Formal Analytical Analysis on effectiveness of PowerPoint vs Prezi Presentation software for College Students

For

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By

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English 227 students

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1. Abstract

**As a group we have researched the usability, ease-of-use and visual quality of two presentation software-Prezi and PowerPoint. After analyzing our final data on the three criterion, we have come to the conclusion that \_\_\_\_\_ is best suited for college Writing 227 students. (Inserting a summary as to why we choice \_\_\_ as our final decision)**

1. **Introduction**

For most Writing students in college-as well as professors-it can be difficult to determine what presentation software best fits their needs for a class presentation. Oftentimes presentations are made haphazardly or with little to no knowledge about the vast choices of presentation software available to both professors and their students. This can lead to a lack of professional and well-thought presentations, and knowledge of how to operate said applications. As students succeed and move into higher writing levels, it can become difficult for them to organize their thoughts and ideas in such a way that would be presentable in a formal and informal setting; for a job interview or for school.

Without the knowledge about how certain software performs, and all of the tools available, students may end up finding themselves stuck with a presentation that they barely remember. It is within this analytical paper that we will explore the usability/ease-of-use of PowerPoint in comparison to that of Prezi Business. Students, for example, may find this to be incredibly useful; we will go over the tools offered within the application and how easy it is to operate both as a veteran and a beginner. Not only this, but it will ultimately prove to be a good investment for schools to make available to their students.

**What is the usability of PowerPoint? As defined by *Wikipedia* the usability is:**

 Usability is the ease of use and learnability of a human-made object such as a tool or device. In software engineering, usability is the degree to which a software can be used by specified consumers to achieve quantified objectives with effectiveness, efficiency, and satisfaction in a quantified context of use.

(For a more in-depth explanation of usability, refer to \_\_\_\_\_\_\_ on pg. \_)

Writing 227 students interested in the usability of PowerPoint vs Prezi need to answers to the following questions:

* *Why PowerPoint and not Prezi?*
* *What is PowerPoint?*
* *What is the cost of PowerPoint?*
* *What are some useful features of PowerPoint?*

To help answer these questions, this report will analyze the gathered information from videos, articles and blogs as well as from reviews and comparisons from Microsoft. After defining *usability* the analysis examines how users determine and rate PowerPoints usability in comparison with that of Prezi, and whether or not PowerPoint or Prezi is worth more of an investment for you.

**Key factors to determining the appropriate Presentation software**

First, it is important to consider these questions when beginning to make your presentation: who is your audience? How much knowledge does your audience have of the topic prior to the presentation? What is it about? What are the key points/main ideas you’d like to get across? Lastly, how can you present the information in such a way that will be memorable for your audience?

1. **PowerPoint Usability**

PowerPoints user interface has proven to be simple and easy-to-use for users. It has a very straight forward and simple user interface, allowing for quick locating of the many functions it offers to its users. Microsoft showcases their ribbon style and expanded menus to give easy access to the different tools. (insert image of ribbon bar/expanded menus) (See Figure 1.0). PowerPoint is most well-known for the simplicity of its operations and the fact that this makes it easy to create presentations with little to no hassle.

**iii. Data Collected**

1. **Usability**

The **usability** of software is used to refer to the ease-of-use and learnability of the software. Usability is the degree in which  “software can be used by specified consumers to achieve quantified objectives with effectiveness, efficiency, and satisfaction in a quantified context of use” (Wikipedia). Examples of usability that we’ll be looking at for PowerPoint are: Accessibility, User Friendliness, Learnability and Customization and Personalization.

1. **Usability of PowerPoint**

While PowerPoint operates on a simple interface, it offers many different functions that might not otherwise be available on some other platforms. PowerPoint allows you to create 3D images; customize templates (in case you don’t like the pre-made templates offered); include audio content (Video/music insertion); animations and transitions (to make going from slide-to-slide more exciting/smooth); search/filter bar (should you need help finding a tool/need to resolve an issue); and lastly offline editing and presenting (Capterra: PowerPoint Reviews and Pricing, 2019). Most importantly, you can preview and save your presentation throughout the process, so no need to worry about losing any of your progress.

It’s easy-use is due to the fact that it is menu driven, meaning you can select items/captions/text/inserts from a drop down menu with one click of your mouse. Another helpful feature about Microsoft PowerPoint is the ‘Show Me Microsoft’ PowerPoint tool ($9.00 USD), which will take you through a step-by-step tutorial on how to use the application in the instance you might run into some trouble, or don’t want to go through the hassle of learning through first-hand difficulties.

Many users say that it’s easy-use (learnability) is due to the fact that it is menu driven, meaning you can select items/captions/text/inserts from a drop down menu with one click of your mouse. Another helpful feature about Microsoft PowerPoint is the ‘Show Me Microsoft’ PowerPoint tool ($9.00 USD), which will take you through a step-by-step tutorial on how to use the application in the instance you might run into some trouble, or don’t want to go through the hassle of learning through first-hand difficulties.

*Ease of Use Reviews*

On the Microsoft review page for PowerPoint, the software received a 9.0/10 for ease of use ( <https://www.g2.com/products/microsoft-powerpoint/reviews>). On the same page I located the following reviews regarding the ease-of-use of PowerPoint:

**“**Simplicity is the major advantage of the software from my view. User interface of the software is greatly designed for the ease of use. Just few clicks needed to add an animation, change a theme, add a slide transition etc. Because of this simplicity, beginners also can make a good presentation using Microsoft PowerPoint.” -Supun S.

“I wish the manufacturer to produce more online tutorials which is easy to follow, build communities using online forums or social media, and offer short courses for public through their outlets of Microsoft store in each country.” -Eri H.

Even reviews that have a paragraph or two for the cons portion don’t refer very much to the ease of use, rather functions they wish were made more available, not necessarily that the app is hard to navigate or learn.

Overall, PowerPoint has an overall rating of 4.6 stars out of 5.0 stars regarding its usability (.<https://www.capterra.com/p/141633/PowerPoint/reviews/>)