

Leveraging Mobile Technology to Support Public Speaking Skills

Personas/User Needs



Teshia Patson, 37, Technical Writer

Novice Tech Savvy Persona

Quote: *"I know the material, but when I get up to talk to a group I freeze and my thoughts tend to fall apart, therefore I tend to find myself reading from a script."*



Teshia has been working in IT contracting for over ten years. She initially started out working as an administrative assistant, but after completing her bachelors in business, she transitioned into technical writing. She feels confident in her writing and editing skills and is the "go to" person regarding creating templates, procedural documents and helping others troubleshoot applications such as Word and SharePoint. However she is more comfortable one on one with people. Recently at work there has been an initiative to transition all materials and reviews to SharePoint, and her being the "go to" person will need to train the entire department. She becomes nervous even thinking about the amount of eyes on her.

Teshia recalls only taking a few classes in college regarding public speaking, but they were not effective. She considers herself a novice speaker as she is rarely called upon to do presentations. "I wanted more feedback and pointers, during the presentation," she said. "I am person that in order to feel confident I need to practice with people and I am open to criticism. In the workplace we occasionally have pilots regarding trainings or presentations, but I'm a person who needs a few more practice rounds, so having a type of app on a phone or tablet that would let me engage in more practice while giving me feedback would help me out tremendously." Teshia finds creating the material a cinch,

but she finds herself writing lengthy notes in the PowerPoint note section. As soon as she is in front of an audience she freezes, begins to stutter and finds her mind going blank.

She finds being a Technical Writer in the IT industry is involving more roles and skills, like public speaking. She knows if she does not improve this skill she will not be as marketable. She has looked at other applications that she could use, but was not successful in finding one that encompasses her needs. She notes at work they do offer courses for this skill, but she does not have the time with commuting a long distance, working full time and being a mother. "I want to be able to practice when I want and when it's time for our work pilot; I can deliver a polished delivery."

Goals

- Confidently deliver expert knowledge
- Improve overall confidence in front of an audience

Needs

- On-demand application that allows audience engagement
- An application that will deliver immediate or collaborative feedback/criticism
- Master the skill for marketability in the IT field



Faisal Khan, 30, Business Analyst Manager

Intermediate Level Speaker – Tech Savvy

Quote: *“When it comes to making presentations, I want to make certain that I recall what I wanted to say and articulate it clearly and effectively.”*

Faisal has been in the Financial Services field for about nine years. He holds a BS degree in Information Systems and an MBA. In his current position as a Manager, he needs to supervise multiple projects in parallel, handle IT control risks within the team, troubleshoot, be very detail oriented, and provide statuses to the management. He needs to be prepared to present to his group on projects at any time if needed and once a quarter to a large audience comprised of his management executives. Due to his work obligations and commitments he doesn't always have time to prepare and practice his presentations.

As a business major in his undergraduate and graduate studies, his coursework incorporated giving presentations to large audiences. Even with a good amount of experience under his belt, he gets a little intimidated when it comes to getting his ideas across to a large audience and struggles by not having the same amount of time to prepare and practice now as he did for a class during his formal education. Faisal finds presenters who use storytelling techniques to be engaging and thinks monotonous speaking combined with dry content can be a lethal combination when it comes to public speaking. To prepare for a larger audience he prepares the presentation using PowerPoint and practices what he will be discussing for around 30 minutes. He would love some advanced public speaking training which would help him be an engaging speaker and provide feedback on his public speaking but without having to add something to his busy day. A mobile application would be perfect for him, he says, ‘I can use some downtime at work or at home to get feedback on my presentation skills without having to go to an actual class or meeting.’

Faisal is a young professional who finds that he is progressing in his career and provided with more opportunities. As his work responsibilities increase, he also

needs to advance his public speaking and presenting skills. With a demanding career and a busy family life, he does not have time to spend on a class or regularly scheduled meeting. He would love to use an app on his phone or tablet that would allow him the same guidance and feedback that he would get in an in person class.

Goals

To improve and advance his presentation skills and get more experience in speaking in front of an audience.

Needs

An on-demand, user-friendly, and time-efficient application accessible anywhere, anytime.



Megan Johnson, 40+ Federal Contracts Officer Representative

Intermedia Level Speaker – Moderately Tech Savvy

Quote: *"Insert quote here"*

Mrs. Johnson holds a Master's degree Instructional Design, and is a Federal manager, Contracting Officer Representative (COR). She is a former production manager for online learning training at Defense Acquisition University (DAU), and was previously employed by private commercial organizations and enjoys managing different projects.

She is recently married (for the first time), and wants the American dream. Church going, community oriented. No pets. Is able to travel for work and take advantage of visiting family while there. Has cut back slightly at work since marriage and even teleworks 2 days a week. Loves technology, has a blog, experiments with software and also recently got a digital camera. Has a smart phone and ipad. Takes online training to stay current learn about what's out there. Has accepted the protocol thing at DAU and would love to break out on her own, or just stay home and have a family, after moving to the mid west. Until that time still finds dealing with management challenging, and learning how to be more successful in presenting to management would be willing to try, but has very little free time available for that. Practicing for a presentation would have to be done at home, the office does not provide the privacy necessary. Colleagues do not have time to listen to her practicing, and she wouldn't want them to know about something before management. Practicing would have to be done on telework days. Days working in the office involve meeting with the contractor heading up the training support team, holding meets with DCMA, and the mobile team. Reporting to her supervisor and when asked to report to upper management.

As far as working conditions, the office has been stunk out (sewage leakage)- moved upstairs from basement, powered out, burned out, heated out (air conditioning broke in temp office), and now moving to a new cubicle, smaller than the last one, and with even less privacy. Strong work ethic. Has to present

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at symposiums, to management on contract status, internally to team mates, and to new clients. Is asked by mgmt. to report regularly on contract and work status. Currently involved in managing a contract with an external provider, assisting an external organization to have DAU funnel their training through DAU's learning management system. Content needs to meet DAU standards and speak to DAU's systems. Also involved in expanding the use of mobile training – determining what would work with DAU's students.

Because she monitors the training support team, Megan can present whenever asked, she just has to review her notes on what is current. However when asked to present new content, something that might change the current training and development process, research and preparation is necessary. She Still also finds presenting to management at DAU stressful, due to office politics more than anything else. Most likely attributed to past experiences being less than desirable, and also the fact that DAU is made up of a lot of current and former military, primarily men. There is an expectation for a particular protocol in this environment and speaking one's mind is not part of that. A 6 foot tall woman, conservative in appearance and yet not so conservative when it comes to thinking forward and trying new things, also not afraid to say something is broken – speaking the truth. She would like to find a way to be employed from home and has started a business development consulting business. She helps friends find their niches, by using the internet as a means of advertising and sharing information on how things can be done, such as getting investors to finance the publishing of a book.

Being able to practice presenting just to know how she is perceived would be helpful – if only for management presentations. Also very interested in new technology and training, as well as having the right tool for the job.

Goals

- Overcome the stigma of being a woman working in a man's environment (i.e. get them to promote her, and get that big raise).

Needs

Convenient access on-demand.

Constructive feedback that may be used to refine a presentation before final delivery in front of a real live audience.