

The Lost Art Of Presenting Designs

How to present (UX/UI) design deliverables with success and handle the feedback.

by Karol Dulat, 28/11/2017



HELLO, WITAM

I am Karol

Digital Product and Service Designer, Storyteller, UX Coach, Head of UX,
father, mountain bike lover, bass player wannabe.

I'm from **Movify**.

We are design consultancy, we bring design culture to big organisations.

We design and build meaningful products.

We help others design great products.

01.

What's wrong ?

**Entering
the meeting
room ...**



Presenting design

You know, for kids!

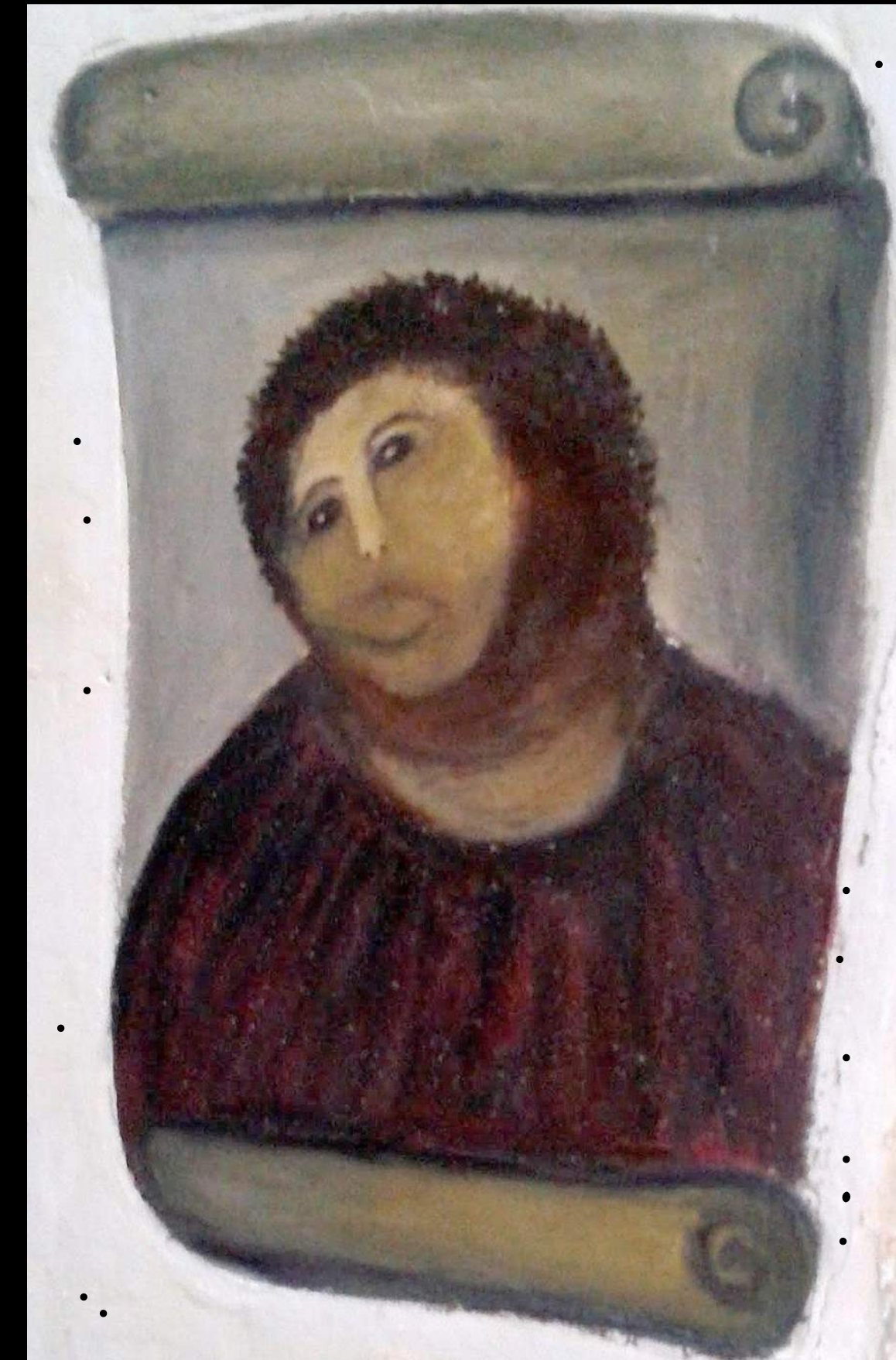




**Dissapointment,
missunderstanding,
confusion**



**Well crafted, detailed and
polished design**

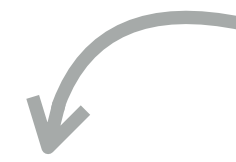


**Design after client's /
stakeholders' feedback**

Good design sells itself

EVEN

WILL NOT SELL



Good design ~~sell~~ itself

Good design is responsible design

Quality is not enough

Sell is a skill



We focus on wrong deliverables

*// Adoption, growth, revenue, retention, and margins are
design deliverables business ultimately cares about. //*

Scott Belsky, Behance Co-Founder



The background of the image is a stack of newspapers. The top newspaper is clearly visible, showing the 'WORLD BUSINESS' section. The text 'WORLD BUSINESS' is printed in a bold, sans-serif font. Below it, the section identifier 'B3' is visible. The newspapers are slightly out of focus, creating a sense of depth. The overall color palette is muted, with greys and whites from the paper, and a touch of orange from the text in the bottom line.

**We don't empathise
with Business**

Designers don't need to code

They need to understand business

We present solutions as they were our babies

Your ego can become an obstacle to your work.
If you start believing in your greatness,
it is the death of your creativity.

A blurred background image of an office meeting. A man in a suit is standing and pointing at a document on a table, while others are seated around the table, looking at him. The image is semi-transparent to allow text to be overlaid.

We ask if they Like our design

How about:

Do you think it could work?

We show off technicalities

Design presentation is not a place to discuss typography, colour theory or give guided tours

// Don't use language that can cloud our stakeholders' ability to understand our decisions. Let's not burden them with a subculture that is unfamiliar. //

Tom Greever. "Articulating Design Decisions."



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CATEGORY

Apparel (158)

Accessories (29)

Shoes (5)

SPORTS

Football (176)

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Page: 1 of 4



CARDINALS PREMIER FOOTBALL JERSEY

Men's Football

\$100



CARDINALS HOODIE

Men's Football

\$85



CARDINALS YOLA TEE

Women's Football

\$35



CARDINALS VINTAGE LOGO TEE

Men's Football

\$30



We don't know how to handle the feedback

- Asking questions vs suggesting solutions
- Matching goals vs subjective opinions
- Immediate reply vs crafted response
- Defending vs explaining

02.

How to make a great presentation

Design with people, not (only) for people

- Put yourself in business perspective
- Business guys are humans too
- Embrace their knowledge
- Let it go, be open to alternatives
- Invite them to the party

Don't present, tell a story

- Who is a hero in your story?
- Which problems does she/he have?
- How did you solve these problems?
What is the value proposition?
- How is she/he using your solution?
- What has changed for her/him?



A smiling man and woman shaking hands outdoors. The man is on the right, wearing a light blue shirt and a red tie, with a beard and mustache. The woman is on the left, wearing a white top. They are both smiling and looking at each other. The background is a blurred outdoor setting with greenery and a building.

Design to solve, present to sell

- What is the rationale behind it?
- Do you have any data to support it?

Be prepared

- Set the stage (what).
- Set expectations (who and why, feedback rules).
- Don't apologise (cancel if needed, always finished).

Manage the feedback like a pro

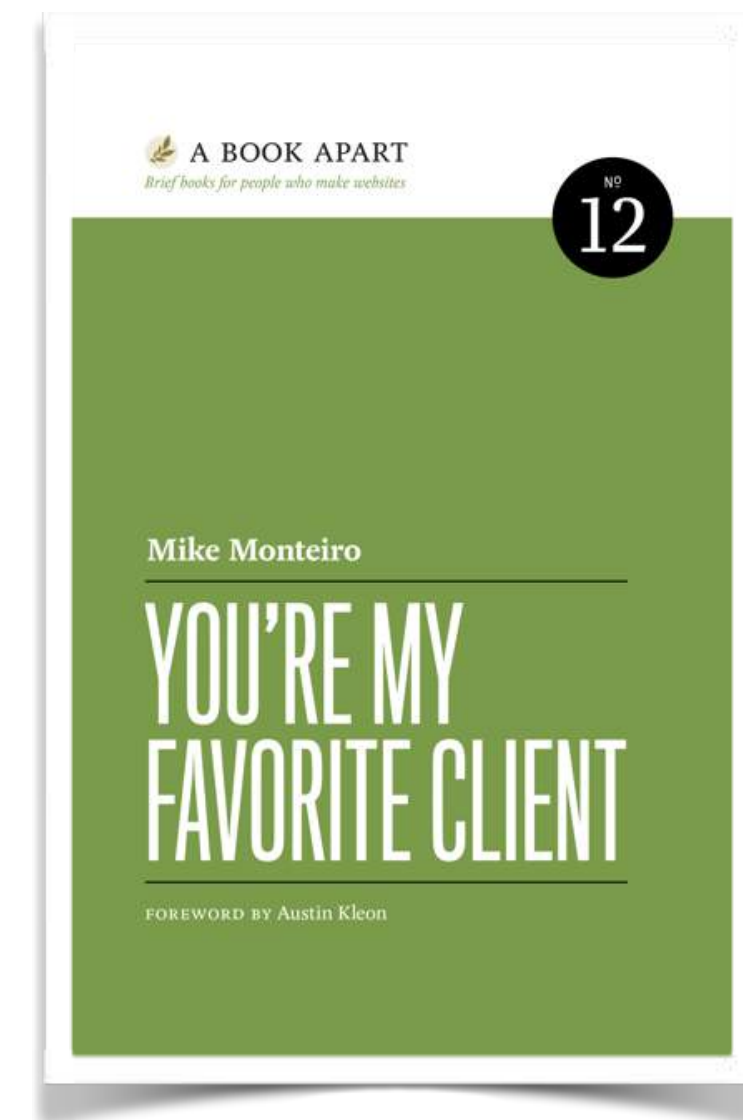
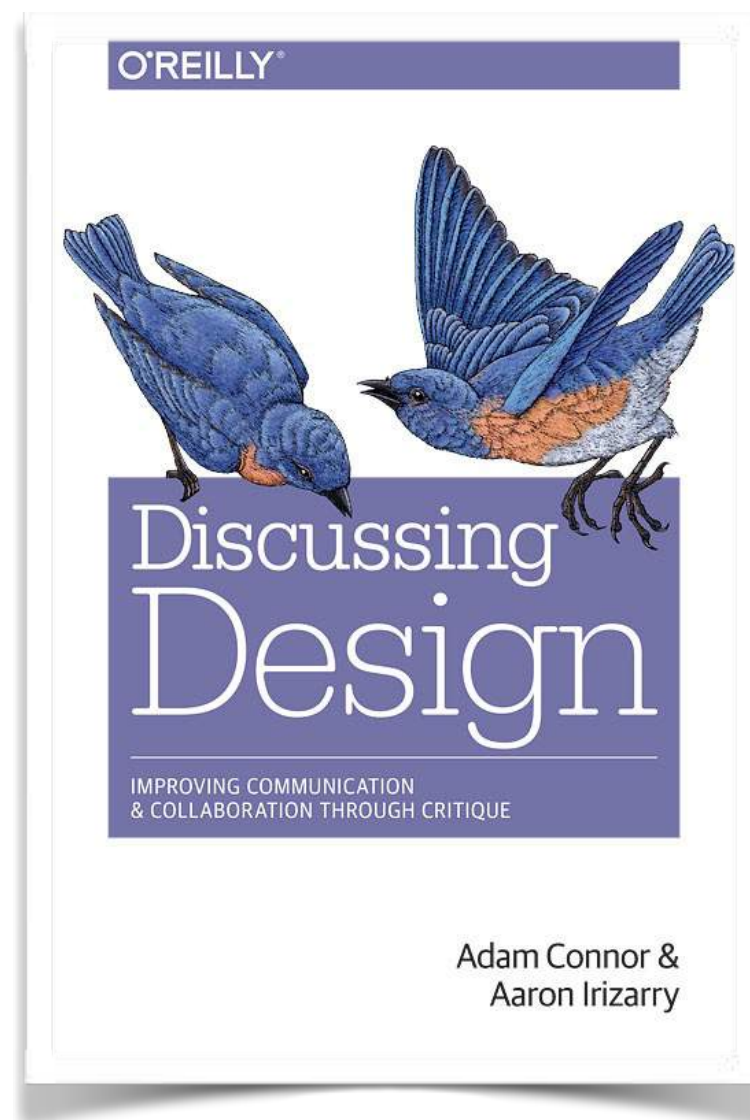
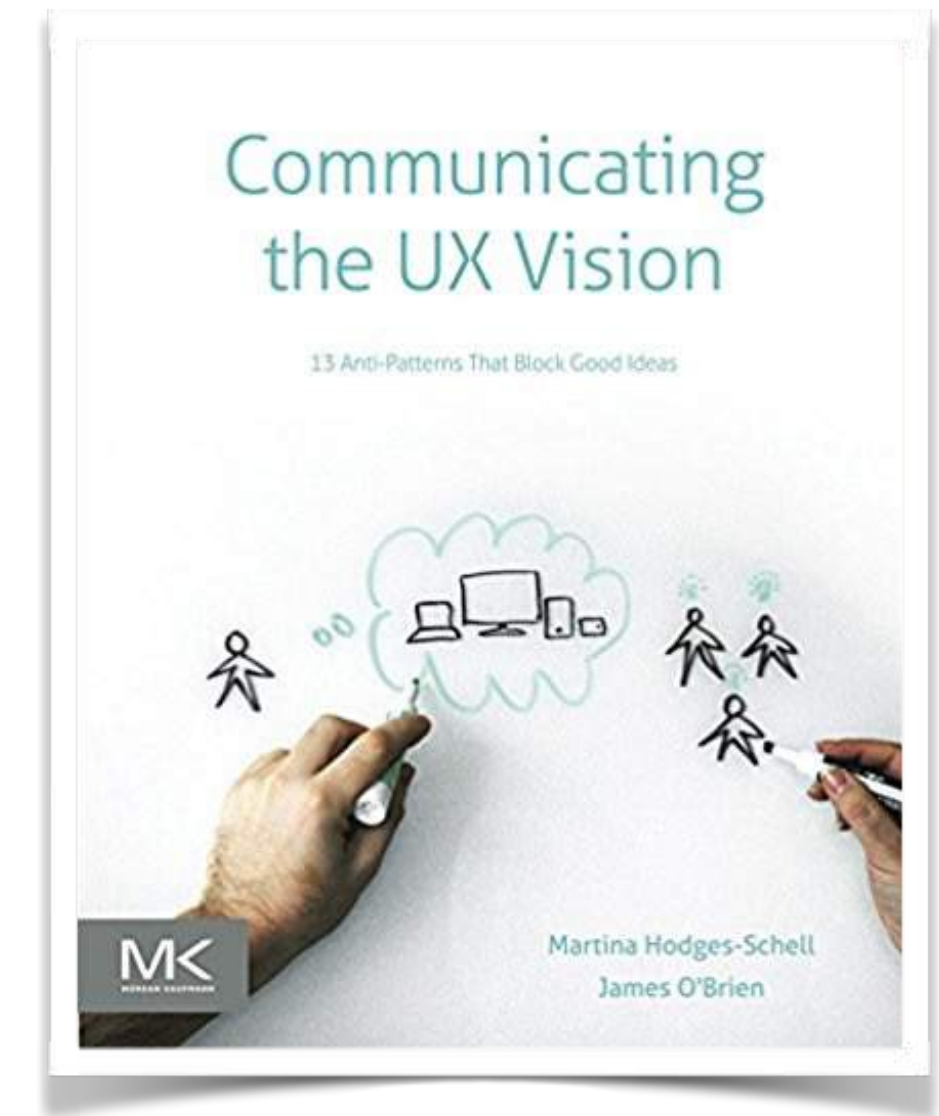
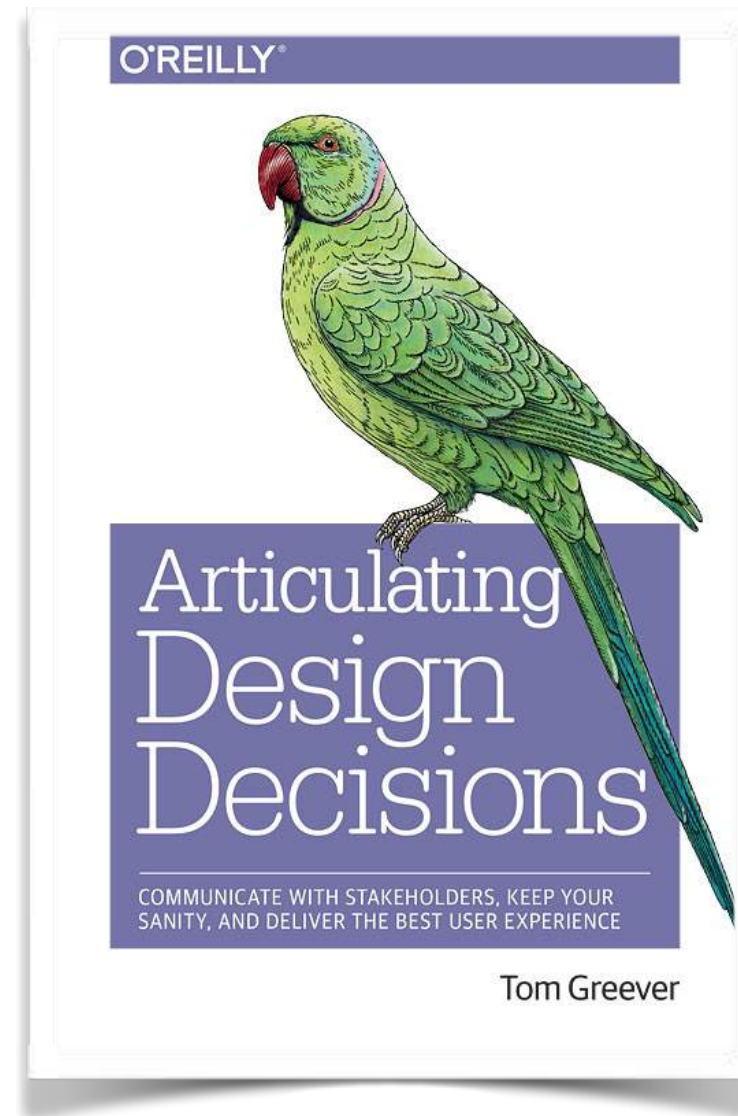
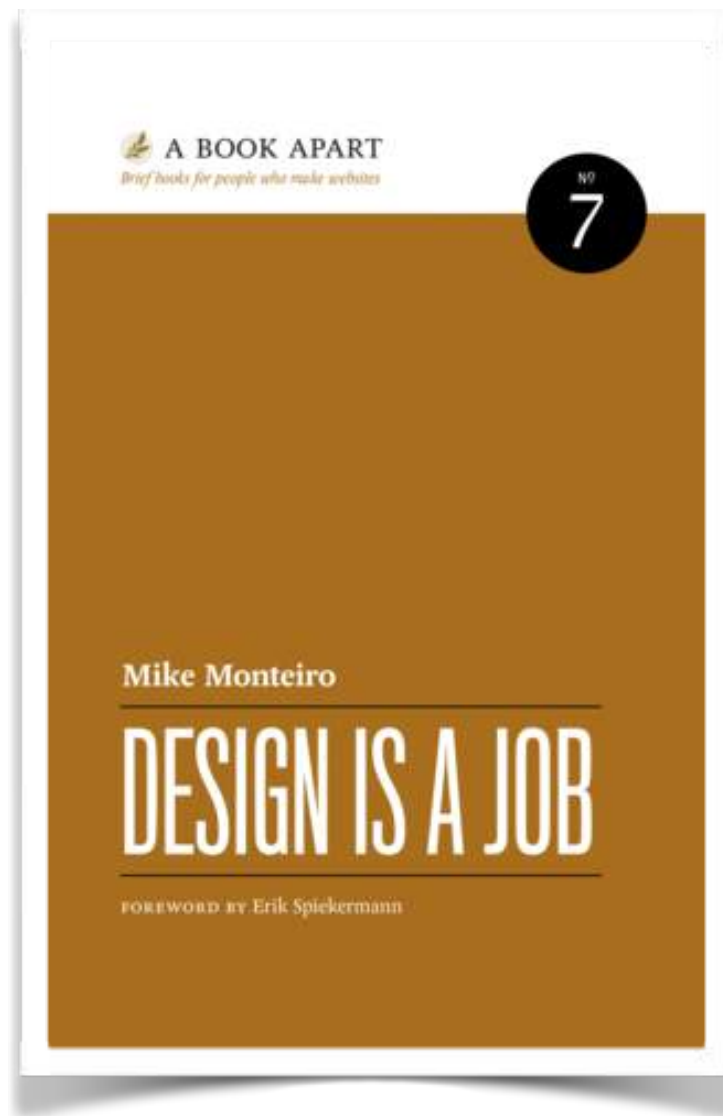
**Listen and thank them,
rephrase, consider the change,
make sure it is important, wait**

***// If you can't be bothered to sell it,
don't bother designing it. //***

**SORRY
I AM SUCH
AN
ASSHOLE**

**// A good designer who can sell
work is more valuable than
a great designer who can't. //**

**SORRY
I AM SUCH
AN
ASSHOLE**



Thank you!
Any questions?

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[@karoldulat](#)



UX/UI Design Consulting
Mobile Development
Agile Product Management

