PROTOTYPING IS...?

a way to seek an answer that allows a better-informed team to move forward
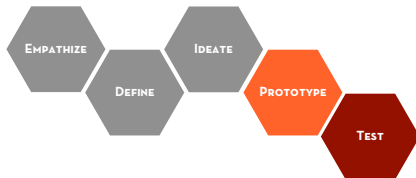
a single question brought to life

a productive exploration

a way to learn

building to think

an attitude of experimentation

WHY PROTOTYPE

to gain EMPATHY

to EXPLORE

to TEST

to INSPIRE

understand the design space

build to think

test and refine solutions

a way to tell stories

WHY PROTOTYPE

to gain EMPATHY

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WHY PROTOTYPE

to gain EMPATHY   understand the design space

to EXPLORE   **build to think**

to TEST   **test and refine solutions**

to INSPIRE   a way to tell stories
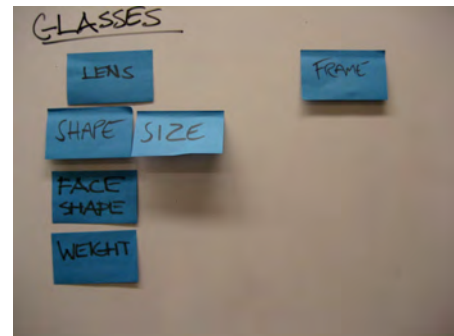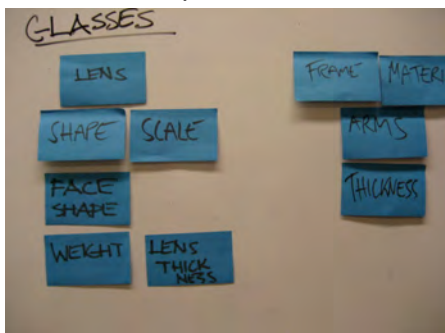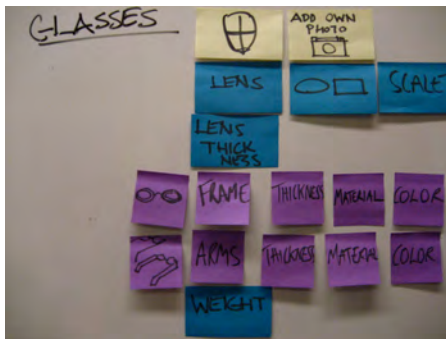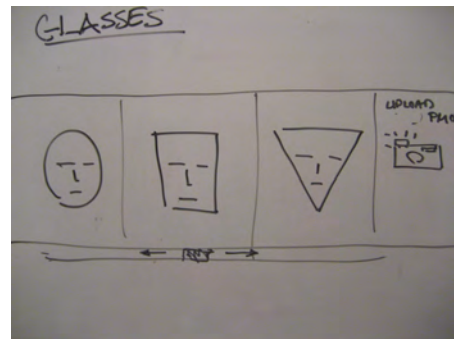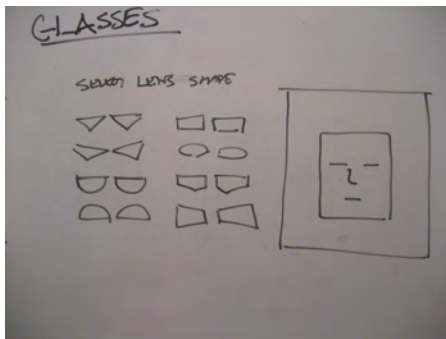
PROTOTYPE to explore

PROTOTYPE to explore
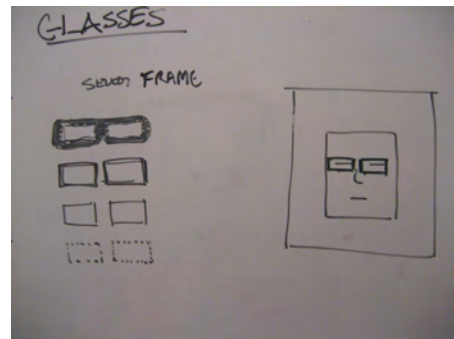

PROTOTYPE to explore

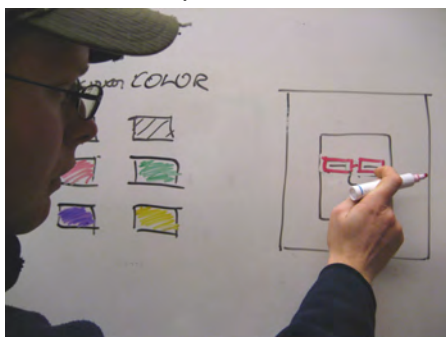## PROTOTYPE to explore

PROTOTYPE to explore

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PROTOTYPE to explore

Build to Think
- Use materials you can manipulate
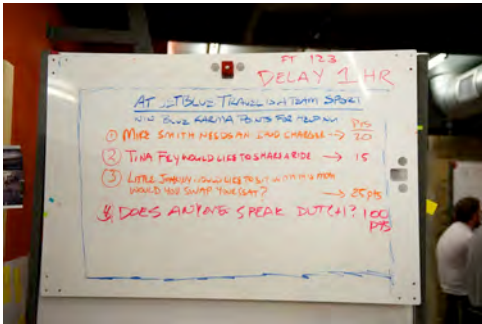- What can you do with post-its and a sharpie?
- Frankenstein as needed

PROTOTYPE to test

PROTOTYPE to test

PROTOTYPE to test

PROTOTYPE to test

Advance Your Concept
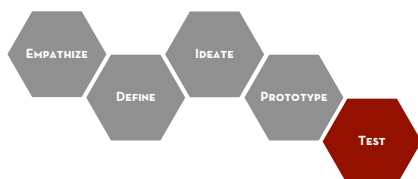Create an experience to react to
Think about what aspect you are testing
Carry multiple ideas forward

Flickr Credit: Gerard Brewer http://www.flickr.com/photos/texib-town/2120334895/sizes/z/in/photostream/

EMPATHIZE   IDEATE
DEFINE   PROTOTYPE
TEST

TESTING with users

EMPATHY...again!!

Watch & understand how users
interact with your prototype

Capture learnings on needs
AND solutions to take forward in
your next iterations

TESTING with users

Remember…

Your prototypes are not precious, so be ready to listen openly

(it's only natural to want to explain or defend!)

TEST with team roles

Host/Hostess

Active Observers

tips for TESTING your prototypes

Let your user experience the prototype
"Can you show me how you would use this?"

Have your user talk through their experience
"Tell me what you're thinking here…"

Actively observe and capture

Follow up with questions
"Can you tell me about how this made you feel?"
"Show me why this would/would not work for you…"

tips for TESTING your prototypes

"interesting… **WHY** do you ask?"

PROTOTYPING and TESTING

PROTO TO EXPLORE:
prototyping to keep ideating

PROTO TO TEST:
prototyping to get feedback from users and continue your empathy work

TESTING:
testing to continue your empathy…you'll get info on needs AND solutions