



# Demos that Don't Suck

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Making Demos Matter



# Prepare to learn

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Deliver demos that are good enough



Spot Bad Demos

# Who is this guy?

Scrum Master, Product Owner,  
Scrum Lead, Project Manager,  
Lean Coach, QA, QA Lead, SI&T,  
API Evangelist, Title Collector



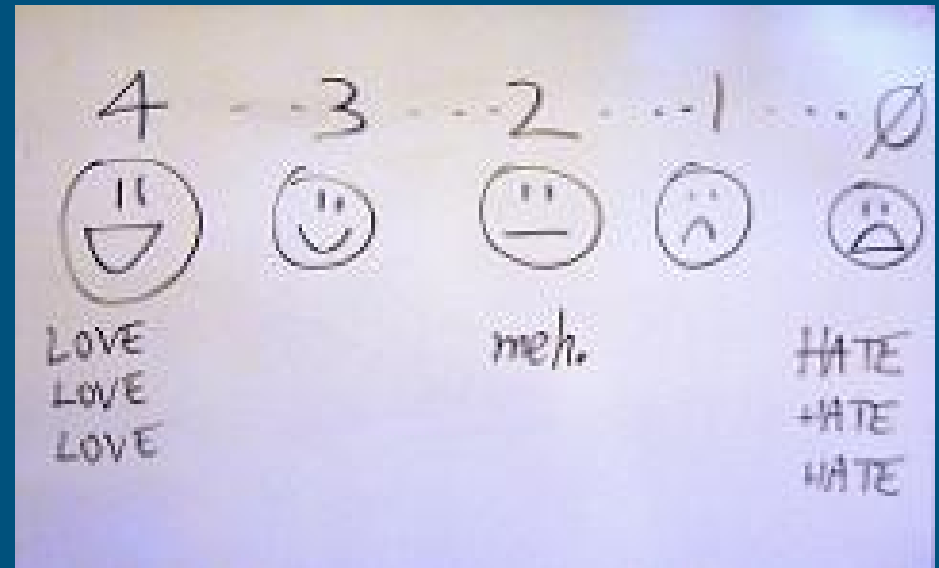
Joshua Carson

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# Agenda

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- Value Of Demos
- Demo Preparation
- Bad Demos
- Good Enough Demos
- Great Demos



# Value of Demos

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More Than Just Ceremony

“There is nothing so useless as doing  
efficiently that which should not be  
done at all.”

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Peter Drucker

# Feedback Loop

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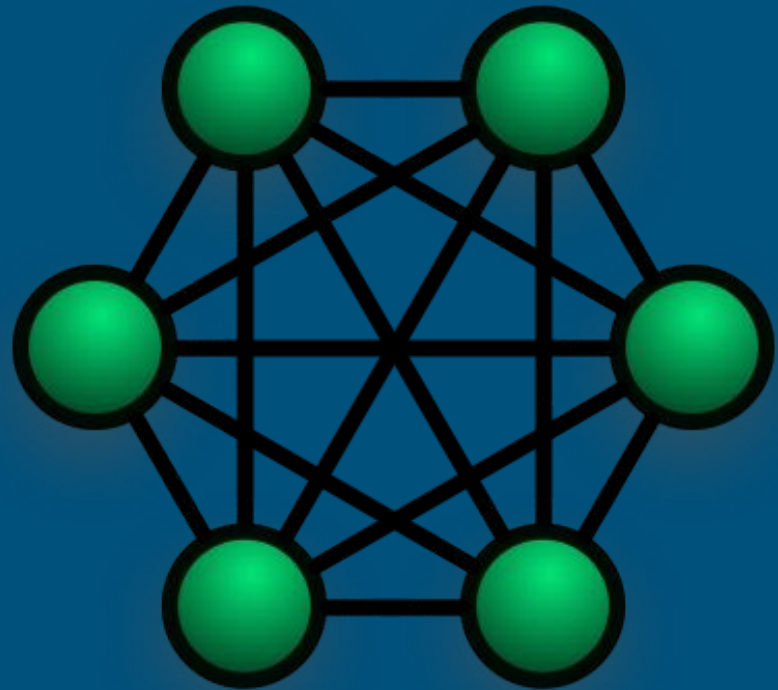
**Doing Things Right** - TDD, ATDD/BDD, Pairing, Continuous Delivery, Continuous Integration

**Doing the Right Thing** - Demos, Customer Releases, Customer Feedback

# Product Level Setting

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- What Product Does
- What Product Does Not Do
- Same Language
- Bonding





# Demo Preparation

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Getting everything lined up

# Personas

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- Customer
- Customer's customer
- Sales Team
- Support Team



- What they want
- How they work
- How they will work
- Persona to persona interactions

# Test Data

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- Account per persona
- Never use word 'test'
- Data in all environments
- Data not shared



# Right Audience

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- The Money
- The Feedback
- The Actual Customer
- The Team

# Practice Rounds

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Trial Run Day/Night Before - Full flow

Trial Run Five Minutes Before - Sanity Check



# Bad Demos

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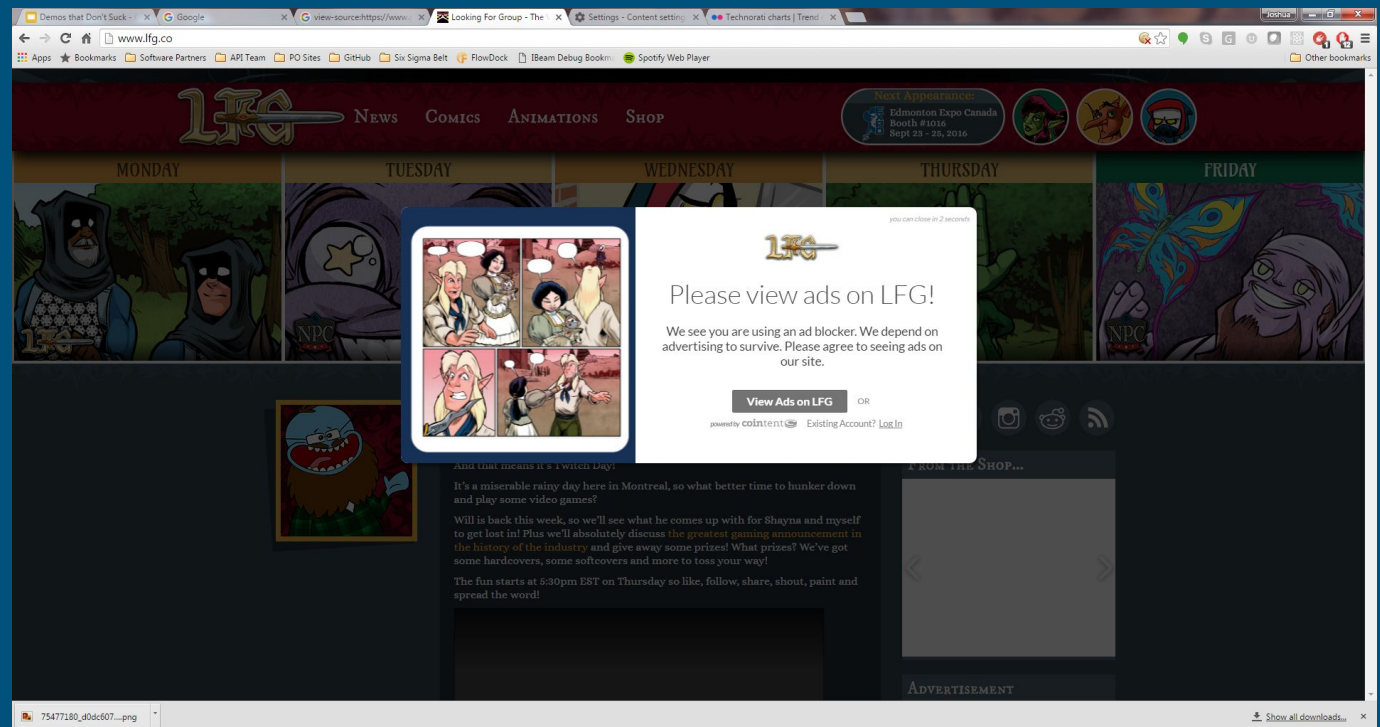
Making Sure You'll Never Have To Demo Again



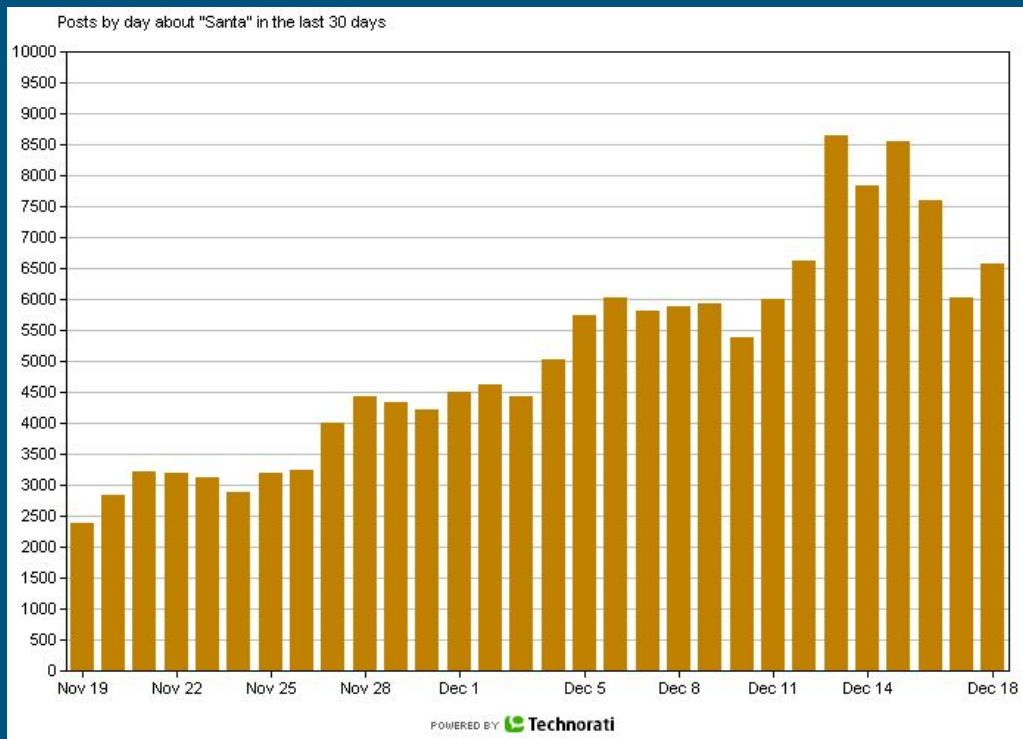
# Two Examples - The adblock popup

New Adblock Popup

<http://www.lfg.co/>



# Two Examples - The server improvements



- Increase throughput almost 400%
- Lower capacity during non-peak times



# Showing Code

- No value shown
- Confuses audience

Fun Exercise - [www.google.com](http://www.google.com) View Source

```
1 FUX 12:01a 23- 1
A 002000 C2 30 REP #$30
A 002002 18 CLC
A 002003 F8 SED
A 002004 A9 34 12 LDA #$1234
A 002007 69 21 43 ADC #$4321
A 00200A 8F 03 7F 01 STA $017F03
A 00200E DB CLD
A 00200F E2 30 SEP #$30
A 002011 00 BRK
A 2012

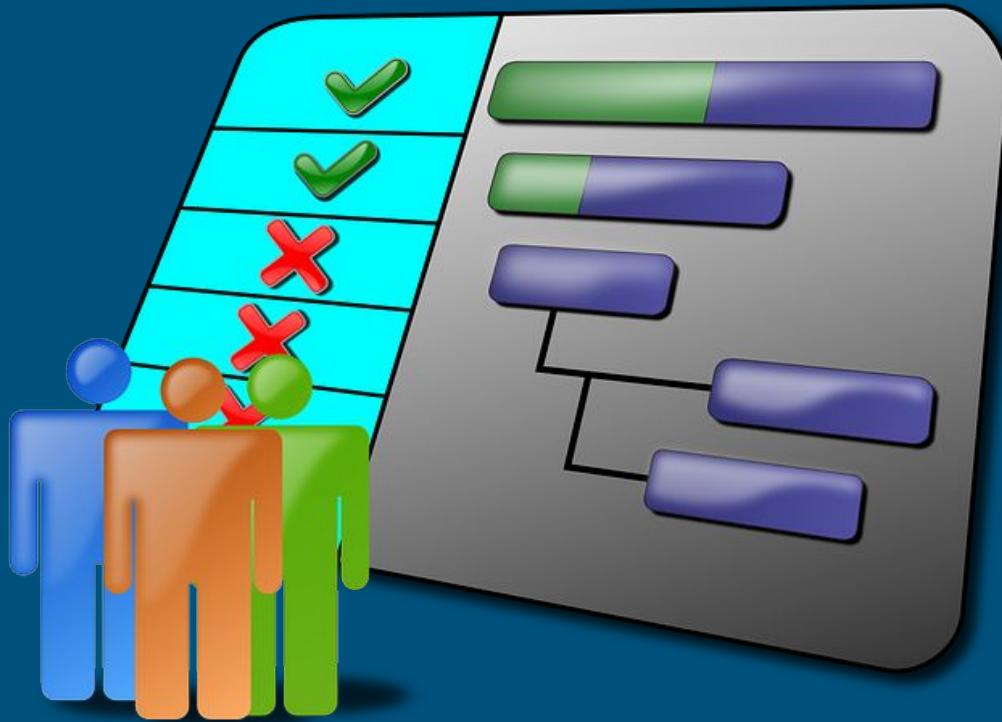
r
PB PC NUmxDI2C .A .X .Y SP DP DB
; 00 E012 00110000 0000 0000 0002 CFFF 0000 00
g 2000

BREAK

PB PC NUmxDI2C .A .X .Y SP DP DB
; 00 2013 00110000 5555 0000 0002 CFFF 0000 00
m 7f03 7f03
>007F03 55 55 00 00 00 00 00 00 00 00 00 00 00 00:UU.....
█
```

# Showing Project Plan

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- Status, not value
- Easily available
- Confuses Audience
- Feedback not on product

# Context - Huh?

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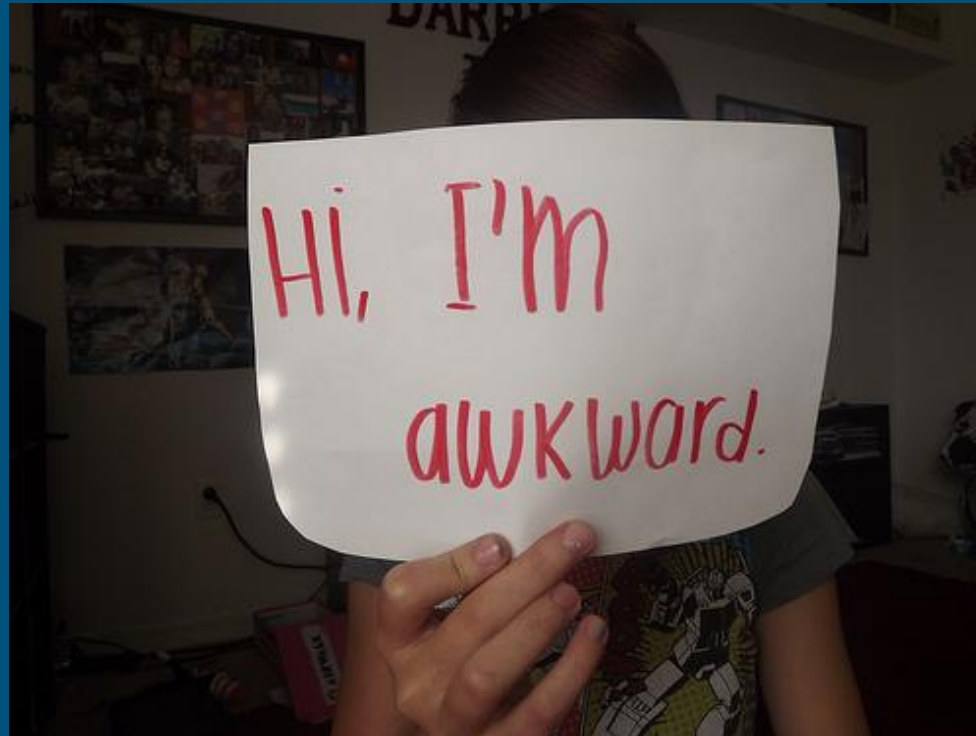
- No persona
- Wrong persona
- Missing steps in flow
- Missing/Bad setup



# Presenter - Not So Much

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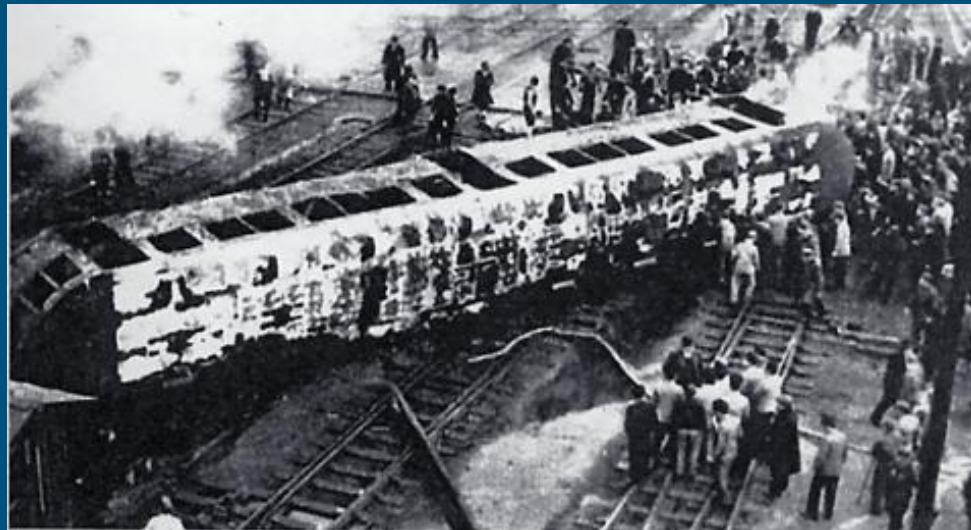
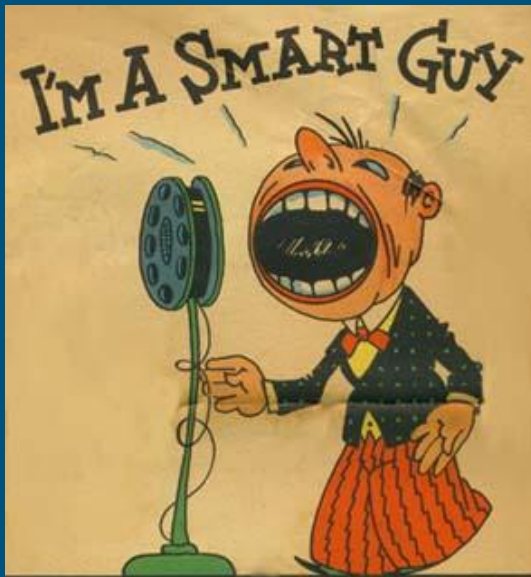
- Nervous
- Jittery
- Mumbles
- Quiet/Loud



- Doesn't want to
- Not feeling well
- Poor AV setup

# Wrong Crowd

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- Derailers
- Smart Guys
- Multitasker

# Good Enough Demos

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Getting the Point Across

# Showing Features

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- Value deduced
- Positive and negative flows
- Old way compared to new way

**SOME  
THING  
NEW**

# Showing Project Plan

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- Status avoided
- Status minimized otherwise
- Planning questions deferred



# Context

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- Persona called out
- Flow as persona would
- Data looks realistic enough



# Presenter - Handles It

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- Calm
- Clear
- Handles Questions
- Approachable

# Crowd Management

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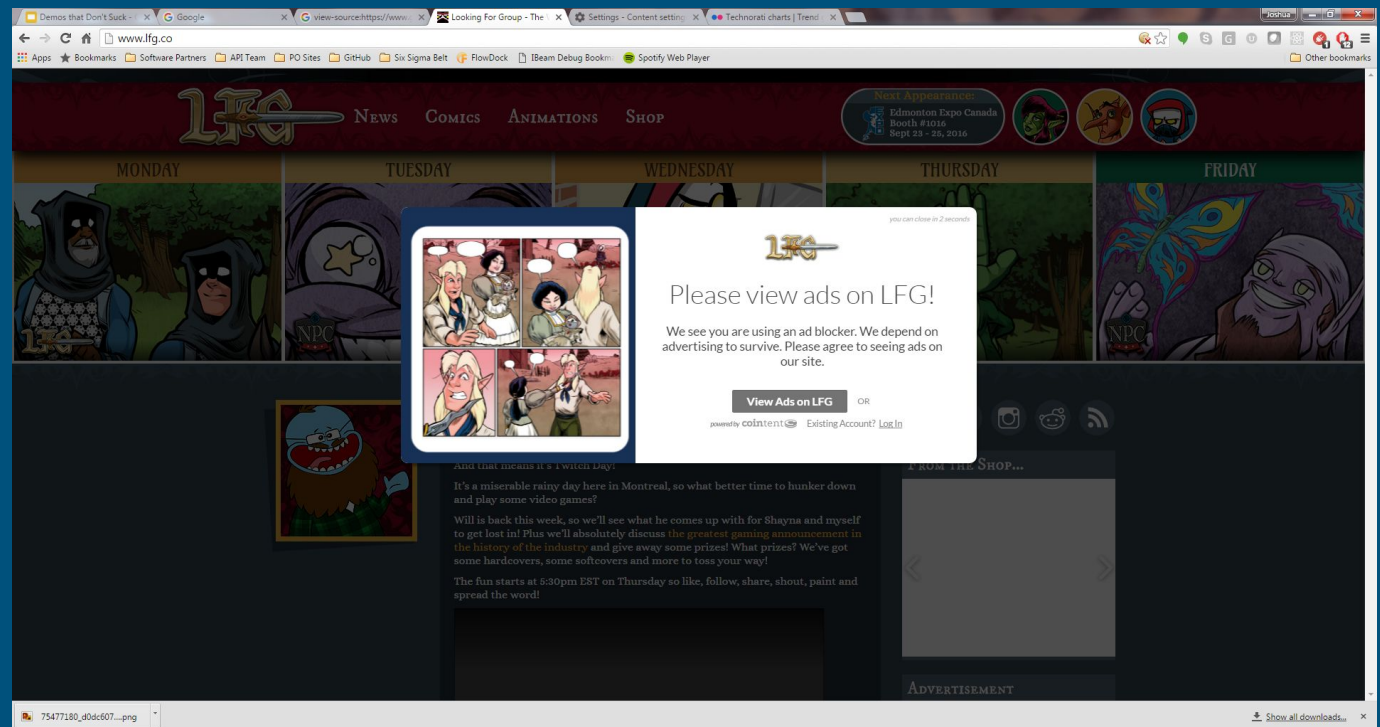


- Questions allowed
- Timing monitored
- Crowd control

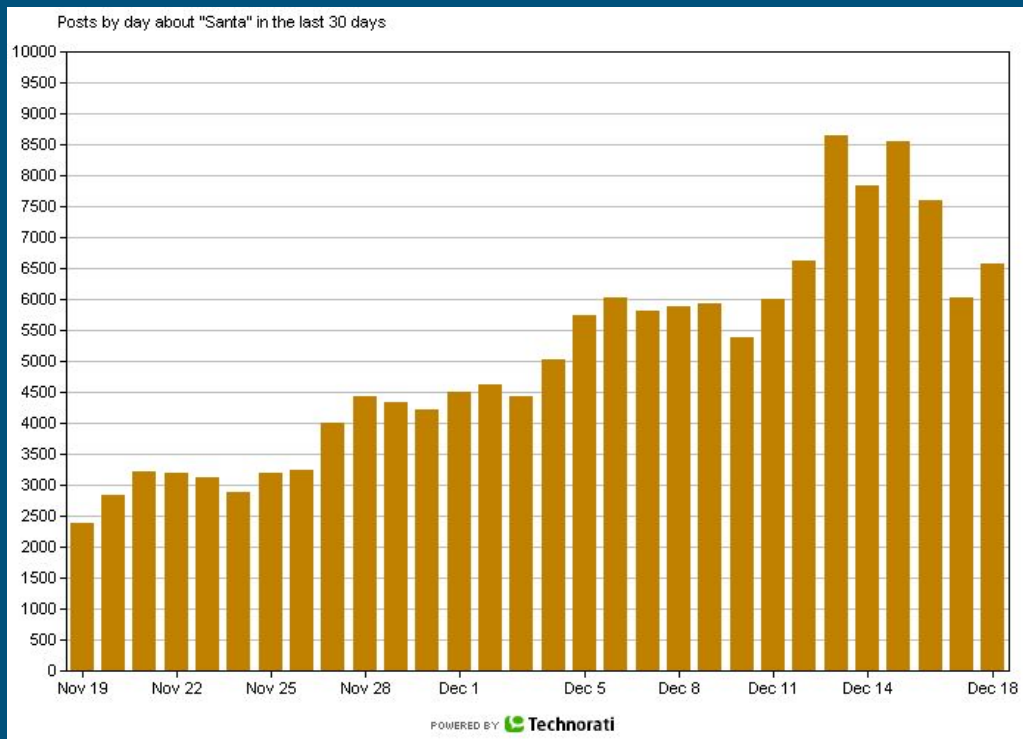
# Two Examples - The adblock popup

New Adblock Popup

<http://www.lfg.co/>



# Two Examples - The server improvements



- Customer wait times for applications were taking two days
- Application processing for customers in California changed to use new Servers on AWS instead of Henry's Desk PC
- Majority of customers are from California, so average throughput even for customer's out of California down to 12 hours

# Great Demos

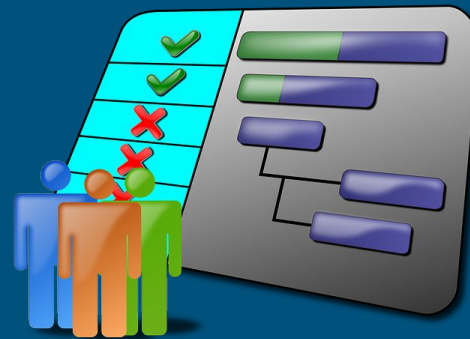
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And the Oscar goes to...

# Showing Value In Context

- Value felt
- Personas introduced
- Project mentioned briefly
- Domain language used

**SOME  
THING  
NEW**



# Presenter - Per Persona

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- No context switch
- Speak as persona
- Mistakes as persona



How to Lose -  
Show Feature  
Show Status  
Silence Questions

How to Win -  
Give context  
Customer Experience  
Get Feedback

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# Go Be Awesome

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Feedback to:

Email

[joshuajcarson@gmail.com](mailto:joshuajcarson@gmail.com)

Twitter

@joshuajcarson



# WHO'S AWESOME?

YOU'RE AWESOME!