PresentPerfect
Practice makes perfect

Problem
Our target users face the problem of not being able to practice their pitches in front of a live audience and gaining immediate feedback on their performance. This can be due to scheduling conflicts or little time before a meeting to practice in front of colleagues, as well as geographical constraints in which emailing recordings back and forth become a hassle.

Solution
Our app allows users to practice their pitches on their own, in their own time and space, and still receive useful feedback. Users gain automatic feedback on each recording they make based on their timing, word choices and talking speed. Each recording is conveniently organized so that users may later access them and review feedback. Additionally, the app provides for human-based feedback in allowing users to easily share recordings with colleagues with the press of a button, which lets others comment on practice pitches directly in the app.

Target User Group
Our target users are people who must deliver pitches for their companies on a frequent basis, such as to gain important investments or to sell their product. Thus, our target group includes entrepreneurs and people involved in startups who, due to the crucial outcomes hinging on the success of pitches, frequently and repetitively practice to get them just right before a very important meeting.

Design Evolution
Our initial design did not include the use of sharing and user commenting and so the main screen consisted only of a list of the user’s pitches. We also decided to differentiate “buzzwords” between those users want to incorporate and avoid in their pitch, and changed the way these buzzword counts would be displayed so that they were more clear to the user. Lastly, we decided to measure the speed of a user’s recording rather than the loudness of it.

Final Prototype
Our final prototype can record user’s practice pitches, and keep track of the timing and the talking speed. Users can input buzzwords to be counted, and view this and the other metrics on a feedback screen from which they can play back their recording. From this feedback screen users can write notes on their recordings and view comments made from others, as well as send the recording to contacts. Yet to be implemented is the user account system and database.

Press the microphone to begin recording!

Buzzword Counts

All
0 like
1 um
Avoid

Incorporate
2 user generated content

Comments
Bob says
work a little more on your audio...and use of buzzwords

The feedback for each recording shows comments from others and the chosen buzzword counts, whether they were words the user wanted to incorporate or avoid.

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