

Prototyping I

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CS 247

THANKS TO SCOTT KLEMMER AND MANEESH AGRAWALA

Design Process in 247

- Needfinding
- Brainstorming
- Prototyping
 - What do prototypes prototype?
 - Parallel vs. serial prototyping

Feedback on the class

These are the major themes, not a complete reiteration of what we heard.

You like...

- Doing activities in lecture
- Working with experienced studio staff
- The studio format
- “Informal group sessions for feedback” (mixed?)
- The open room format

You wish...

- There were more clarity on grading, especially differences between studios
- There were more opportunities for cross-studio fertilization
- Class ended promptly at 5:20pm

You wish...

- There were less lecture on days with lots of folks submitting milestones, and more lecture on days with fewer folks submitting milestones
- Assignment specs were clearer about deliverables
- Studio staff shared more of their experience to anchor their critique

We want to hear more...

- ...about studio critique.
 - Too lenient? Too harsh? Spot on?
 - How's the format?
- (Discuss this more within your individual studios.)

The grading process

- The TAs meet together and look at a number of submissions to calibrate across each rubric scale
- Each submission is then independently looked at by two people: TA and the studio instructor
- The TA and the studio instructor coordinate to resolve differences and write up joint feedback

The grading process

- Finally, we generate summary statistics (mean, s.d.) per studio and ensure that all the studios are in the same range
- Ultimately, design feedback is always subjective ...but highly correlated.

Prototyping

Prototyping: what you know

- Low-fi vs. high-fi prototyping
- Wizard of Oz prototyping
- Video prototyping
- Sketching vs. prototyping

Prototyping is not just for testing.

Though this is what is temping: brainstorm, select, and then create.

Prototyping is for thinking.

This is known as reflective practice.



The most common
problem with
prototypes:

You let them become demos.

Be rapid. Be ruthless. Strip out everything less important.

Being ruthless

- Prototypes should be, by nature, incomplete.
- Do not create a mockup or a scale model.
Instead, create an experience that users can react to.
- But how do you make the decision about what to focus on and what to fake or remove?

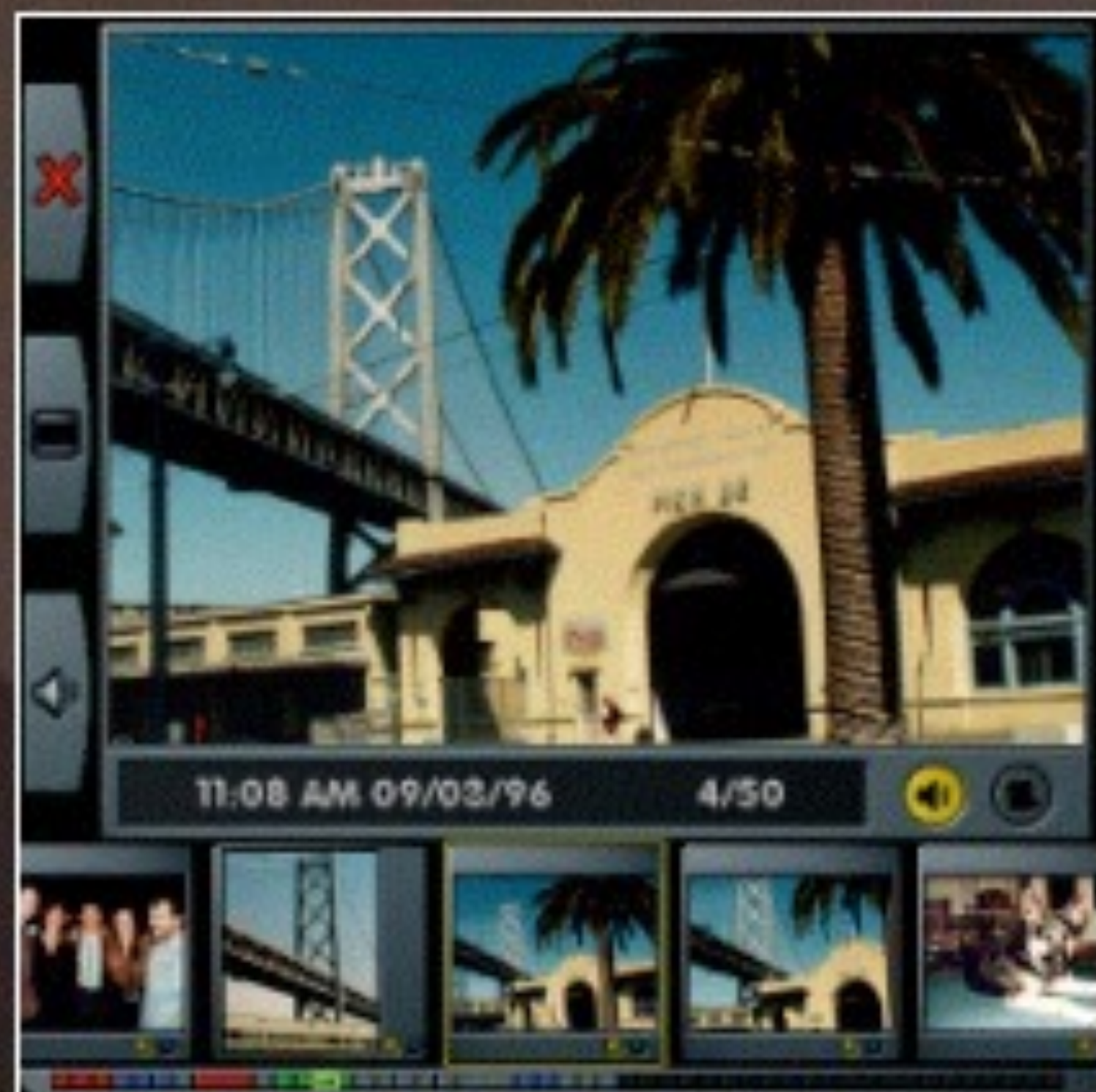
What do prototypes prototype?

- **Feel:** how it looks
- **Tech:** how it works
- **Role:** how it feels

The first question: which of these three are you prototyping?

What's your prototype's question?

- All prototypes can only ask a single question.
- Ask yourself: what's the core question you need to answer about your idea?
- Flesh out the elements relevant to that question, and get rid of or fake everything else.



Digitally-enhanced mall shopping cart

What's the most important question? What do you prototype?

A vest for hugging over a distance

What's the most important question? What do you prototype?

A site for paired cultural exchanges

What's the most important question? What do you prototype?

Summary

- Identify the single question at the core of your design idea.
- Strip down your prototype to answer just that single question.