

Pitch

For [target user] who [situation or needs],
the [product name] is a [product category],
which has [key benefit].
Unlike [competitive alternative]
our product has [unique differentiation].

0. Title:

- Product Name and Slogan
- Photo of your Prototype
- Design Prompt
- Corporate Partner (if any)
- Team Name and Members
- Date

1. Prototype (Teaser):

- Show and describe your prototype very concisely.
- Use the template above.

2. Context & Problem/Needs:

- Clearly state the situation and/or reason why you built the prototype.
- How much worth solving the problem? Give us some evidences or clues.

3. Unique Insight:

- Tell us what only you know about the problem and/or how to solve the problem.
- What kind of “Design Principles” have you set to design the solution?

4. Solution:

- Features and Specifications.
- Describe the concrete benefits (especially user experience rather than product itself) you provide.
- What are your differentiating factors?

5. Voice of User

- How much does it solve the problem? Give us some evidences.

6. Future Works

- Do you have any future plan?

7. Ending and Call To Action

- Photo of your prototype (again).
- What do you want the audience to do next?
- DO NOT end with just “Thank you” slide.

Tips:

- You should have at most 3 pages per a slide (the title slide must be one page)
- You can insert the video anywhere you want.
- You SHOULD NOT use design thinking jargon (ex. POV, HMW, or so)