IDEATION

Using creativity and innovation to develop solutions

Ideation will help you

- ✘ Ask the right questions and innovate.
- ✘ Step beyond the obvious solutions and therefore increase the innovation potential of your solution.
- ✘ Bring together perspectives and strengths of team members.
- ✘ Uncover unexpected areas of innovation.
- ✘ Create volume and variety in your innovation options.
- ✘ Get obvious solutions out of your heads, and drive your team beyond them.

THE MINDSETS

1. Creative Confidence
2. Empathy
3. Embrace Ambiguity
4. Make It
5. Learn From Failure
6. Iterate, Iterate, Iterate
7. Optimism

designkit.org/mindsets

Rules for brainstorming

- ✘ Set a time limit
- ✘ Start with the problem statement or design challenge and remain focused
- ✘ Defer judgment or criticism, even non-verbal
- ✘ Encourage weird, wacky and wild ideas
- ✘ Aim for quantity
- ✘ Build on each other's ideas
- ✘ Be visual
- ✘ Have one conversation at a time


RECAP
QUESTIONS?

Prototyping

Producing an early, inexpensive, and scaled down version of the product in order to reveal any problems with the current design.

What is a prototype?

A simple, scaled down version of a product normally not in the medium of the finished product.

It is used to:
observe, record, judge, and measure user performance levels based on specific elements,
or the users' general behaviour, interactions, and reactions to the overall design

Prototypes are often used in the final, testing phase in a Design Thinking process in order to

- ✘ determine how users behave with the prototype
- ✘ to reveal new solutions to problems
- ✘ to find out whether or not the implemented solutions have been successful

Results generated from the testing of prototypes are used to

- ✘ redefine one or more of the problems established in the earlier phases of the project
- ✘ to build a more robust understanding of the problems users may face when interacting with the product in the intended environment.

Prototypes are built so that designers can think about their solutions in a different way (tangible product rather than abstract ideas), as well as to fail quickly and cheaply, so that less time and money is invested in an idea that turns out to be a bad one

“They slow us down to speed us up. By taking the time to prototype our ideas, we avoid costly mistakes such as becoming too complex too early and sticking with a weak idea for too long.”

– Tim Brown

Type of Prototypes

Low-fi vs High-fi

Low fidelity prototypes

Low-fidelity prototyping involves the use of basic models or examples of the product being tested.

The model might be incomplete and utilise just a few of the features that will be available in the final design, or it might be constructed using materials not intended for the finished product, such as wood, paper, or metal for a plastic product.

Low-fidelity prototypes can either be models that are cheaply and easily made, or simply visualisations of them.

Advantages of Low fidelity prototypes

- ✘ Quick and inexpensive
- ✘ Possible to make instant changes and test new iterations.
- ✘ Disposable/throw-away.
- ✘ Gain an overall view of the product using minimal time and effort
- ✘ Available to all;
- ✘ Encourages and fosters design thinking.

Disadvantages of Low fidelity prototypes

- ✘ Especially with users with disability, a low-fi prototype may not be appropriate.
- ✘ Users have to try and imagine how the final product will look like and interaction may not be as elaborate

Examples of low-fi Prototypes

Storyboarding, sketching, models

Storyboard

Title Meet Paulita

What's Happening

Paulita has two children, Roberta and Felipe. Her house was destroyed in the typhoon. She is a beneficiary of Mercy Corps and she needs a loan to rebuild her cleaning business. She's heard that PabilinKO is easy to get and that it will help her get back on her feet.

Title Paulita Signs Up

What's Happening

Paulita travels to the local market and stops by the PabilinKO stall. She gives her Barangay papers and ID to the agent, and just like that he can sign her up for her first loan. Paulita receives a text confirming that she's officially a PabilinKO customer!

Storyboard

Title She Cashes Out

What's Happening

Paulita goes to the nearest BanKO Partner Outlet (BPO), which is conveniently located in the same market. With her phone number and ID, she "cashes out" and takes her money with her.

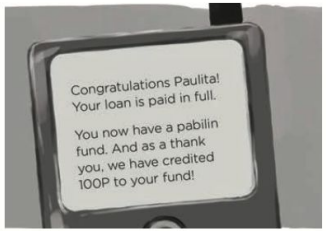
Title She Makes a Payment

What's Happening

Back in the village, Paulita goes to an agent to pay her weekly installments. This is great for her because the nearest BPO is 10 kilometers away, and she cannot visit often. Paulita pays, and the agent sends that money to BanKO. Paulita receives a text confirming that this installment was paid.

Storyboard

Title 11 Weeks Later...



What's Happening

Paulita makes her final loan payment. She's proud to have built up her cleaning business with the help of BanKO. She receives a congratulatory text that tells her the pabilin burial fund is now hers and it comes with 100P to get started. Because Paulita successfully paid her first PabilinKO loan, she has the option of taking a second, larger one.

Title Paulita Grows Her Fund

What's Happening

Paulita can continue to grow her pabilin fund anytime she has some extra cash. For example, at the sale of her pig, after a great week of business, or when her daughter sends her remittances from Manila.

Persona (Target User)

Name
Age, Profession, Education, Family
Goals
Pain points

Storyboard Sections

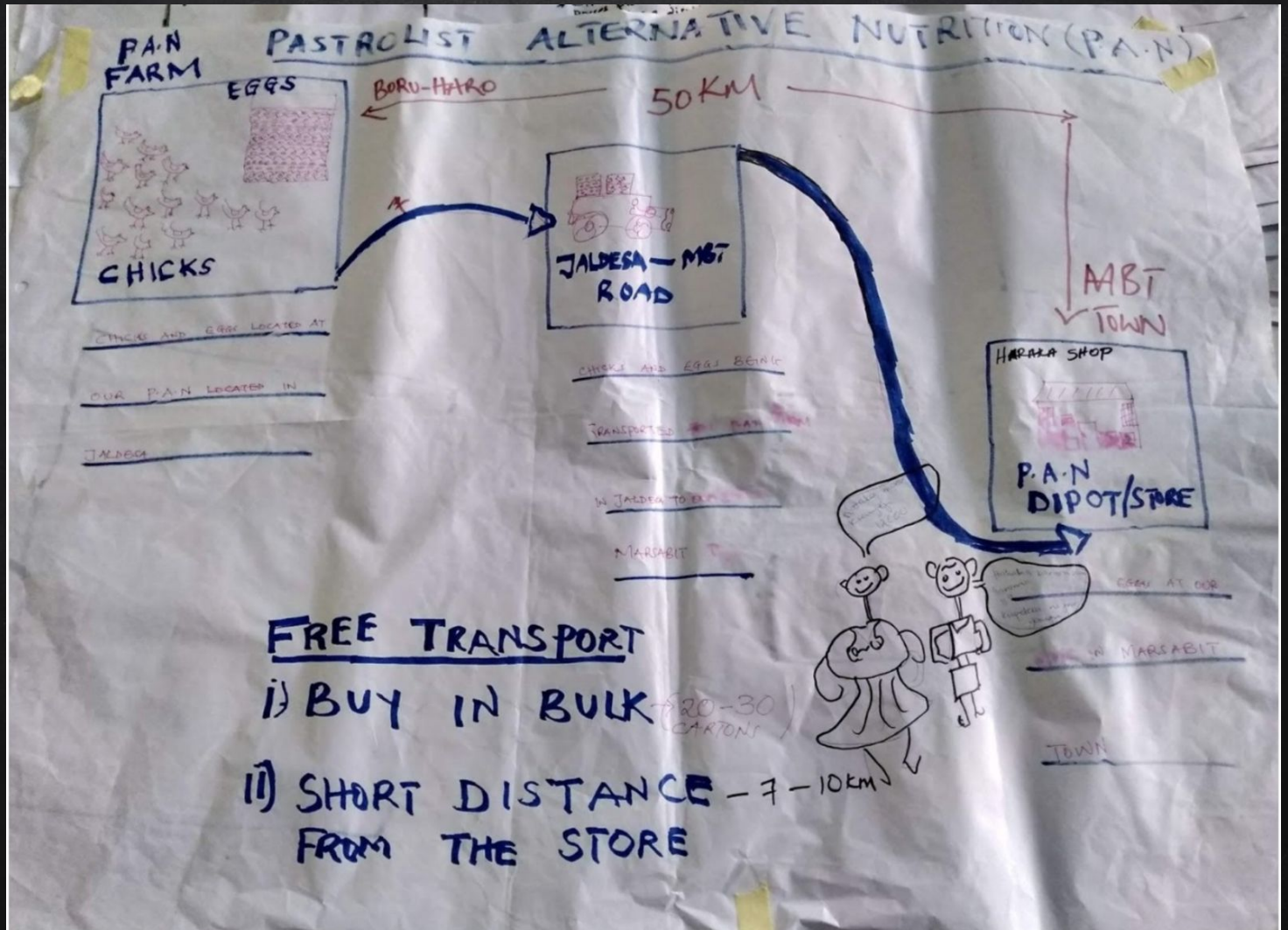
Awareness – how do they get to know about your product/service?

Consideration – what makes them want to use your product/service?

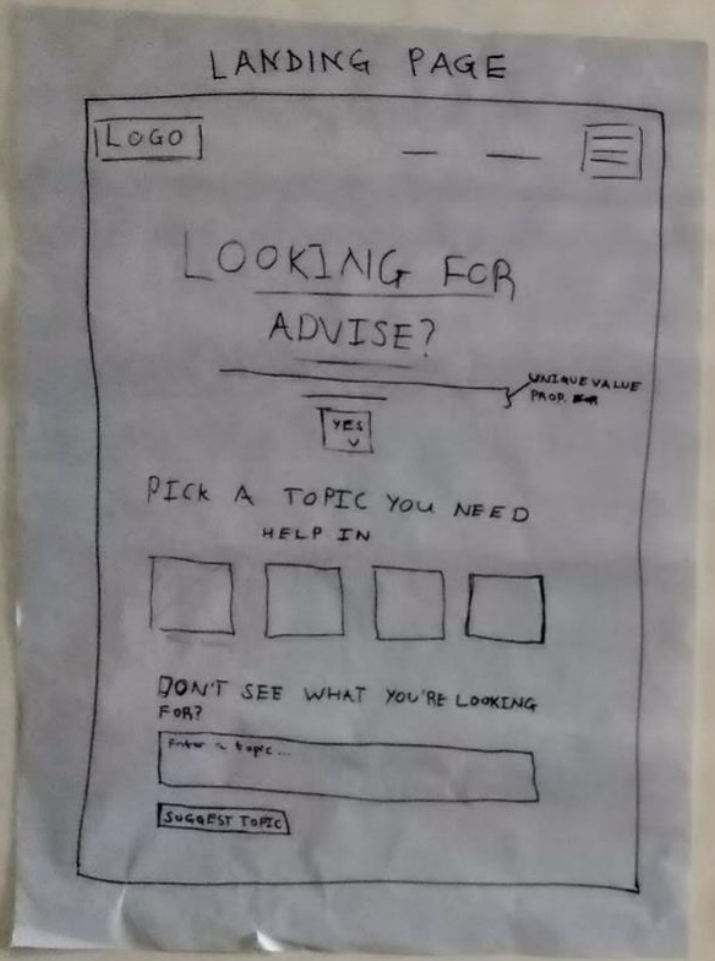
Acquisition – how do they 1st use your product/service?

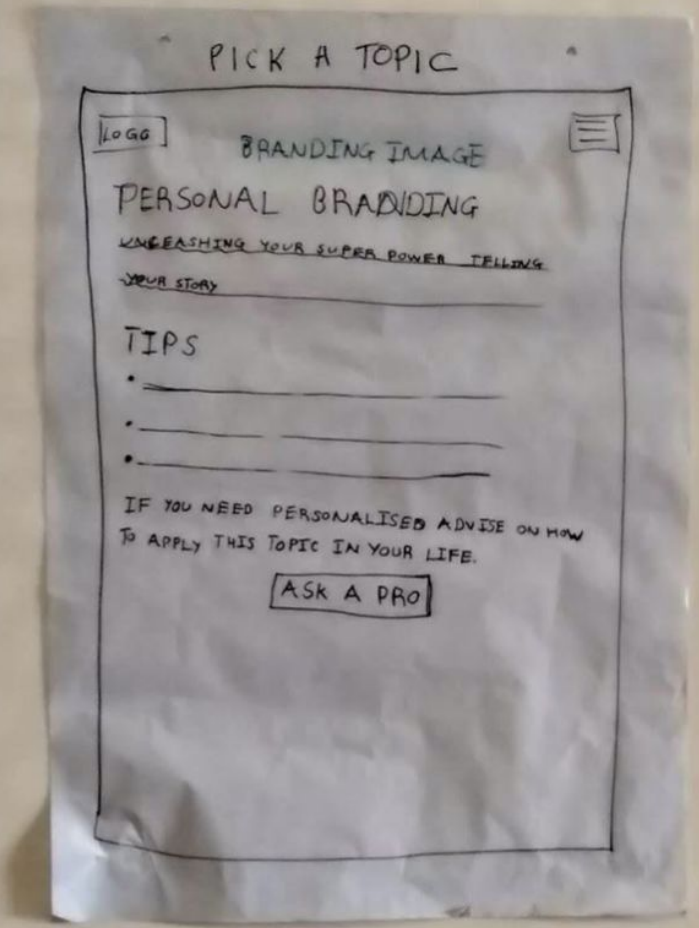
Service – what experience do they have that makes them want to keep using your product/service?

Loyalty – what do they tell other people about your product/service?


P.A.N FARM
PASTROLIST ALTERNATIVE NUTRITION (P.A.N)
EGGS
CHICKS
BORU-HARO
50KM
JALDESA — MBT ROAD
MBT TOWN
HARAKA SHOP
P.A.N DIPOT/STORE
FREE TRANSPORT
i) BUY IN BULK (20-30 CARTONS)
ii) SHORT DISTANCE - 7 - 10KM FROM THE STORE

‘Bridging the Gap’ innovators with their improved fodder warehouse prototype during the National Demo Day Preparation Bootcamp


LANDING PAGE
LOGO
LOOKING FOR ADVISE?
UNIQUE VALUE PROP.
YES
PICK A TOPIC YOU NEED HELP IN
DON'T SEE WHAT YOU'RE LOOKING FOR?
Enter a topic...
SUGGEST TOPIC


PICK A TOPIC
LOGO
BRANDING IMAGE
PERSONAL BRADDING
UNLEASHING YOUR SUPER POWER TELLING YOUR STORY
TIPS
IF YOU NEED PERSONALISED ADVISE ON HOW TO APPLY THIS TOPIC IN YOUR LIFE.
ASK A PRO

High-fi Prototypes

High-fidelity prototypes are prototypes that look and operate closer to the finished product.

Advantages of High fidelity prototypes

High-fidelity prototypes are prototypes that look and operate closer to the finished product.

- Engaging: you can instantly see the product and how well it brings out the vision of expectations, wants and needs

- The closer the prototype is to the finished product, the more confidence the design team will have in how people will respond to, interact with and perceive the design.

Disadvantages of High fidelity prototypes

- They generally take much longer to produce than low-fi prototypes.
- When testing prototypes, test users are more inclined to focus and comment on superficial characteristics, as opposed to the content (Rogers, Preece, and Sharp, 2011).
- After devoting hours and hours of time producing an accurate model of how a product will appear and behave, designers are often loathed to make changes.
- Software prototypes may give test users a false impression of how good the finished article may be.
- Making changes to high-fi prototypes can take a long time, thus delaying the entire project in the process. However, low-fi prototypes can usually be changed within hours, if not minutes, for example when sketching or paper prototyping methods are utilised.

Guidelines for prototyping

- Just start building: if you have any uncertainties about what you are trying to achieve, your best bet is to just make something.
- Don't spend too much time: it's about speed, also avoiding emotional attachments to a design
- Remember what you're testing for: do not lose sight of what we ae testing for but keep your mind open for other lessons
- Build with your user in mind: Test the prototype against your expected user behaviours and user needs, learn what's missing and improve (iterate)

LIVE DEMO

Click the link:

https://projects.invisionapp.com/share/X3ZNM4IPUK7#/screens?browse

Assignment 4

Create a Storyboard and low-fi prototype of your solution.