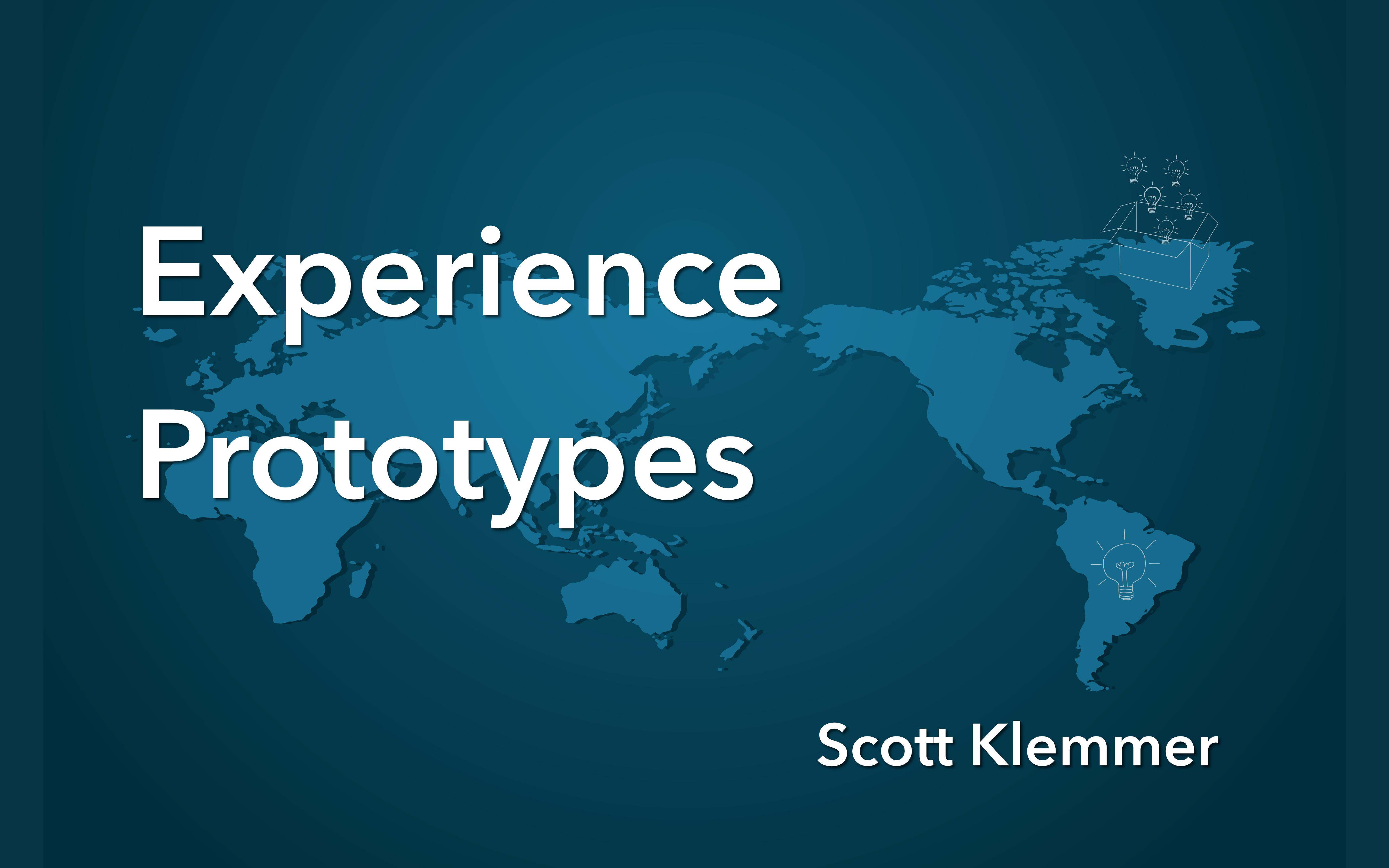


Experience Prototypes

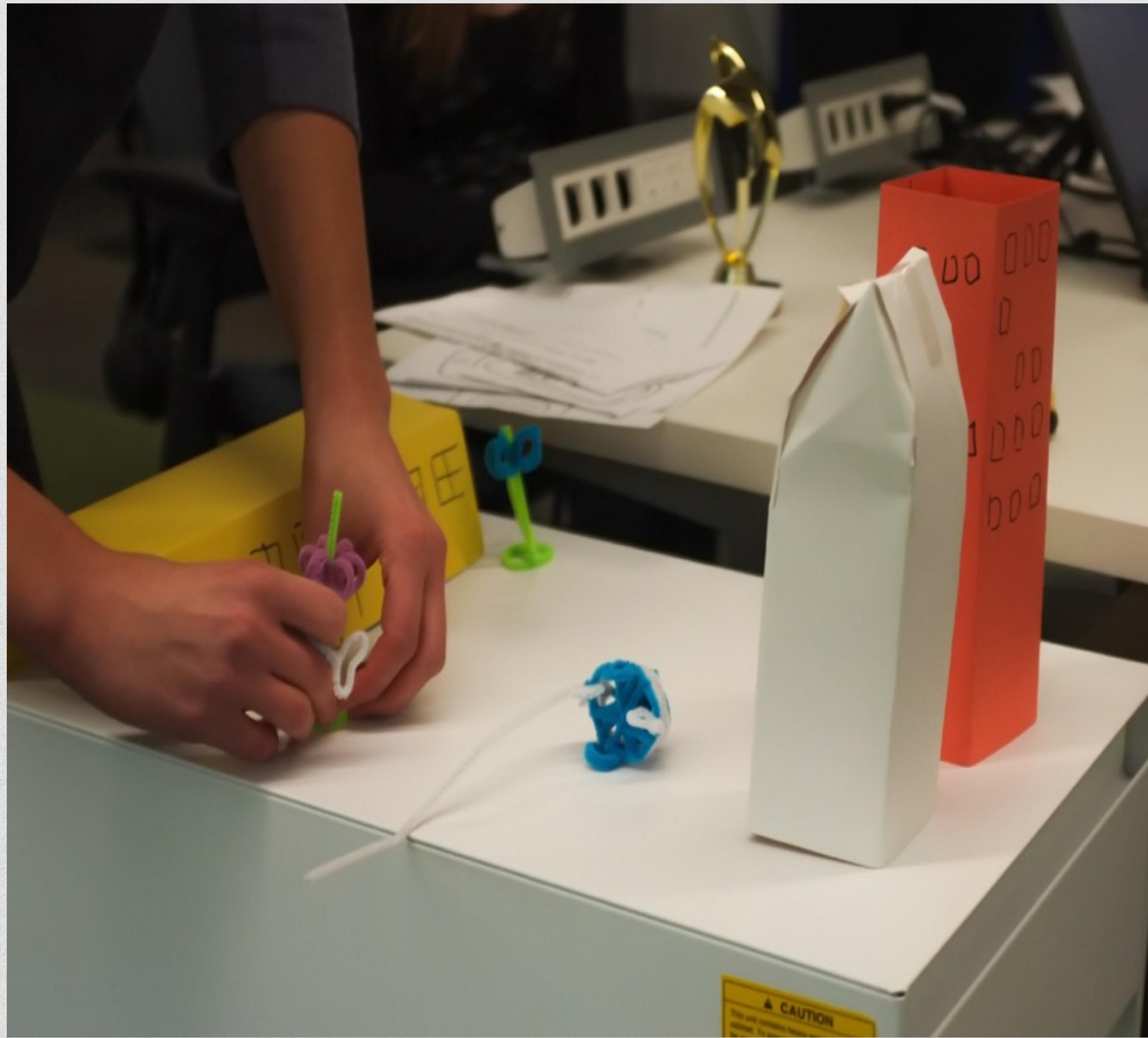


Scott Klemmer

Prototyping grounds communication



Image courtesy of SAP



- Innovation
- Collaboration
- Creativity

Image courtesy of SAP



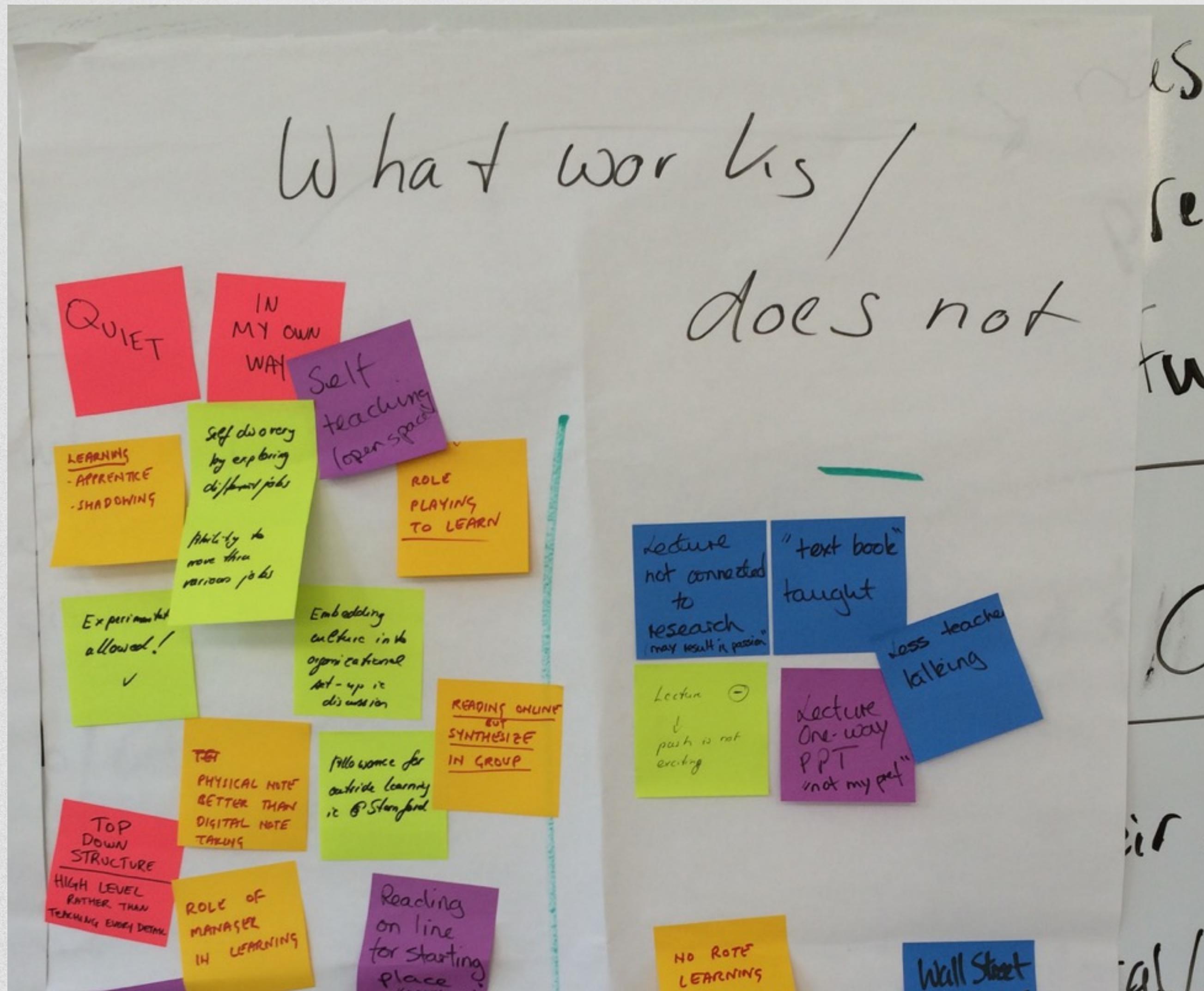
- Enables designers to test their hypothesis

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**

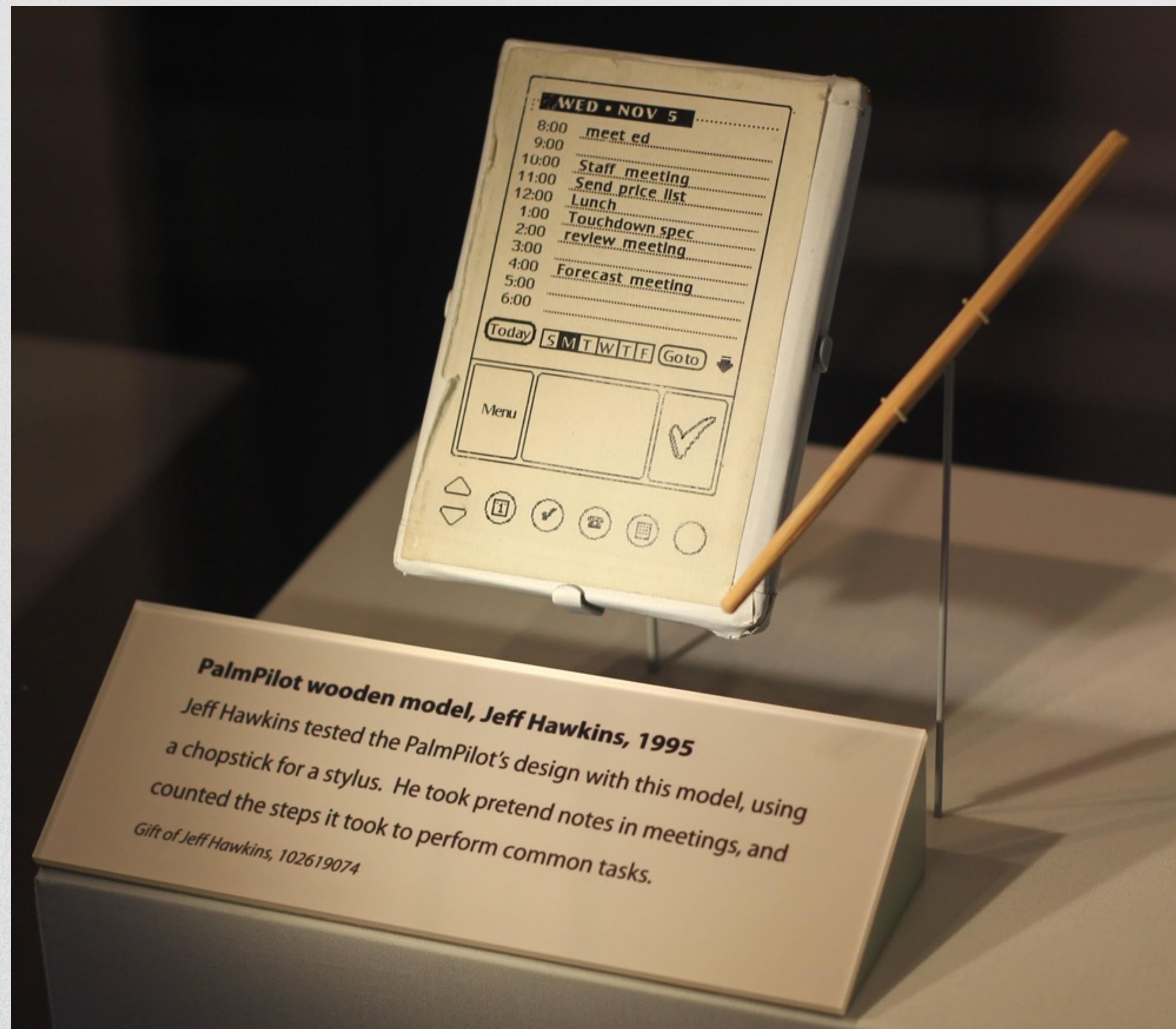
In 2000, Palm sold nearly 8 million units and had a 76% share of the PDA market. *

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



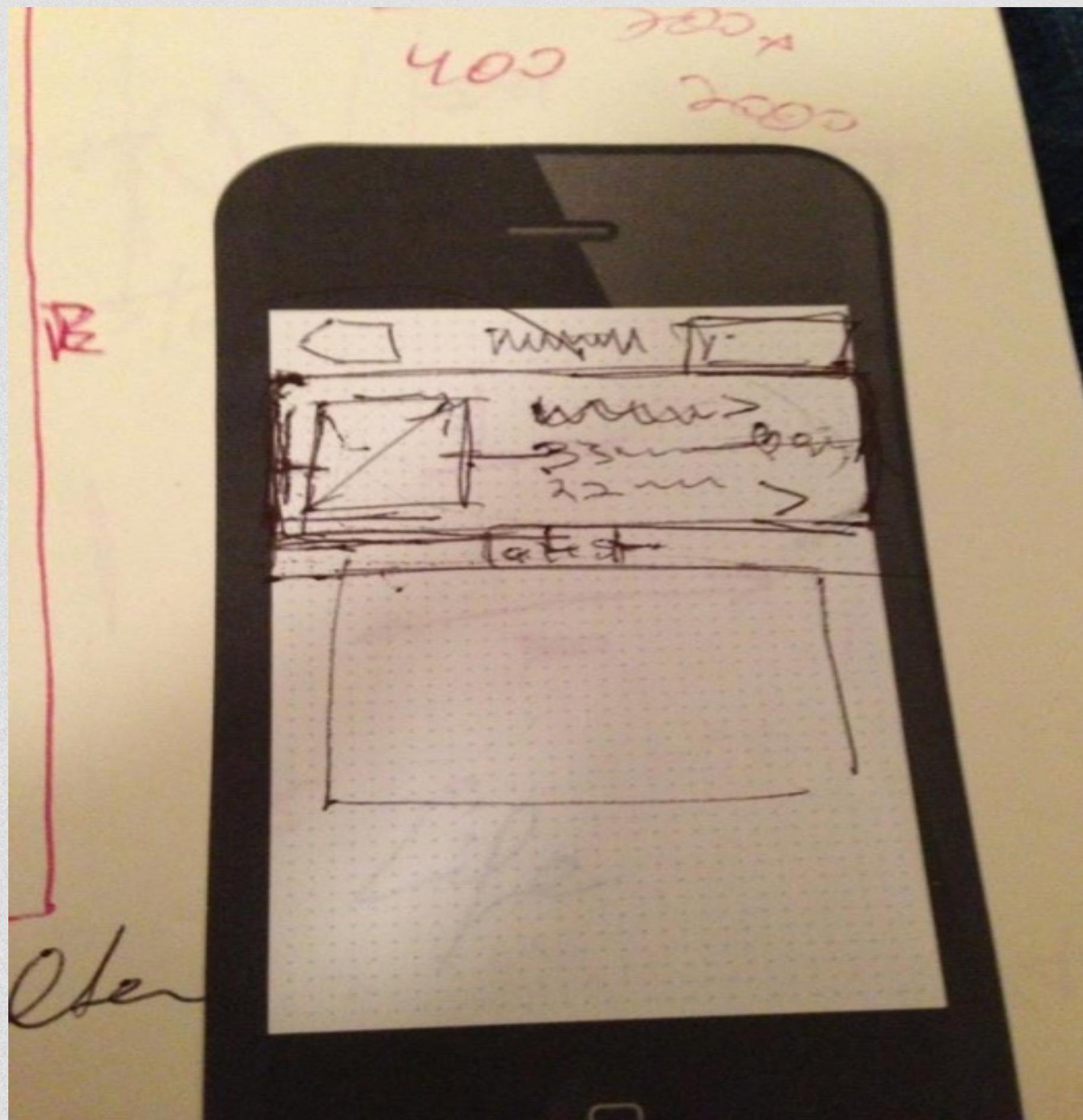
**The journey to 8
million users begins
with a block of wood**



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

-Jeff Hawkins

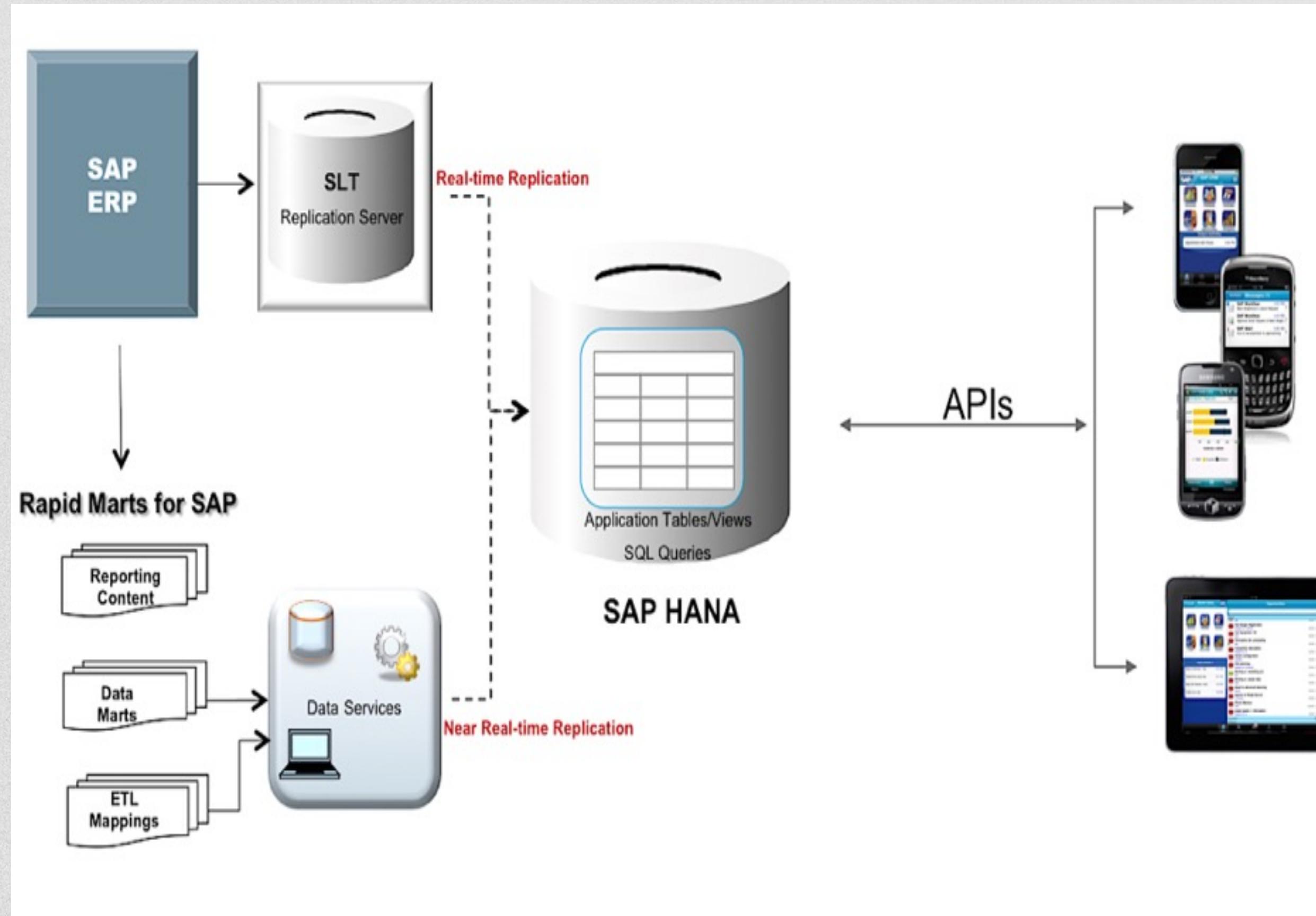
Prototypes answer questions, like...



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



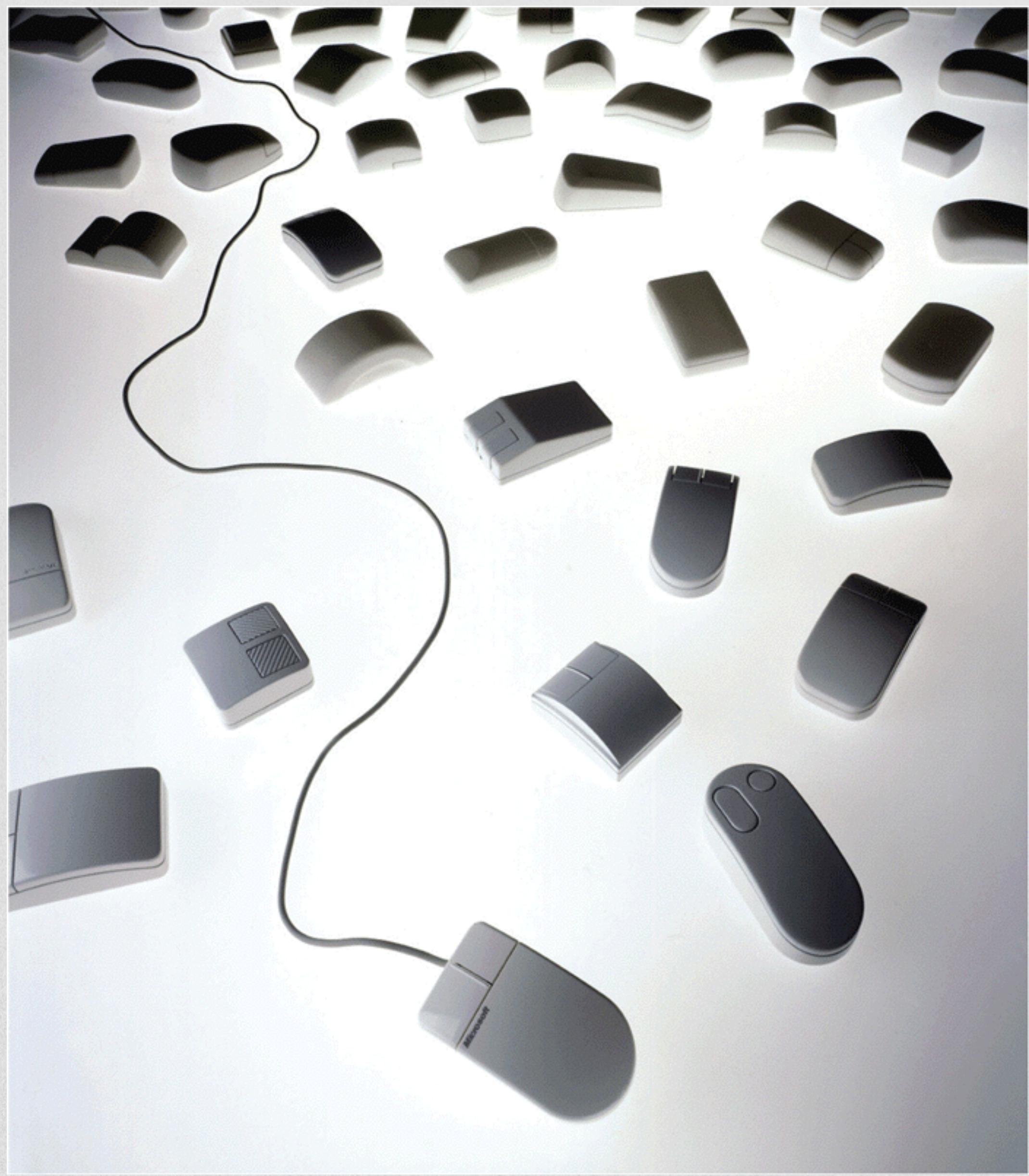
Walter Dorwin Teague reviewing a prototype.
Picture from www.Teague.com

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

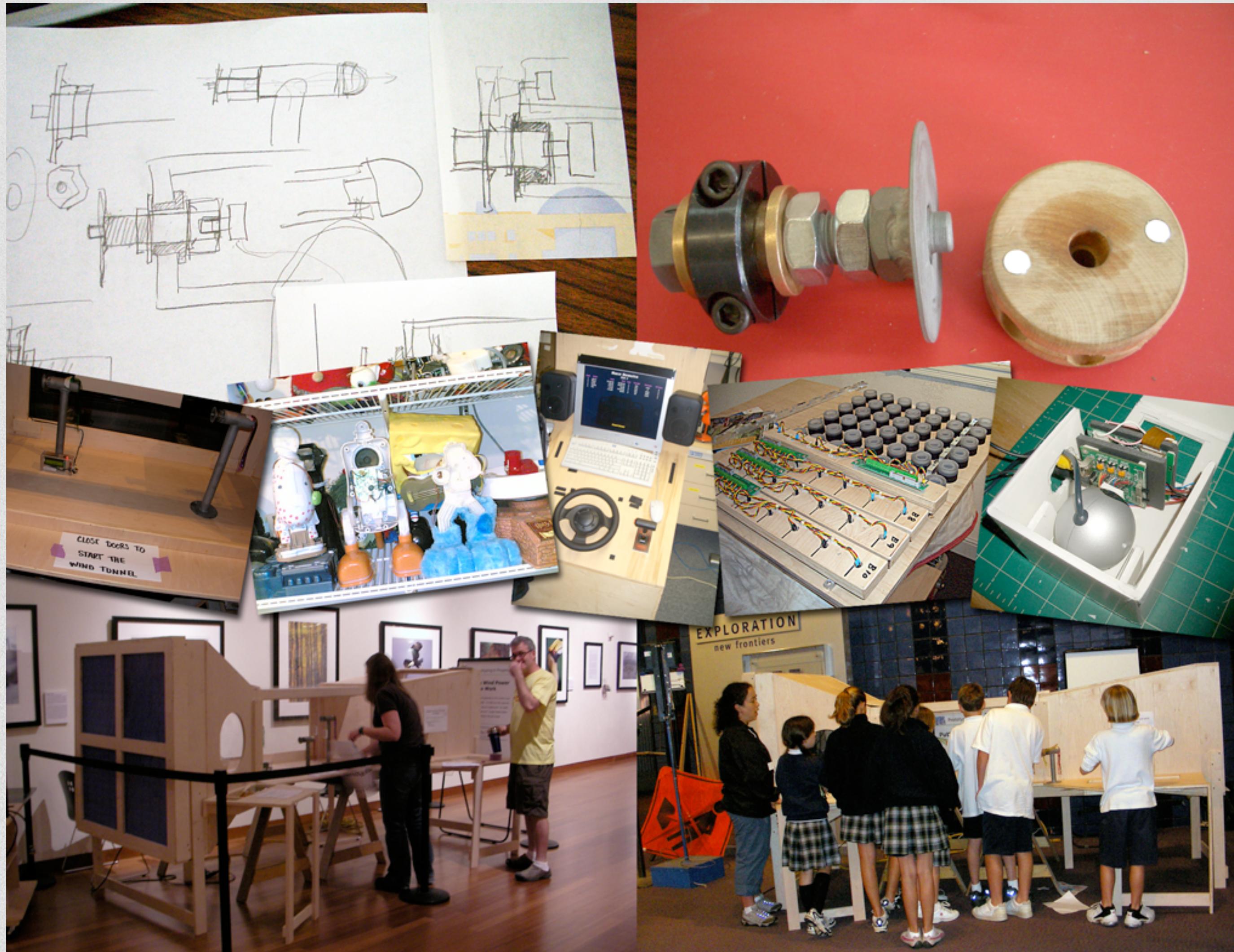
- Linus Pauling



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