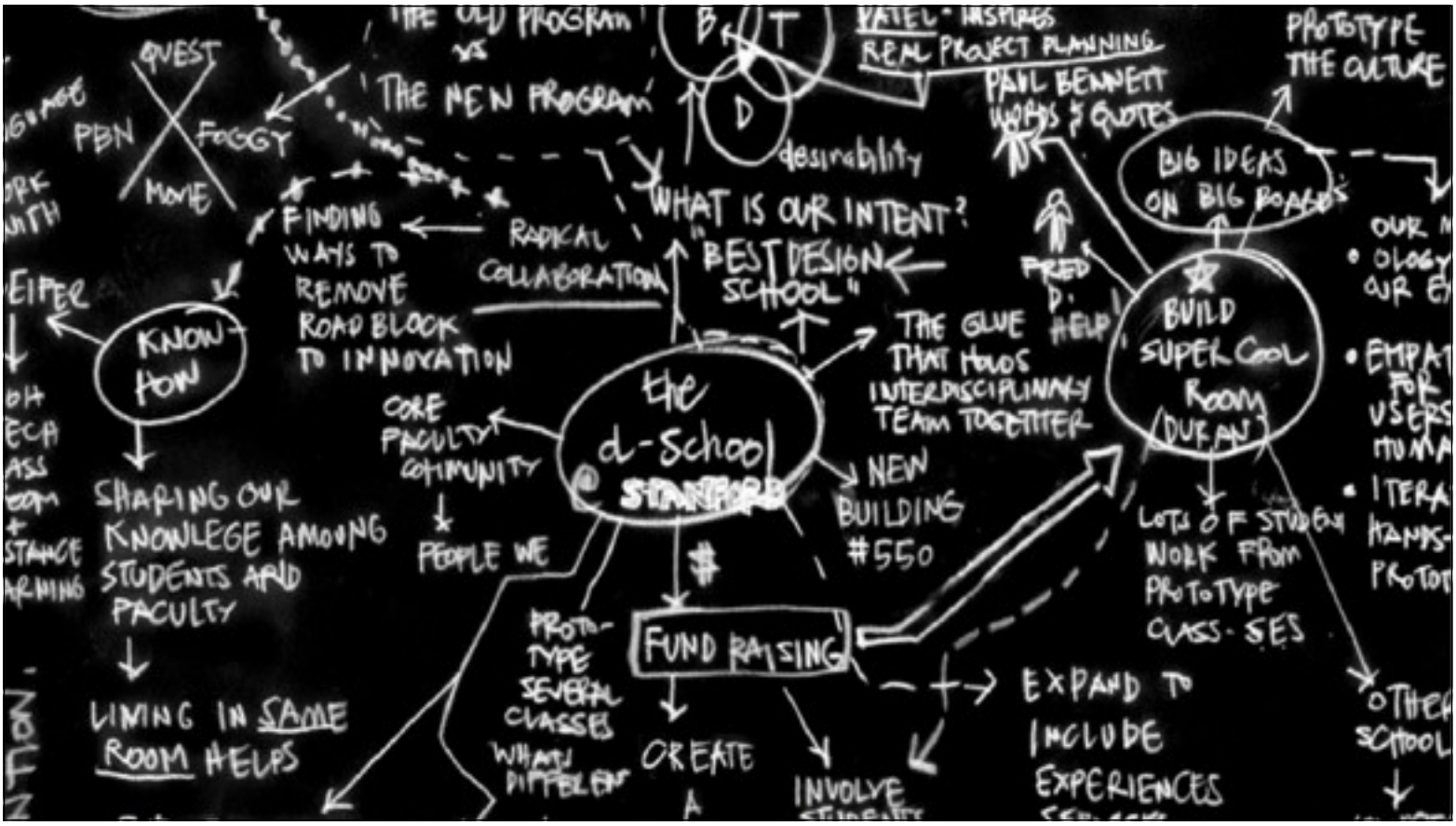
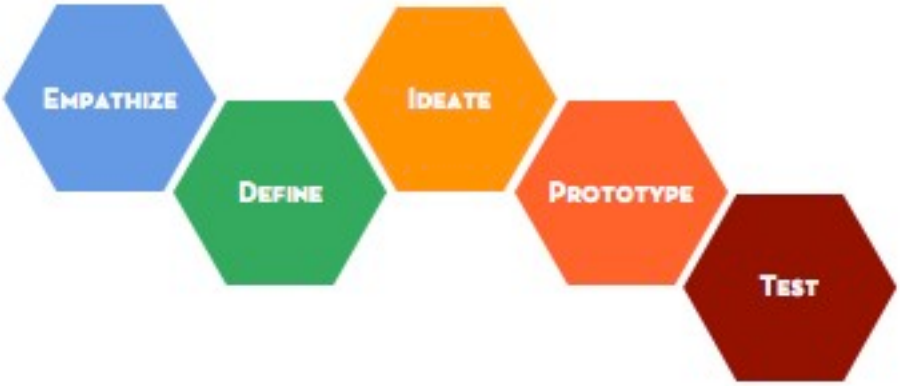
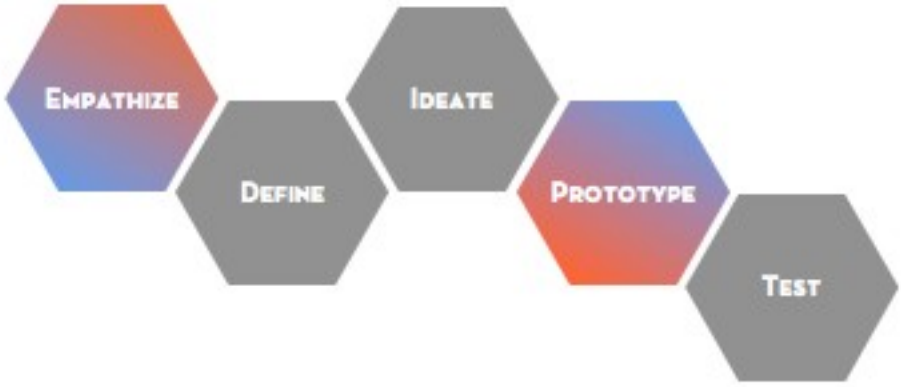
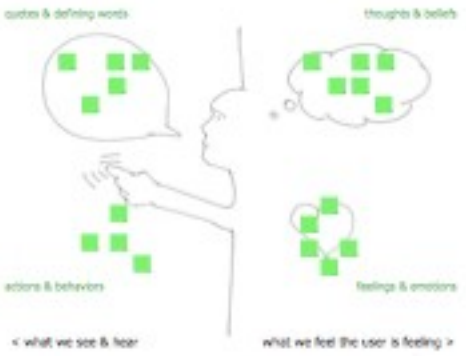

THE OLD PROGRAM
VS
THE NEW PROGRAM
QUEST
PBN
FOGGY
MOVIE
B
T
D
desirability
PATEL - INSPIRES REAL PROJECT PLANNING
PAUL BENNETT WORDS & QUOTES
PROTOTYPE THE CULTURE
BIG IDEAS ON BIG BOARDS
FINDING WAYS TO REMOVE ROAD BLOCK TO INNOVATION
RADICAL COLLABORATION
WHAT IS OUR INTENT?
"BEST DESIGN SCHOOL"
FRED D. HELP
KNOW HOW
the d-school STANFORD
THE GLUE THAT HOLDS INTERDISCIPLINARY TEAM TOGETHER
BUILD SUPER COOL ROOM (DUH)
CORE FACULTY COMMUNITY
NEW BUILDING #550
SHARING OUR KNOWLEGE AMOUNG STUDENTS AND FACULTY
PEOPLE WE
LOTS OF STUDENT WORK FROM PROTOTYPE CLASSES
LIVING IN SAME ROOM HELPS
PROTO-TYPE SEVERAL CLASSES
FUND RAISING
EXPAND TO INCLUDE EXPERIENCES
CREATE A
INVOLVE

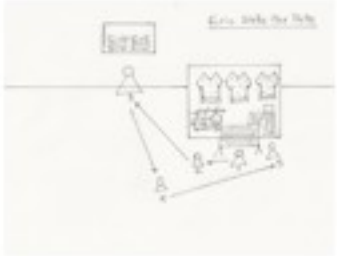

EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST





Immerse. Observe. Engage.

SEEK and FIND Extreme Users



A.E.I.O.U

Activities	Environments	Interaction	Objects	Users

TODAY...

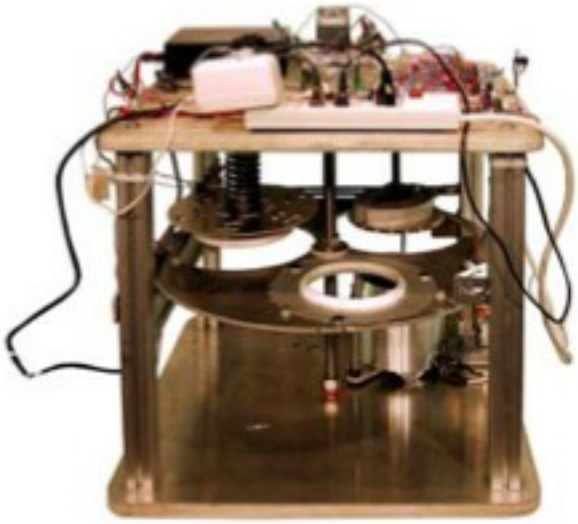
20 MIN: prototyping with different intentions, examples & tips

30 MIN: DP2 prototyping activity in teams

15 MIN: practice & share

10 MIN: IL/IW/H2

PROTOTYPING IS...?



Dishmaker by Ted Selker and Leonardo Bonanni from MIT

PROTOTYPING IS...?

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

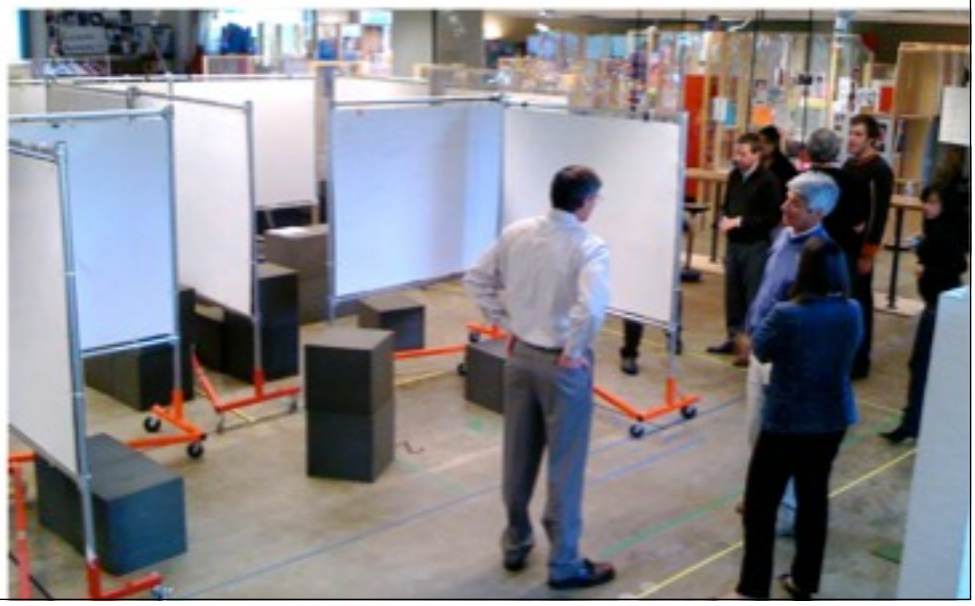
WHY PROTOTYPE

to gain EMPATHY

to EXPLORE

to TEST

to INSPIRE



WHY PROTOTYPE

to gain EMPATHY

to EXPLORE

to TEST

to INSPIRE

understand the design space

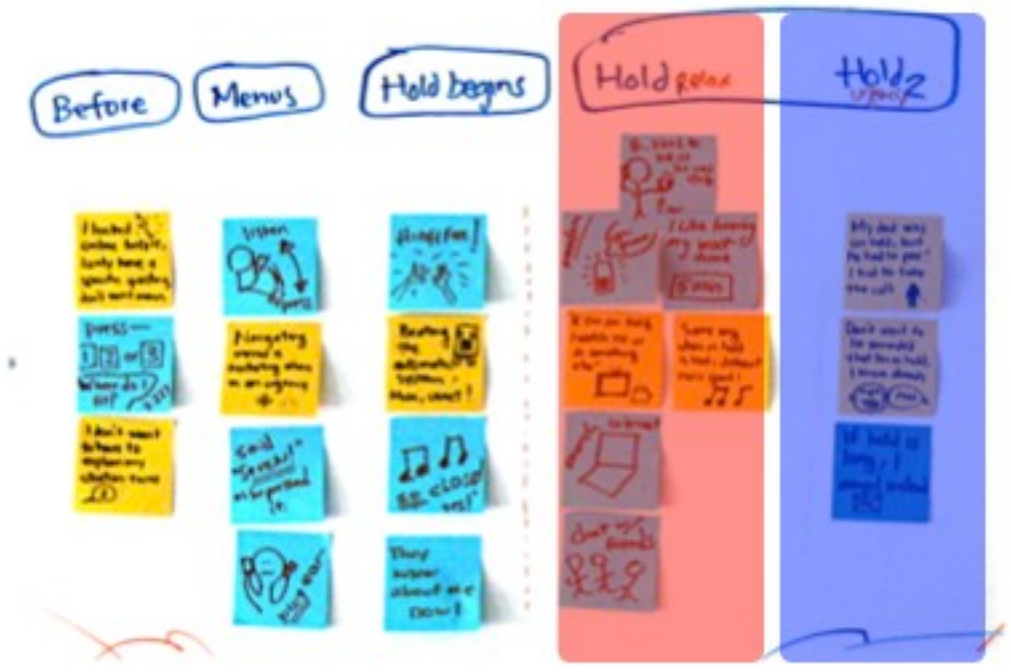
build to think

test and refine solutions

a way to tell stories

solution development
(roughly)

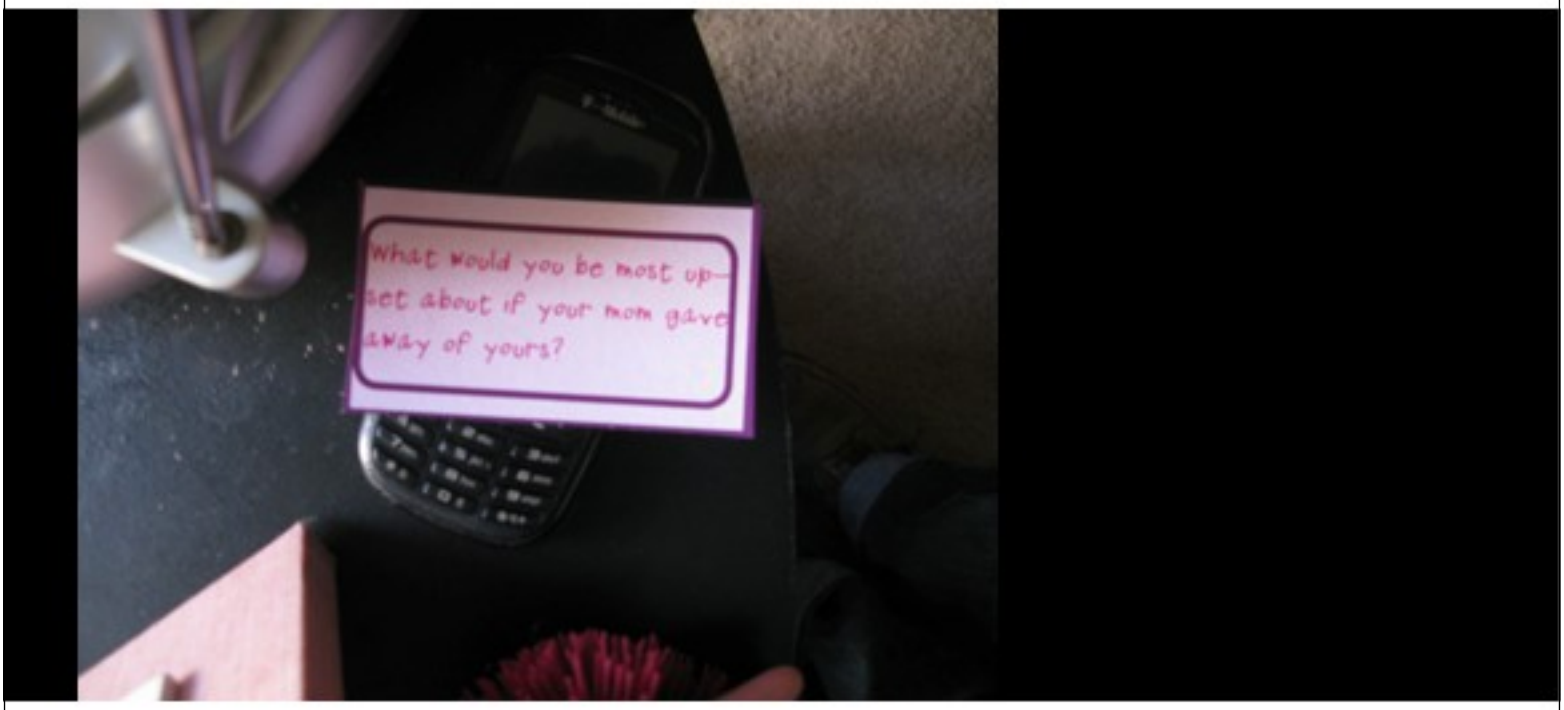
PROTOTYPE to gain empathy



PROTOTYPE to gain empathy

PROTOTYPE to gain empathy: the warm-up

PROTOTYPE to gain empathy: iteration over time

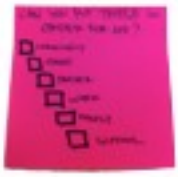


PROTOTYPE to gain empathy: environment

PROTOTYPE to gain empathy: your team

ways to help my team IMMERSE in the project context

what are our users feeling and how can we recreate that?



ways to help my users explore their feelings about an everyday event

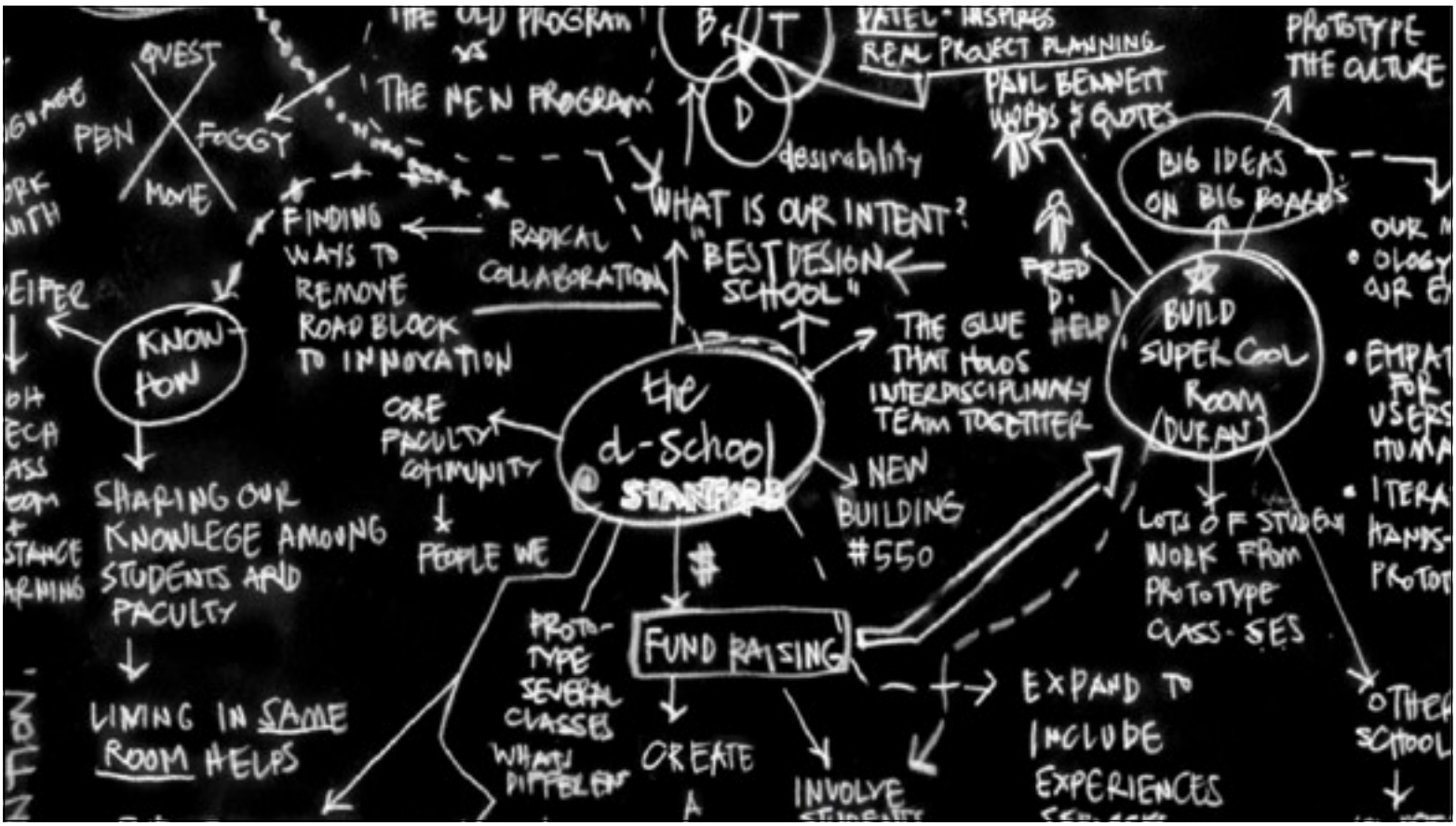
EXAMPLE RECAP

what's a way we can get the users to WARM UP before we meet?

Our **PROTOTYPING ACTIVITY** today

5-10 MIN: identify where your team needs better depth of insight

20-25 MIN: prototype an empathy tool

5 MIN: test with a partner team

1 MIN: headline #teamhashtag, question/intent, and empathy tool