

James Landay CS Summer Camp: Designing & Prototyping Smart Applications

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## Experience Prototyping

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Summer 2018  
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\* slides marked Buxton are courtesy of Bill Buxton, from his talk "Why I Love the iPod, iPhone, Wii and Google", remix uk, 18-19 Sept. 2008, Brighton

Design Thinking

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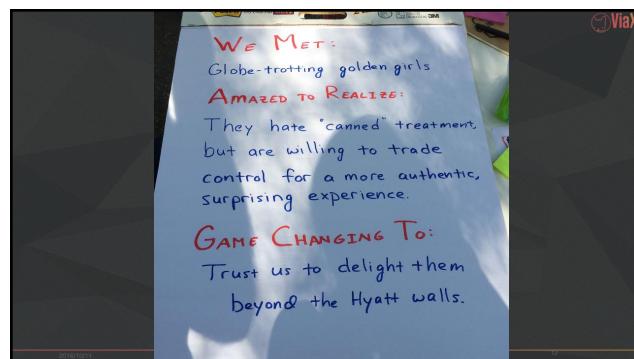
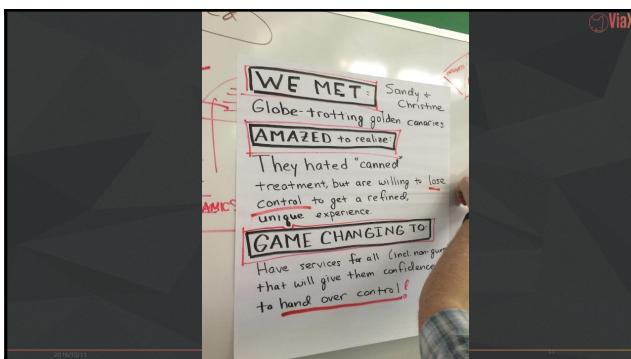
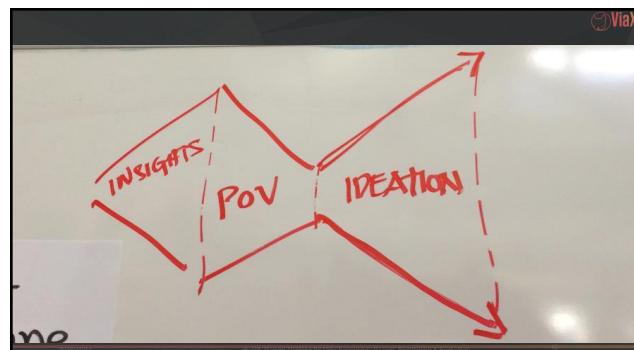
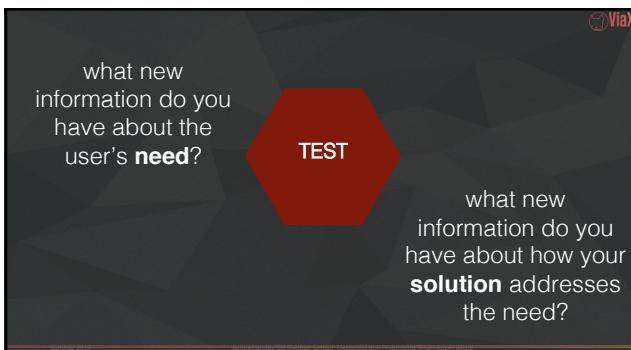
Design Thinking

to think

TRY THE MARSHMALLOW  
TEST YOUR ASSUMPTIONS



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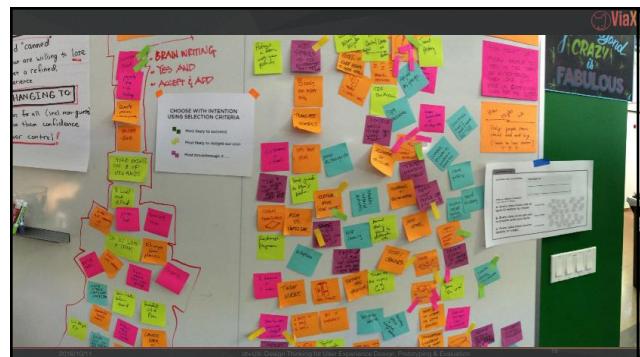
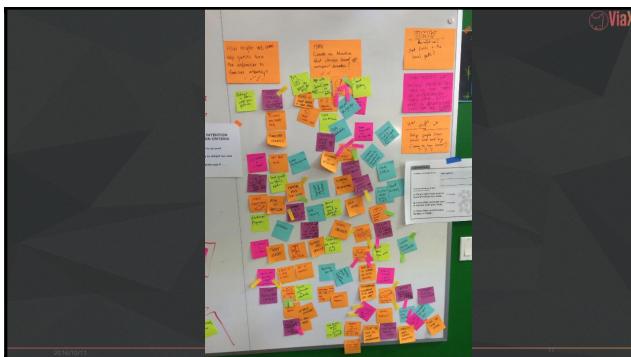
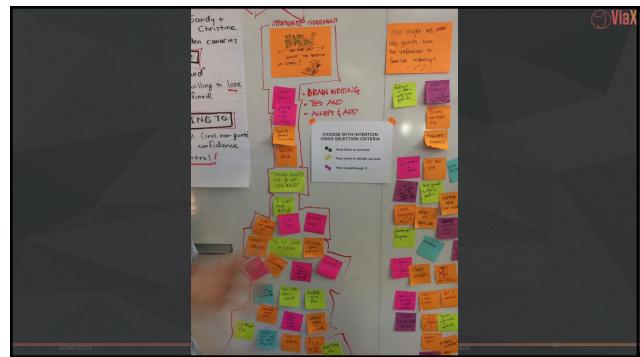
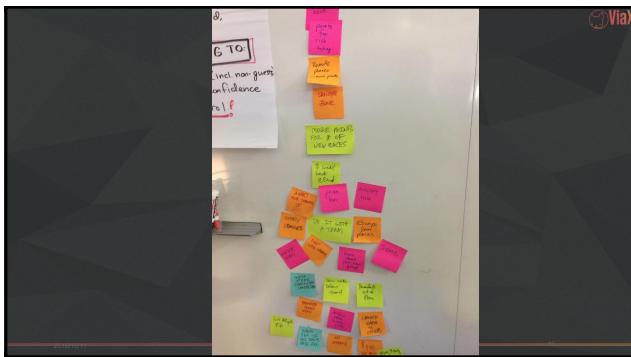
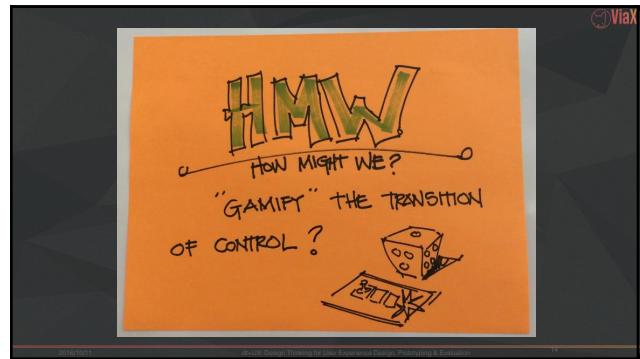
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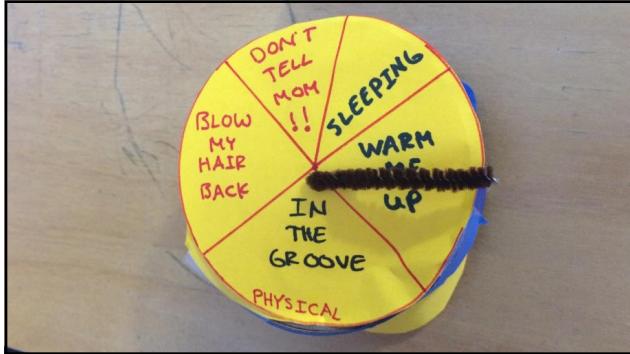
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**IMPROVISING TOOL**

How to improvise to bring an experience to life

**SET THE SCENE**  
Imagine yourselves in a specific location.  
(“Okay, we are at the \_\_\_\_\_ . . . )

**DEFINE ROLES AND START PLAYING THEM**  
Just jump into what makes sense.  
(“I’m the \_\_\_\_\_ person and you are \_\_\_\_\_ . . . )

**IMPROVISE TO DISCOVER**  
Build on each other’s ideas and keep the scene alive.  
Try out ideas by playing through them.

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**SCENE-PROPS-ROLES TOOL**

How do you imagine where you are finding the “real” setting/experience?

**SCENE**  
of the experience

**PROPS**  
in the experience  
what are the rough versions of the physical things?

**ROLES**  
involved in experience  
what are the roles of those creating the experience? who are “recording” the experience? (use few words to name)

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## Parallel Experience Prototyping Goal

- Prototype to **test an assumption**
- Prototype can be a **piece of idea** rather than a complete solution
- Think of it as a **needfinding** technique

## Summary

Experience prototyping allows us to try many ideas quickly & learn more about the problem & solution space (*prototype to learn*)

# *Designing & Prototyping Smart Applications*

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Do It Now

ViaX

- Create/test experience prototypes for top 3 solutions
- Test each prototype with at least 1 target users
- Capture in 1 slide what you learned!

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