

Framing a demo

Questions to ask yourself before you record:

1. Why is this demo important? What problem am I solving?
2. Who cares about this demo? Is it local to my project or would a broader audience be interested?
3. How important is polish to my audience?

Once you have your story, plan out your demo with the following components:

1. Introduce yourself.
 - a. You have no idea how widely your demo might be shared outside of where you started. Not everyone knows you.
2. Clearly articulate the problem space.
 - a. Again, you have no idea how widely your demo might be shared outside of where you started. Make the problem you're solving accessible to anyone watching.
 - b. Walk your audience through how the current state is suboptimal. Stating "feature X doesn't exist yet" is less powerful than "watch how painful it is to accomplish Y without X."
3. Show off that demo!
 - a. Channel your inner infomercial and really lay into the "and now that X exists, it's smooth as silk" walkthrough. Don't shortchange your demo; speak to how what you've added is better than what was there before.
 - b. Do the extra setup to make the demo actually smooth as silk. For example:
 - i. If you have to type large amounts of text throughout the demo, have the copy pre-prepared, typed out, and ready to paste from somewhere "off-camera" so no one watches you type.
 - ii. Have all the windows you need open and ready to toggle between.
 - iii. If you're working on user-facing experiences and showcasing these in your demo, take the time to make sure that everything looks somewhat polished. Humans get distracted by things that don't look nice and this way you'll have a viewer's full attention on the *right* thing.

4. Next steps

- a. End your demo with an explanation of what's next from here. Clarify whether this new feature still needs to be approved, when it's expected to be released, if there is a tech spec in progress, or if the demo side-steps a giant caveat that needs investigating. This is where you set expectations with your audience on what needs to happen before this new feature is in the hands of customers.