Designworkshop II

Deliverable 2: Presentation Concept
PROTOTYPING
WHY PROTOTYPE?
// Validate and improve new ideas and test initial assumptions
// Make an idea tangible to share with and convince others

BENEFITS
// Low resource and time investment
// Faster feedback and a participatory approach
// Early Validation in the development life-cycle
Fidelity v. Resolution

- Low resolution, low fidelity
- High resolution, low fidelity
- High resolution, high fidelity

JUST ENOUGH PROTOTYPING

A prototype can be a result. Often, it is a **working tool** during the course of a process.

As with any other working tool, **perfection is not necessary**. It only needs to help you achieving the next step.
JUST ENOUGH PROTOTYPING

To find the right fidelity and resolution, ask yourself:

// Who is your audience and what level of fidelity/ resolution do they need to understand (and potentially judge)?

// What resources do you have available?

// How much time do you have available?

// What practicalities do you need to respect (e.g. transportability, replaceable parts, etc.)?
PHYSICAL THINKING: DEVELOPPING IDEAS THROUGH PROTOTYPING
HANDS-ON INNOVATION WORKSHOP
IXDS FOR VOLKSWAGEN

CHALLENGE
“Thinking with the material” is a traditional way to approach design. VW asked us to facilitate this approach - but using interactive electronics and sensors.

APPROACH
We conducted a one-day hands-on workshop on electronics, interleaved with brainstorming sessions related to the technology and to relevant directions in academic research.

RESULT
Not only did the participants get a feel for how to work creatively with electronics, they identified 3 areas for innovation which they are now focusing on.

Source: IXDS for LMU: „Experience Prototyping“, 2015
PAPER OR CODING?
THE MOMENT IN THE PROCESS DEFINES THE FIDELITY
FROM LOW- TO HIGH-FIDELITY

Source: IXDS for LMU: „Experience Prototyping“, 2015
JUST ENOUGH PROTOTYPING

Source: IXDS for LMU: „Experience Prototyping“, 2015
LOW-FIDELITY PROTOTYPES VISUALISING IDEAS
EXPERIENCING AN IDEA: EXPERIENCES AREN`T DESIGNED IN THEORY
Source: IXDS for LMU: „Experience Prototyping“, 2015
LOW-FIDELITY PROTOTYPES VISUALISING IDEAS

Source: IXDS for LMU: „Experience Prototyping“, 2015
LOW-FIDELITY PROTOTYPES VISUALISING IDEAS

Source: IXDS for LMU: „Experience Prototyping“, 2015
IN CONTEXT: ONLY TESTING DONE IN THE ACTUAL CONTEXT WILL DELIVER REAL FEEDBACK
Firefox OS – User Experience Studie
IXDS for FIREFOX OS / TELEKOM INNOVATION LABORATORIES

Source: IXDS for LMU: „Experience Prototyping“, 2015
**Firefox OS – User Experience Studie**

**IXDS for FIREFOX OS / TELEKOM INNOVATION LABORATORIES**

**CHALLENGE**
Understand how first time users of Firefox OS perceive the new operating system and how this perception evolves over a period of 3 weeks. Identify differences between users who already have experiences with smartphones and first time users who own a feature phone.

**APPROACH**
We captured the first experience of using the phone, then let participants use and explore it over 3 weeks. We compared how user behavior and perception changed during and after this period compared to users' initial perception.

Source: IXDS for LMU: „Experience Prototyping“, 2015
LIVE PROTOTYPING: TESTING IDEAS IN REAL AND ADAPTIVE ENVIRONMENTS
TESTING IN REAL ENVIRONMENTS: TESTFILIALE BANK

Source: IXDS for LMU: „Experience Prototyping“, 2015
TESTING IN REAL ENVIRONMENTS: TESTFILIALE BANK

THE TEST ENVIRONMENT ITSELF IS A CONSTANTLY EVOLVING PROTOTYPE.

Source: IXDS for LMU: „Experience Prototyping“, 2015
SELF-DOCUMENTATION

Source: IXDS for LMU: „Experience Prototyping“, 2015
PERSONAL ENVIRONMENT/ NATURAL SITUATION

Source: IXDS for LMU: „Experience Prototyping“, 2015
Milestones & Deliverables: Concept

- Concept Development
  - 07.11.16 Review Concept
  - 14.11.16 Review Concept
  - 21.11.16 **Deliverable 2**: Presentation Concept with Storyboard & Planning of Prototyping

21/11 Concept Presentation
Milestones & Deliverables: Low-Fi Prototyping

**Low-Fidelity Prototyping**
- 28.11.16 First Draft Prototype & User Test Planning
- 05.12.16 Review Results User Testing & Concept Iteration
- 12.12.16 **Deliverable 3**: Low-Fidelity Prototype based on User Feedback

12/12 Low-Fi Prototype & User Testing
- Refine your concept

- Create a low-fidelity prototype that allows to test the major parts of your concept

- Show a plan how to do user testing: with whom? In what situation? For how long? What is your goal for the testing? Methods, questionnaires etc.
Questions?