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(AN AUTONOMOUS INSTITUTE UNDER UGC ACT 1956 & AFFILIATED TO
SAVITRIBAI PHULE PUNE UNIVERSITY)**

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SUBJECT - PROBLEM IDENTIFICATION AND DESIGN THINKING**

Assignment 7

Selection of Prototypes

Describe the criteria's that you will apply to choose design solutions / prototypes for problem that you described in earlier assignments.

Selection of Prototypes

A prototype is a simple experimental model of a proposed solution used to test or validate ideas, design assumptions and other aspects of its conceptualisation quickly and cheaply, so that the designer/s involved can make appropriate refinements or possible changes in direction.

Prototyping is about bringing conceptual or theoretical ideas to life and exploring their real-world impact before finally executing them. All too often, design teams arrive at ideas without enough research or validation and expedite them to final execution before there is any certainty about their viability or possible effect on the target group.

One of the best ways to gain insights in a Design Thinking process is to carry out some form of prototyping. This method involves producing an early, inexpensive, and scaled down version of the product in order to reveal any problems with the current design. Prototyping offers designers the opportunity to bring their ideas to life, test the practicability of the current design, and to potentially investigate how a sample of users think and feel about a product.

The criteria's that I will apply to choose design solutions / prototypes for problem that you described in earlier assignments are stated below.

Design thinking methods and strategies belong at every level of the design process.

Prototypes are built so that designers can think about their solutions in a different way (tangible product rather than abstract ideas), as well as to fail quickly and cheaply, so that less time and money is invested in an idea that turns out to be a bad one.

Digital ,Physical ,Experience Based User Centered Design

Grouping ideas based on connections and Theme, Presentation, Target, Strategy, Audience or topic are Prototypes developed based on ideas refined in Assignment 5

Storyboarding.

Sketching

Card sorting.

'Wizard of Oz'.

They don't have to be primitive versions of an end product, either —far from it. Simple sketches or storyboards used to illustrate a proposed experiential solution, rough paper prototypes of digital interfaces, and even role-playing to act out a service offering an idea are examples of prototypes.