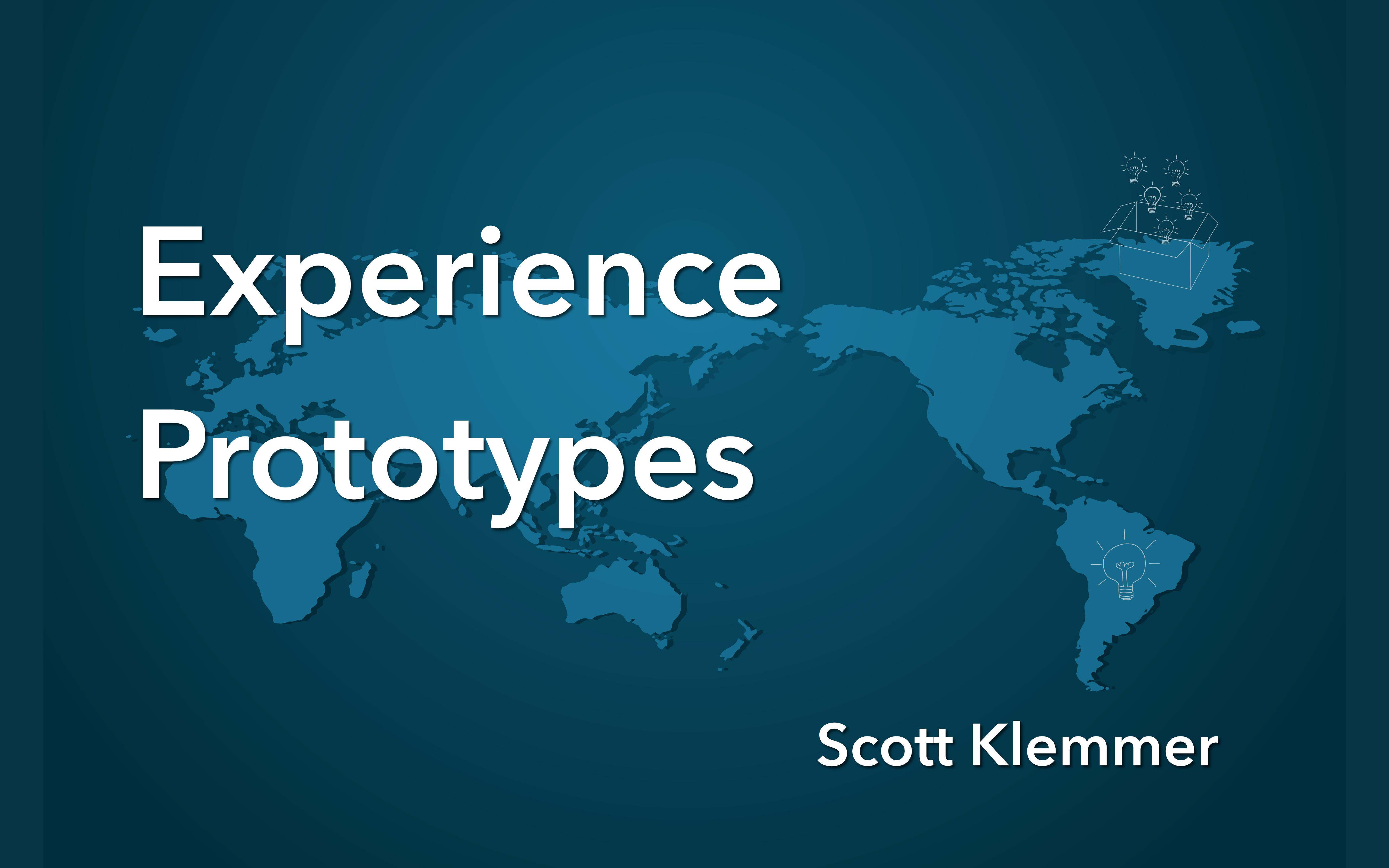


Experience Prototypes



Scott Klemmer

Quiz | Announcements

- Do not start until we say
- Remember to turn off all devices that beep

Quiz (10 mins)

AI: Example

Akshay Mahajan

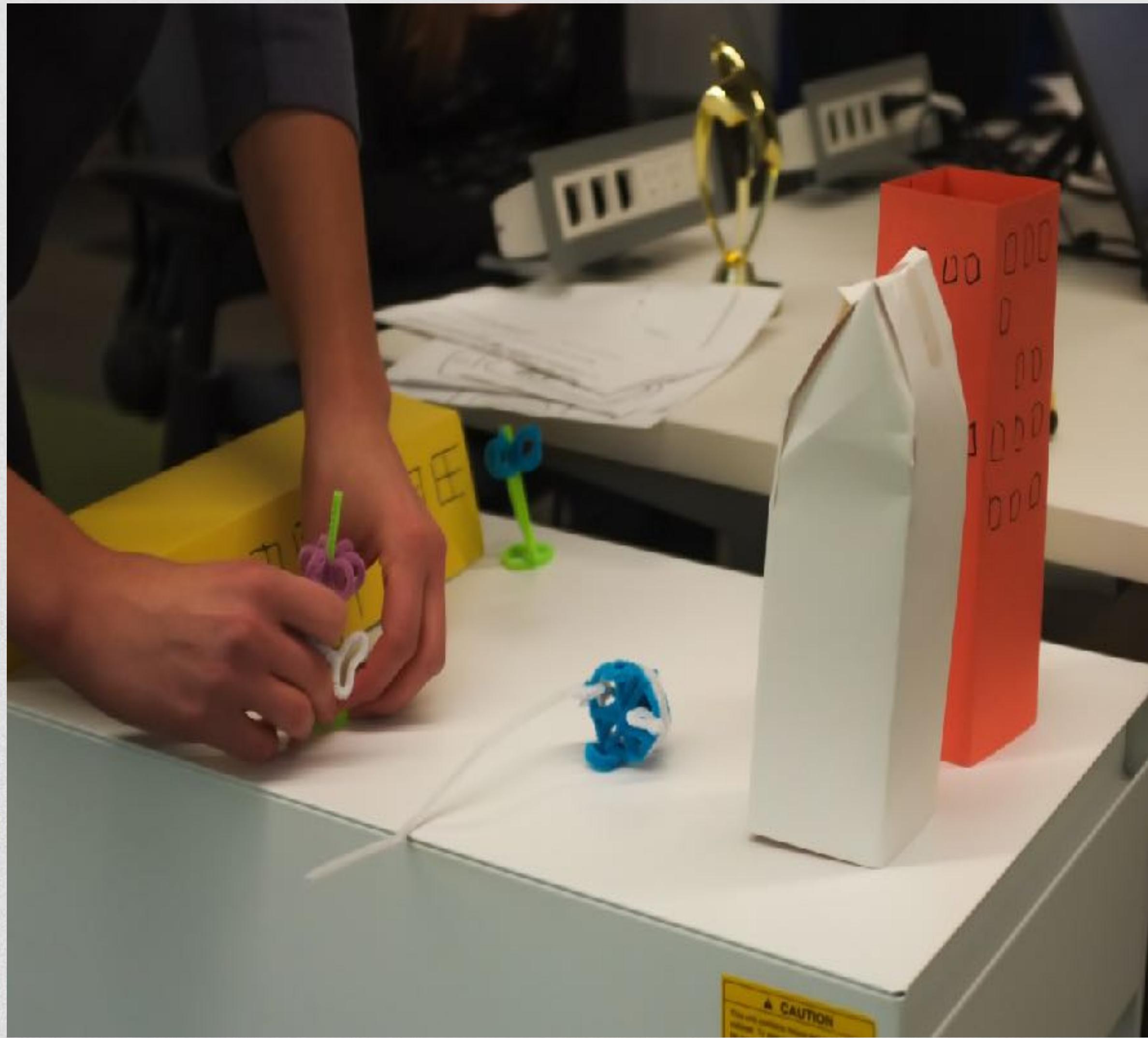
15 needs for exchange:

1. Individual needs privacy in making a transaction for seemingly taboo things.
2. College student needs an easy way to pay his friend for food since he forgot cash.
3. Students need shipping calculators built in to the product search so they can determine whether buying in person is cheaper than online.
4. People in a hurry need to see product highlights when hovering over an item on a digital marketplace so that they don't spend too much time shopping.
5. Students need convenience in making purchases by using their cell phones to pay at real locations.
6. People need to know when local discounts are occurring, and where so that they can act on these deals.
7. People need to be able to transact in safe areas.
8. For peer to peer sites, all buyers need to know if their peer has any reviews so they can assess trustworthiness.
9. People need to remember previous items they've bought so that they don't repurchase the same things again.
10. People who are moving into a new house need recommendations and lists of common items bought upon entry to a new house.
11. College students need automated grocery-list buying services so that they can save time on groceries.
12. Busy students want to save time on sending gifts to people by planning out what to buy for people in advance and having it ship out on someone's birthday.
13. If people know what they want and when they want it, they need an algorithm/way to figure out the cheapest and most trusted retailer for the product they want.
14. A busy student needs a company to take their resume and cover letter in a simple application form, rather than a complicated one, as a simple form implies that the company understands students plights, since students want to minimize time spent on applications so they can focus on school.
15. People need to have a way to collect digitized receipts, split by type of item bought, so they can easily track their spending and budget.

Prototyping grounds communication



Image courtesy of SAP



- Innovation
- Collaboration
- Creativity

Image courtesy of SAP



- Enables designers to test their hypothesis

Image courtesy of SAP

- It's not about the artifact, it's about feedback and iteration



Image courtesy of SAP

- Colleagues
- Clients
- Users
- Yourselves

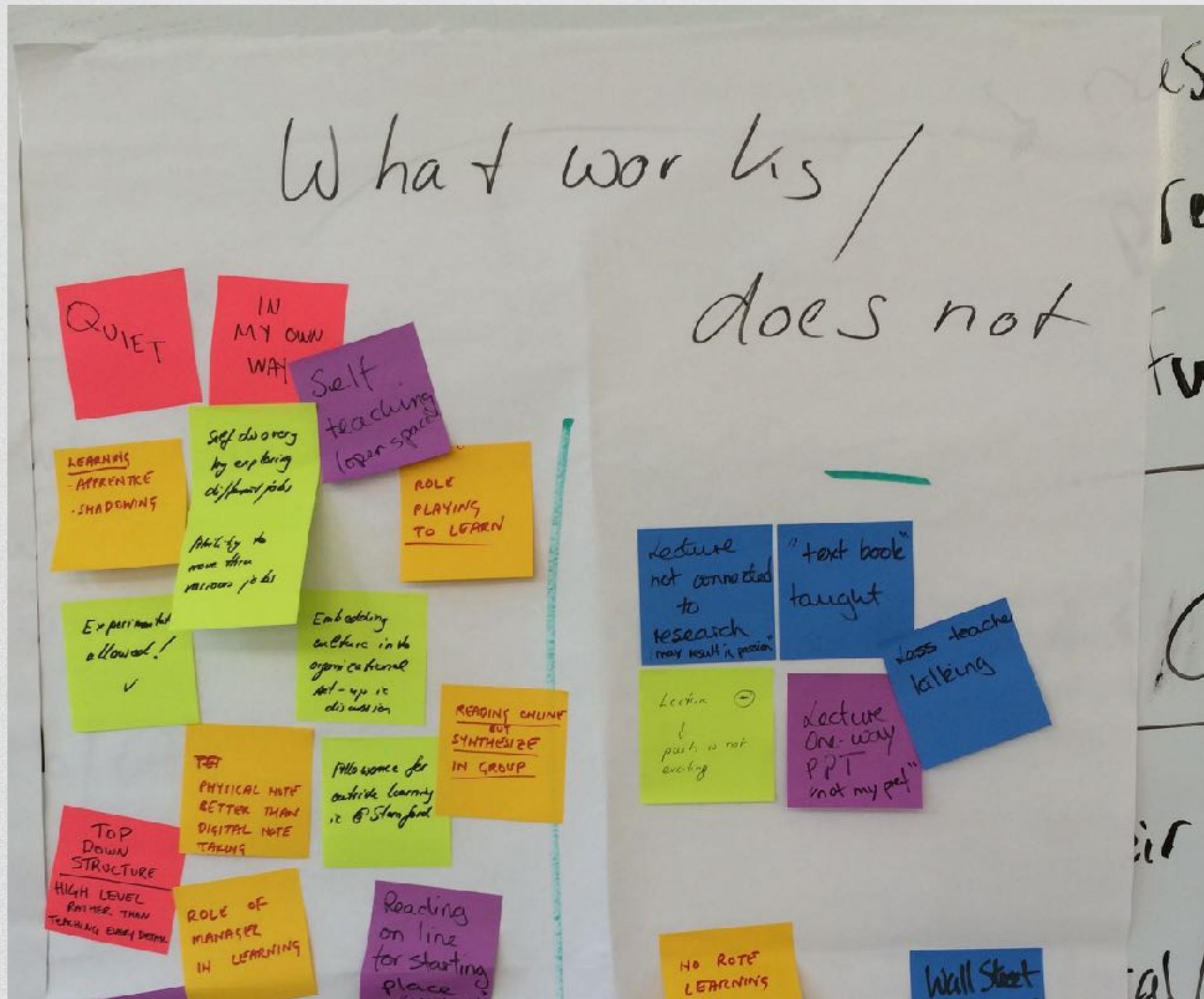


Image courtesy of SAP



Image courtesy of IDEO



Image of Kodak DC220- Kodak DC Series from wikipedia.org

**Focus on goals in
evolving your design**

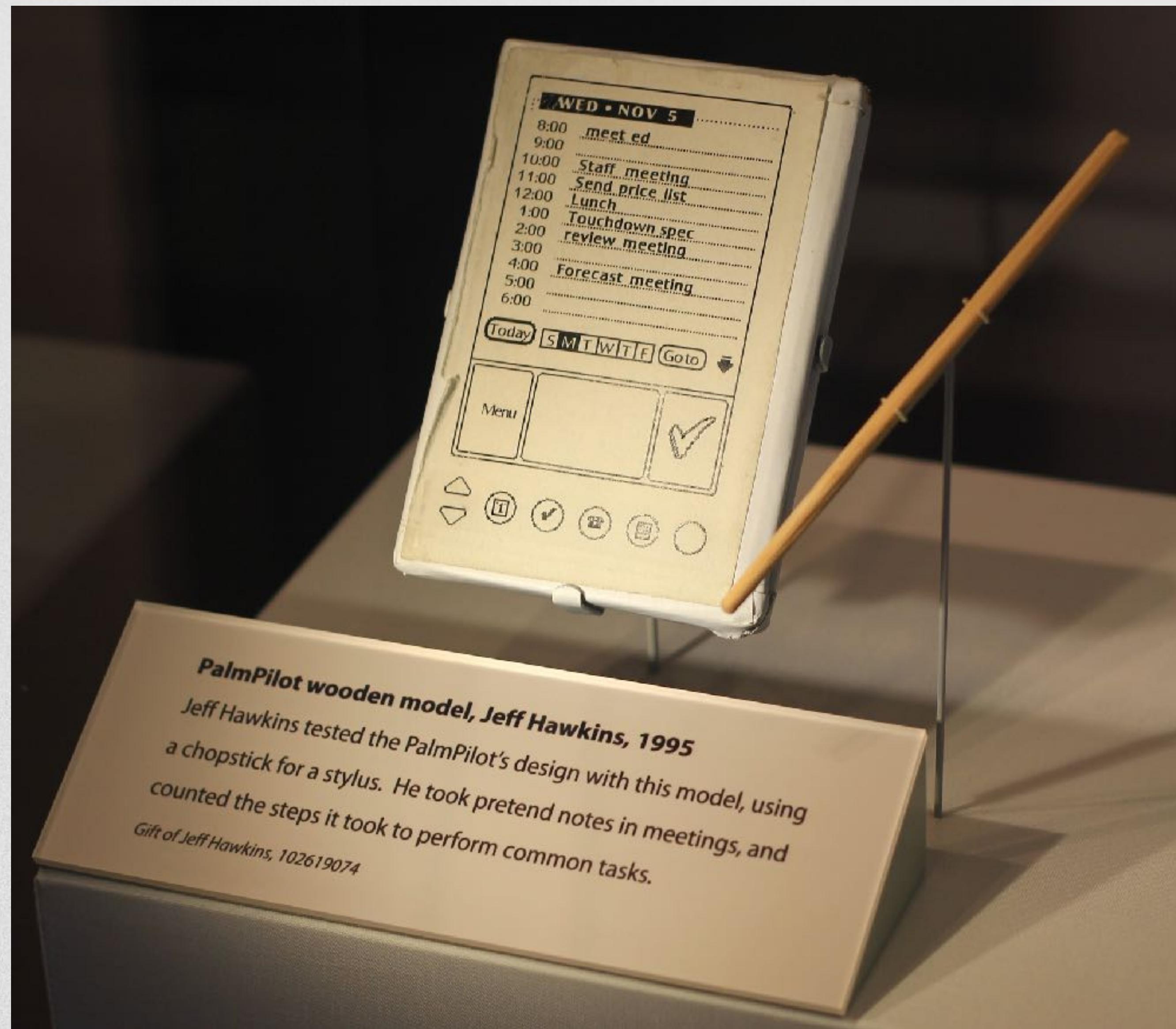
In 2000, Palm sold nearly 8 million units and had a 76% share of the PDA market. *

Image from [https://en.wikipedia.org/wiki/Palm_\(PDA\)](https://en.wikipedia.org/wiki/Palm_(PDA))

*http://faculty.tuck.dartmouth.edu/images/uploads/faculty/ron-adner/PalmOS_Final.pdf



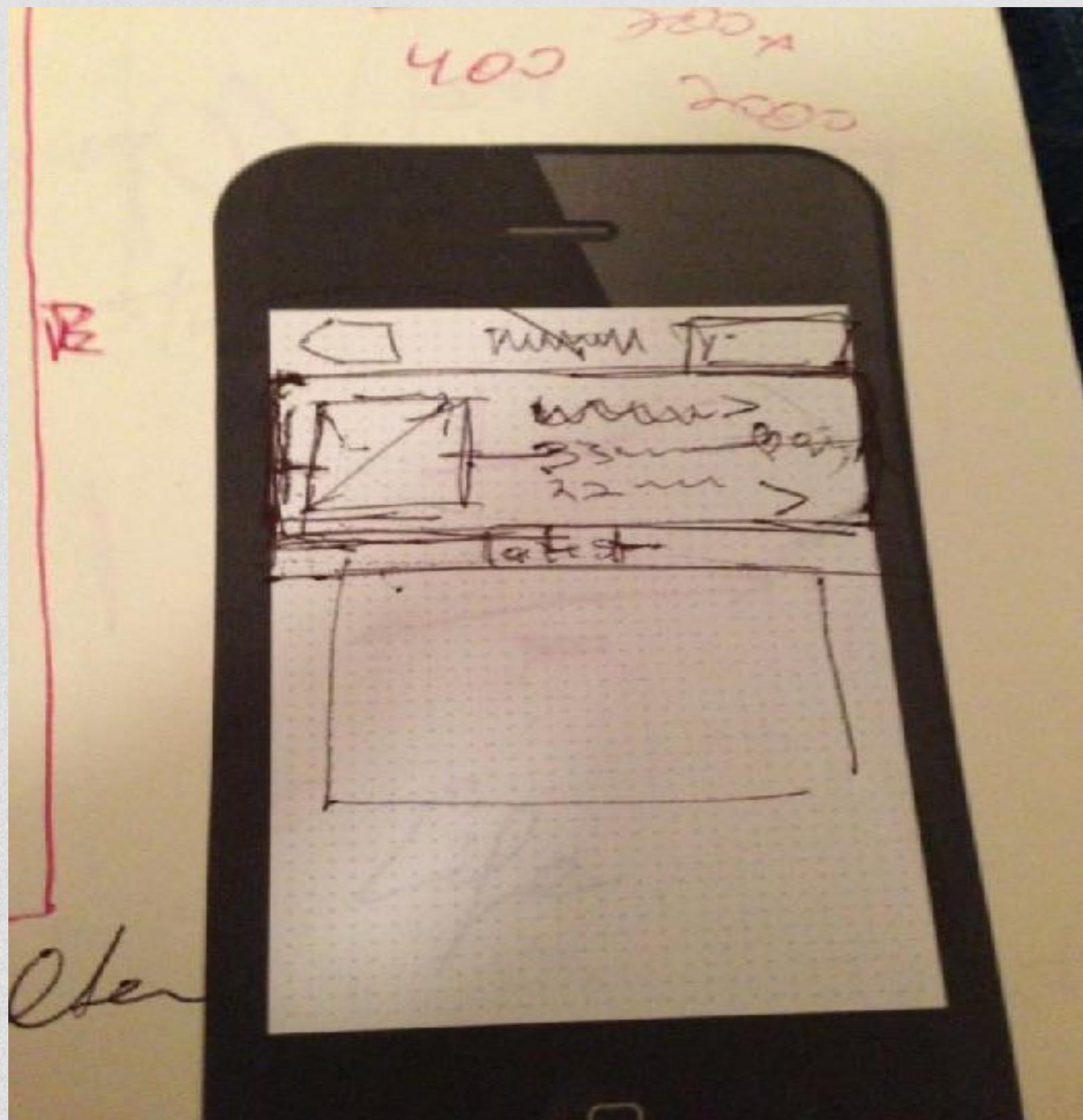
**The journey to 8
million users begins
with a block of wood**



“If I wanted to check the calendar I’d take it out and press the wooden button.”

-Jeff Hawkins

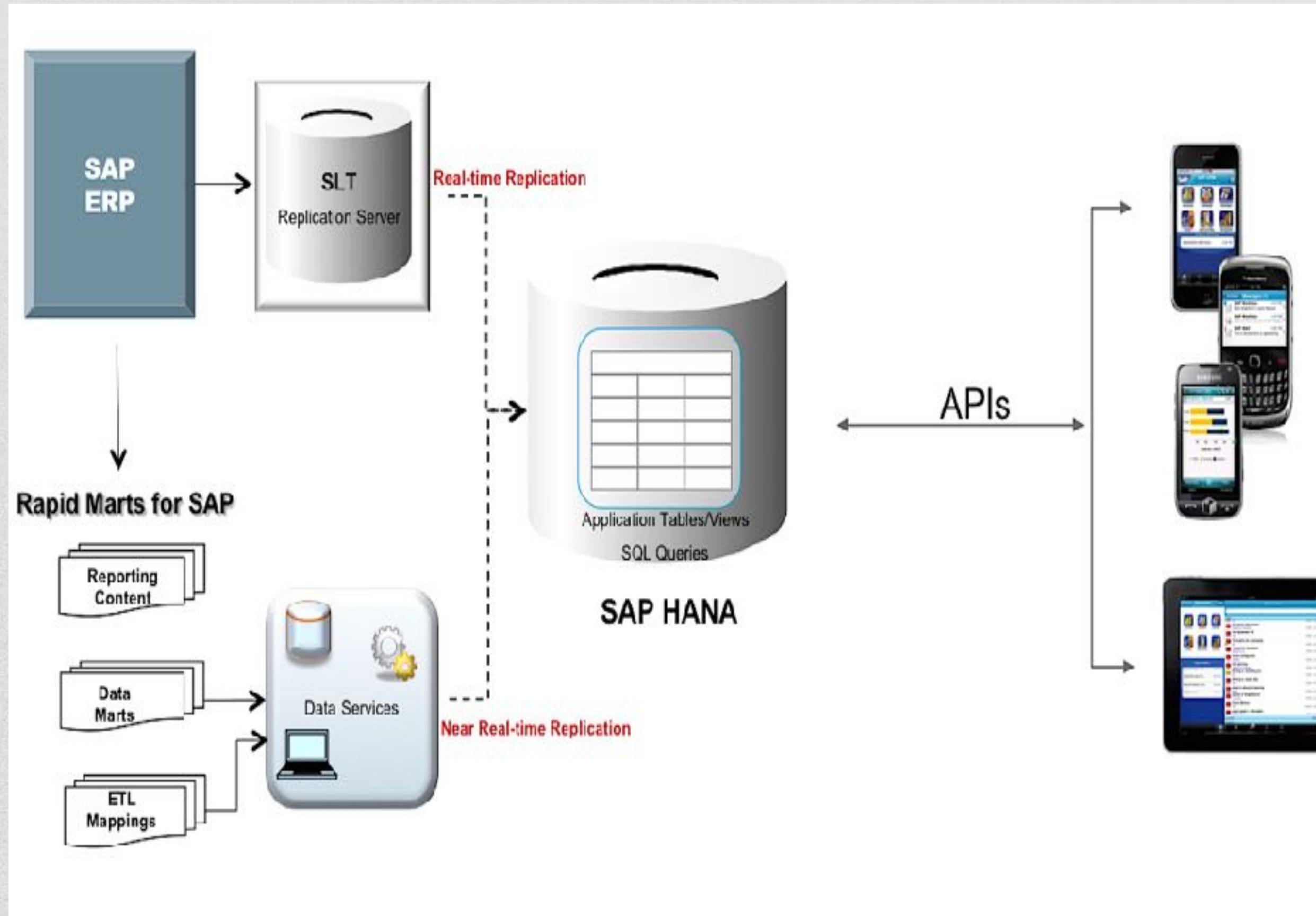
Prototypes answer questions, like...



How might it look?

Image courtesy of Mike Krieger

Prototypes answer questions, like...



How might it work?

Image courtesy of SAP

Prototypes answer questions, like...



What might the experience be?

Image courtesy of SAP



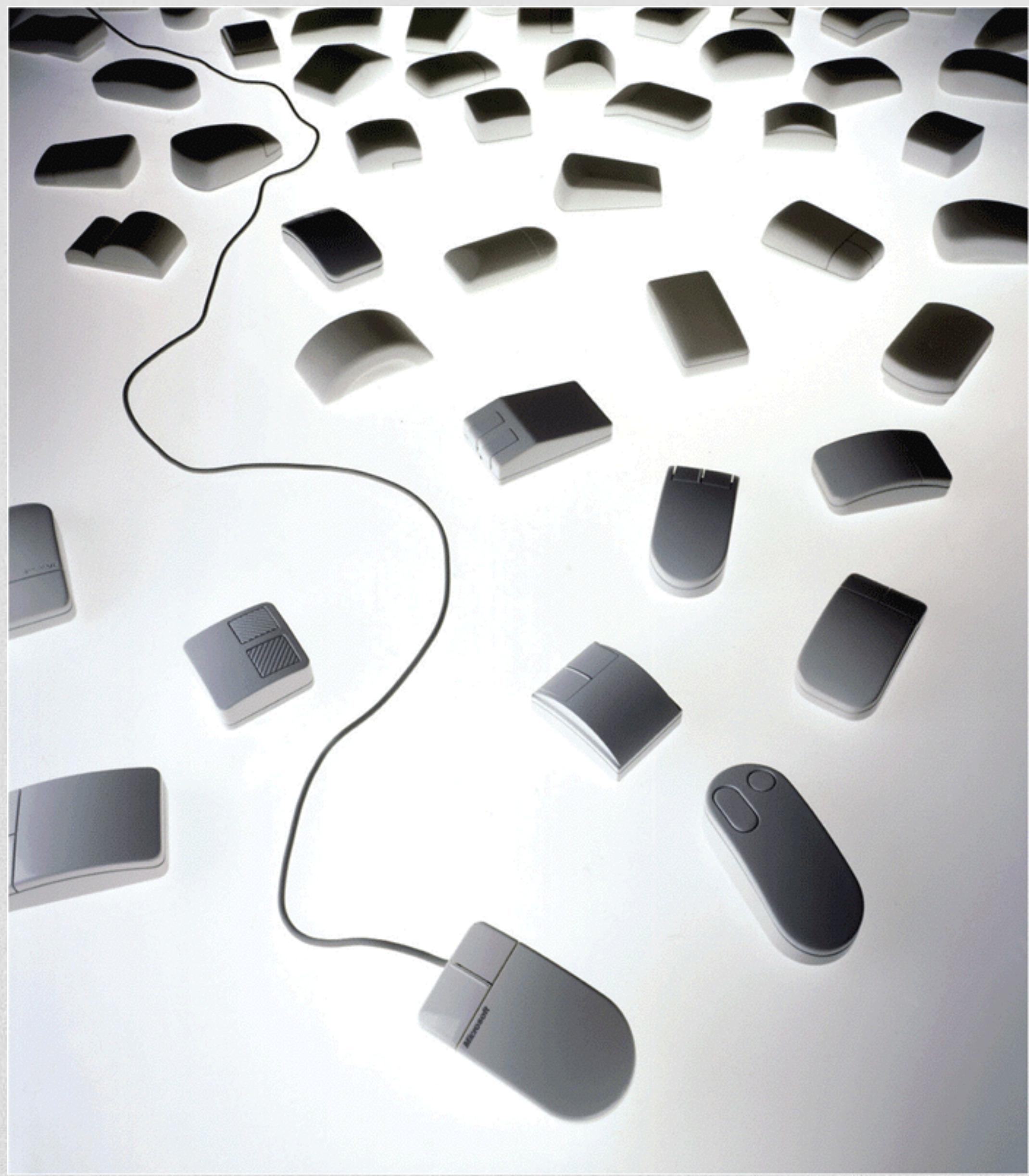
Walter Dorwin Teague reviewing a prototype.
Picture from www.Teague.com

“The best way to have a good idea is to have lots of ideas.”

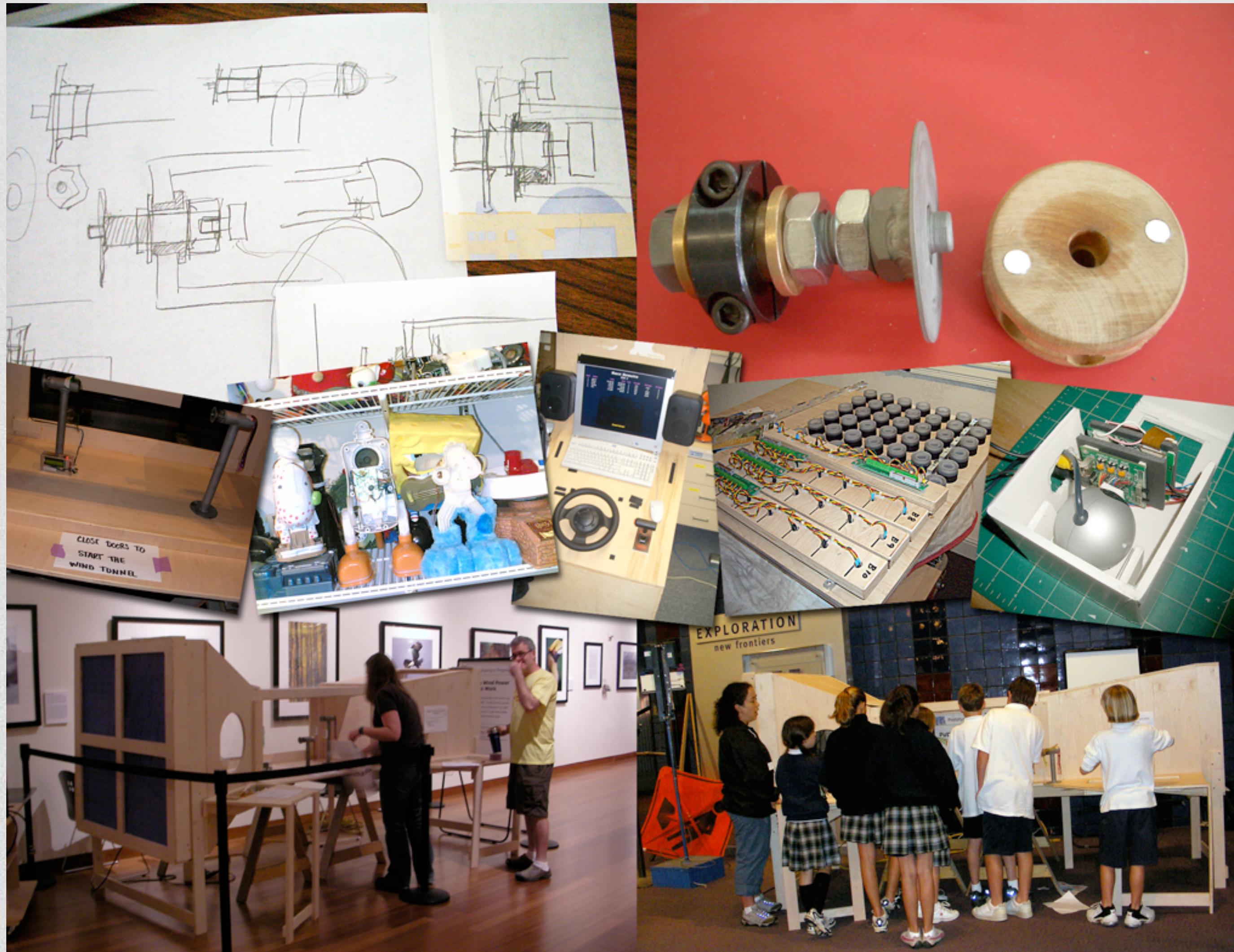
- Linus Pauling



Image from <http://www.notablebiographies.com/Ni-Pe/Pauling-Linus.htm>



Mouse prototype ideas IDEO produced for Microsoft



- Prototypes are questions
- Ask lots of them

A2

Experience Prototype Activity

Need finding through Facebook

- Scenario: We want to understand how people get to campus.
- Brainstorm about the type of information you're after. Who comes to campus? What modalities do they use?
- Individually, come up with a status you might your facebook circle that gets you the answers to these questions (2 mins)

Collecting Needfinding Data on facebook

- Share your status idea with your partner. What questions did you ask? How did they differ? (5 min)
- Examples from class:
 - Where do you need to go on campus?
 - Where do you live?
 - What do you hate about driving to campus?
 - Fake an experience and see if people comment about similar events happening to them
- BONUS: If you're curious, choose a time you think will get the best responses to post your status and see what