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Prototyping

Design and ‘Wicked’ Problems

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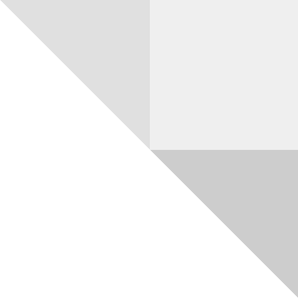
# Overview

The world has seen revolutions that resulted in a more significant impact on humanity. From vinyl disc to stream music and farming to online ordering, it comes the era of robotics introduced to the everyday life. However, the survival of human species dements on alternatives thinking of adapting to the environment resulted of own history.

In the middle of this transitions, designers are invited to bring their skills in the promotion of positive contributions. The high level of industry standards, customer needs, and technology applied to everyday life are some of the challenges that creators are facing. They are considered opportunities to experts of all careers to bring forward innovative and creative thinking.

History has proven that prototyping is the result of a useful technique in the process of change. That is because it allows professionals to consider several steps of creation including consideration for precedents, customers desires, and future purpose. That ability to explore whole scenarios gives the designers the credit of successful innovators. That also comes with responsibilities, commitment and flexibility to adapt to constant revisions.

In a process of developing ideas, strict rules don't add creativity to work, but revising them opens room for inspiration. That is when 'Serious play' or prototyping becomes the turning point of successful innovations. The legacy of renowned innovators indicates that the same focus on product development as well as product interaction is strategically required to open new possibilities for a production process. “The challenge of converting uncertain into manageable risk or opportunities that explain why serious play is often the most rational behaviour for innovators" Michael Schrage (2000: 12-2).



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The participation of multiple disciplines results in a more innovative team capable of looking at prototyping the tool necessary to share information and create common goals. Present in different areas, prototyping is a working environment with the intent to be a playground for serious and meaningful play.

# Reference

Valentine, L. ( 2013). Prototype: Design and Craft in the 21st Century. M. Schrage, (Ed). The Imaginative Use of Fictional Bio-prototypes. London: Bloomsbury Academic.