine all the winning ideas and integrate the feedback into the presentation. Select the team members who are most effective at presenting. Consider the audience and the time available; the final presentation is not a moment to showcase individual talents but a critical responsibility for the team. Choose your presenters accordingly.

At this stage, the presenters should practise until they can’t improve it further, then record the speech and review it at least a couple of times. After that, rehearse it again. Show it to someone outside the team, gather their feedback, and rehearse it once more. Let it sit overnight, rehearse it again, gather final feedback, and you’ll be ready!

**Activity 2: Final report**

15 pages + appendices with Miro boards inserted as images (Windows key + Shift + S).

The final report also gives you the chance to apply your human-centred design skills for the reader. Put yourself in the decision-maker’s shoes. Consider how important it is to describe your findings and project content versus the process. Focus on presentation quality, including diagrams and figures, and explain them thoroughly. Remember, the page limit doesn’t restrict format, font, or number of images. Make the document engaging and well-written. Have someone outside the project read it, integrate their feedback, and thoroughly edit and correct the report. Cross-reviews between different teams are also possible.

Dedicate about 3 pages to summarising the challenge analysis, identifying innovation (social) needs, and the impacts of the solution. Many of the contents from your presentation can be expanded and explained further in the report, considering research and decisions made.

**Evaluation criteria**

The evaluation of your report will be based on these criteria:

* **Content**: is the context correctly represented? Does it cover all relevant needs? Are stakeholders well represented and have all their needs been identified? Is the performance well designed? Is the solution presented complete and implementable? Does it use simulation elements to support design?
* **Methodological rigour**: Are the relevant tools used correctly? Is relevant literature mentioned and used?
* **Creativity and autonomous contribution**: Was the team able to go beyond what was requested? Is what is presented surprising or notable in any way?
* **Work organisation**: Is it clear who did what and how the project was organised? Was the time the team and people spent on the project reported?
* **Presentation**: Is the presentation clear and well-done? Are all the materials well used and presented? Does the presentation present a plausible story for the evolution of the organisation?

Good Luck!