

# Inleiding Ontwerpen

Les 5: Prototype & Test

25-9-2025



#No  
Photo



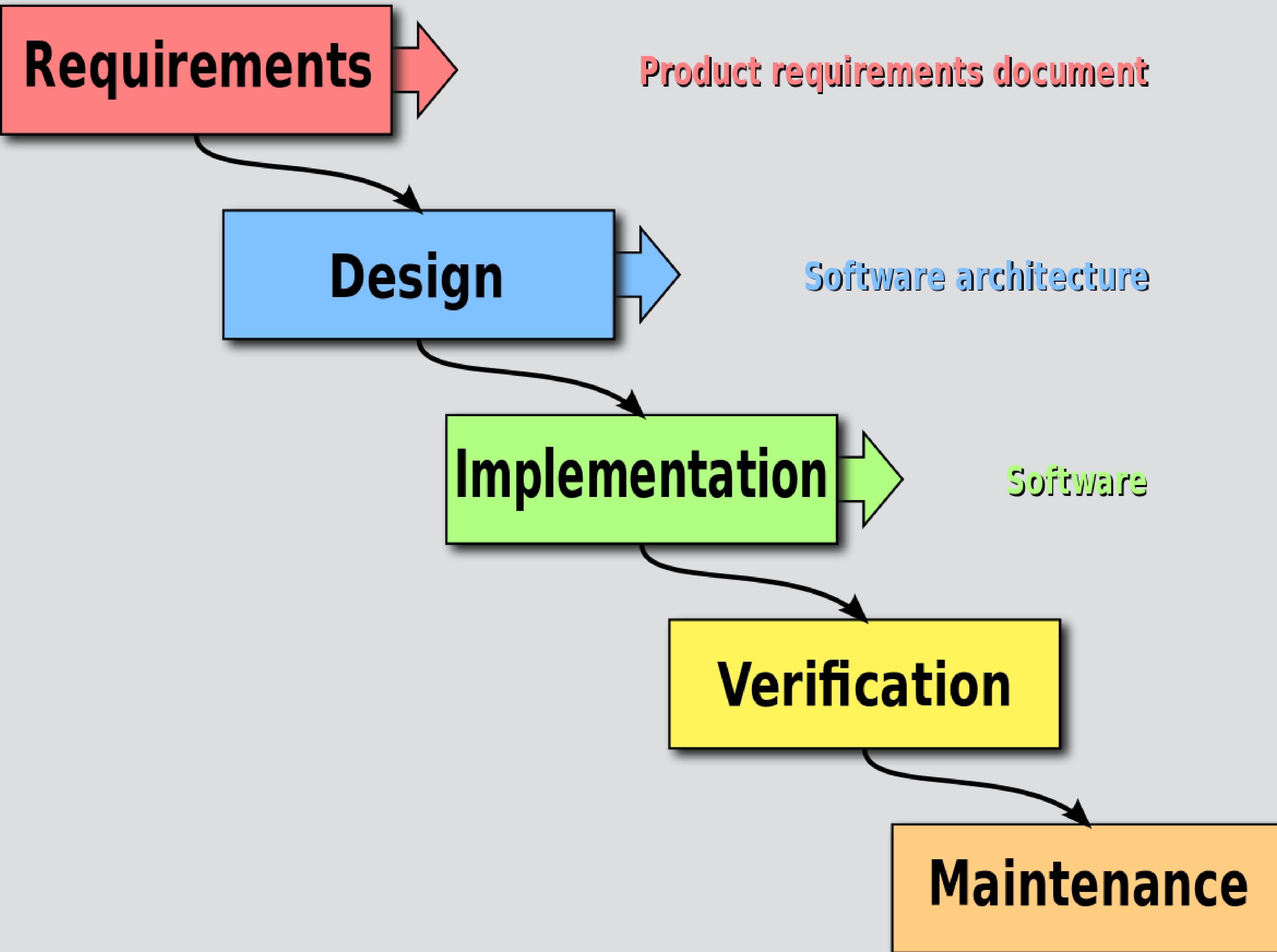
HOGESCHOOL  
ROTTERDAM

Toekomstmakers

`./Prototype &`

`./Test`

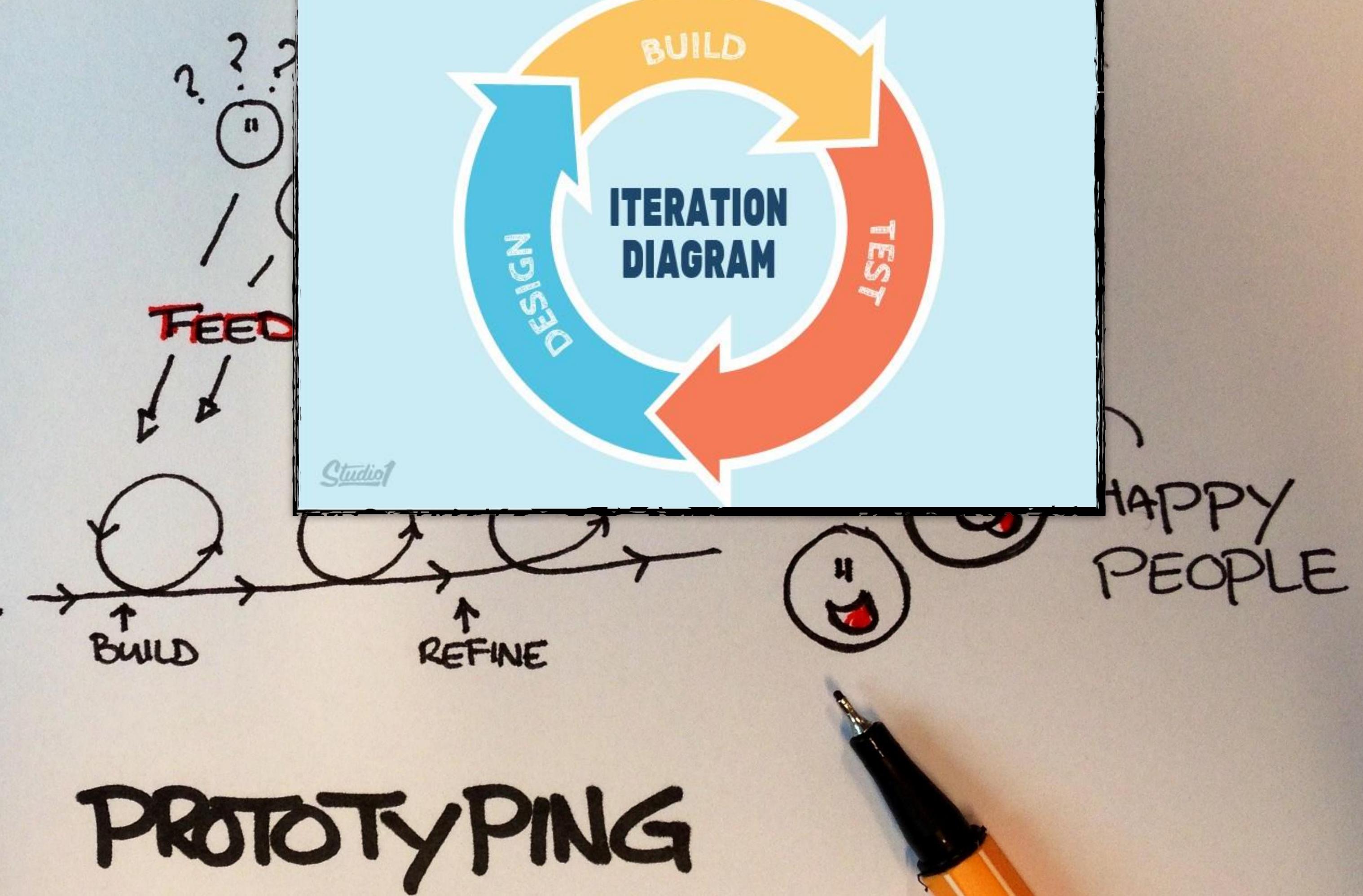
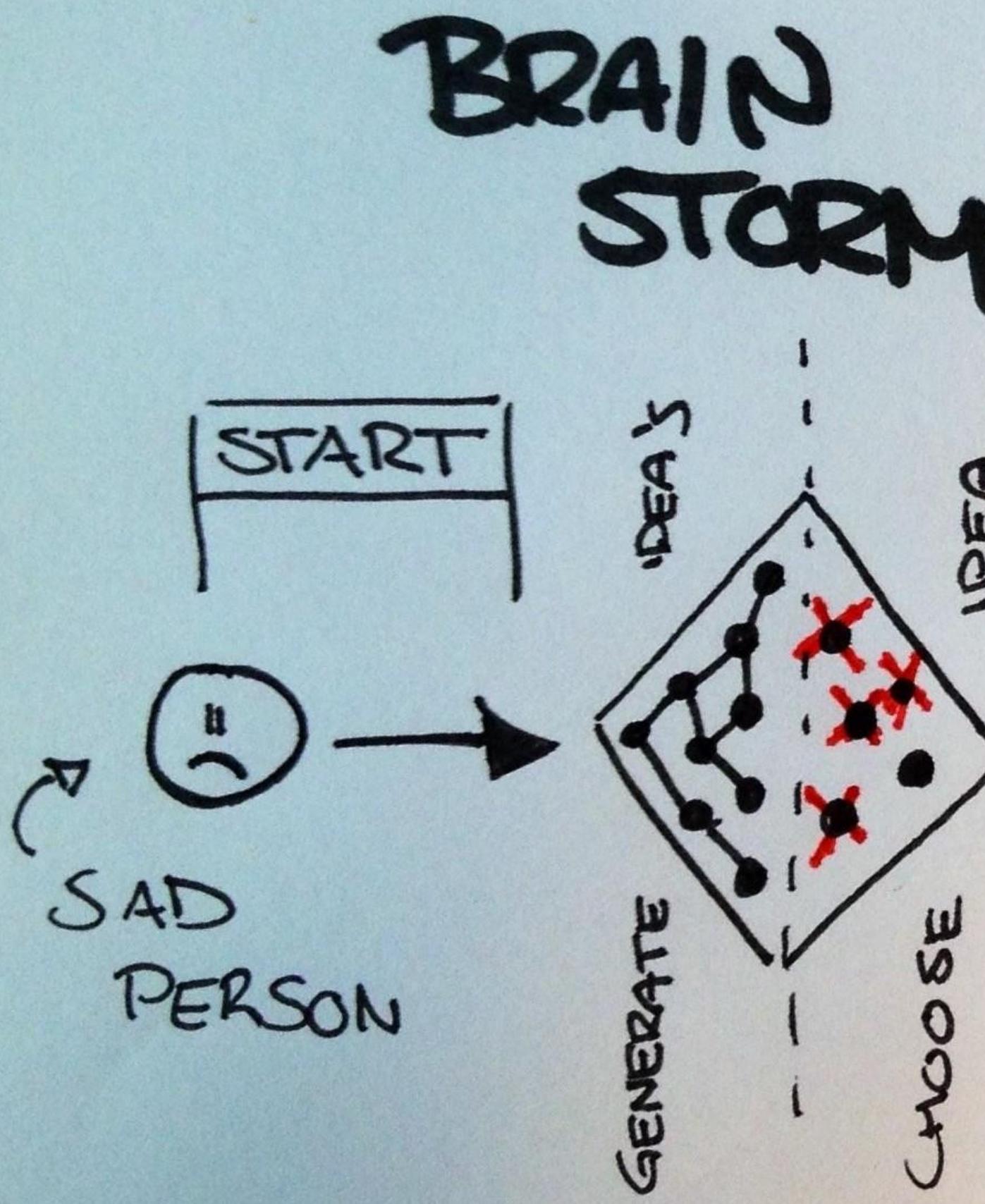
“an early sample, model, or release of a product built to *test* a concept or process or to act as a thing to be *replicated* or *learned from*.”



ctrl

cmd

# Iteratief



- **Verkennen & Experimenteren**

de context ontdekken of een idee uitproberen;

- **Leren en begrijpen**

dynamiek van een probleem, product of systeem ervaren;

- **Verbinden, Ervaren & Testen**

band opbouwen met je publiek en inzicht krijgen in hun beleving;

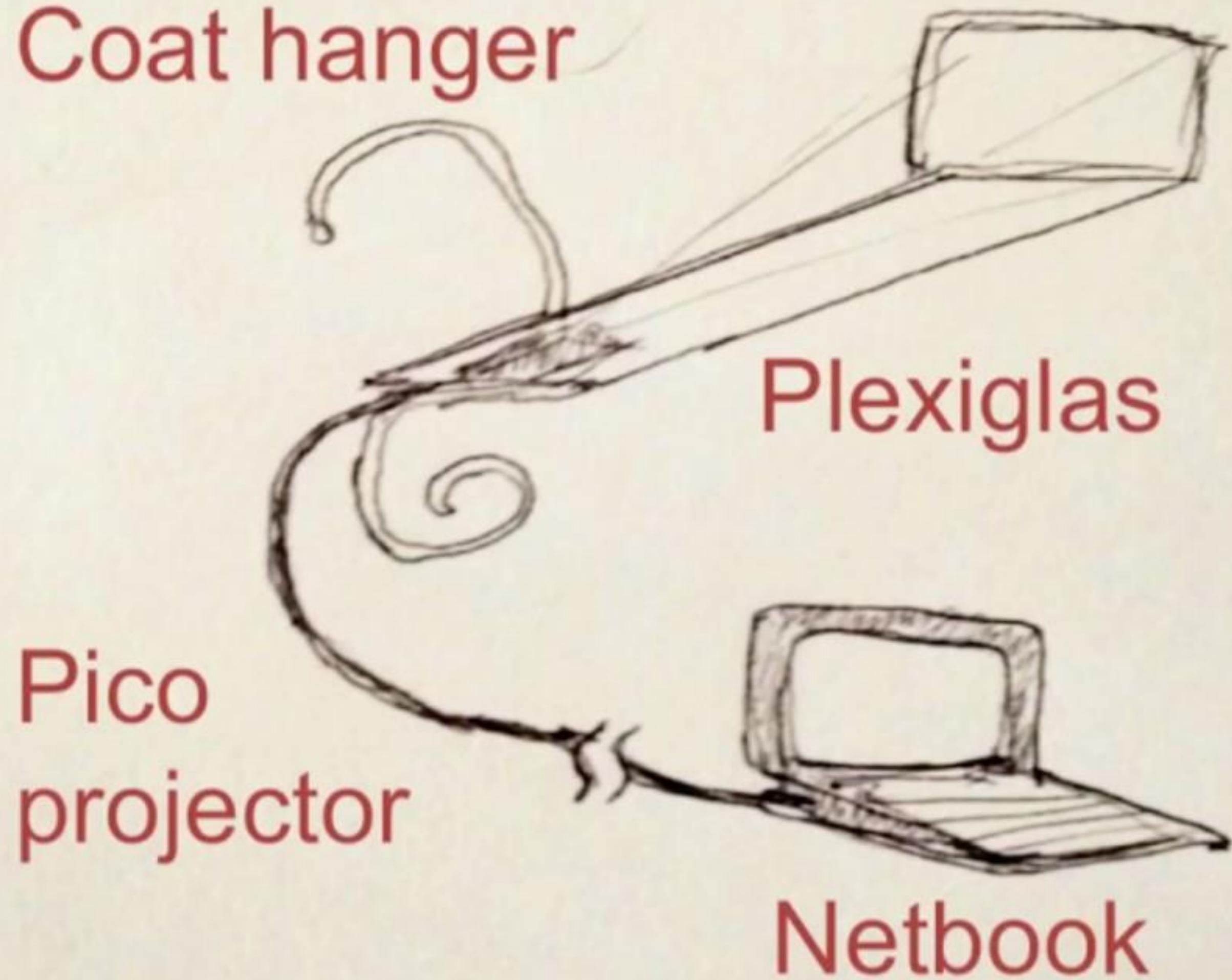
- **Inspireren & Motiveren**

een idee verkopen of bekend maken;

# GLASS



Sheet Protector  
Coat hanger



**Prototyping Rule #1:**  
Find the quickest path  
to experience.





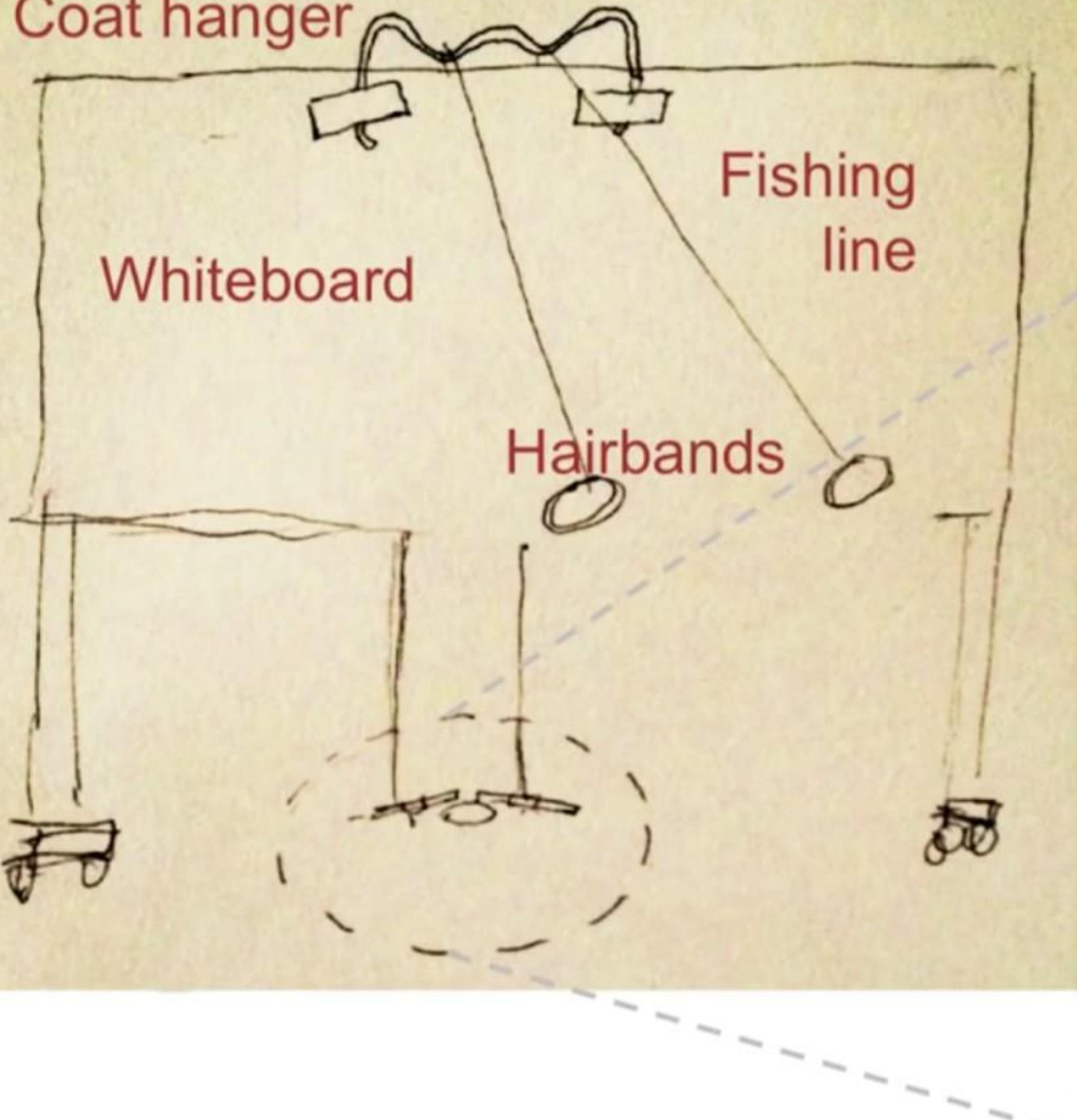
encoder



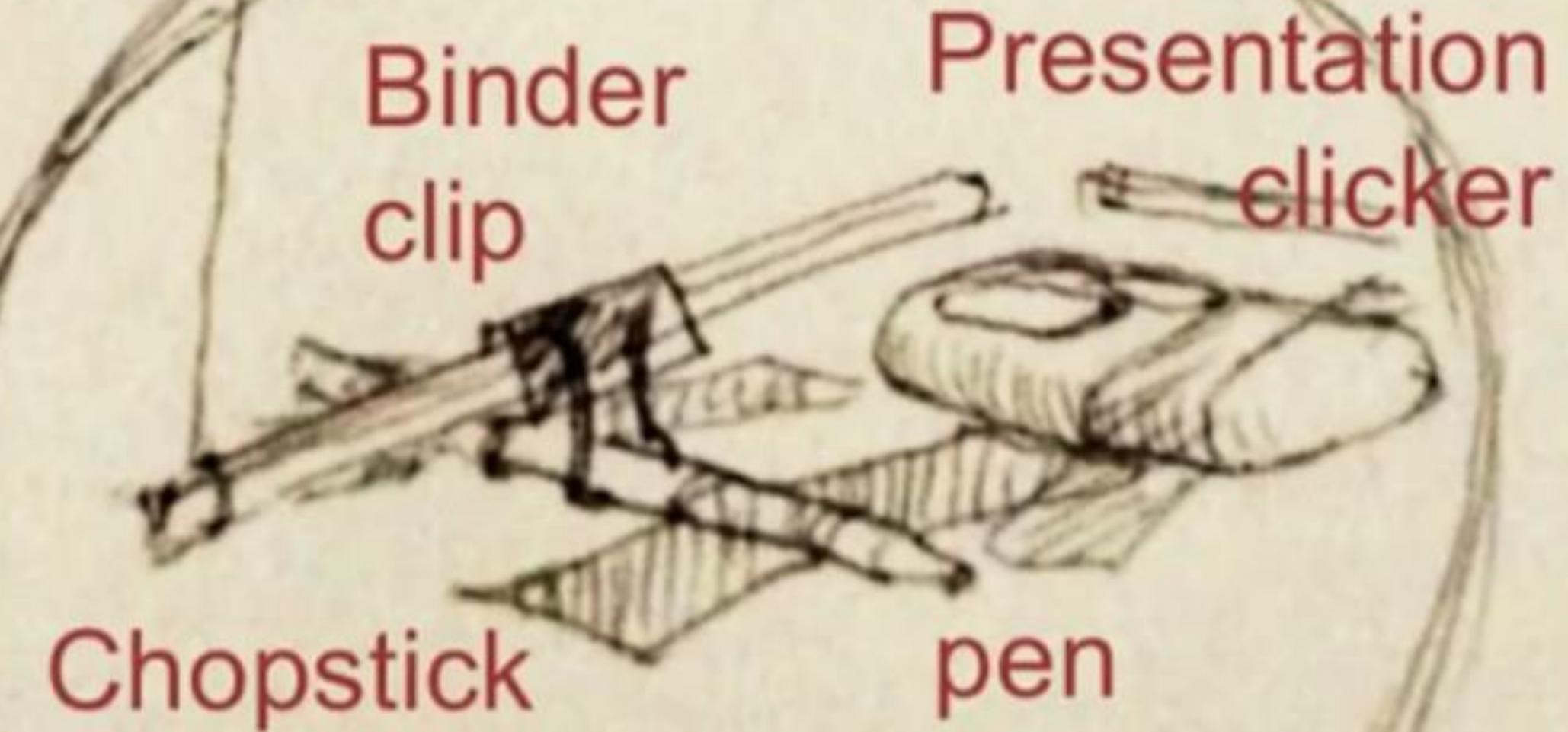


bioodoo

Coat hanger

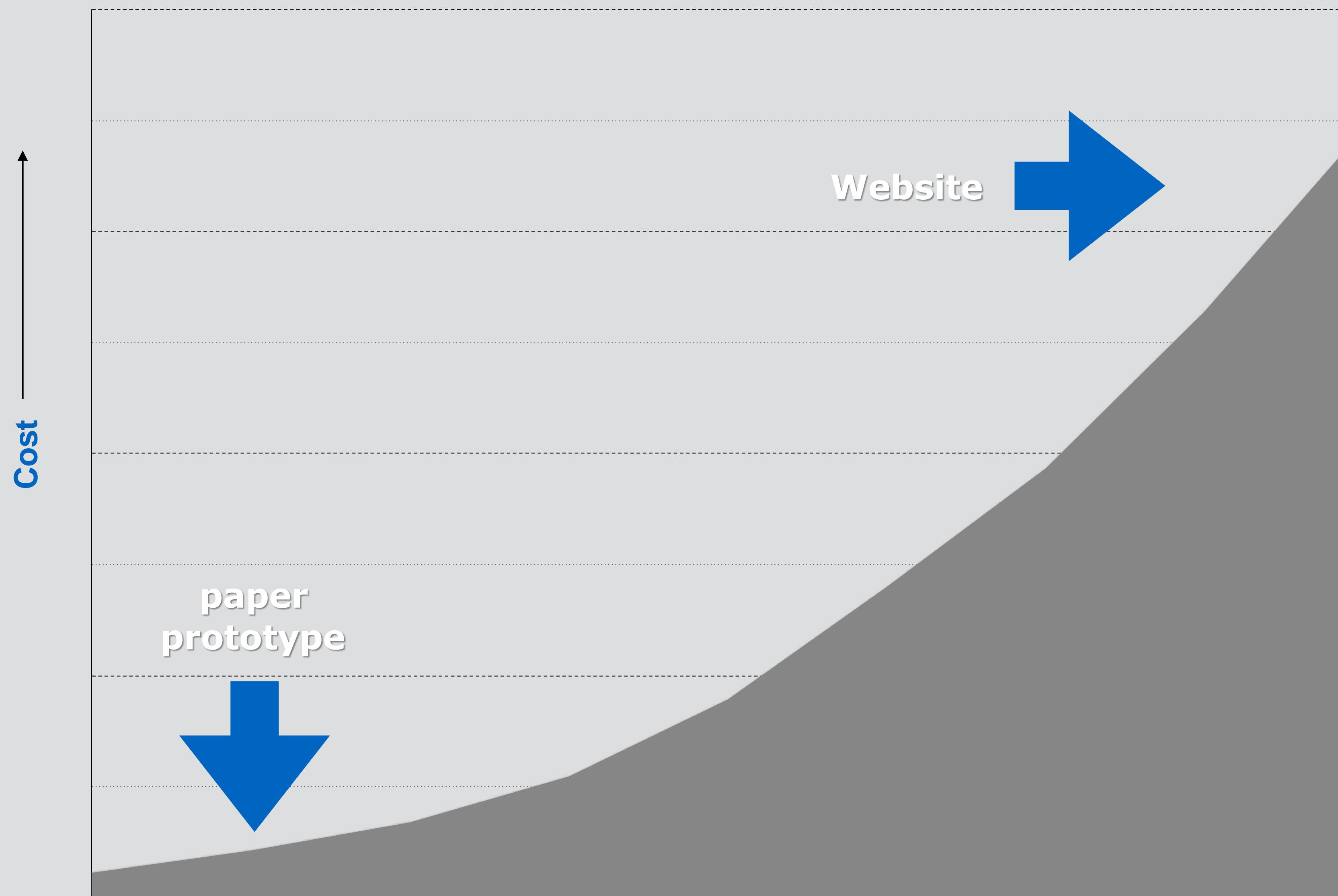


Prototyping Rule #2:  
Doing is the best kind  
of thinking.

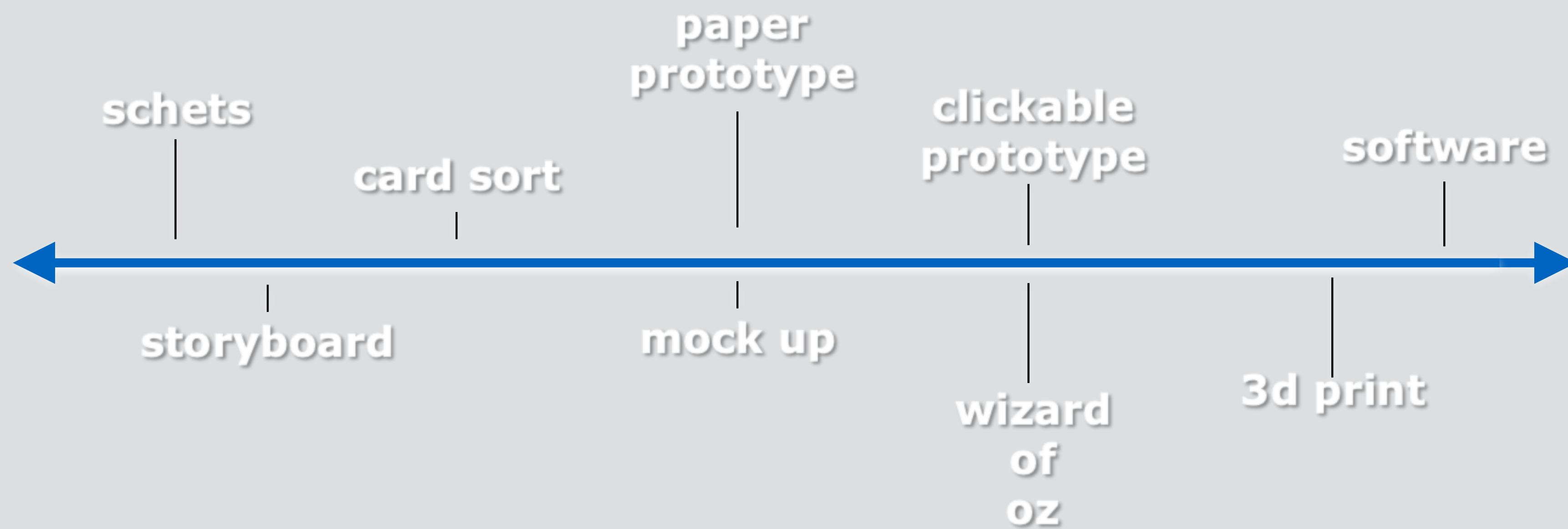




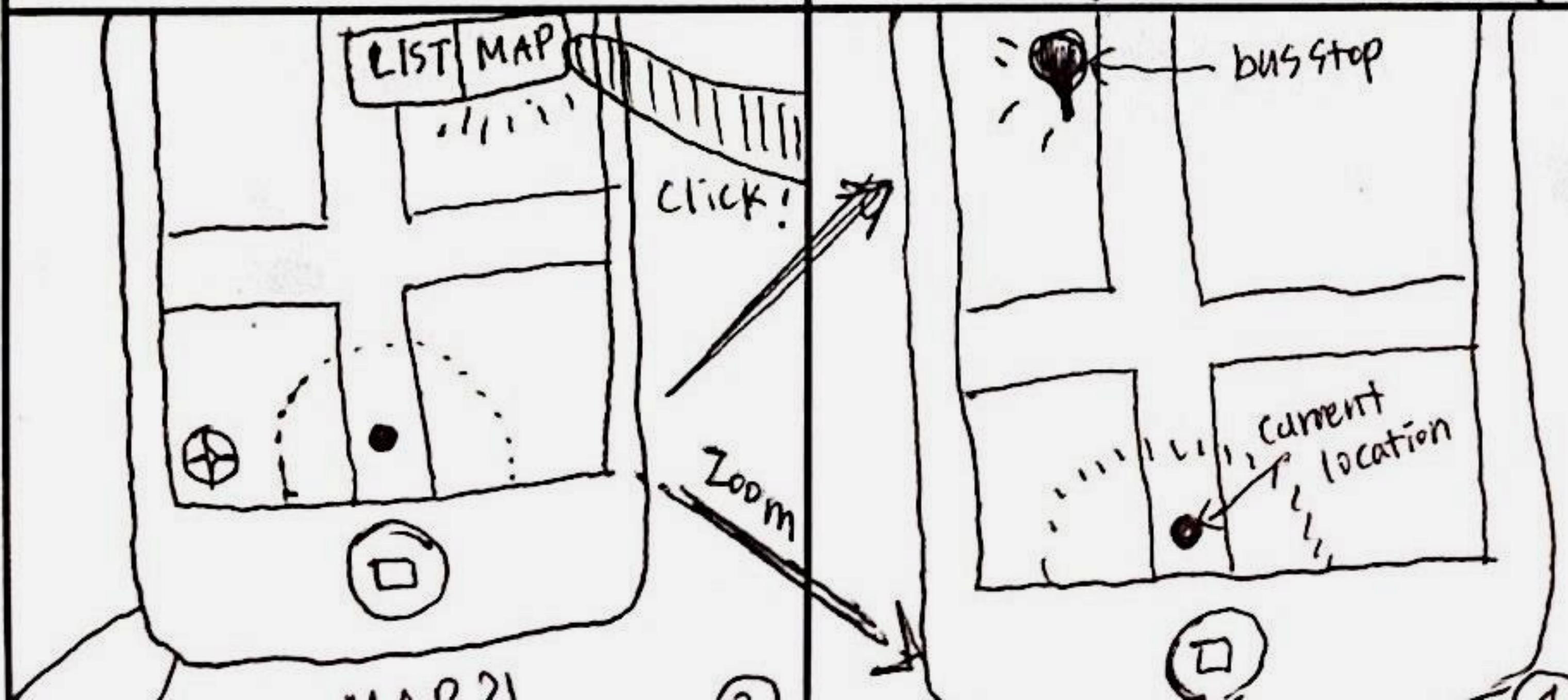
**Rapid  
Prototyping**



# Rapid Prototyping



Find  
the Bus  
stop  
near  
you!





Call2action

Trust

Trust

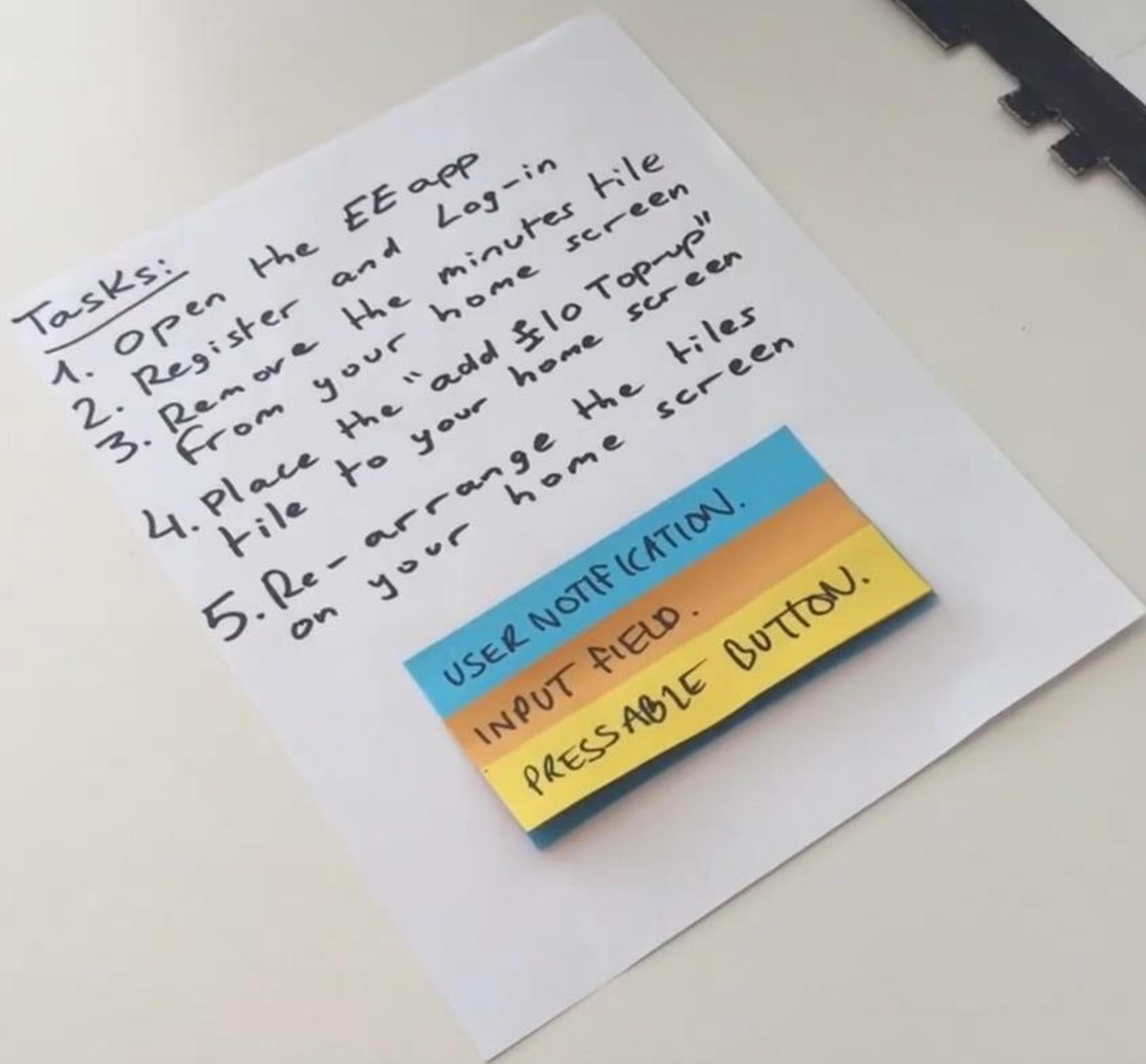
Tasks:

1. Open the EE app
2. Register and Log-in
3. Remove the minutes tile from your home screen
4. Place the "add \$10 Top-up" tile to your home screen
5. Re-arrange the tiles on your home screen

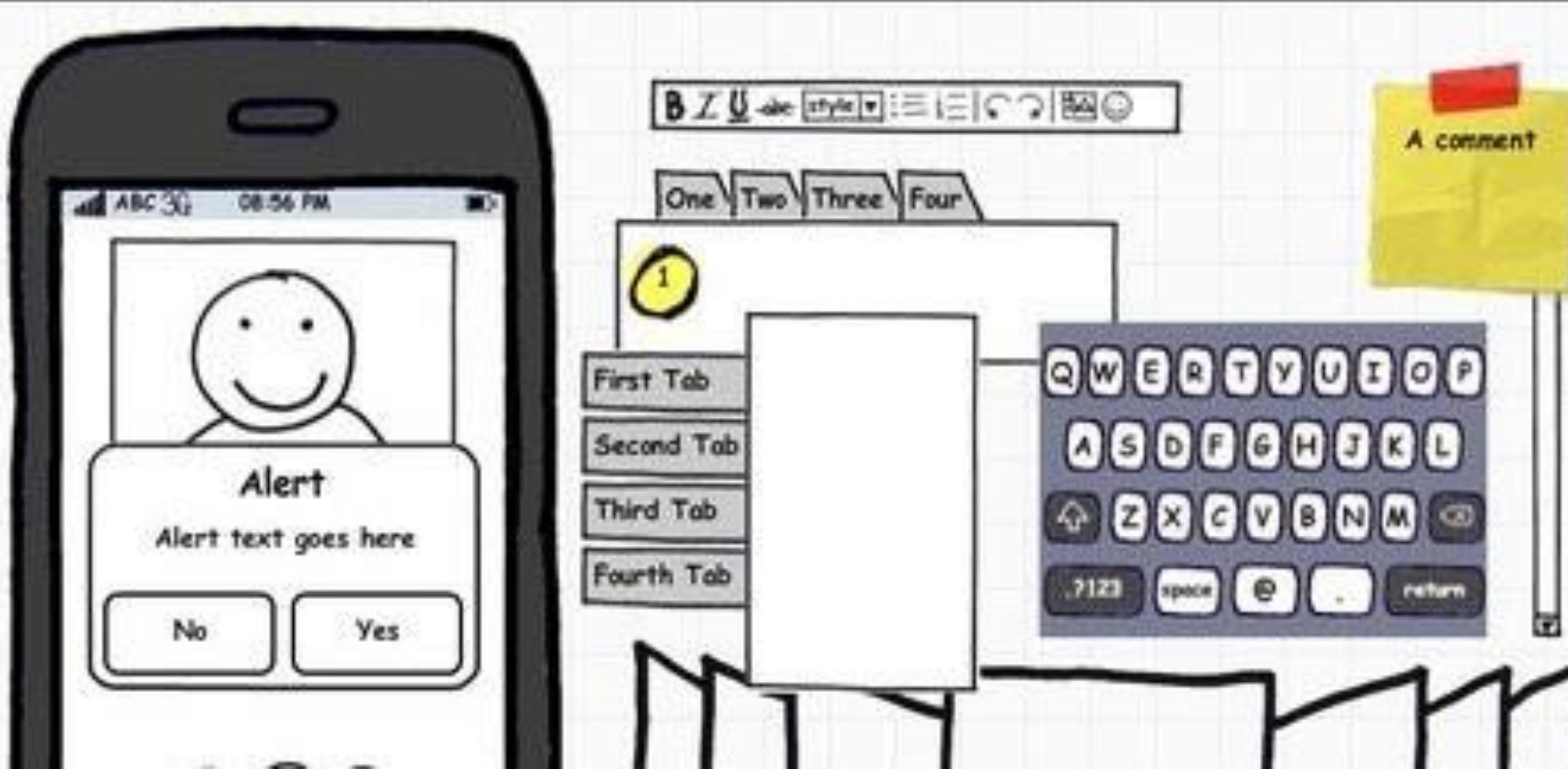
USER NOTIFICATION.

INPUT FIELD.

PRESSABLE BUTTON.

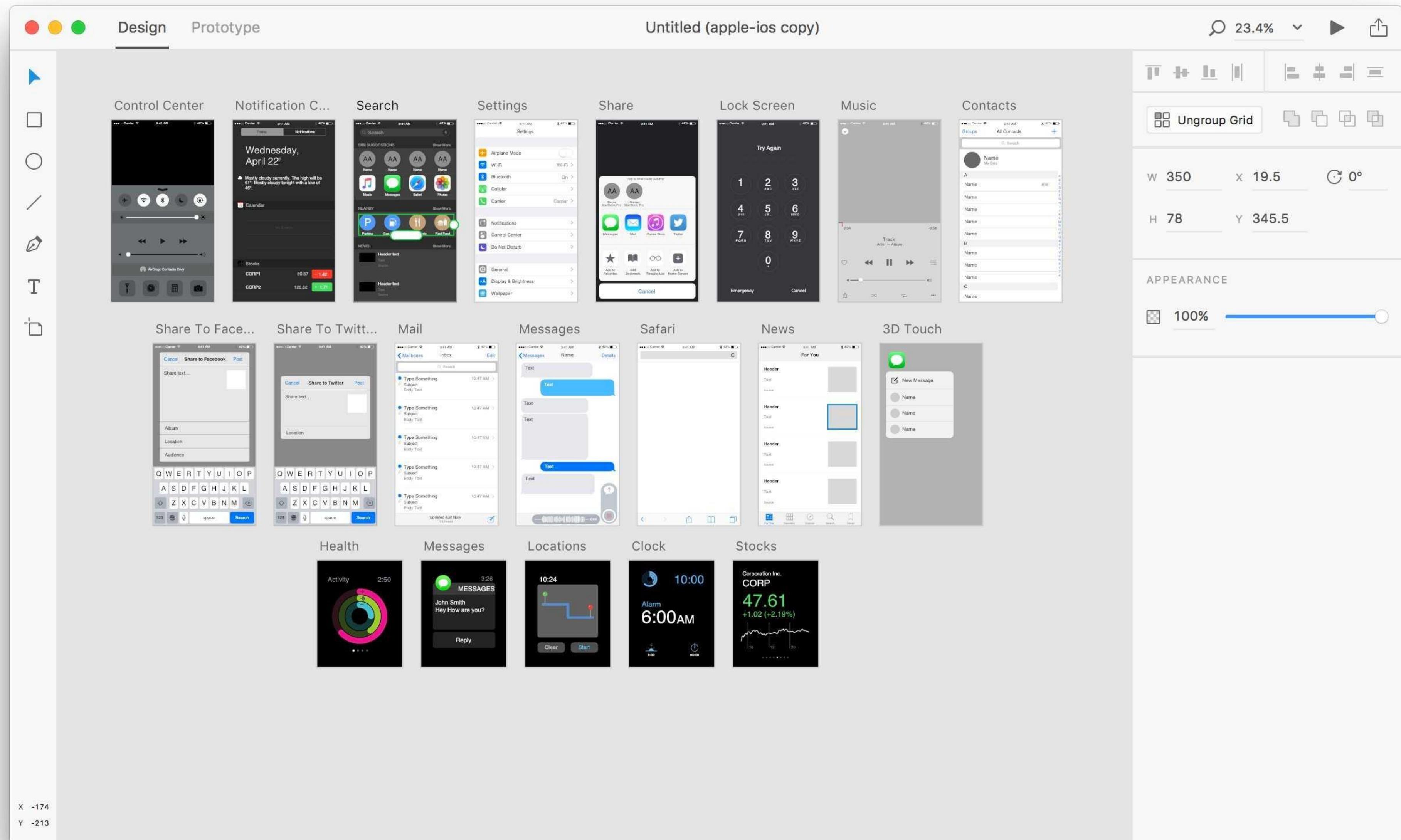


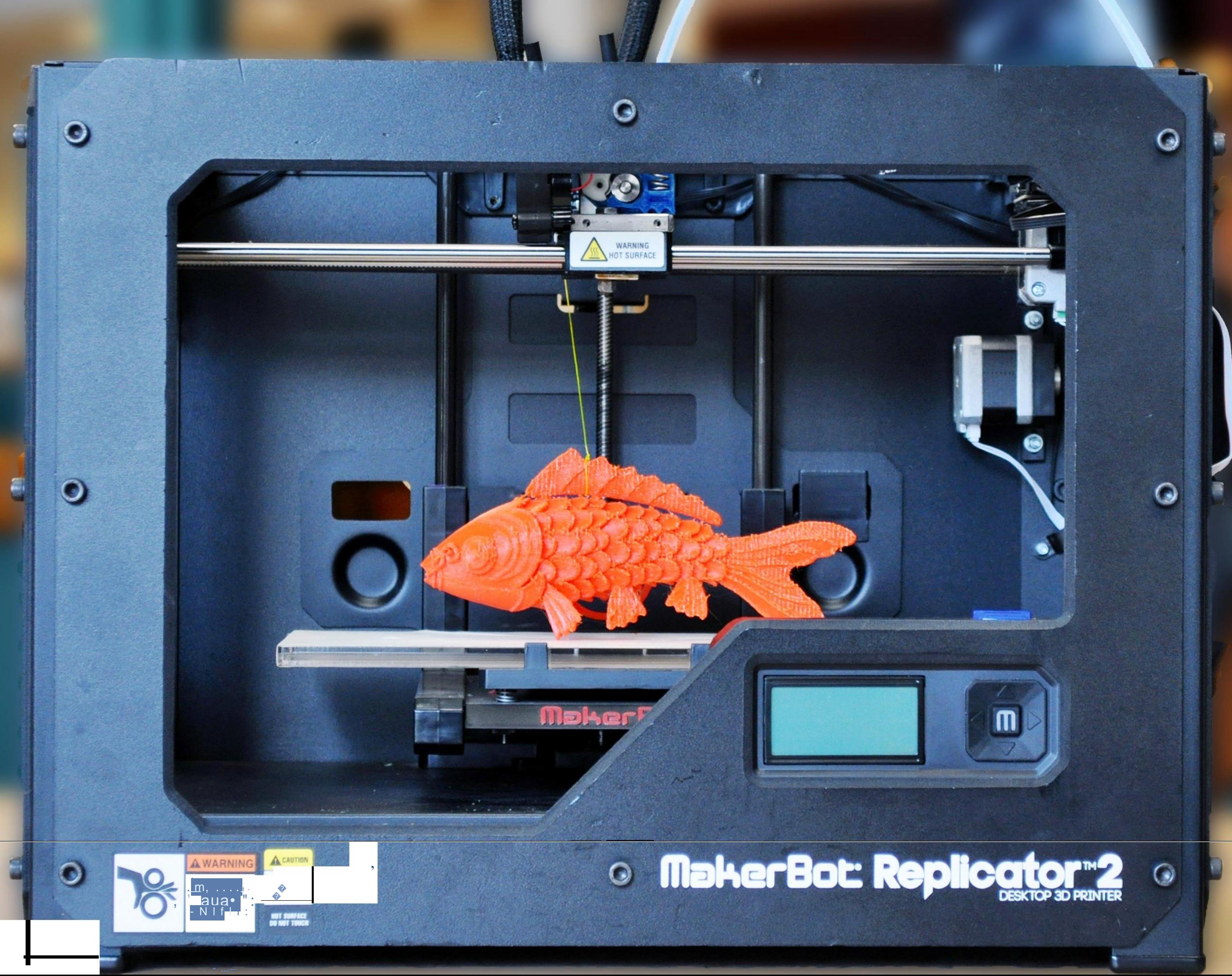
# Balsamiq



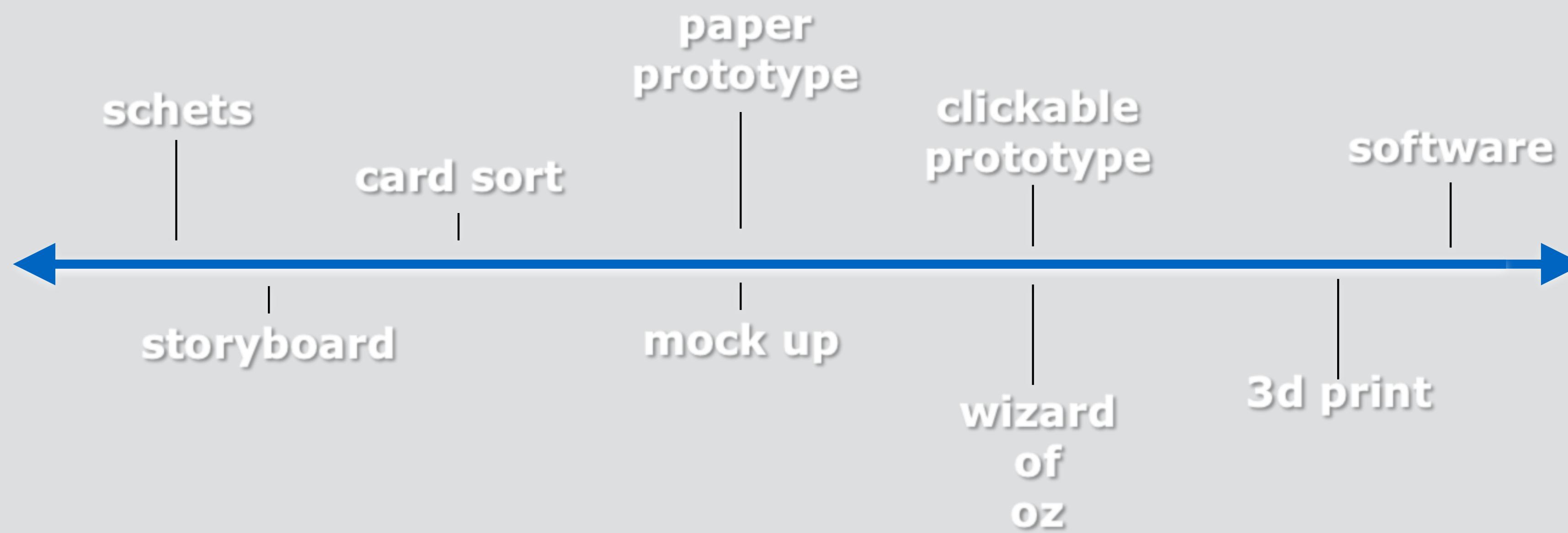
- ✓ Add and sub-menu
- ✗ Delete (Cancel)
- Two Labels, and a commo yup
- ✓ A Checkmark
- A Bullet
- Space for an icon
- Space for a big icon

# Adobe XD





# Low Fidelity



# High Fidelity

# Lo-Fi Prototyping

## voordelen

Snel en goedkoop

Direct te wijzigen  
(tijdens test)

Iedereen kan het!

## nadelen

Niet echt valide  
inzichten door  
gebrek aan realisme

Niet voor elk  
project toepasbaar

Geen gevoel van  
controle bij publiek  
door de ‘neppe’  
interactie

# Hi-Fi Prototyping

## voordelen

Publiek raakt meer  
betrokken door het  
realisme

Hoge validiteit van  
de inzichten

Moeilijk los te laten

## nadelen

Duren veel langer  
om te maken

Publiek reageert op  
oppervlakkige  
details i.p.v.  
interactie

Aanpassingen  
kosten veel tijd

# Valkuilen

1. Meteen voor het eerste idee kiezen;
2. Idee niet los kunnen laten;
3. Prototypen zonder duidelijk doel;
4. Denken dat een prototype gefaald is;
5. Denken dat prototyping verloren tijd is;
6. **(Prototyping) Tool wordt het product;**

# It's called "rapid" for a reason...

aim for 30 - 60 min. for a single prototype

# Usability

Usability is a **quality attribute** that assesses how easy user interfaces are to use. The word "usability" also refers to methods for improving ease-of-use during the design process.

Usability is defined by **5 quality components**:

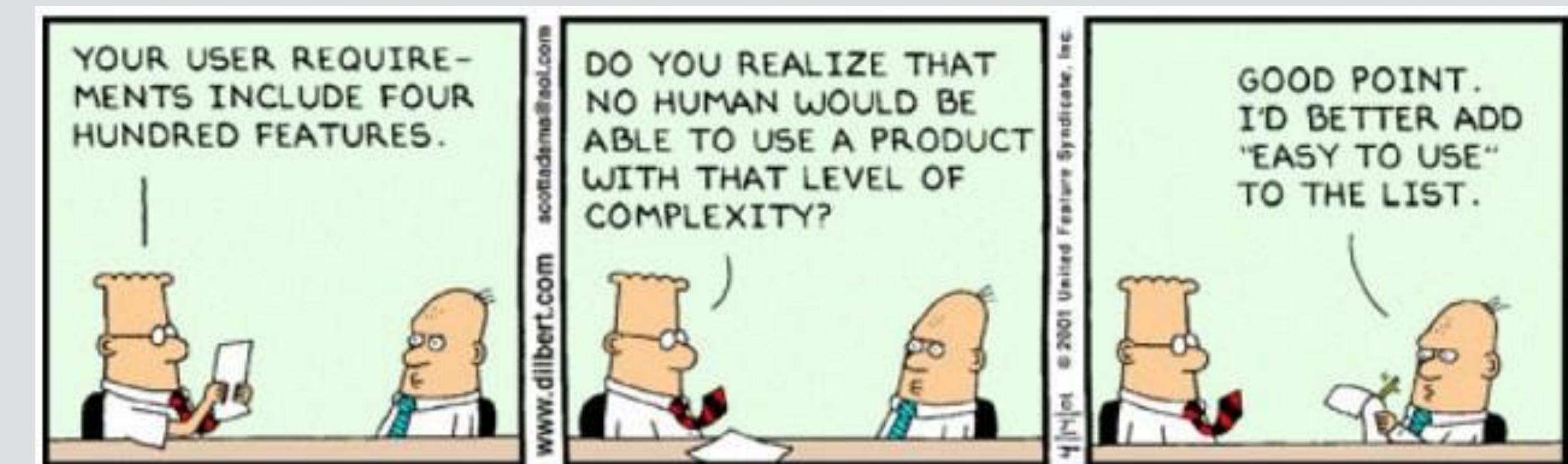
**1. Learnability**

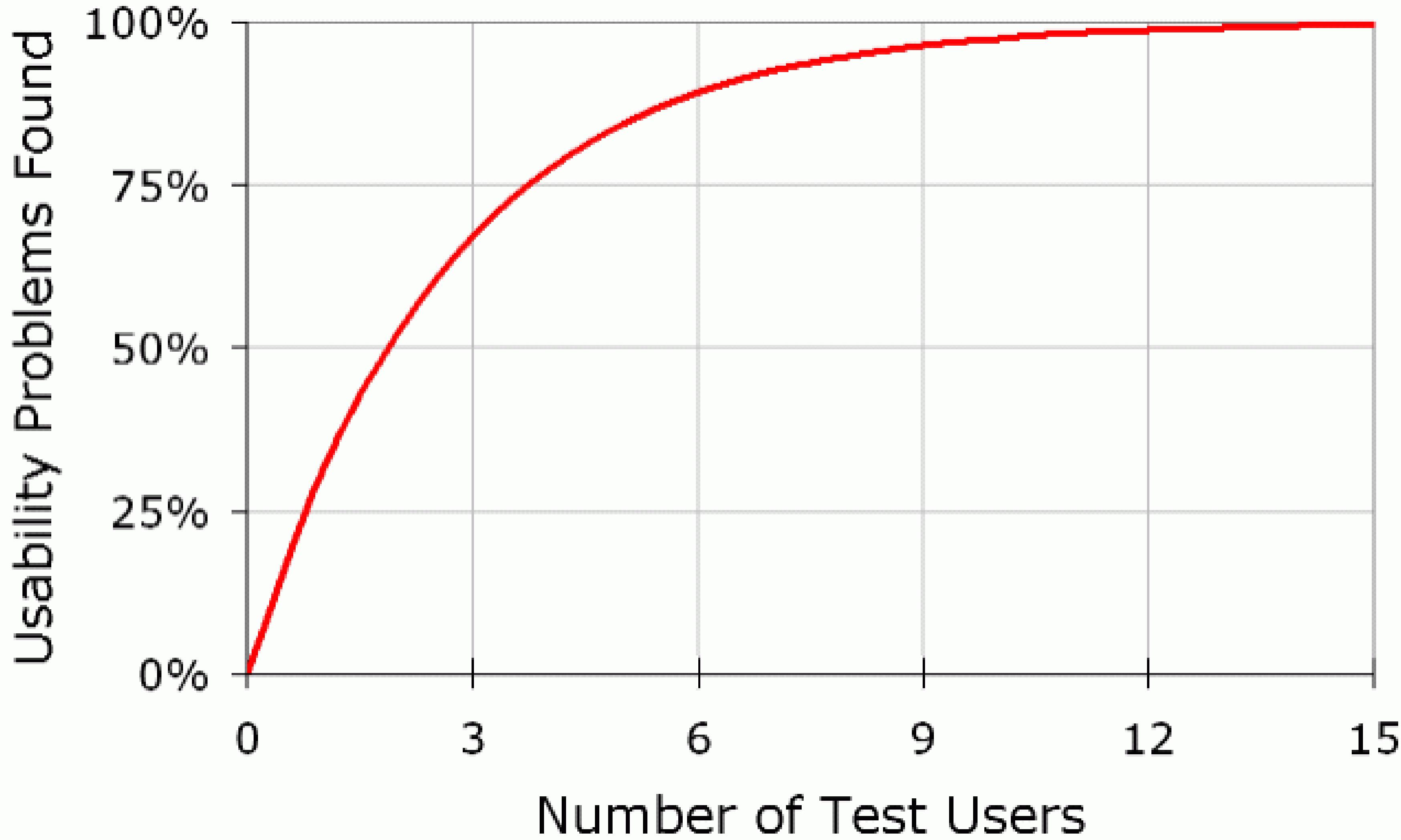
**2. Efficiency**

**3. Memorability**

**4. Errors**

**5. Satisfaction**





# Stel de goede vragen

I Like...

I Wish...

What if...



INTERACTION DESIGN  
FOUNDATION

[INTERACTION-DESIGN.ORG](http://INTERACTION-DESIGN.ORG)

# Feedback Capture Grid

Likes

Criticisms

Questions

Ideas



INTERACTION DESIGN  
FOUNDATION

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# Valkuilen

- Het product pitchen / verkopen;
- In de verdediging schieten;
- Testpersoon testen i.p.v. het product;
- Te veel uitleggen;
- Beroepsdeformatie;

# Beroeps Deformatie

Je wordt een expert in wat je zelf ontwikkelt. Daardoor word je blind voor onduidelijkheid;



#### INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



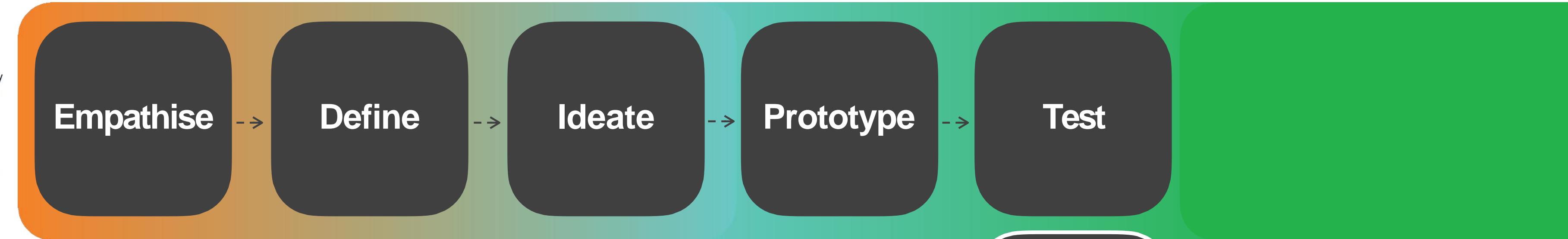
#### IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.



#### IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.



Stel mensen gerust, krijg ze aan het praten;

Opening

Vraag om toestemming voor opnames;

Opname

Vragen wat mensen denken dat het product is (zonder interactie);

Eerste Indruk

Geef mensen iets te doen;

Scenario + Taak



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