PO1 Demo Day: Assignment Guide & Rubric

Overview

Demo Day is a poster + demo session worth 50 points and it counts for 10% of the final course grade. Your team will present a printed poster and give a 15-minute oral presentation of your design journey and your two solutions, one technical (with AI) and one non-technical. Your prototype (PO2 Round 1) is also scored at Demo Day; see the PO2 guide.

Component	Points	What is graded
A. Poster	20	Content, visuals, readability, visual design
B. Oral presentation	20	The five required segments, demo, delivery and timing
C. Individual participation	10	Attendance and quality of feedback from each student's online feedback form submissions.
Total	**50**	

Who grades. Your team score is a weighted average of ratings from the instructor, community partners, and students. Student ratings and feedback from the online feedback form are one of those inputs.

Individual grades. A student who contributed to Demo Day receives the team grade for Parts A and B. A student who did not contribute receives 0. Part C is an individual grade, based on each student's own online feedback form submissions.

Part A: The Poster (20 points)

The poster is a printed visual summary of your entire design process, and it is the backdrop for your talk. Print it in advance; it cannot be fixed on the day.

Requirements

- **Size:** smaller than 5 ft × 4 ft (portrait or landscape)
- **Title and team name**, prominent at the top.
- **Sections that cover the entire design process**, from problem to final prototype.
- **Many screenshots and photos** of your design artifacts and prototypes.
- **Readable at a distance:** people standing a few feet back should be able to read the text.
- **Template:** you may use this Canva poster template to prepare your poster.

Recommended sections

These mirror the oral presentation, so you can point to the poster as you speak.

1. **The Problem:** the problem, who has it, and why it matters, with statistics or evidence to describe the problem (with consistent in-text citations).
2. **Stakeholders & Research:** your target users and how you learned about them (interviews, observations, literature), with 3–5 key insights.

3. **Design Process & Iterations:** sketches and early ideas, then how the design changed and why. Show iterations side by side.
4. **Solutions:** the AI and non-AI solutions with screenshots, a short comparison, and your answer on integrating them.
5. **3 Surprises:** three assumptions that turned out to be false.
6. **Looking Ahead:** whether it solves the problem, real-world viability, and the business model.

A QR code linking to your prototype or blog post is optional but useful for judges.

Readability guidelines

Element	Suggested minimum size
Title	72 pt or larger
Section headings	44 pt or larger
Body text	24 pt or larger
Captions and labels	18 pt or larger

- Use short bullets and labeled visuals, not paragraphs. A rough target is no more than about 800 words in total.
- Make sure the text has strong contrast with the background. Avoid busy background images.
- Check readability by printing a letter-size copy. If you can read it at arm's length, the full-size poster will read from about 6 ft.

Printing tips

- Export the poster as a PDF at the final print size.
- Use images at 150 dpi or higher at print size. Screenshots taken at full resolution work well.
- Leave time for proofreading.

Part B: The Oral Presentation (20 points)

The talk runs 15 minutes and has five required segments. Use the poster as your visual aid: point to its sections as you go instead of using slides.

#	Segment	Suggested time	Questions you must answer
1	Introduce Your Problem	3 min	What problem is your solution or prototype trying to solve? Who experiences it, and why does it matter?
2	Describe Your Process	2 min	How did you learn about the problem and your target users? What did you find? How many design iterations did you go through? What features does the prototype have? What design decisions did you make?

#	Segment	Suggested time	Questions you must answer
3	Describe Your Solution / Prototype	4 min	What are your AI and non-AI solutions? How do they compare? Could they be integrated into one cohesive solution, and why or why not? Show a live demo if you have one.
4	Name 3 Surprises	2 min	What were the 3 most surprising things you learned? Which of your assumptions about users, the problem, or the design turned out to be false?
5	Your Hope for the Future	3 min	Does your solution solve the problem? Would it work in the real world, and why or why not? What would your business model be if you deployed it?
	Questions	After the talk	Be ready for questions from judges, TAs, and students.

What strong presentations do

- **Open with a hook.** Start with a real user story, a striking statistic, or a quote from your research.
- **Show evidence, not just claims.** Tie each design decision to something you learned from users or testing.
- **Compare the solutions honestly.** Name where each one is stronger and weaker; don't simply declare the AI version better.
- **Make the surprises genuine.** Explain what you believed, what you found, and how it changed the design.
- **Be realistic about the future.** Acknowledge limitations. Make the business model specific: who pays, why, and how much.

Live demo tips

- Rehearse the demo path, and keep it to 1–2 key tasks.
- Have a backup ready, such as screenshots or a short screen recording, in case Wi-Fi or the build fails.
- Narrate what the audience is seeing and why it matters.

Delivery

- Rehearse with a timer. The talk should finish close to 15 minutes.
- Plan who presents each segment, and plan smooth handoffs between speakers.
- Face the audience, not the poster, and speak loudly enough for a noisy room.

Part C: Individual Participation (10 points)

When you are not presenting, you are part of the audience and a reviewer. Participation is an individual grade, based on the online feedback form you submit for each team you watch. To earn these points:

- **Attend** the other teams' presentations for your full assigned session. Your form submissions are your attendance record.
- **Give feedback**-through the online form for each team you watch: give a rating and written comments. Be specific and constructive: say what worked and one thing they could improve.
- **Know where your ratings go.** Each team receives your rating and comments, and student ratings count toward their PO2 Round 1 score. Rate fairly and use the same criteria for every team.
- **Submit on time.** Complete each form during or right after the presentation. Late or missing forms count as absences. [Instructor: add form link and deadline.]

Rubric

Each criterion is scored from 4 (Exemplary) to 1 (Beginning), or 0 if it is missing, then converted to points: **points = weight × (level ÷ 4)**. For example, level 3 on a 6-point criterion earns 4.5 points.

A. Poster (20 points)

Criterion (pts)	4 – Exemplary	3 – Proficient	2 – Developing	1 – Beginning
Required elements (2)	Under 5 ft × 4 ft; title and team name prominent	All present; title or team name not prominent	One element missing or oversize	Several elements missing
Design-process content (6)	Clear sections cover the whole process: problem, research and insights (with in-text citations), iterations, AI and non-AI solutions, surprises, future; concise and accurate	All stages covered; one stage thin	One or two stages missing or vague	Little of the process shown
Screenshots & photos (4)	Many well-chosen images of artifacts, sketches, and prototypes; each labeled and tied to the text; iterations shown visually	Good number of images; some unlabeled or loosely connected	Few images; mostly text	Almost no visuals
Readability (4)	All text readable from about 6 ft; short bullets; strong contrast	Mostly readable at a distance; a few dense blocks	Much of the text too small or wordy to read from a distance	Readable only up close
Visual design & layout (4)	Clear hierarchy and reading flow; consistent, professional styling; supports the talk	Organized and attractive with minor clutter	Order hard to follow; inconsistent styling	Disorganized; layout hinders understanding

B. Oral Presentation (20 points)

Criterion (pts)	4 – Exemplary	3 – Proficient	2 – Developing	1 – Beginning
1. Problem introduction (4)	Specific, compelling problem backed by evidence; clear who is affected and why it matters	Clear and motivated; evidence light	Vague problem or unclear motivation	Problem not clearly stated
2. Design process (3)	Research approach, findings, number of iterations, features, and design decisions all explained, with reasons	Most covered; some decisions unexplained	Described only in general terms	Barely mentioned
3. Solution & demo (5)	AI and non-AI solutions both explained and compared honestly; integration addressed with reasoning; smooth demo or effective backup	Both explained and compared; integration or demo only partly addressed	One solution underdeveloped; little comparison; rough demo	Solutions unclear; no comparison
4. Three surprises (3)	Three genuine surprises, each tied to a false assumption and its effect on the design	Three given; one shallow or not tied to an assumption	Fewer than three, or generic	Missing or trivial
5. Future & business model (3)	Honest assessment of whether the solution works and is viable in the real world; specific, plausible business model	Assessment and model present with some gaps	Overly optimistic or vague; thin model	Missing or not credible
Delivery, timing & Q&A (2)	Within about 15 min; confident and well-paced; uses the poster to support points; handles questions well	Close to time; clear; minor pacing issues	Well over or under time; reads from notes; weak answers	Disorganized; far off time; cannot answer questions

C. Individual Participation (10 points)

Criterion (pts)	4 – Exemplary	3 – Proficient	2 – Developing	1 – Beginning
Attendance	Form submitted for every team	Missed the form	Missed forms for several	Submitted few or no

Criterion (pts)	4 – Exemplary	3 – Proficient	2 – Developing	1 – Beginning
(5)	in all assigned sessions	for one team	teams or one full session	forms
Quality of feedback (5)	Specific, constructive feedback teams could act on; ratings match the comments	Useful but somewhat general	Generic praise or criticism; ratings with no comments	Little or none

Score sheet

Component	Criterion	Weight	Level (0–4)	Points
Poster	Required elements	2		
Poster	Design-process content	6		
Poster	Screenshots & photos	4		
Poster	Readability	4		
Poster	Visual design & layout	4		
Oral	Problem introduction	4		
Oral	Design process	3		
Oral	Solution & demo	5		
Oral	Three surprises	3		
Oral	Future & business model	3		
Oral	Delivery, timing & Q&A	2		
Participation	Attendance	5		
Participation	Quality of feedback	5		
Total		**50**		

Team checklist

- ☐ Poster is under 5 ft × 4 ft, with the title and team name at the top
- ☐ All six process sections are on the poster, with labeled screenshots and photos
- ☐ Letter-size test print is readable at arm's length
- ☐ Poster PDF has been proofread by every team member
- ☐ Poster sent to print, leaving time for a reprint

- ☐ Speaking roles are assigned for all five segments
- ☐ Full run-through finished within 15 minutes
- ☐ Demo has been rehearsed, and a backup recording or screenshots are ready
- ☐ Answers are prepared for likely judge questions, especially on the business model
- ☐ Every member knows which other teams' sessions they will attend
- ☐ Every member has the online feedback form link and knows the submission deadline