Eller College of Management
The University of Arizona

MIS 111 Freshman Honors Showcase

E-mazing Presentations with Emaze

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Executive Summary

This project includes information about the online presentation making software, Emaze, and why it would beneficial for teachers to purchase a membership to this website. We propose that teachers use this to make interactive powerpoints for students to follow along with on their own personal devices while the teacher is presenting. Emaze allows anyone to create presentations that can be shared with anyone, and we propose that teachers use this feature to share their lectures with the students, so that they can follow along at home and during the class, making the information more accessible to them. The biggest value proposition of Emaze is its excellent interactability, immersiveness, and usability makes it superior to all other presentation platforms that are already on the market. It has a wide variety of innovative features including 3D templates, voice over recording, video presentations, and many more. Emaze targets customers that are involved in Business and Education, due to the prevalence of presentations in these areas. Emaze created their price structure in accordance with their intended customer base in order to maximize their customer acquisition rate and profitability. Emaze’s business strategy centers around attracting as many users as possible and then convincing users to upgrade through their freemium pricing model. Some of Emaze’s most innovative and noteworthy features that make it stand out from the competition include 3D rotation, audio, and scrolling slides. The market we identified for this product would be for businesses and education institutions, but for our project specifically, we targeted middle class working professors teaching second languages, working at the University of Arizona. The ideal instructional activity our group has come up with for Emaze is that the professor would create his/her lecture as a presentation and have students in class follow along online. The ideal instructional activity our group has come up with for Emaze is that the professor would create his/her lecture as a presentation and have students in class follow along online. The presentations can be accessed without the internet if prior preparation was taken to prevent potential issues with wifi and internet connection. The presentations would be available to the students and the teacher can see if they viewed it outside of class. This new activity enabled by this product is a significant improvement over older methods used to share lecture materials with students. Previously, students would have to manually download powerpoint presentations from the internet, and then review the content from there. There were several issues caused by this, first, many students use MacBook computers that don’t support Microsoft powerpoint, which inhibits their ability to view the content. After developing ideas on what had to be done for this project, the initial target focused on trying to get the Psychology department here at the university to have as a main focal point. After no response, the focus shifted to professors in any business department. Lastly when no one was willing, we thought the language departments could use this and it could be very beneficial to students learning a second language by using a presentation site that is more visual.
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Introduction

Emaze is an exciting and innovative reimagining of the teaching presentation platform that is changing the way teachers and students interact in the classroom. Unlike many other presentation platforms, Emaze allows teachers to personalize presentations to tailor their lesson plans to the learning needs of students. This presentation can also be set on a time schedule to ensure that teachers can fit in all the required information in the class period without needing to constantly checked the clock and pause class. If Emaze is adopted by our teacher, we hope that it can add an important and useful tool that allows students to engage with the presentations shown to them in the classroom. This technology improves the learning experience of students and immerses them in what the teacher is saying, due to the fact that Emaze is intended to be viewed by students on their own personal laptops. When the content is being shown to them in a more personal way, they feel better connected to the information being taught. In addition to this, the material being explained can be reviewed by the students at home. This improves the teacher's effectiveness, as well as increases the students drive to learn. At the University of Arizona, such a large school with large class sizes, most students feel disengaged with the material being presented to them, which is why we feel that it is necessary to increase students engagement with the lectures they are listening to. Emaze is a vast improvement on other presentation platforms such as Powerpoint or Prezi because of its many unique features; including increased teacher - student interactivity, improved design and aesthetics, and simple and intuitive usability.
Product Assessment/Overview

The number one value proposition of Emaze is its superior interactability, immersiveness, and usability over all presentation platforms currently on the market. Emaze is an improved version of PowerPoint and Prezi with a vast array of unique and innovative features including amazing 3D templates, timed slide transitions, voice activated slide transitions, offline presentation, thousands of templates and other brand new features that the competitors have yet to install. Many professors and students both use PowerPoint for presentations throughout the year, using a different platform would make the presentation unique and stand out from the rest. Emaze uses a freemium pricing model which means Emaze is available to all to users for free with all basic and necessary features. Users who want added features and benefits then have the option to upgrade to monthly payment plans which give users an increased value proposition. There is a basic version of the product which includes a profile and access to many templates and designs however one can upgrade to either the pro or the business at a discounted rate with an edu email. The pro offers offline presentation, private files, the ability to download to pdf and video, and no ads all for only $4.50 a month which is half of what the usual fee is for the pro without an edu email. Upgrading even further to the business edition is only $8.00 a month and gives access to all the extra features such as analytics, and customized brand templates along with other different features.

Emaze is taking the presentation platform into the 21st century. The presentation industry for too long has stagnated, with industry standards Powerpoint and Google
Slides adding only minimal features every year. Emaze is changing all of this, however, through adding many unique features and innovations that change the presentation experience significantly. *Emaze* is piggybacking off the ideas of its competitors by advertising to people involved in Business and Education because of the prevalence of presentations in these areas and with the discounted rate it encourages students and teachers to use the site. However, *Emaze* have not made significant steps to advertise their product on any other media forms.

*Emaze’s* business strategy centers around attracting as many users as possible and then convincing users to upgrade through their freemium pricing model. Since businessmen and women are a key demographic for *Emaze* because they are relying on business people being so impressed with the product that they upgrade to paid accounts, unlocking even more and exciting features that can be used to make their business presentations stand out. However the company does not do much outside advertisements such as google adsense. *Emaze* is a privately held company, with around 20 employees.

One unique feature that other platforms do not use is the ability to transition slides with a keyword that the creator decides. During a presentation a professor can travel around the class while still talking, most platforms require the presenter to either use a clicker or the computer itself to change from one slide to the next making *Emaze* stand out from the rest. *Emaze* also offers 3D designs within the presentation itself, while going through the display one can set it so that the transitions are followed by pop up features and charts that keep the viewer engaged. One of the most notable features
that students and professors both can appreciate is that since *Emaze* is internet based which makes it compatible with both Macs and PCs. The internet means that Emaze can run on all makes and models of computers and software will always be update. *Emaze* is delivered via website making it vendor hosted.

**Proposed Instructional Activity**

The market we identified for this product would be for businesses and education institutions, but for our project specifically, we targeted middle class working professors teaching second languages, working at the University of Arizona. These professors would be presenting lecture slides to a large audience, and second language classes also require a significant amount of review of the material. *Emaze* allows the students to access the powerpoints from their own personal device, making it easier for the second language students to review whatever key information they have to memorize. Because the software does have an initial start-up cost, the market would include teachers that can afford to purchase the membership out of their own budget, unless the university were to sponsor funding of this technology.

The ideal instructional activity our group has come up with for *Emaze* is that the professor would create his/her lecture as a presentation and have students in class follow along online. The presentations can be accessed without the internet if prior preparation was taken to prevent potential issues with wifi and internet connection. The presentations would be available to the students and the teacher can see if they viewed it outside of class. This could easily be used to delegate homework of reviewing a
presentation before or after class. As a team, we see Emaze being a tool for instructors and students to be connected and interactive.

*Emaze* comes with a new and advanced feature that allows teachers to track the amount of time the student has spent using their *Emaze* presentation. This is the perfect way to assess the usage of this product by the student, and to assess the effectiveness of the technology as a whole. *Emaze* offers powerful analytics that can show the creator of the presentation (the teacher) who has viewed their slides, in this case which students in the class, how long they spent on each slide, and how long they looked at the presentation as a whole (Emaze.com). This gives teachers a way to check up on the progress of their students, and to see which ones are spending time reviewing the material and studying, and which ones aren’t.

By utilizing *Emaze*, teachers have the opportunity to have a more flexible and customizable presentation. There are so many different features that *Emaze* offers for teachers such as the opportunity to share presentations with access to who has viewed it and average time spent on each slide. A similar feature is available to our professors now on Desire2Learn (D2L) which seems to be a large benefit for teachers. *Emaze* has some pretty useful tools such as timed slide transitions, the ability to download your presentation as a pdf, and to make it available offline (Emaze Blog).

We chose Professor Moore because one member of our team has her personally for French 101. French and other foreign languages are typically taught in different and unusual teaching styles to get students to become interactive. *Emaze* is a new way for teachers to help students when it comes to comprehending another language. We
thought that foreign language teachers would be interested in this website because of
the new exciting features it offers that could be useful for an introductory course.

This new activity enabled by this product is a significant improvement over older
methods used to share lecture materials with students. Previously, students would have
to manually download powerpoint presentations from the internet, and then review the
content from there. There were several issues caused by this, first, many students use
MacBook computers that don't support Microsoft powerpoint, which inhibits their ability
to view the content.

**Feasibility/ Design assessment**

After developing ideas on what had to be done for this project, the initial target
focused on trying to get the Psychology department here at the university to have as a
main focal point. After no response, the focus shifted to professors in any business
department. Lastly when no one was willing, we thought the language departments
could use this and it could be very beneficial to students learning a second language by
using a presentation site that is more visual. After being in contact with the French
department, Professor Luella Moore was more than willing to give the team's
presentation a listen. To make the display more interesting, an *Emaze* presentation was
created for her in French with pictures and multiple animations so that she could see
how the service related to her. The feedback given back from Professor Moore was
beneficially positive. She really enjoyed the presentation given to her and was intrigued
on using this presentation site to use in the future to teach her students. There was not
anything negative that she responded with but she did ask questions on what she does with her pre-existing PowerPoints and the team responded with telling her that Emaze has a way of uploading old presentations to the site and using the tools given to enhance and make anything already created, more interesting and animate. The platform is not difficult to learn how to create. Similar to PowerPoints that students and teachers have been creating for many years specific types of slides can be inserted into the presentation depending on what information the person would like included on that slide. Unlike PowerPoints, Emaze transitions smoothly by the content more and not just flipping from one slide to the next. No software is necessary for this presentation since it is online based, this is helpful for students that own Mac's since it will prevent them from having to purchase new software. There is also no need to worry about if a presentation is going to not run on newer or older versions of computers, as long as there is internet then the presentations will run effective and efficiently.

Users would learn about the product through Emaze’s online tutorials and by seeing other students present in class. Like any new program it will take a while to learn and get used to the new format but it can be quickly mastered as it runs on the same ideas as PowerPoint with the predesigned slide templates. Emaze is not a difficult site to navigate and manage, so it can be taught and learned with more facility than some of the other presentation sites that are more strategically difficult to work with.

Emaze is a product that can be presented not only in a classroom setting but also used in meeting presentations. For a no cost Emaze experience, one will receive the basics of automatic translations, cutting edge designs, powerpoint upload, and
multi-device use access in order to make an interactive presentation that can be shared with the classroom. Although, there are benefits to being a teacher or a student with an .edu email if one wishes to upgrade. As seen on the Emaze website, it entitles that for teachers and students with a .edu email they can purchase the product for a low cost of $4.50 a month a buyer can present offline, make their presentations private, download to PDF and/or a video, and it offers no advertisements. If one desires all those benefits and, Insights Analytics Pro, customized brand templates, team management, and premium training and support, a low priced package of $8 a month can be purchased.

All Emaze presentations have the ability to be shared through email, links, embedded text, or on popular social media sites such as Facebook and Twitter. Teachers can share their presentations with anyone they would like without having to give out their email and password to students to view. Teachers could post all their Emaze presentations to Desire 2 Learn and recall the information from there if the Emaze website was not cooperating. Another prevention method for protecting presentations against internet malfunctions is the ability for the creator of the presentation to play and view their work offline however internet access would be necessary if a person wanted to edit their product since it is a web-based platform. If the company Emaze were to discontinue this product then teachers and students would lose the ability to create new presentations however they would still have all of the former presentations saved that they can reference and continue to use in the future.

Creating an account on Emaze requires the student’s email, a password, and it does ask their profession. However a student could choose to answer other rather than
specifying that they are a student if they wish to keep that information private. *Emaze* does not release or require any personal information that would cause the University to break any of rules laid out in the Federal Educational Rights and Privacy Act. A teacher would need a student’s email address to share it directly with them or the teacher would give students their user name as a way to view the presentations on the *Emaze* website. The professors also have the opportunity to post their presentations to Desire2Learn much like they would a regular PowerPoint without any fear of FERPA violations.

The University of Arizona Policy requires all the web pages utilized or assigned by a professor be accessible to anyone with any type of disability. *Emaze* can be considered a site that utilizes visuals and sometimes hearing depending on what is put in the presentation. This is a site that is closely compared to PowerPoint, Prezi and Panopto, which are allowed at the university. *Emaze* is something that can be worked in multiple ways meaning that it can incorporate multiple methods to accommodate everyone’s needs.

The privacy policy displayed on the *Emaze* website breaks down on what they do with the information that one enters into the system. The use of personal data is said to be used as such: receiving product input, sending special offers, e-mails about upcoming events, marketing and market research, promotional uses. The website indicated that it will not share personal information with third parties unless they are third parties who act for on behalf of *Emaze* if they are conducting business with them. The presentations that are made via the website are open for the whole public to see,
and in that case are not kept private unless the upgrade is purchased which allows one's personal presentations to be private.

**Next Steps/Future Work**

After the meeting with Professor Luella Moore, the team has taken her feedback into consideration on what next steps should be implemented going forward in order to try and get more of the school’s faculty members to use the product. Many professors use presentation sites such as PowerPoint, Prezi, or Panopto, so the mission that is trying to be accomplished here is to market the product by presenting *Emaze*'s up-to-date software and all of the benefits it has over all the other presentation sites. Informing professors why Emaze has the advantage will give them a general idea of what it is and have some sort of interest in using the product. The goal being pursued is the possibility of getting them to fully switch over to using this presentation site over all the others. A method that could be offered, is holding workshops for anyone interested in willing to get a full rundown on how to use the product correctly and effectively in order to make their presentations stand out over the rest. At the end of the day, it does not matter who is using it, but how many people are using it. By holding these types of sessions around the end of the semester, along with group training sessions, it gives users the option to prep and see how this is effective in their teaching and learning for the semester ahead.
Conclusion

*Emaze* is an interactive presentation platform that can be used by both students and teachers alike. Presentations are vital in one's academic career so by using *Emaze* it will help to create a different and unique way to display information that will keep students engaged in the task at hand. Teachers can use this innovative technology to engage students in an interactive manner. All presentations created using *Emaze* are online based so that students can follow along and review the presentation material at home too. Unlike many other presentations already existing powerpoints can be uploaded and turned into an *Emaze* presentation format.
Works Cited

