

The “Building Blocks” of Prototyping

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The Story



TAKE

LEGO® VIPs
EARN DOUBLE POINTS OCT 1-31!

\$1 = 2 100 = \$5

Build a Minifig

EXIT

STAR WARS



The Metaphor

Engineering Methodology

Intersections with UX Design

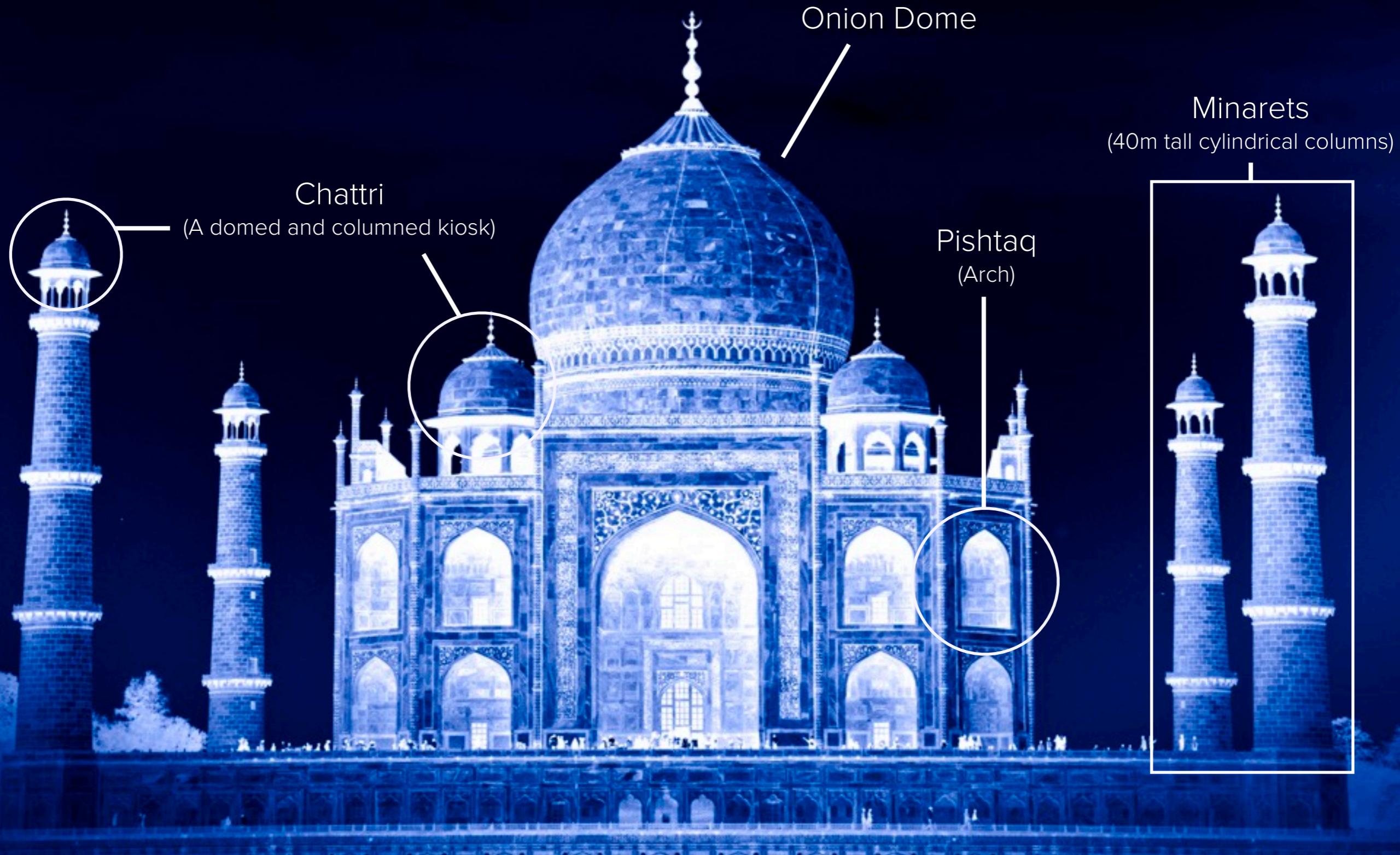
Prototyping as a Learning Device

Engineering Methodology

Enable quick iteration to control chaos



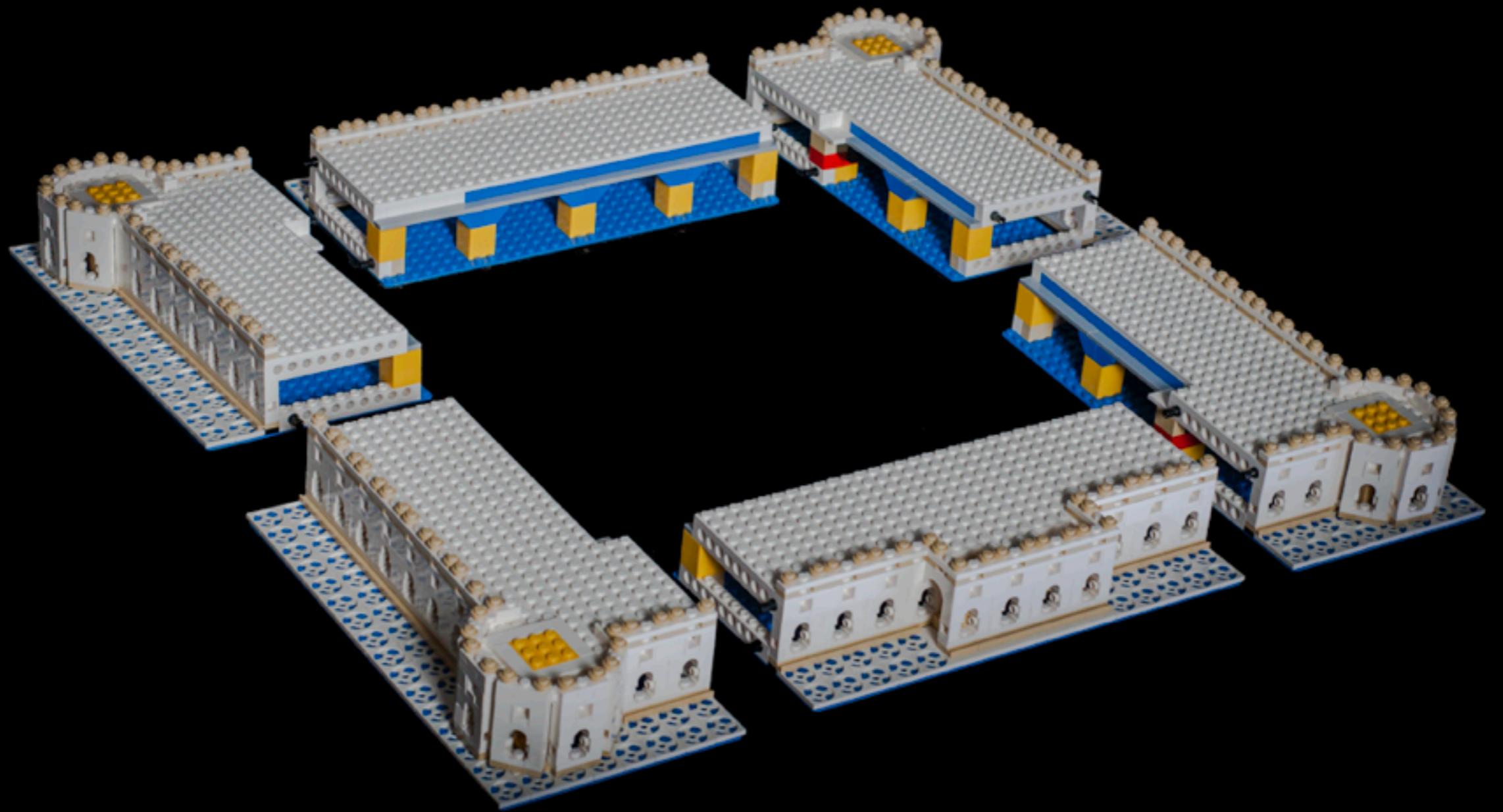
Realize development patterns quickly



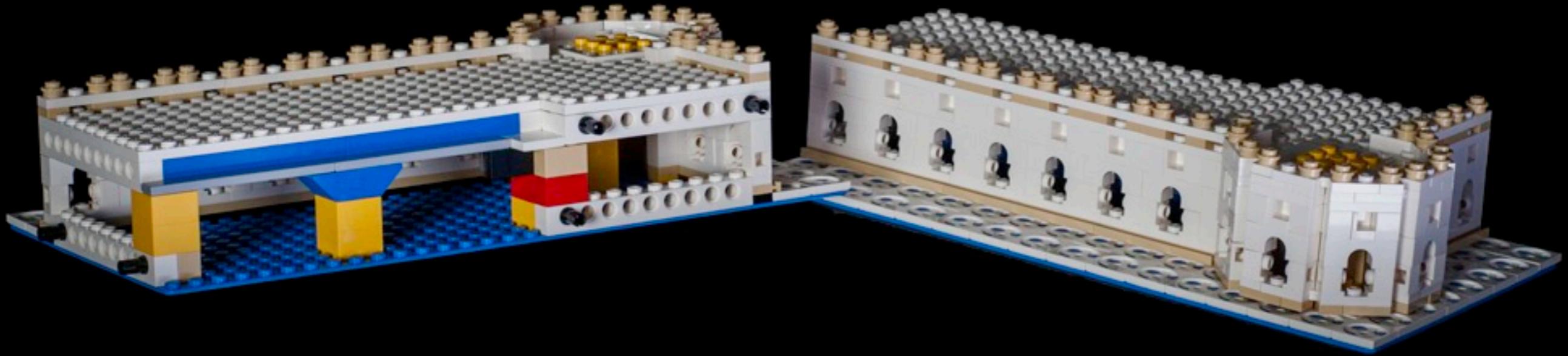
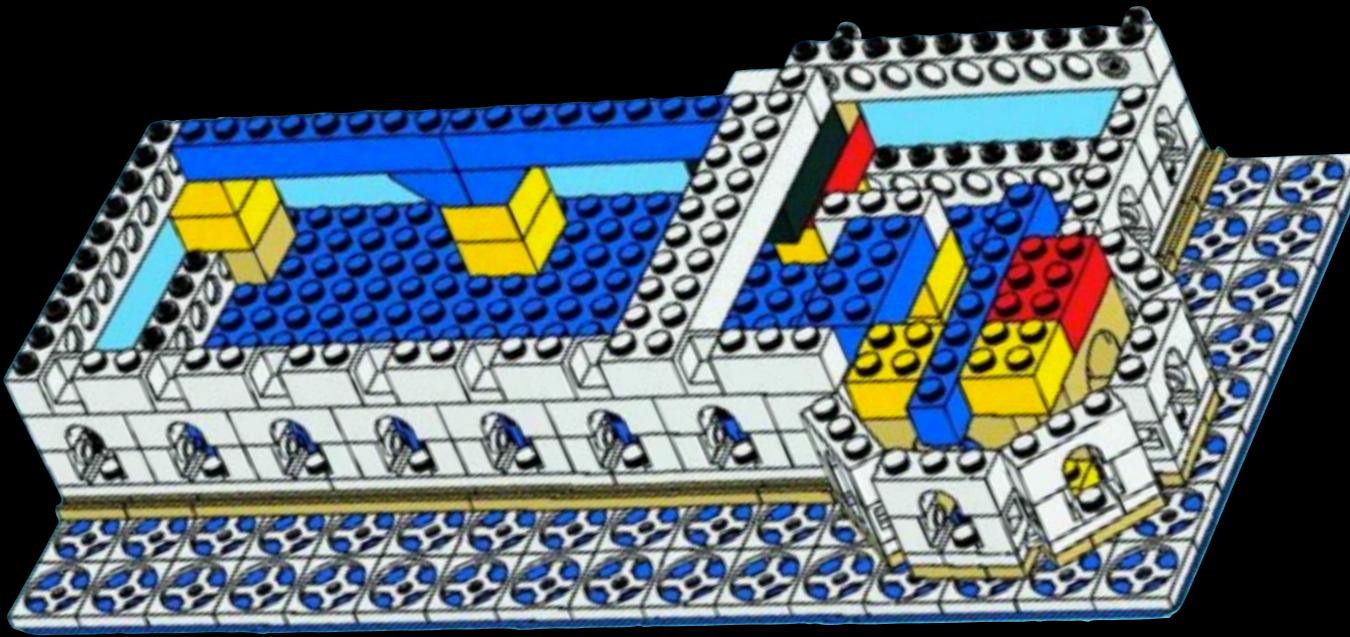


Create abstractions where applicable





Make reusable, self-contained components



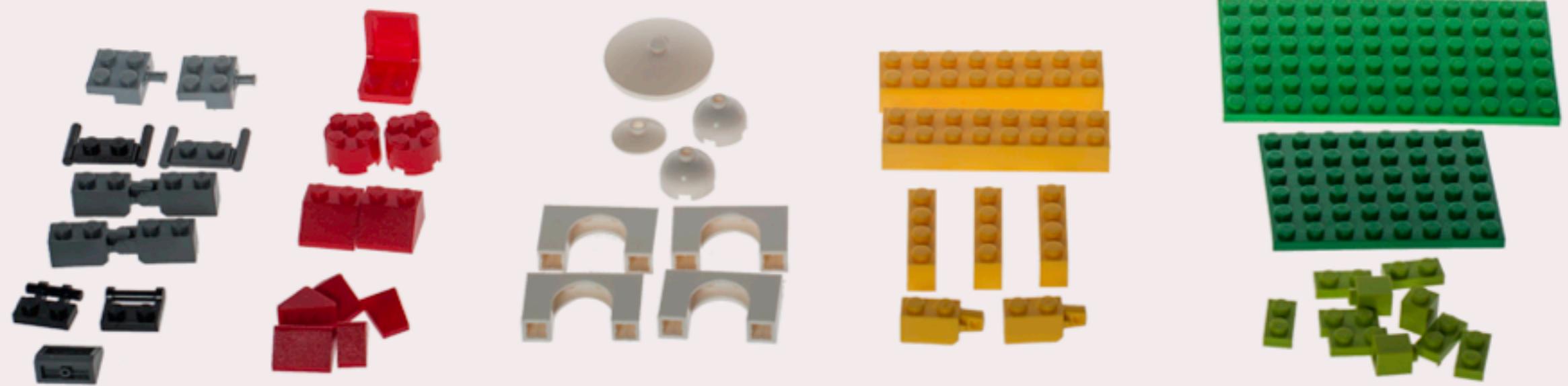
Test frequently throughout the process

Intersections with UX Design

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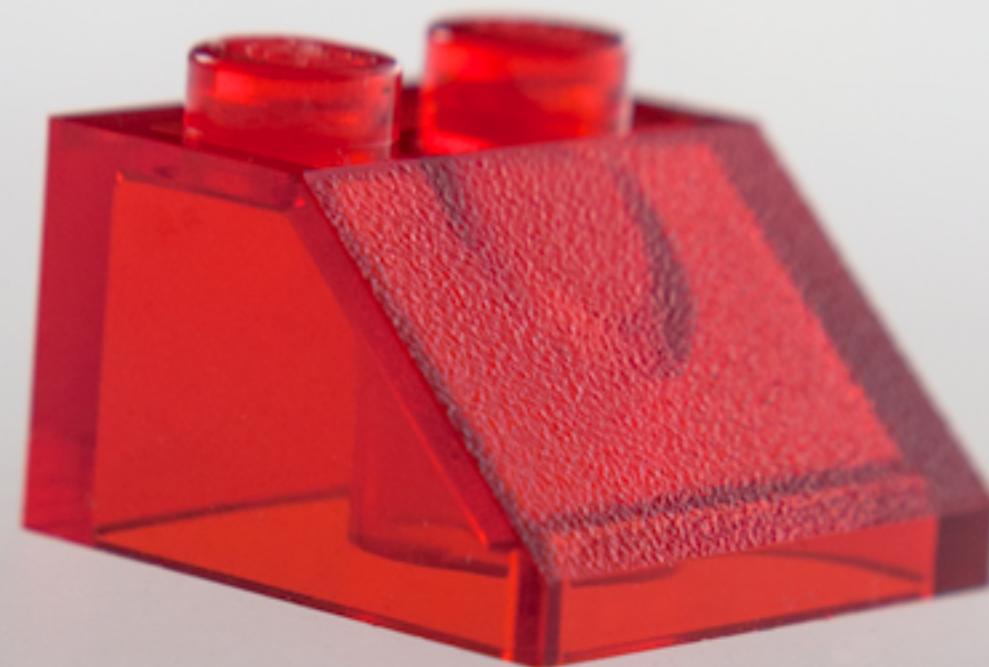
It did become boring and tiresome when constructing the four archways and four corners that make up the body of the palace, but, unlike most reviews suggest, I did not have a problem what so ever **finding the pieces I needed for each step**, and I did not organize to start with. **I made a little "map" in my head** of where the bags for different pieces were on my table and was able to find them quite easily. Oh, and keep in mind, I was only thirteen years old.

- 13 year old LEGO user

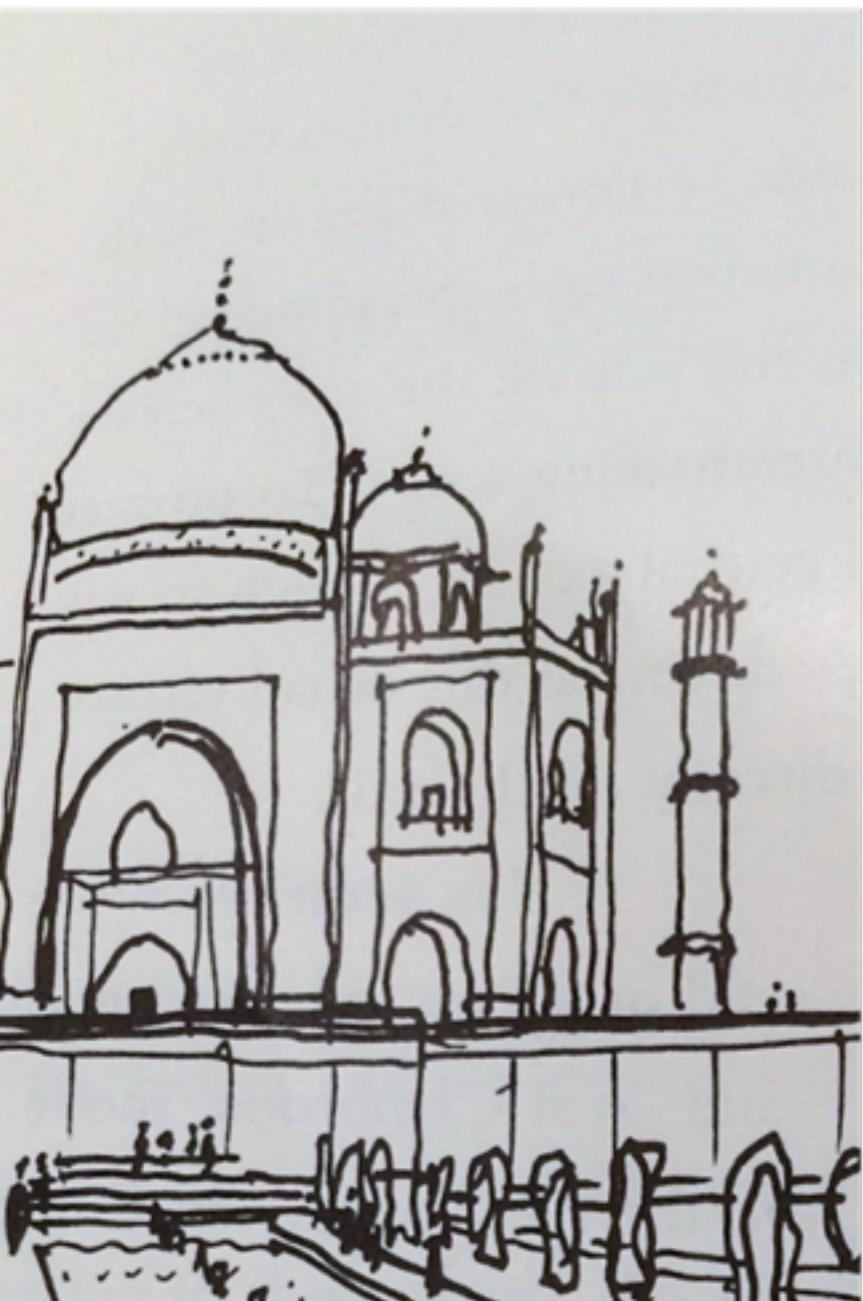


Enable efficient and meaningful development

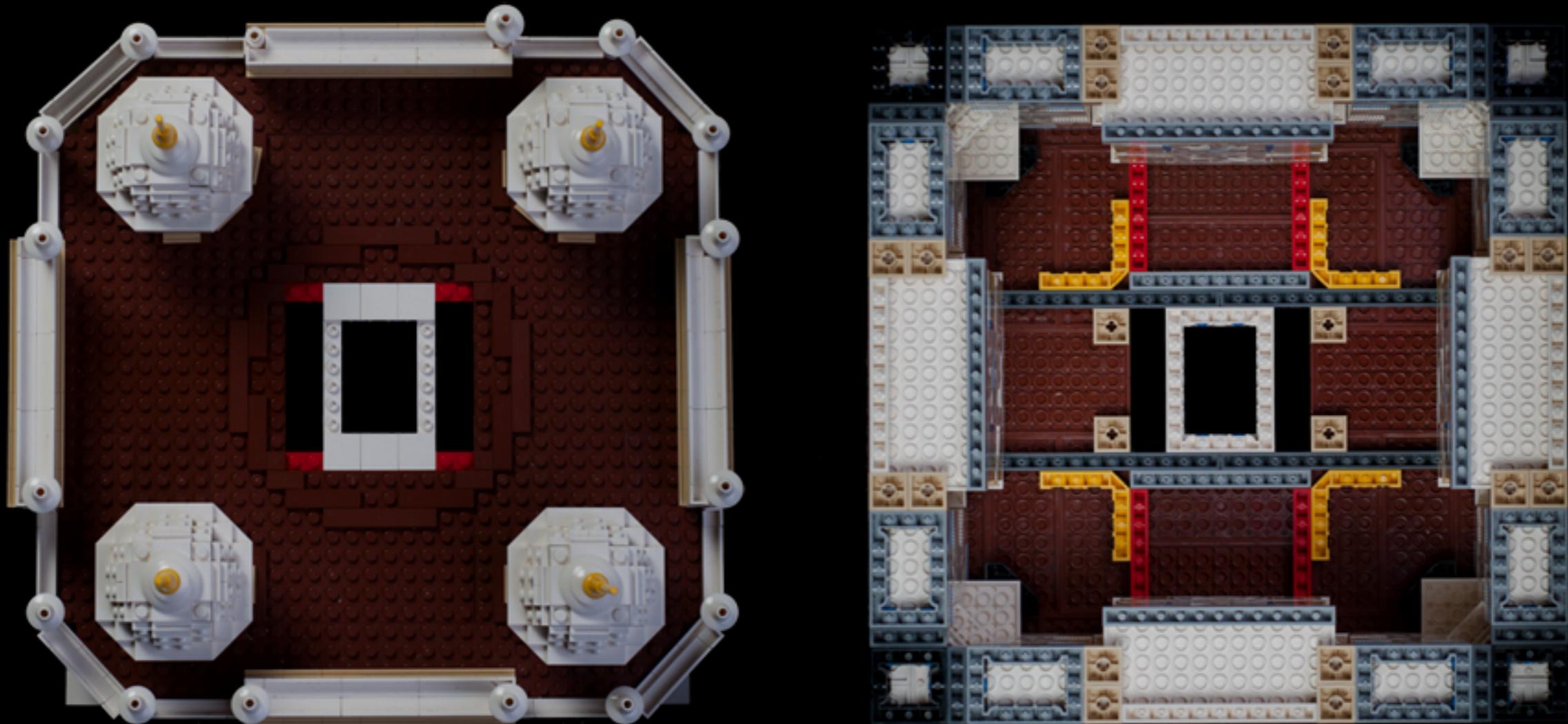
Show accountability, down to the last detail



Prototyping as a Learning Device



Discern the fidelity of your prototype



Capture the essence of your product





Discover what delights users deeply

Takeaways

Harmonize the efforts between Design and Engineering

Beauty will illuminate from the inside and out

A product's integrity
directly correlates to process and tenacity

Find the miraculous
in the mundane

Or something child-like; Deep insight follows

Thank you

Co-Builders

David Dizon

Brina Lee

Matt Visconti

Photography

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Citations

Slide 12: Lego Specification

<http://cache.lego.com/bigdownloads/buildinginstructions>

Slide 14: Lego Customer Comment

<http://shop.lego.com/en-US/Taj-Mahal-10189>

Slide 18: Sketch of Taj Mahal

Chambers for a Memory Place

Donlyn Lyndon and Charles W. Moore, 1994

Miscellaneous facts about architecture and geometry

<http://www.lilburnes.org>