

Erik Fadiman

DES 251 Presentations Day One

We will have short presentations on our first day of class. They will cover your research and your approach to strategy. There are no visual design requirements. Please be able to speak about the following points. I understand that some points may be “under construction” in your mind and it’s OK if you end up going in a different direction.

**Wine.**

Based on our research, we found that people are anxious about wine for the following reasons.

\_\_\_\_\_

We found that while people liked the idea of joining a club, they were wary of contracts and obligations...or this \_\_\_\_\_

We feel that we could sell more wine if we did this \_\_\_\_\_ and this \_\_\_\_\_

Our specific angle, or hook, or key differentiator is this \_\_\_\_\_

Our Mobile app will have these features \_\_\_\_\_

And, our OOBE might look like this \_\_\_\_\_

**School.**

Based on our research we found that both parents and children had some pain points with the multiple portals from Seattle Public Schools \_\_\_\_\_

We also found these net positives \_\_\_\_\_

We found that the most frequent tasks/needs were these \_\_\_\_\_

Going forward with what we intend to build, our priorities are this \_\_\_\_\_

Our North Star is \_\_\_\_\_

A successful outcome would like like this \_\_\_\_\_

**Police.**

Based on our research, the concept of Defund the Police is not popular for these reasons \_\_\_\_\_

While 40% of the country will always oppose it, we’ve identified a population of 20% in the middle of the political spectrum that looks like this \_\_\_\_\_

We feel that by reframing the argument, we could move the needle and that looks like this \_\_\_\_\_

Specifically, we have identified 6-8 Key pillars that look like this \_\_\_\_\_

A successful outcome would like like this \_\_\_\_\_