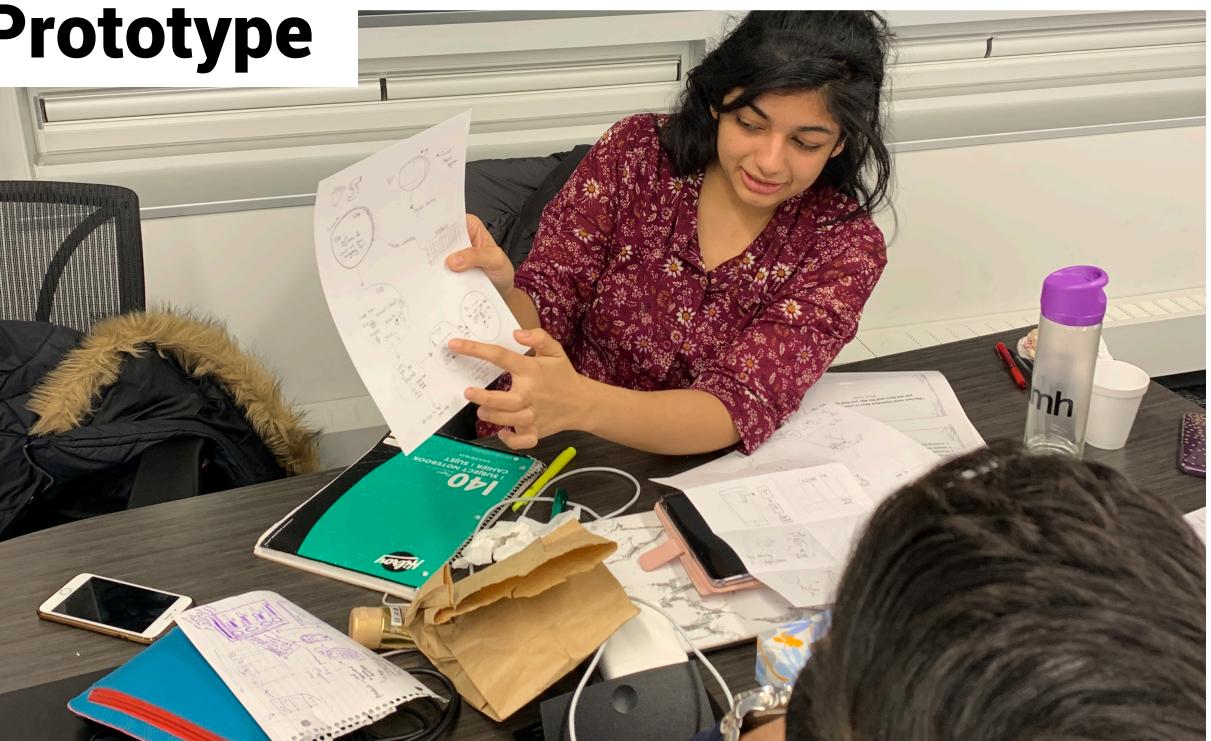


BET 350 – W11
Sprint 4 & 5: Prototype



| | |
|--------|--|
| Jan 9 | Intro, team building, Mini Design Sprint |
| Jan 16 | Research Methods |
| Jan 23 | Behavior, Interviews & Surveys |
| Jan 30 | Customer Profiles |
| Feb 6 | Customer Journey Maps – part 1 |
| Feb 13 | Customer Journey Maps, 1+2 |
| Feb 27 | Visual Design Principles |
| Mar 6 | Sprint 1: Understand |
| Mar 13 | Sprint 2+3: Sketch & Decide |
| Today | Sprint 4: Prototype |
| Today | Sprint 4+5: Prototype & Validate |
| Apr 3 | Presentations |



Final Presentation (20% of your project mark)

A well-rehearsed presentation can make all the difference. Even though your product/service might still need some work, if you present your solution in a compelling way, the audience will often be convinced that you have a viable solution.

MARKING

I will be marking in two equal parts. 10 points max each:

- 1) **Presentation skills** (is the team presenting well together? Is there a nice flow to the presentation and do the speakers stand openly in front of the audience? Does the presentation come across well-rehearsed or does the team seem unprepared?)
- 2) **Slides or visuals** (Are the visuals well designed? Are they cluttered or easy to follow? Do the visuals take away from the speaker, or do they add to what is being said?)

DETAILS:

- You have 10 minutes
- Introduce your team
- Tell us a bit about your research. How did you identify the problem? Is there a user need that you learned about through your research that needs addressing?
- Solution and how it addresses the need of your customer segment

TIPS

- Never hide behind a podium when you present
- Don't read off a laptop or smartphone, instead use cue cards or speak freely
- Make eye contact with the audience and remember not to read off the slides with your back to the audience
- Rehearse but don't memorize
- Make your team members look good!
- Step in if a team member is struggling
- Not every team member needs to speak, but all need to be present (e.g. stand in the front, actively listening, hand out things, take care of tech, answer questions)

SLIDES DUE

Apr 2, 6 PM, upload to LEARN > Dropbox > team folder (title your file as '[team name]-presentation')



blue bottle

cafes
coffees
techniques
tools



Bella Donovan

one of our favorite classic blends,
we serve this in all our
cafes and ship all around
the U.S.

How it tastes

Rich, chocolatey, comforting

How to make it

S Drip, B Chemex

Technical details

origin: Latin America

process: Washed & roasted

producer: Beans sourced from 15
producers throughout Lat Am

Roasted In: Oakland & New York

Founder's Notes (what's this?)

blends get
a photo of
beans in
a roaster;

single origins
get a photo
of farm/place

2

Design Sprint: Decide

Sprint 4 aka ‘Thursday’

You will take the winning ideas from last week and weave them into a storyboard: a step-by-step plan for your prototype. Then you'll adopt a fake it philosophy to turn that storyboard into a realistic prototype.



Glitch: An online game that promotes collaboration

BET350 

- Karin Schmidlin
- 4j-visual-graphics
- beyond-experience
- cheers
- curae
- diamant
- divergent
- empathy
- # general**
- grit
- horizon
- instructors
- pentagon
- # questions4mackenzie**
- # questions4uw**
- random
- super-six
- the-great-lakes
- trillium

Direct Messages 

- slackbot
- Karin Schmidlin (you)
- Gergely Tamas Szabo
- Jeffery Li

#general

☆ | 8 78 | 0 | Company-wide announcements and work-based matters

and casual networking with entrepreneurial students. **Wednesday, March 7th** at the ecosystem. This month, we're focusing on the building sales teams. We'll hear from MBET alumni and sales experts, Benny Hua (Vidyard), Adam Gryfe (Clearpath Robotics) and Lee Poteck (D2L) in conversation with Conrad Sales Instructor, Kevin Hood. Hosted in the creative Vidyard office, the evening will begin with introductions and a brief [Show more](#) (78 kB) 



 1

 **Vlad Artym** 9:54 PM
Left my water bottle in class if anyone found it let me know 😊

Yesterday

 **Rohan Dave** 6:38 PM
[@schmidlink](#) Do all the members of the group need to upload the CJM on Learn or just one member?

Today

 **Karin Schmidlin** 9:43 AM
[@Rohan](#) no, just one per team

 1

 Glitch turned into Slack  

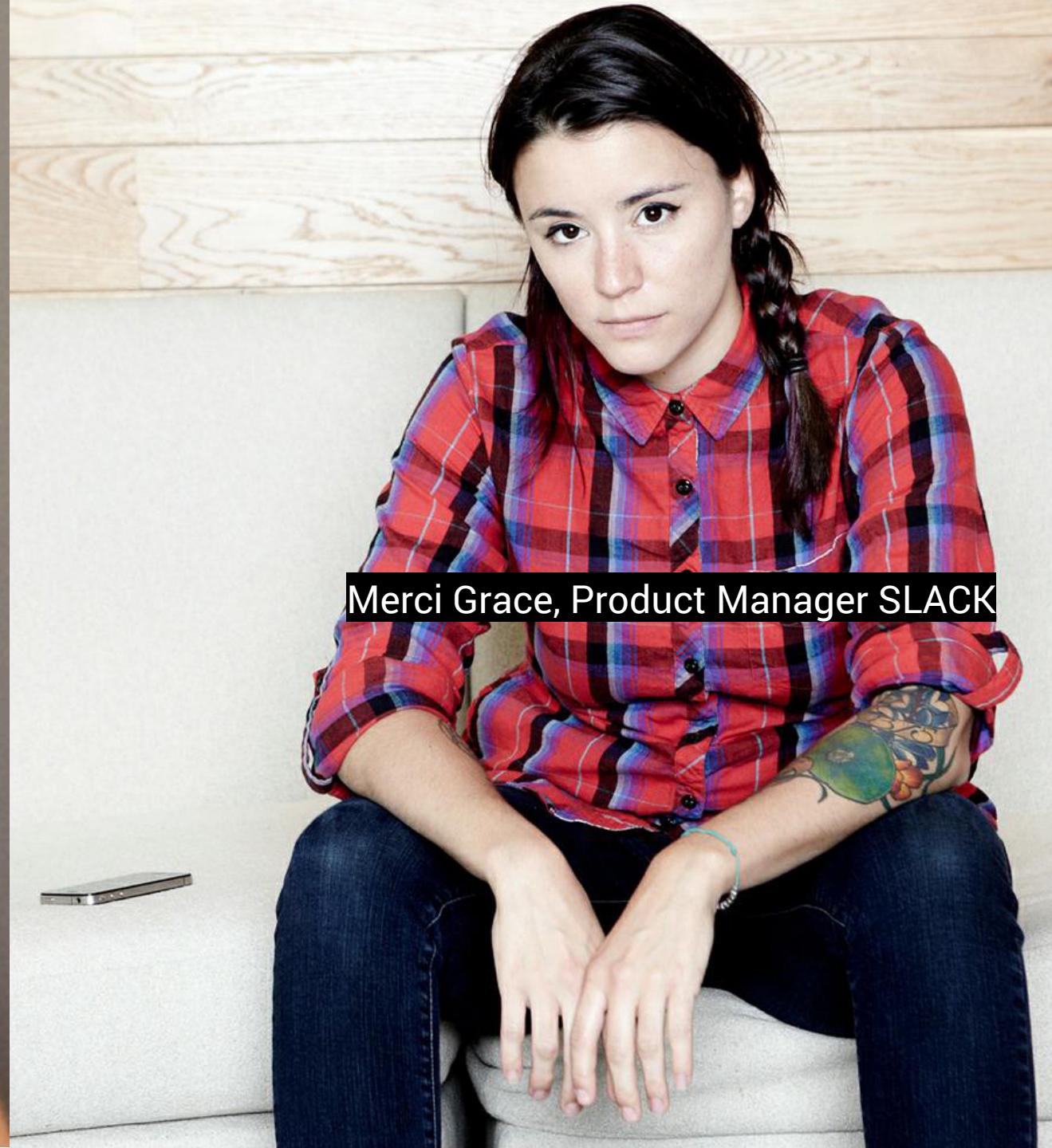
bold _italics_ ~strike~ `code` ``preformatted`` >quote

Glitch turned into Slack

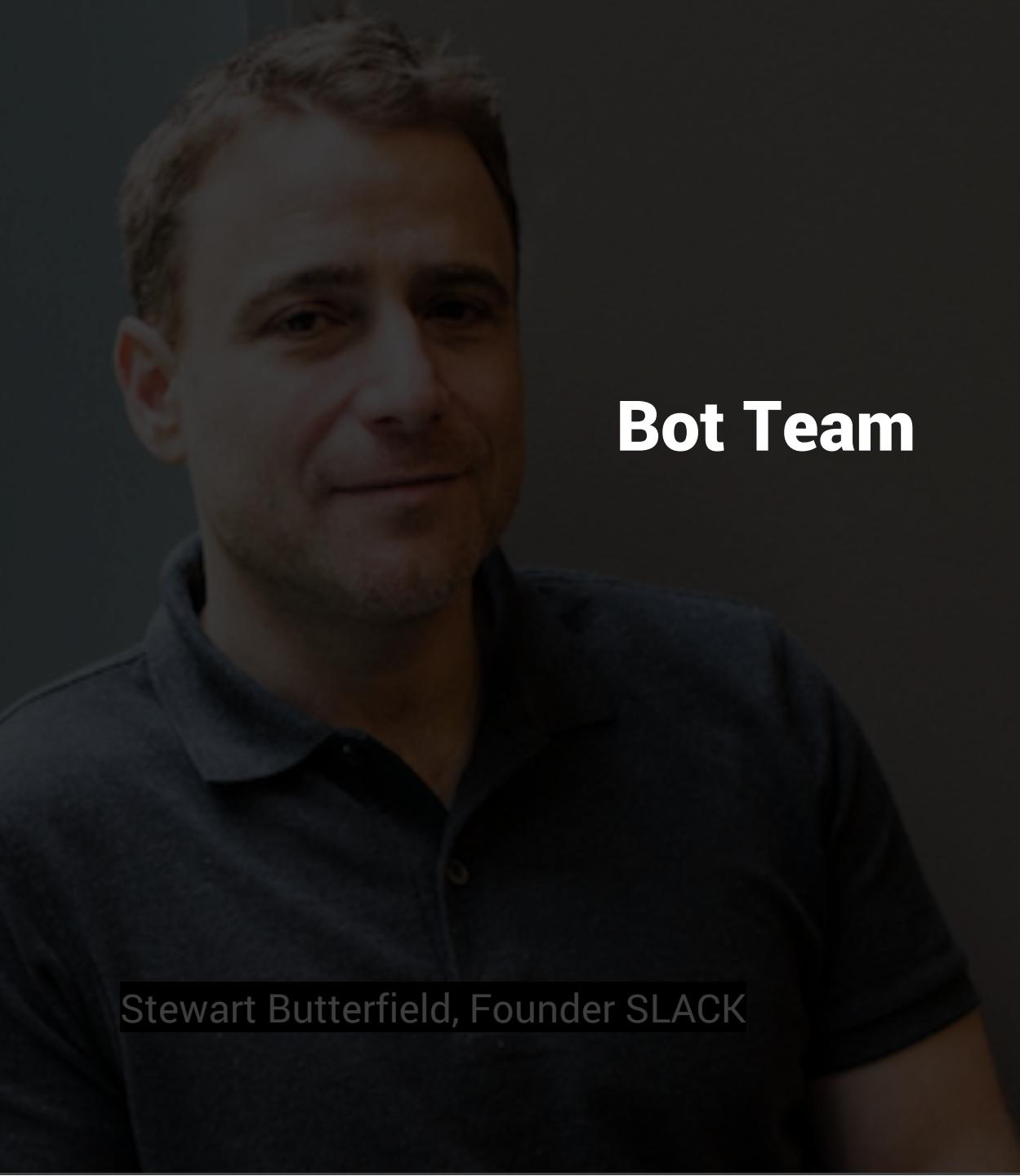
Slack grew like a wildfire. Initial users where tech companies that had no issues trying out a new technology. But as the base shifted to less tech-savvy customers, the platform needed to be explained...



Stewart Butterfield, Founder SLACK

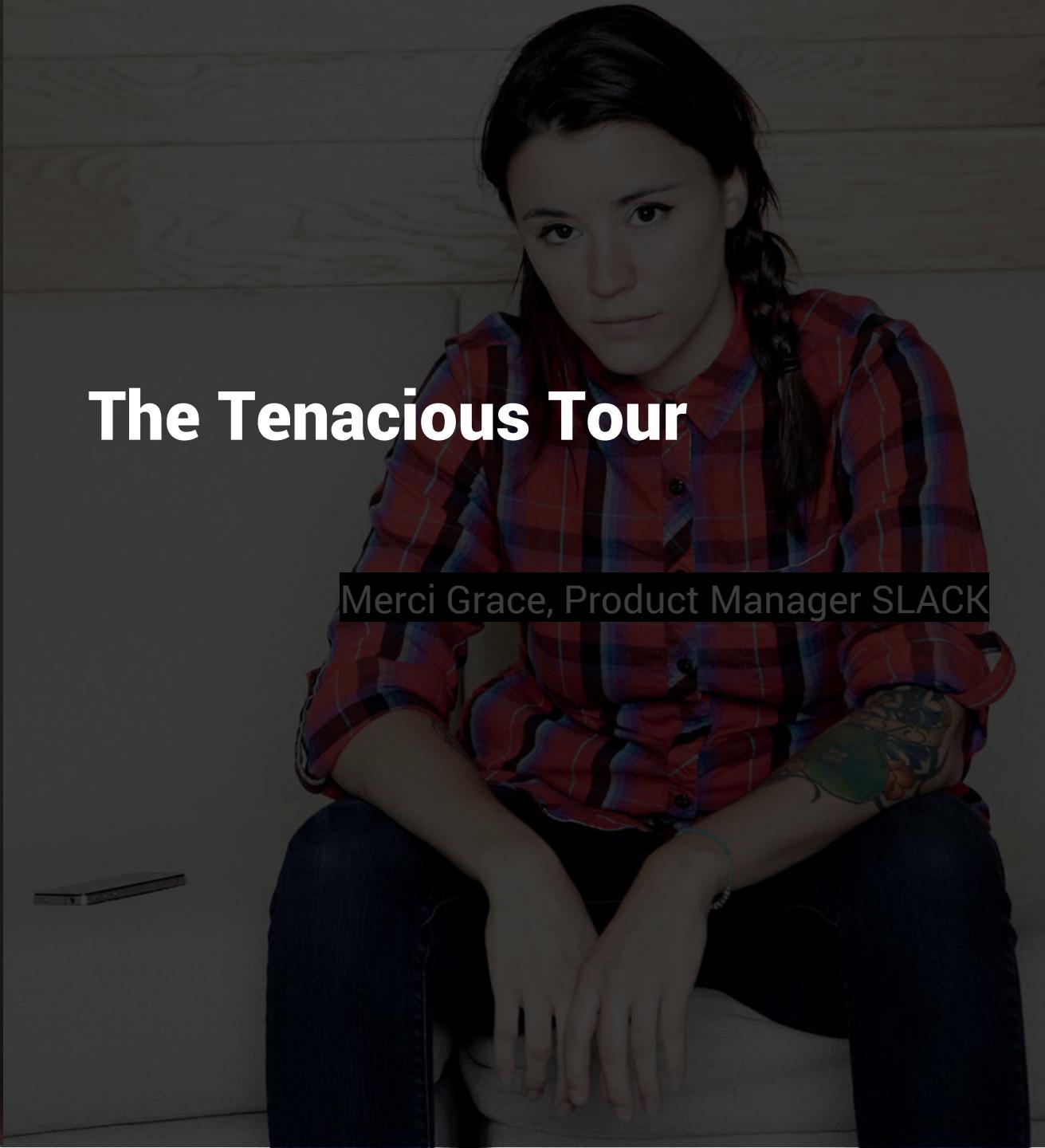


Merci Grace, Product Manager SLACK

A portrait of Stewart Butterfield, founder of Slack. He is a middle-aged man with short, light-colored hair, wearing a dark grey button-down shirt. He is looking slightly to his right with a faint smile.

Bot Team

Stewart Butterfield, Founder SLACK

A portrait of Grace, a young woman with long dark hair tied back in a ponytail, wearing a red and blue plaid shirt. She is sitting on a couch, looking directly at the camera with a neutral expression.

The Tenacious Tour

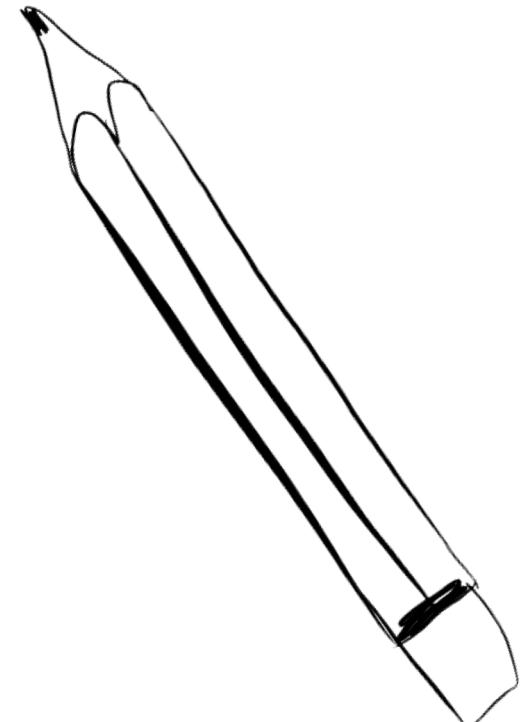
Merci Grace, Product Manager SLACK

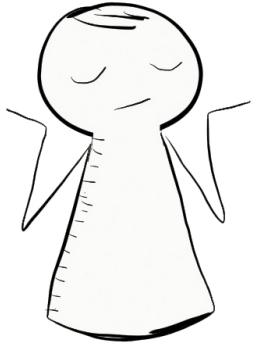
A **Rumble** allows your team to explore multiple options at once.

**Of course, it doesn't always make
sense to do a Rumble. Sometimes,
there's just one winning sketch.
Sometimes, there are many winners,
but they all fit together.**

Rumble or all-in-one

Have a short discussion as a team about whether to do a Rumble (building two or more prototypes) or combine the winners into a single prototype.

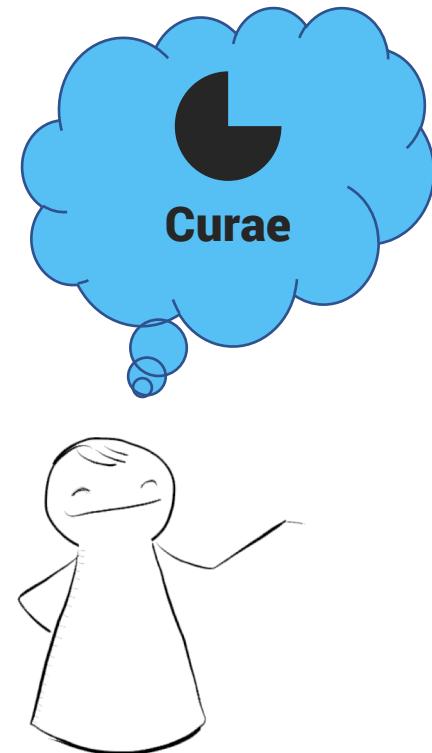


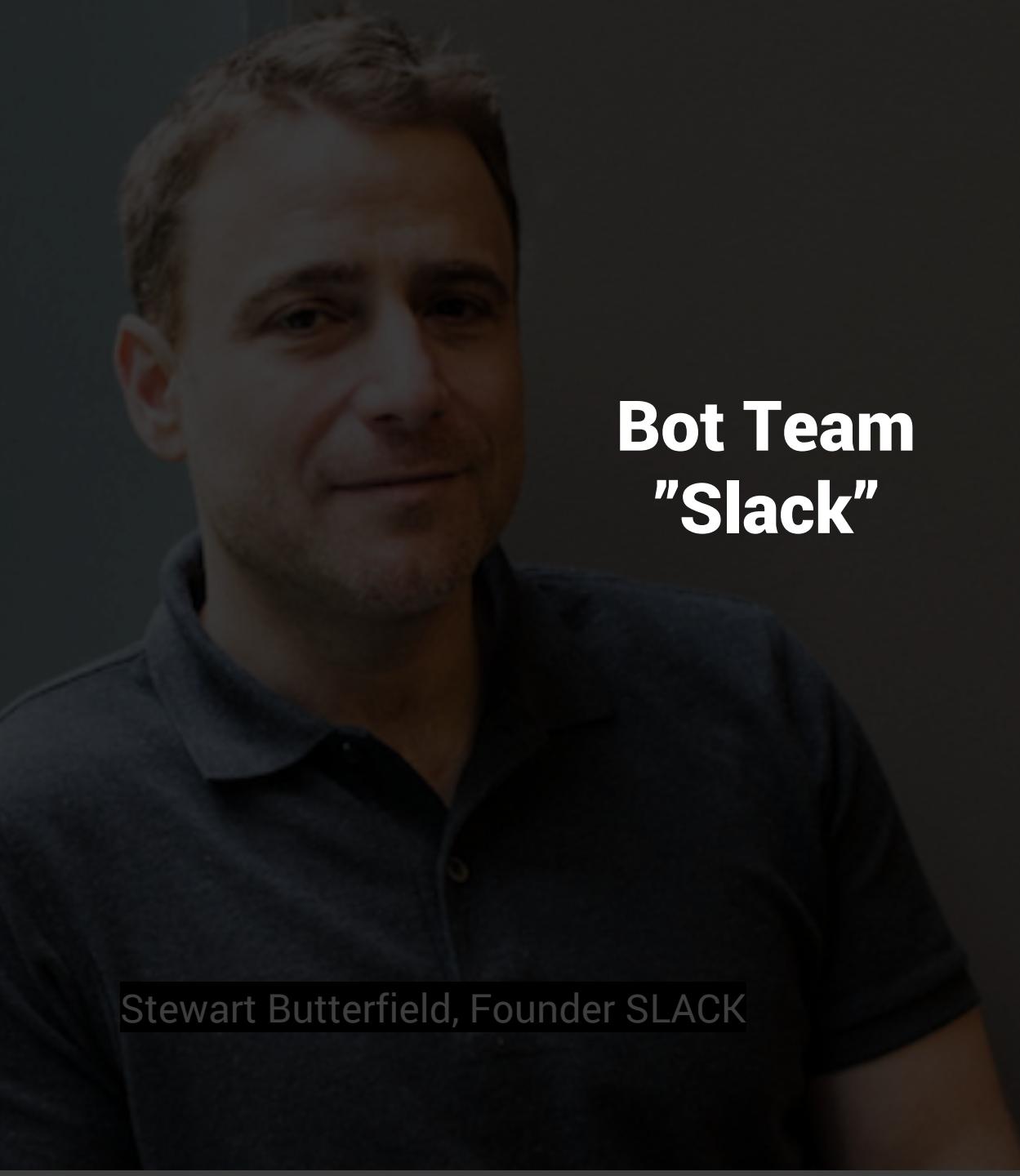


There's one
small problem

If you show your customer two prototypes of the same product you might not get the feedback you need

**In a Rumble, you get to create
fake brands. This way customers
will be able to tell them apart.**



A dark, low-key portrait of Stewart Butterfield, founder of Slack. He is a middle-aged man with short, light-colored hair, wearing a dark button-down shirt. He is looking slightly to his right with a faint smile.

Bot Team "Slack"

Stewart Butterfield, Founder SLACK

A portrait of Grace, a young woman with long dark hair tied back in a ponytail, wearing a red and blue plaid shirt. She is sitting on a grey sofa, looking directly at the camera with a neutral expression.

The Tenacious Tour “Gather”

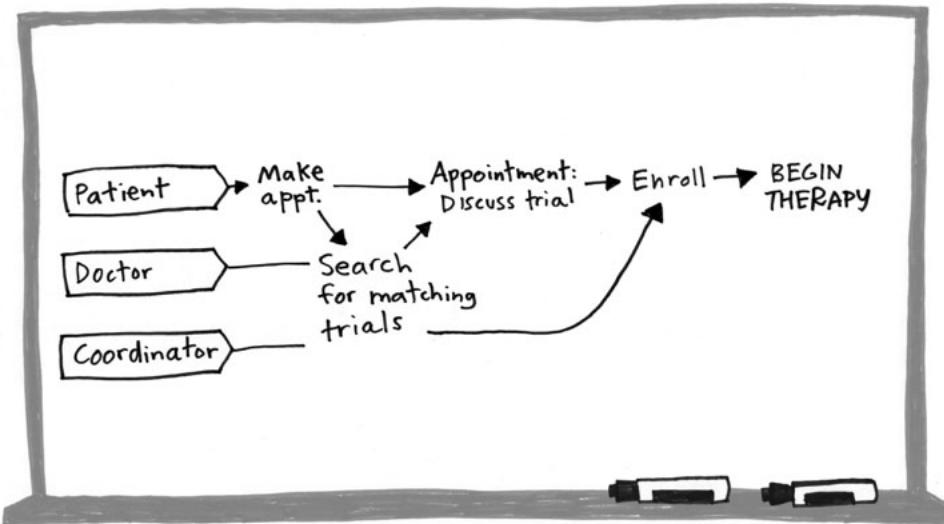
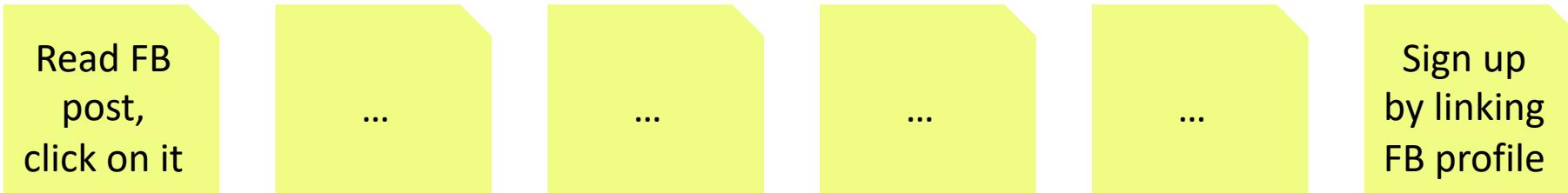
Merci Grace, Product Manager SLACK

**Take your winning sketches
and string them together into
a storyboard.**

**About 10-15 panels, all tightly connected
into one cohesive story.**

Take your winning idea from two weeks ago

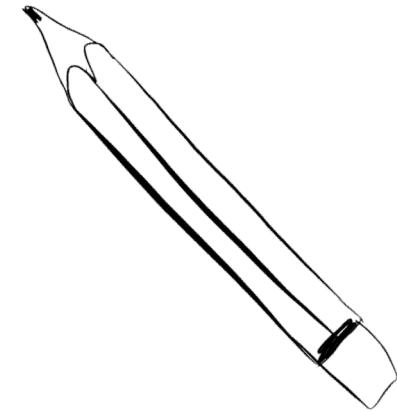
Individually, write down 6 action steps that your users take to travel through your prototype. Focus on the exciting part of your project!



← Look to your map from W8 and Sprint questions for reference

Take your winning idea from two weeks ago

As a team, put all the Postits on a wall, let each student walk you through their steps. Discuss. Reorganize. Create one 6-step journey that highlights the most exiting part of your project.



Idea 1

...

...

...

...

Goal

Idea 2

...

...

...

...

Goal

Idea 3

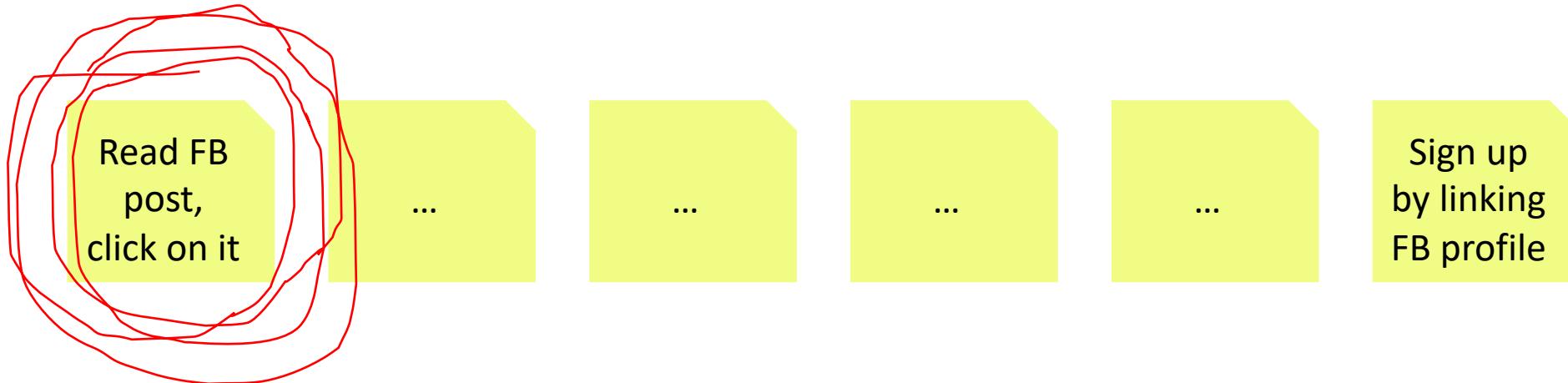
...

...

...

...

Goal



**The right context can help
customers forget they're trying
a prototype and react to your
product in a natural way. So it
matters where you start...**

If you're creating an app, start in the App Store



1. WhatsApp
Messenger
Social Networking

[Get](#)



2. Messenger
Social Networking

[Update](#)



3. Facebook
Social Networking

[Update](#)



4. Candy Crush
Soda Saga
Games
[Get](#)

In-App Purchases



5. YouTube
Photo & Video

[Update](#)



6. Instagram
Photo & Video

[Update](#)



7. Snapchat
Photo & Video

[Get](#)



Coffee?



8. Stick Hero
Games

[Get](#)

In-App Purchases



9. Musify - Free
Music Download...
Music

[Get](#)

In-App Purchases



10. Skype for
iPhone
Social Networking

[Download...](#)

In-App Purchases



11. eBay
Lifestyle

[Update](#)

In-App Purchases



12. Spotify Music
Music

[Get](#)

In-App Purchases



13. Twitter
Social Networking

[Update](#)

In-App Purchases



14. ITV News
News

[Get](#)

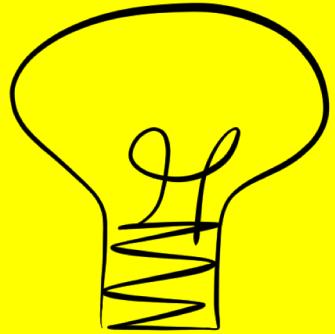




Back to the Slack example.....

The New York Times

The Slack Sprint team created a fake NYT article titled **New trends in office software** and introduced both “Slack” and “Gather” prototypes.



The trick is to take one or two steps upstream from the beginning of the actual solution you want to test.





Prototyping is about illusion

You've got your idea, but instead of spending months, even years building that solution, you're going to fake it.

You've already done the difficult parts. The storyboard removes all the guesswork about what to include. The solution sketches are packed with specific details. And you have the perfect team, with all the right skills to create your prototype.

The prototype mindset

**Changing your mindset
from perfect to *just-
enough*, from long-term
quality to *temporary
simulation***



Prototyping tips

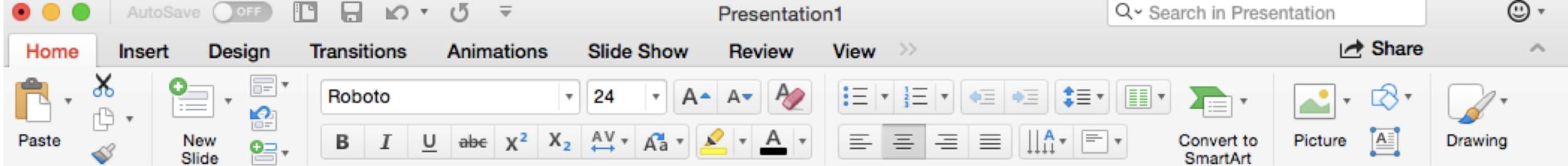
- 1 You can prototype anything**
- 2 Prototypes are disposable** (e.g. don't prototype anything you're not willing to throw away)
- 3 Build just enough to learn, not more**
- 4 The prototype must appear real** (you can't ask customers to use their imagination. You've got to show them something realistic)



Question: What's the best way to explain Slack to non-tech customers?

Format: Two competing websites with interactive software

Tools: Keynote, InVision, the real Slack software, and some acting



1

Change size of slides to mobile size

Change size of slides to mobile size

The slide content consists of two text boxes. The first text box is located in the top-left corner and has a red border. The second text box is centered on the slide and contains the text "Change size of slides to mobile size". Both text boxes have black outlines and are positioned on a light gray background. The slide has a vertical ruler on the left side and a horizontal ruler at the bottom.

Question: What essential information do oncologists need to make treatment decisions?

Format: Paper medical report with first page only
Tools: Keynote, realistic test data, printer



Question: How can we explain a new kind of fitness software?

Format: Simulated App Store and iPad app

Tools: Keynote, acting, iPhone videos, iPad



Question: How will hotel guests react to a robot with personality?

Format: Physical robot with iPad touch screen

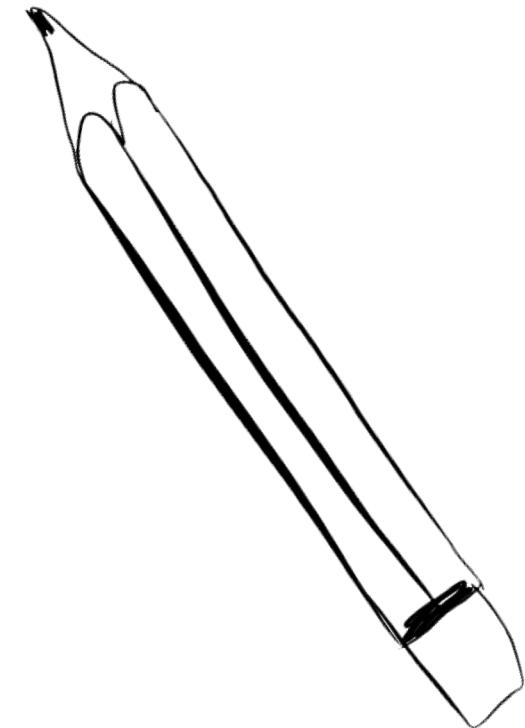
Tools: Keynote, sound effects library, iPad, robot, remote control, hotel room, acting



Saviore - delivery robot

How to start building your prototype

- 1 Pick the right tools
- 2 Divide and conquer
- 3 Stitch it together
- 4 Do a trial run



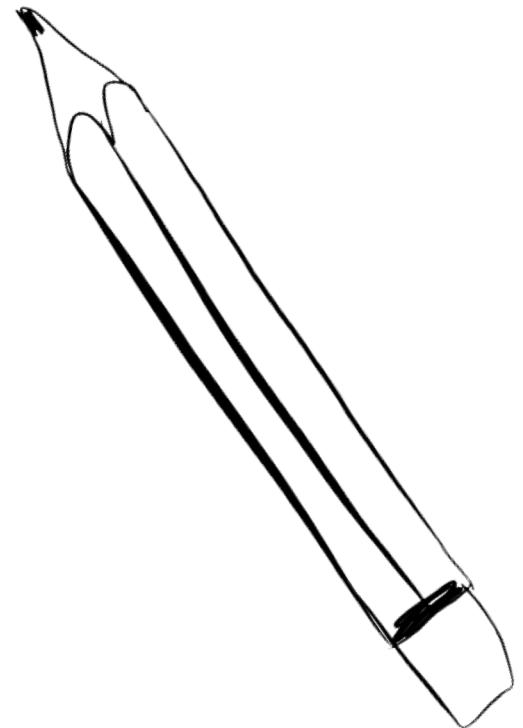
Pick the right tools

| What | Tool |
|---|--|
| Screens (websites, apps, software) | Keynote, PowerPoint |
| Paper (brochures, flyers, report) | Keynote, PowerPoint, Word |
| Service (Customer support, client service, medical care) | Write a script and use your team as actors |
| Physical space (store, office, lobby) | Modify an existing space |
| Object (Physical product, machinery) | Modify existing object , 3D print prototype or prototype the marketing using Keynote or PowerPoint and photos of the object |

Divide and conquer

Divvy up these jobs:

- **Makers** (2 or more)
- **Stitcher** (1)
- **Writer** (1)
- **Asset Collectors** (1 or more)



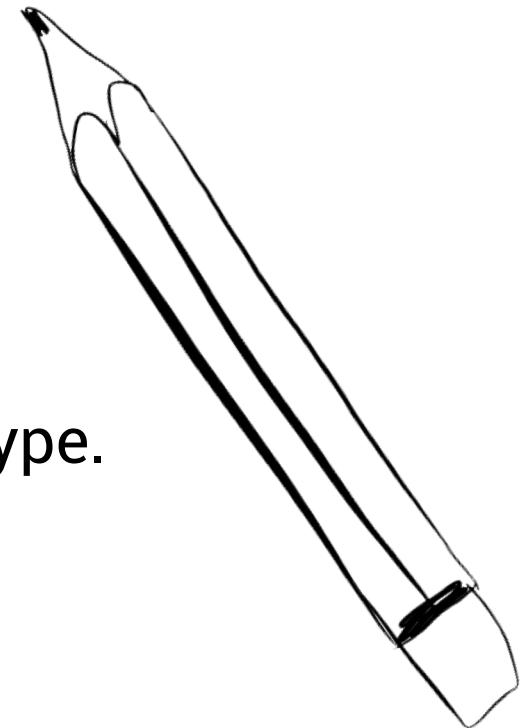
Divide and conquer

| Makers | Stitcher | Writer | Asset Collectors |
|--|--|---|--|
| Create the individual components (screens, pages, pieces etc) of your prototype. | Is responsible for collecting components from the makers and combining them in a seamless fashion. They are detail-oriented. | One of the most important roles, the writer is in charge of all the text that appears on your screens, brochures etc. You can't make a realistic prototype with unrealistic text. | You want at least one asset collector, it's one of the key roles in rapid prototyping. They will scour the web, image libraries and any other place to find the components you need. |

Stitch it together

Your **Stitcher** will make sure dates, times, names and other fake content are consistent throughout the prototype.

Look for typos and fix any obvious error. Small mistakes remind your customers that they are looking at a fake product.



Trial Run

Run a trial with your own team. Everyone pauses work and gathers around, and then ask the **Stitcher** to walk through the entire prototype, narrating as they go.

This is a good time to revisit your sprint questions. It's one last check to make sure your prototype will help you get answers.

