Coding Excellence

Master Digital Sciences

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How To Do a Good (Software) Live Demo

SS 2024, 05.07.2024

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Before we start …

- As a Software Engineer, you need to do demos
  - … at the sprint review
  - … before customers
- As an Software Architect, you need to do A LOT OF demos
  - … when having done a PoC
  - … as part of a presales team
  - … because you are the most senior techie (aka nerd) in the room

- Many demos I've seen (and way too many I have done myself) **suck** ☹
- How to do it right?
  - You find a lot of BS
  - … but actually also a lot of useful stuff
- This presentation will give you some new perspectives
  - After that, you'll work on your own demo in your team

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As an Intro …

https://www.youtube.com/watch?v=Cxl_3ANnE0A

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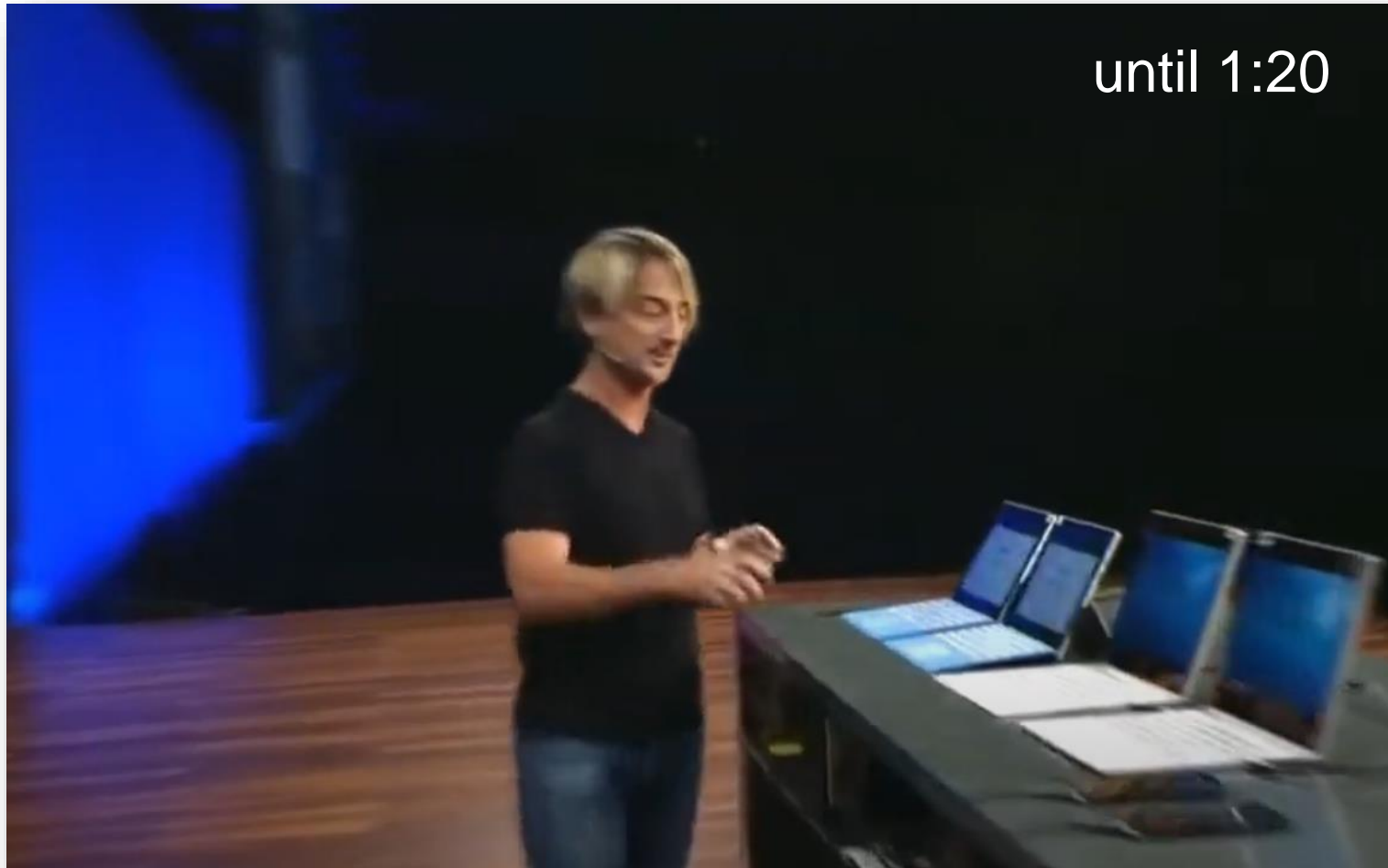# Some Do's and Don'ts

Do's

- Address the audience's pain
  - Start from the big picture
- Engage the audience
  - e.g. ask them who knows such and such problem
- Use theatrical drama
  - (where & how appropriate)
- Treat this as a sales pitch
  - You are selling your work/idea!

Don'ts

- Just list features / facts / … without context
  - and without really showing it
- No (not too many) config screens
- Don't ask the audience to „mentally visualize" things
  - … rather have a mock in place

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A Second Example

until 1:20

https://www.youtube.com/watch?v=pJN8B-kCF3A

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Some Do's and Don'ts

Do's

- Address the audience's pain
  - Start from the big picture
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  - e.g. ask them who knows such and such problem
- Use theatrical drama
  - (where & how appropriate)
- Treat this as a sales pitch
  - You are selling your work/idea!
- Backup in place
- Practice
 - (so that you can keep talking)
- Sum up what we have seen

Don'ts

- Just list features / facts / … without context
  - and without really showing it
- No (not too many) config screens
- Don't ask the audience to „mentally visualize" things
  - … rather have a mock in place
- Don't mention minor hickups
  - In 3 cases, things didn't work at first try ☺

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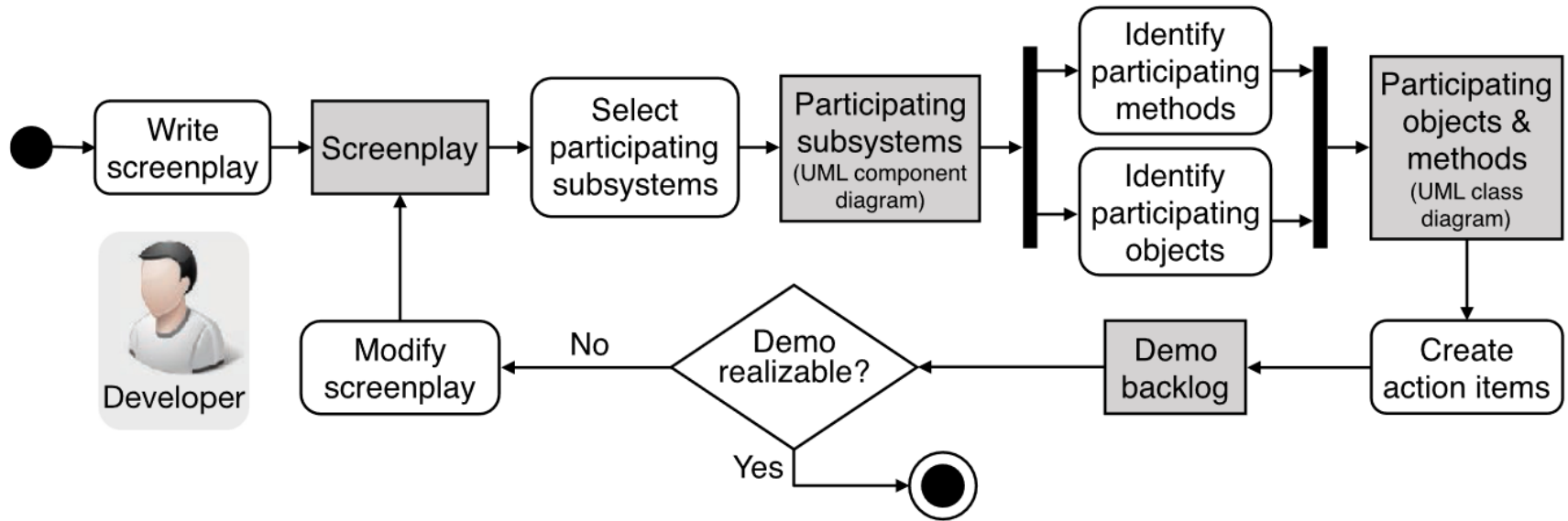TH Köln**

Think About Scenarios (1)

Bruegge, B., Krusche, S., & Wagner, M. (2012). Teaching Tornado: From communication models to releases. *Proceedings of the 8th Edition of the Educators' Symposium*, 5–12. https://doi.org/10.1145/2425936.2425938

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Think About Scenarios (2)
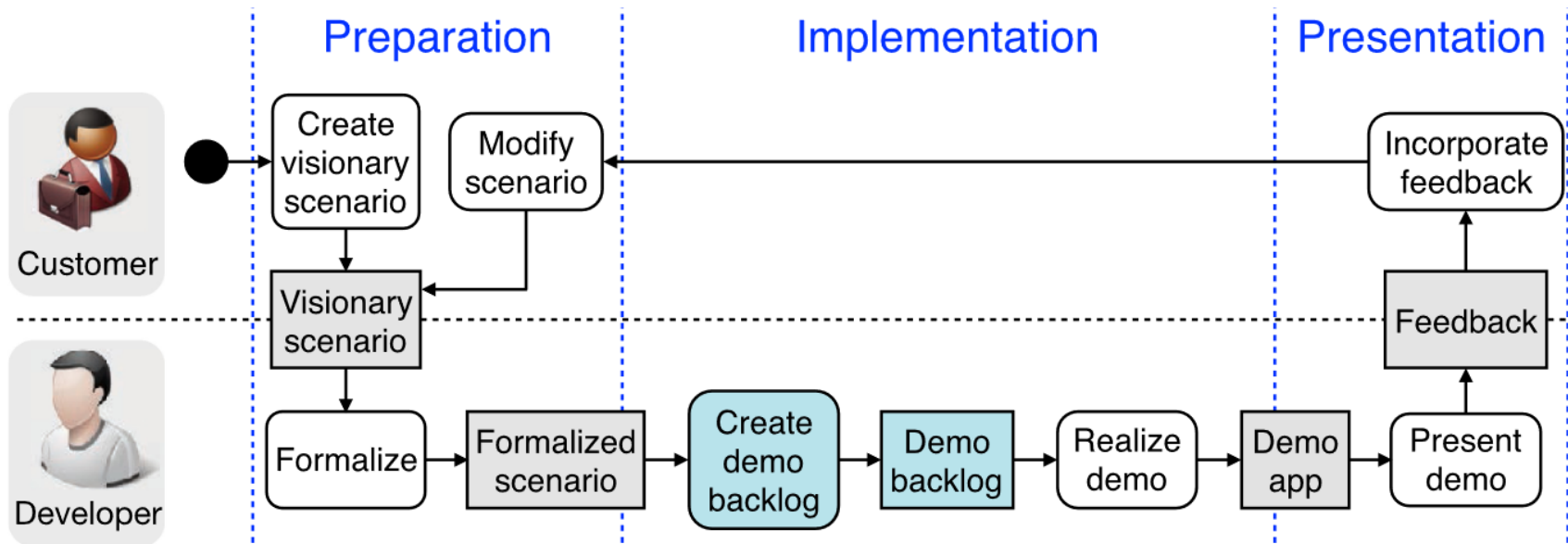
Krusche, S., Dzvonyar, D., Xu, H., & Bruegge, B. (2018). Software Theater—Teaching Demo-Oriented Prototyping. *ACM Transactions on Computing Education*, *18*(2), 1–30. https://doi.org/10.1145/3145454

Write a Screenplay

Krusche, S. et al. (ibid.)

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Example: Scenario for Medical Products Sales Support

- The sales representative for Mexico is in charge of managing several customers.
  - The sales process of consumables involves much more operational activities for the sales representative than the sales of devices.
- She needs to visit each customer regularly to initiate replenishment orders (…) and to conduct stock checks.
  - Both processes are quite manual today and reduce the time she can talk to the customer about new products (…).
  - The manual process introduces errors in stock taking.
- She already works with her smartphone for the customer account management, so she would appreciate if she could also use it for ordering and stock management.
  - This would be desirable because mistakes in stock taking introduce organizational issues and costs, and every minute that she saves in this process can be used to have value added discussions with the customer.

Krusche, S. et al. (ibid.)

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Example: Screenplay for Medical Products Sales Support

Scenario name	Perform stock taking	
Participating actors	Christina: Sales Representative, Matthias: Sales Representative	
Flow of events	**User steps**	**System steps**
	1) Tap on 'Mexican Medical Company' in the favorite customer list	
		2) Show customer locations
	3) Tap on the customer location 'Mexican Hospital 1'	
		4) Show the current stock item list
	5) Tap on 'Scan barcodes'	
		6) Activate camera
	7) Point camera at the barcode on each box	
		8) Identify the corresponding item and insert it into the scanned list. If an item is scanned twice, show an alert.
	9) Tap on 'Show Report'	
		10) Show the list of identified and missing items
	11) Uncheck 'Reorder items with report' and tap on 'Send report'	
		12) Show loading indicator and notification of sent report
Entry conditions	• The app is connected to the customer service hub and opened • The sales representative is logged in	
Exit conditions	• The correct report with all scanned items is sent to customer service hub	

Krusche, S. et al. (ibid.)

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During the Demo

Decroix, A. (2023, October 25). Software Demonstrations: Your Essential Checklist to Mastering Software Demos. *Demoboost*. https://demoboost.com/blog/software-demonstrations

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To Follow Up (1) …

THE ART OF EFFECTIVE DEMONSTRATIONS

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Magic is science without explanations. In presenting demonstrations, either explanations are often omitted or too much information is given. An effective demonstration should promote good observation skills, stimulate thought, arouse curiosity, present aspects of complex concepts on a concrete level, and, most important, be the basis for class discussion. Explanations should contain enough information to satisfy the audience's curiosity as to what took place and why, and should serve as a starting point for further inquiry for those individuals who need more details.

The key to successful classroom instruction is to present an active lesson that involves demonstrations and hands-on activities without using unnecessary hazardous materials and having disposal problems. Some of the things that can be done are:

Use common consumer products to provide a high degree of substance recognition.

Use dilute solutions of potentially hazardous materials.

Use small quantities of materials (i.e., microscale quantities), where appropriate, to minimize or eliminate waste.

For effective demonstrations:

1. **Prepare ahead.**
   Everything should be ready to go before any presentation.
   Have complete procedures written on separate sheets or cards for quick reference. Put all important information onto slides or transparencies so you can always read it to the audience without being obvious. (A word of caution, however, do not cram a lot of information on a single slide or transparency. Use large type such as 18 point and give the basic steps. You can fill in details orally and visually, i.e., demonstrate it.)

2. **Practice the demonstration.**
   Practice all demonstrations in advance to make sure you know what will happen and to gain confidence in performing the demo.
   Follow directions and observe all safety precautions.
   Do not change the demonstration without testing in advance. Quantity changes may affect the results.

3. **Make the demonstration visible.**
   Use large apparatus and large quantities suitable to the room whenever possible.

Katz, D. A. (2002). *The Art of Effective Demonstrations*. http://www.chymist.com/THE%20ART%20OF%20EFFECTIVE%20DEMONSTRATIONS.pdf

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To Follow Up (2) …

https://www.youtube.com/watch?v=_dmGpBmdOMo

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