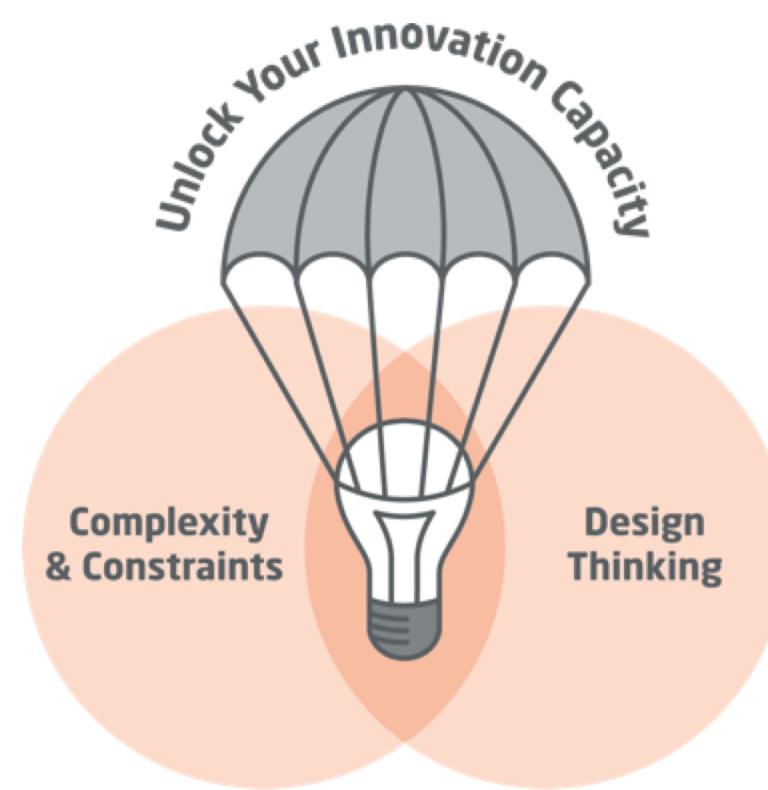
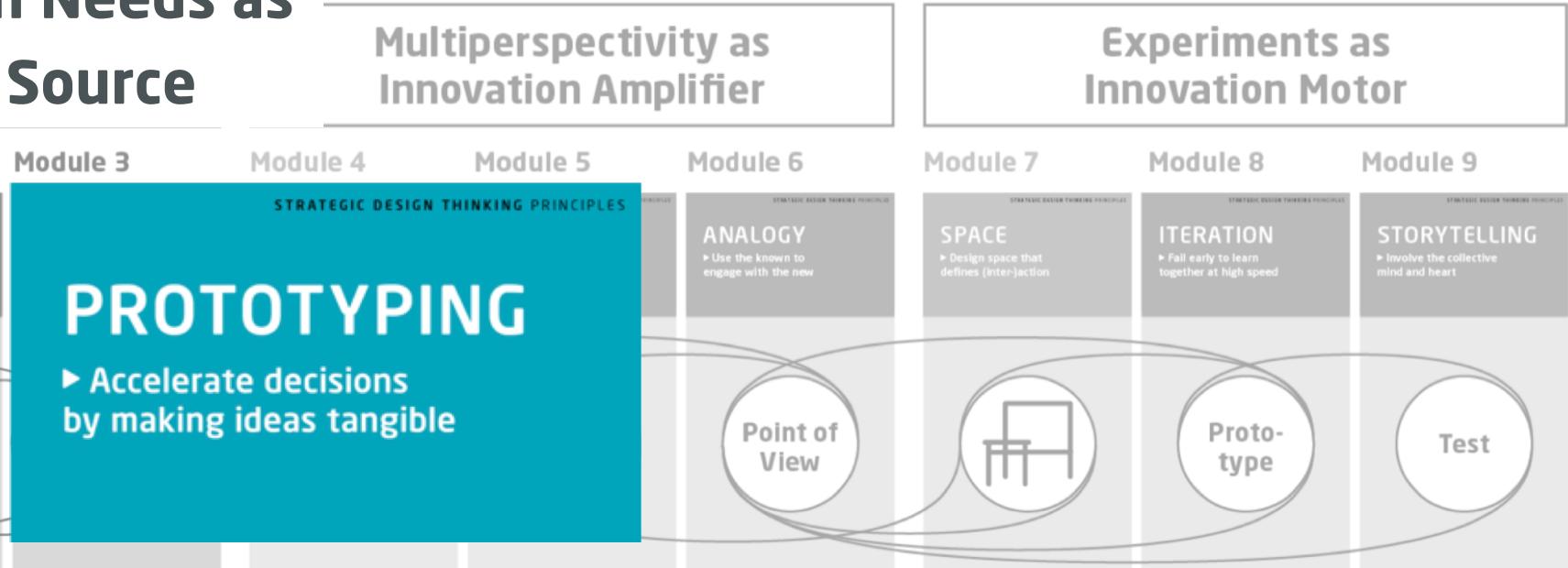


STRATEGIC DESIGN THINKING FOR EVERY DAY.



Your Course Journey

Block 1: Human Needs as Innovation Source



Module 2:

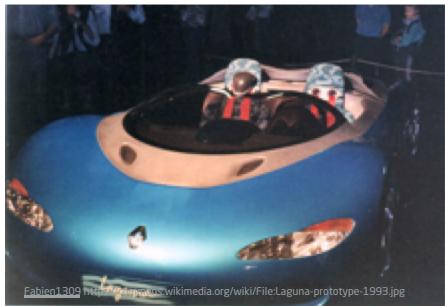
STRATEGIC DESIGN THINKING PRINCIPLES

PROTOTYPING

- ▶ Accelerate decisions
by making ideas tangible



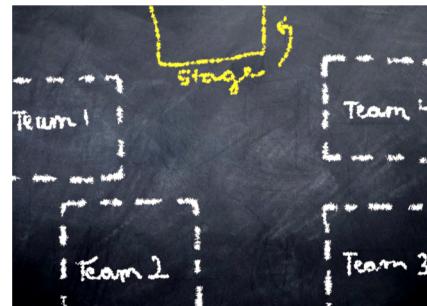
What is Prototyping?



PRE-PRODUCTION
PROTOTYPE



ROLEPLAY



SPACE SKETCH



VIDEO



FUNCTIONAL MODEL



COMIC STORYBOARD



MOCKUP



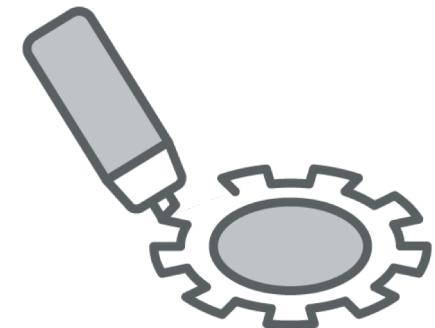
3D MODEL

Prototype

[proh-tuh-tahyp]

Greek:

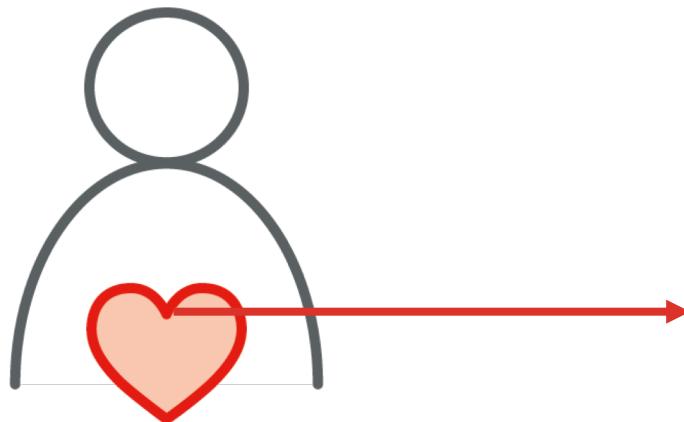
proto (first / original) + **typos** (image, impression)



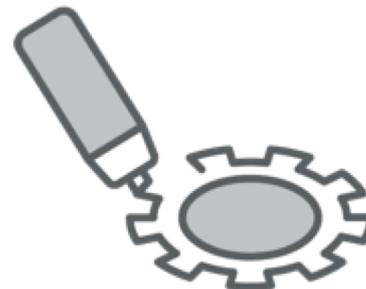
>>> A **prototype** is something visible
that comes first and gives an
impression for what comes later.

WHY IS PROTOTYPING A LEVER FOR INNOVATION?

HUMAN NEED

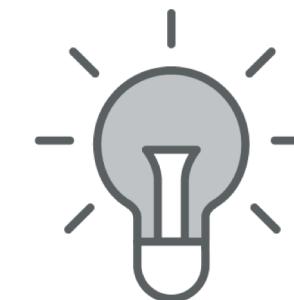


PROTOTYPE



=
MATERIALIZATION
of
possible answer to
HUMAN NEED

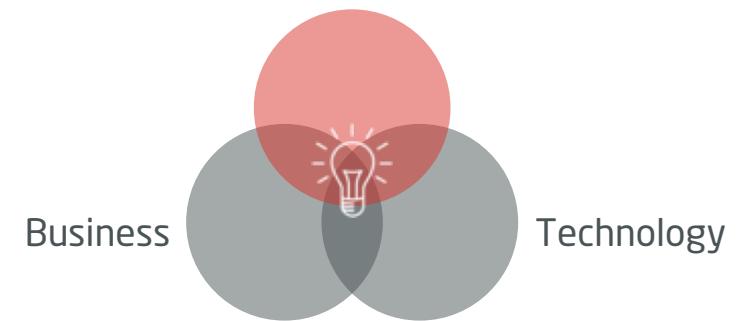
SUCCESSFUL INNOVATION



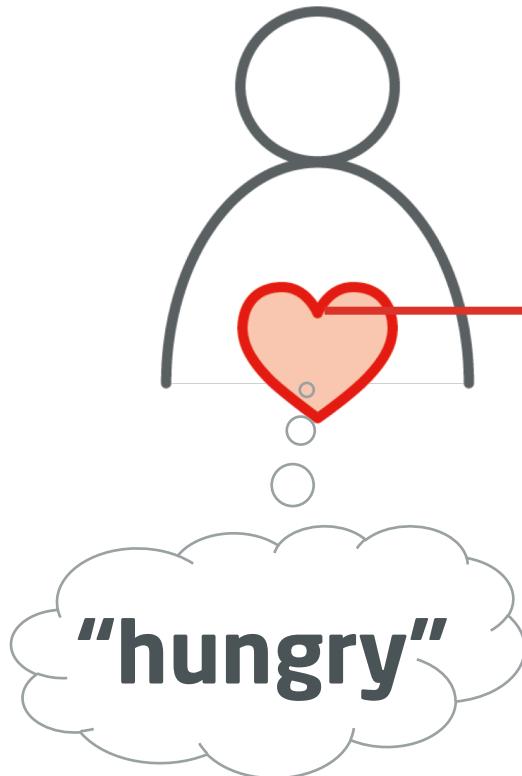
is based on

HUMAN NEED

Human Value



HUMAN NEED

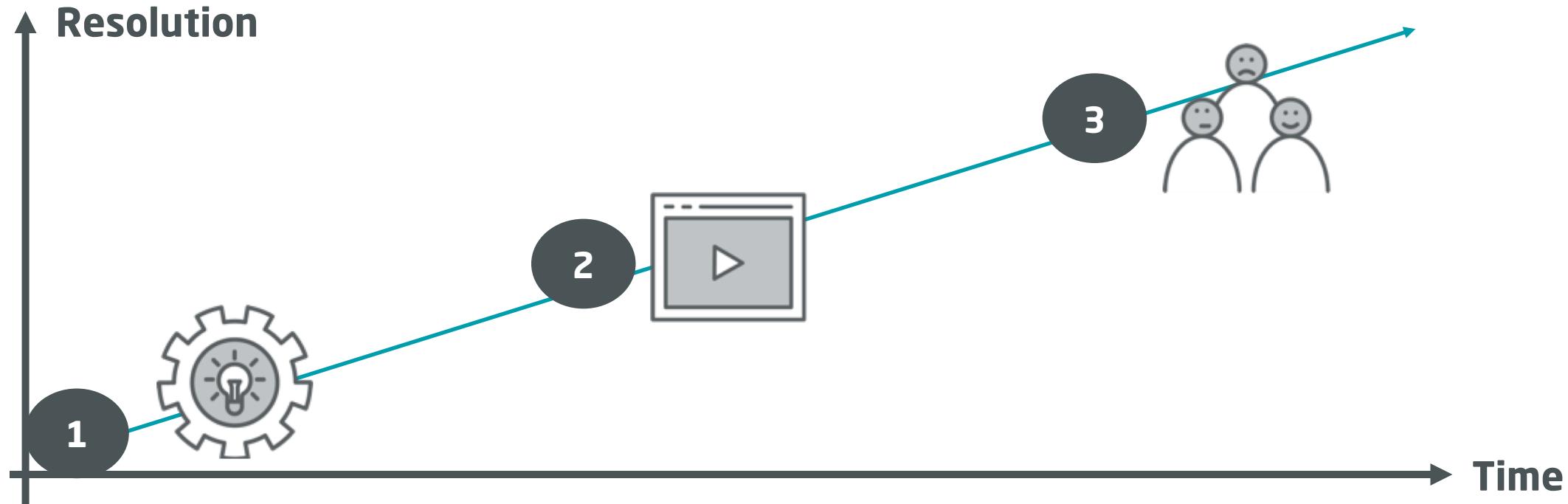


PROTOTYPE



GOOD ANSWER

Prototyping Process



You have an idea

You have a concept

You want to implement

Prototyping Process



Concept Prototyping

Prototyping broadly to get the concept clear

Make overall idea tangible

You have an idea

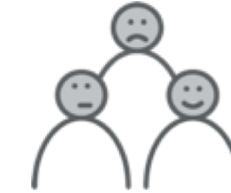


Critical Function / Aspect Prototyping

Dive deeper into aspects of solution

Create defined functional interaction

You have a concept



Strategy Prototype

Prototyping your solution to involve further stakeholders

Map concept to stakeholder perspective

You want to implement

Examples



Concept Prototyping



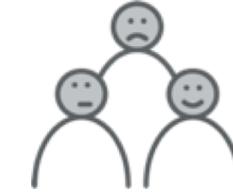
COMIC STORYBOARD



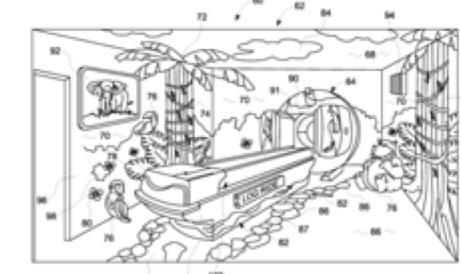
**Critical Function /
Aspect Prototyping**



FUNCTIONAL MODEL

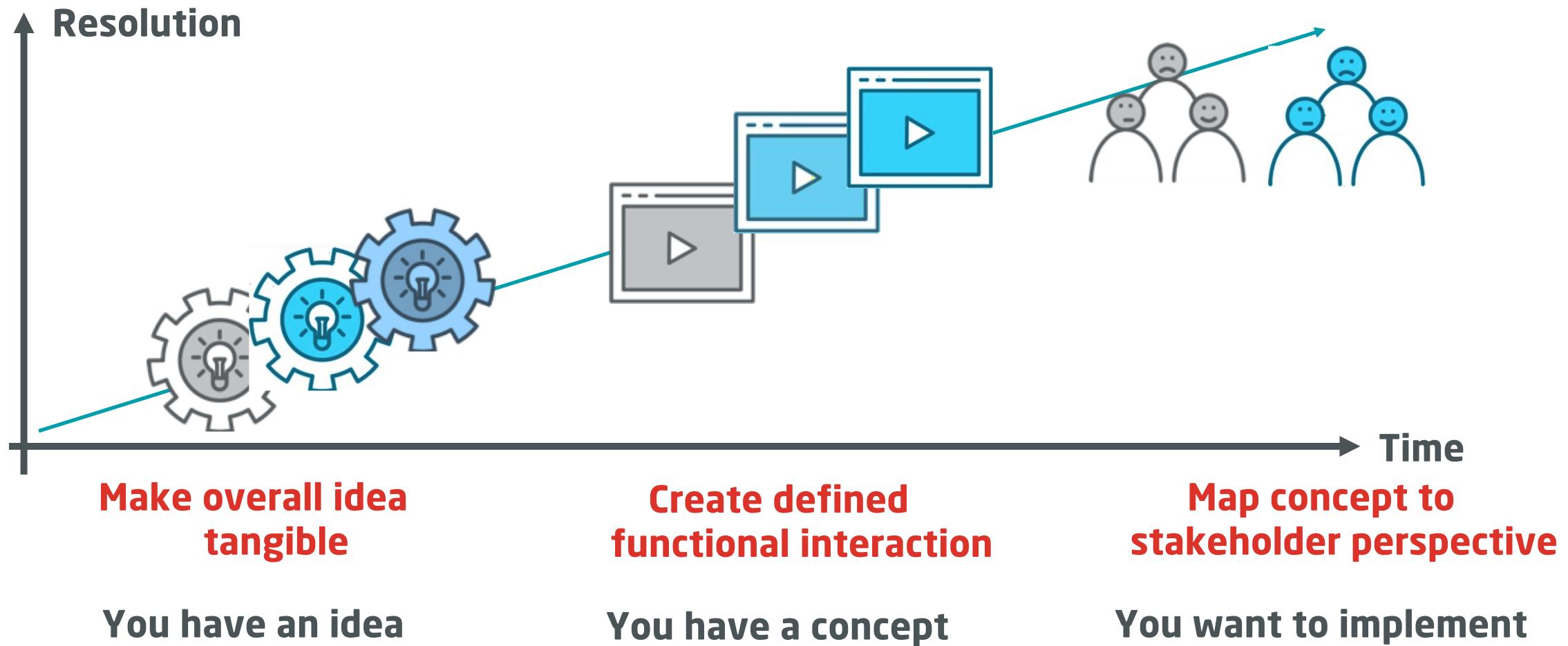


Strategy Prototype



**PATENT
APPLICATION DESIGN**

Prototyping Process



Prototypes to check assumption about user need

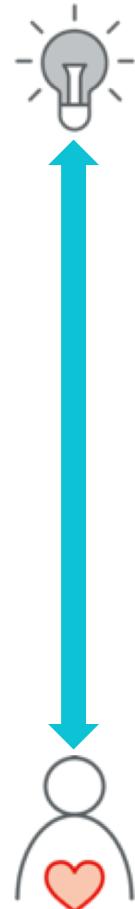


MAKE THE SCANNER EXPERIENCE AN ADVENTURE

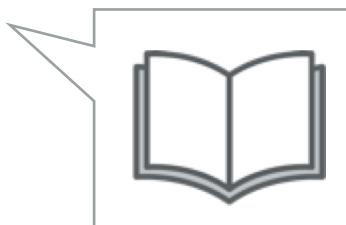


FEEL FEARLESS AND IN CONTROL.

Prototypes to check assumption about user need



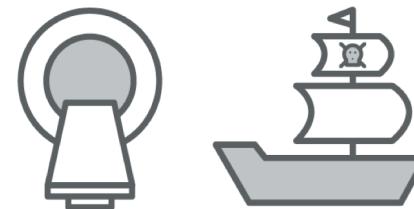
MAKE THE SCANNER EXPERIENCE AN ADVENTURE



Face2Face
Storytelling



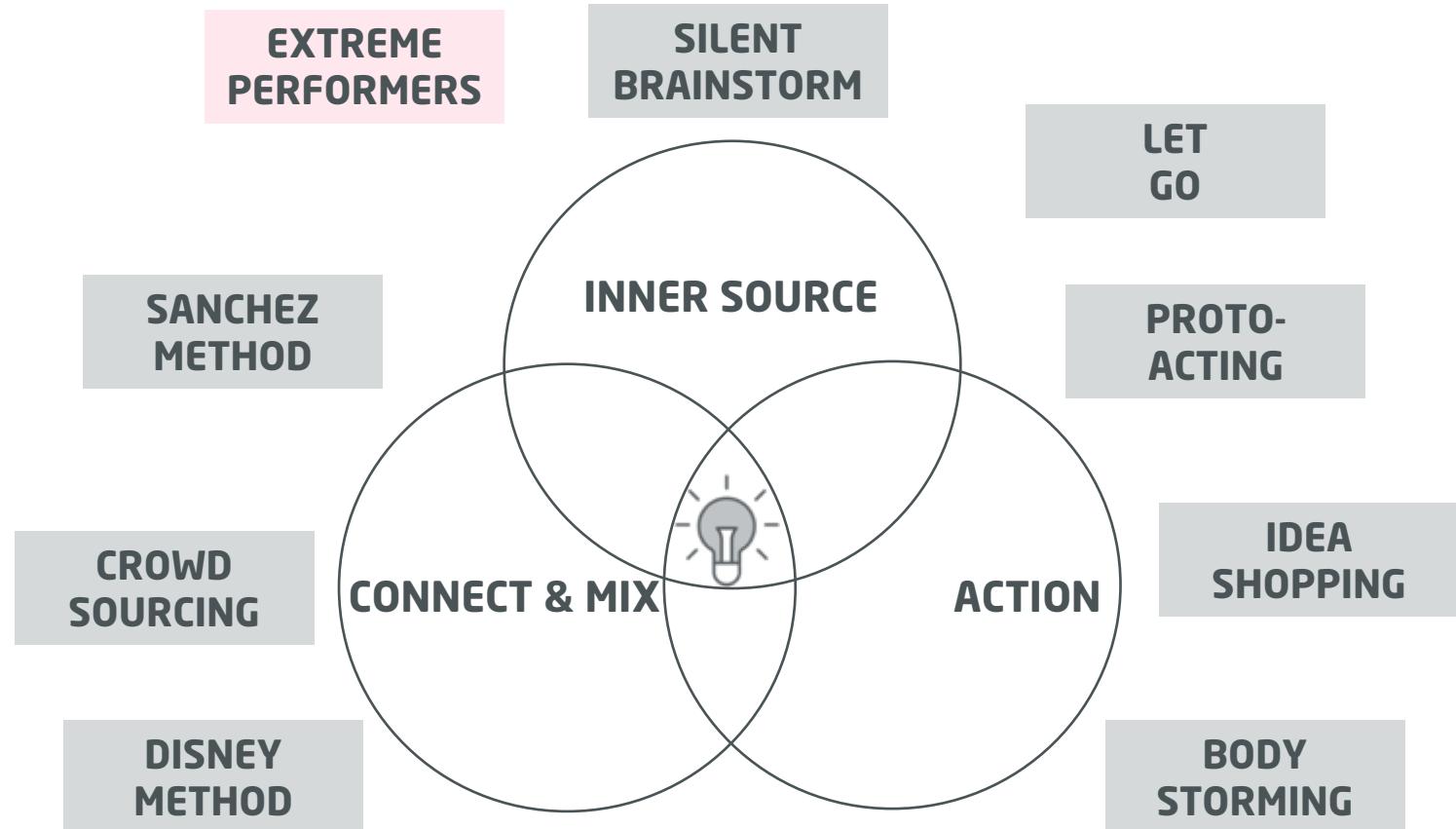
Roleplay



In-situ -staging

FEEL FEARLESS AND IN CONTROL.

Creative Techniques



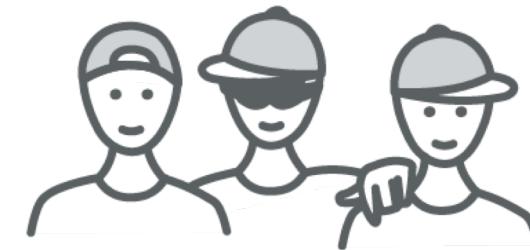
Who is doing well in what you want to achieve?

EXTREME PERFORMERS

NEED: RAPID TEAM COMMUNICATION

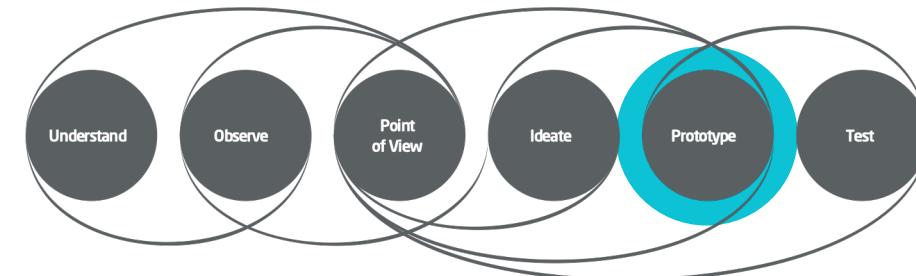
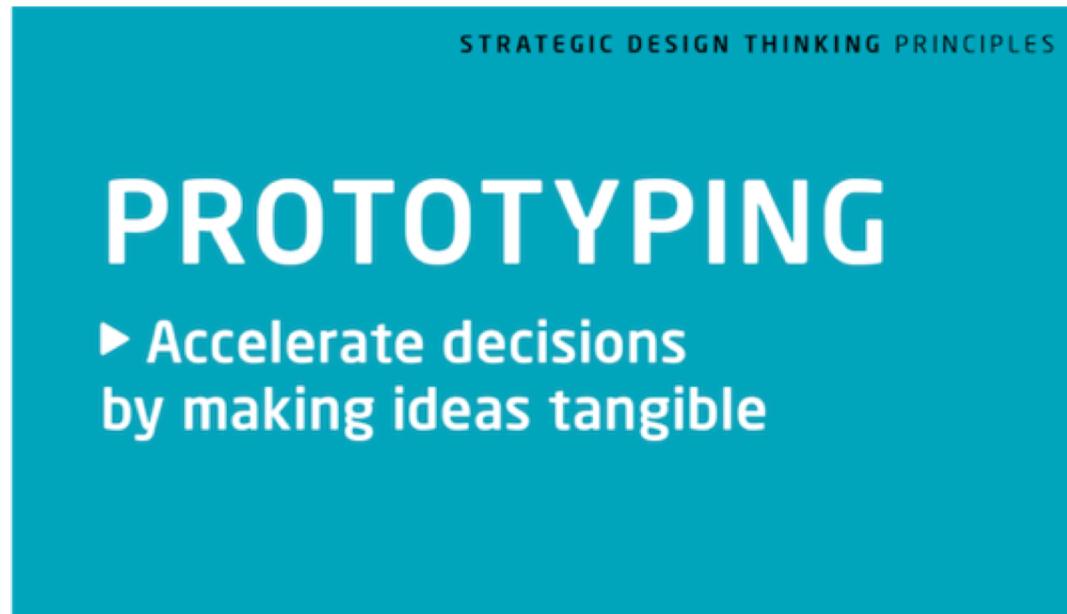


NEED: BELONGING TO A GROUP



**The only way to do it,
is to do it.**

Prototyping in the Design Thinking Process





Doug Dietz
Principal Design Thinker
at GE Healthcare

NEED:
Get in control of scary
situation and loose fear.



EXTREME PERFORMERS: Heroes in Adventure Stories

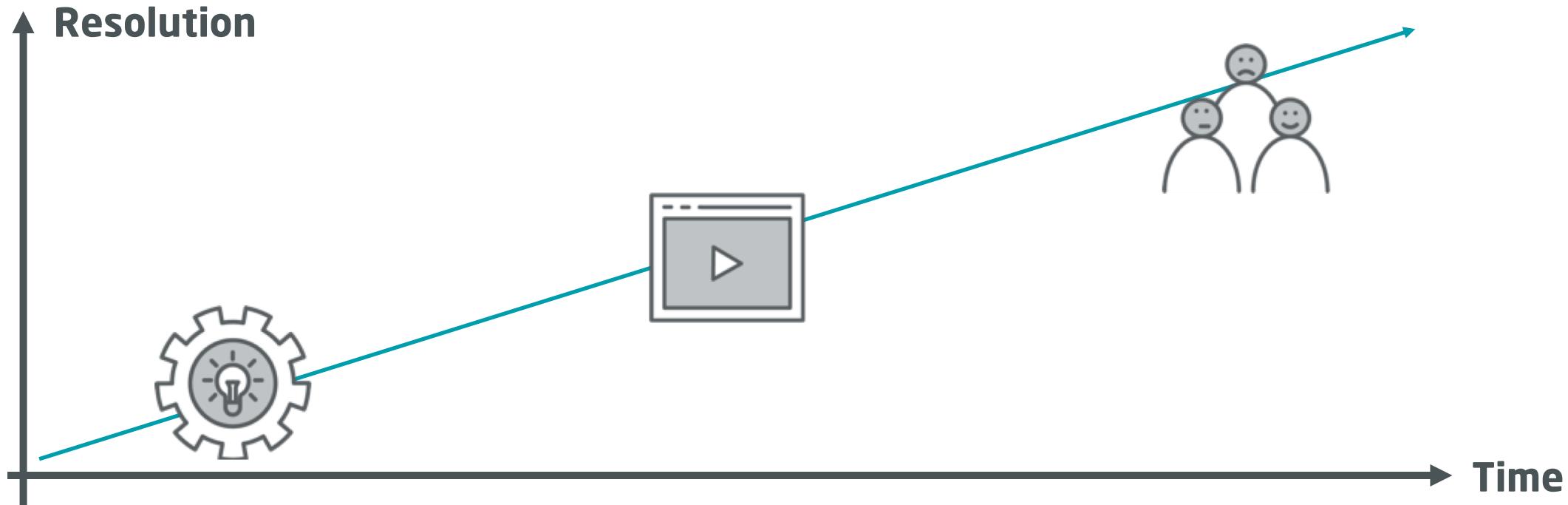


Adventure Stories



GE-Adventure Series - The Pirate Room: [GE Healthcare](#) | © Traditional Copyright

Prototyping Process



► Make overall idea tangible

► Create defined functional interaction

► Map concept to stakeholder perspective

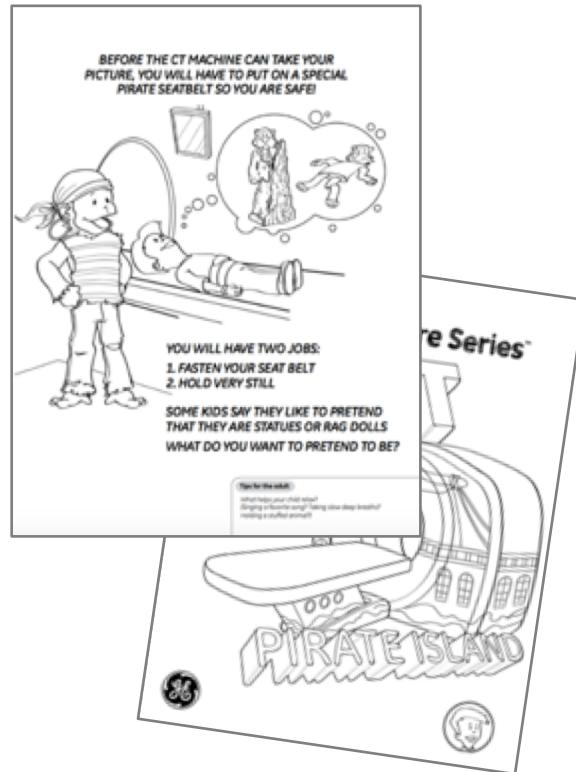
First prototypes: drawings



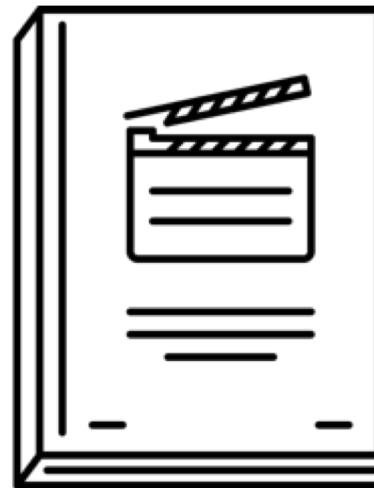
GE-Adventure Series - The Pirate Room: [GE Healthcare](#) | © Traditional Copyright

Aspect prototypes: before - during - after

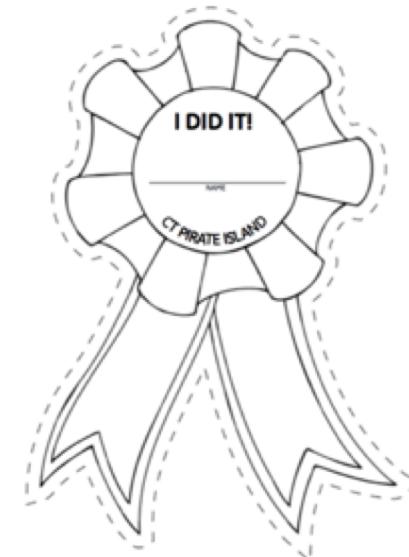
Parents / **before**



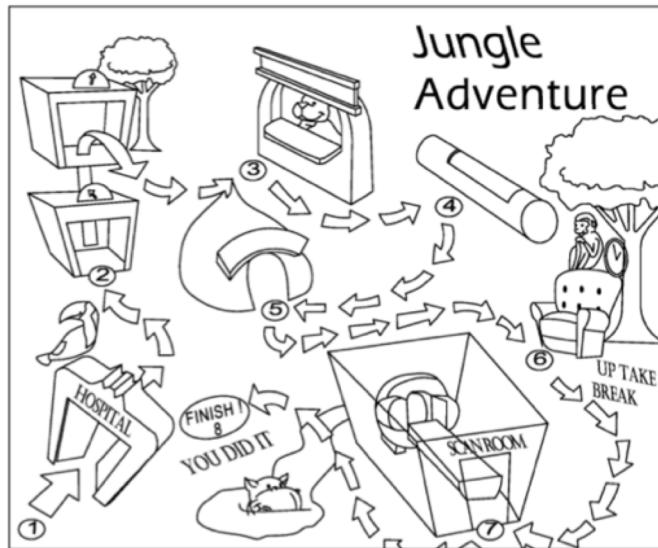
Technical Assistants / **during**



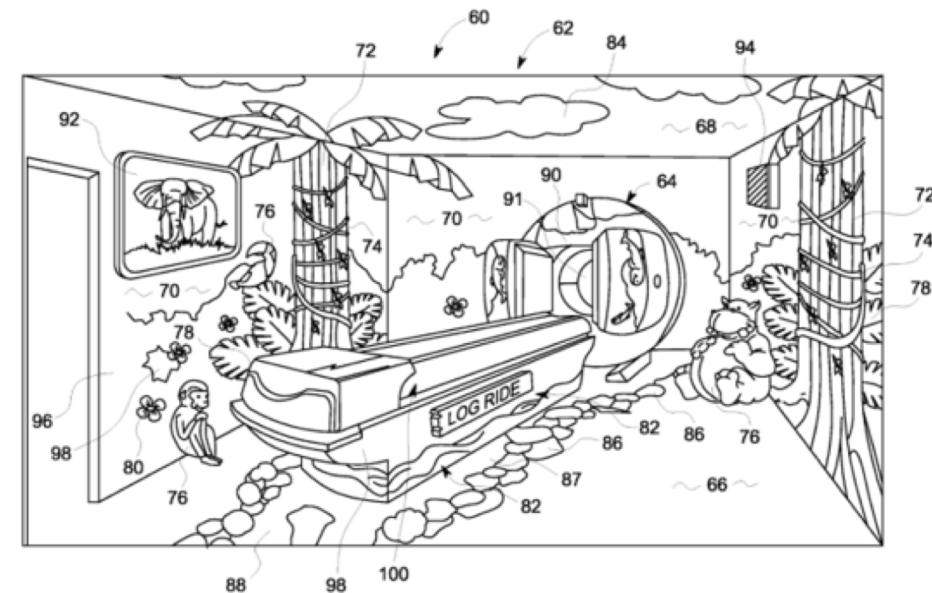
Doctors / **after**



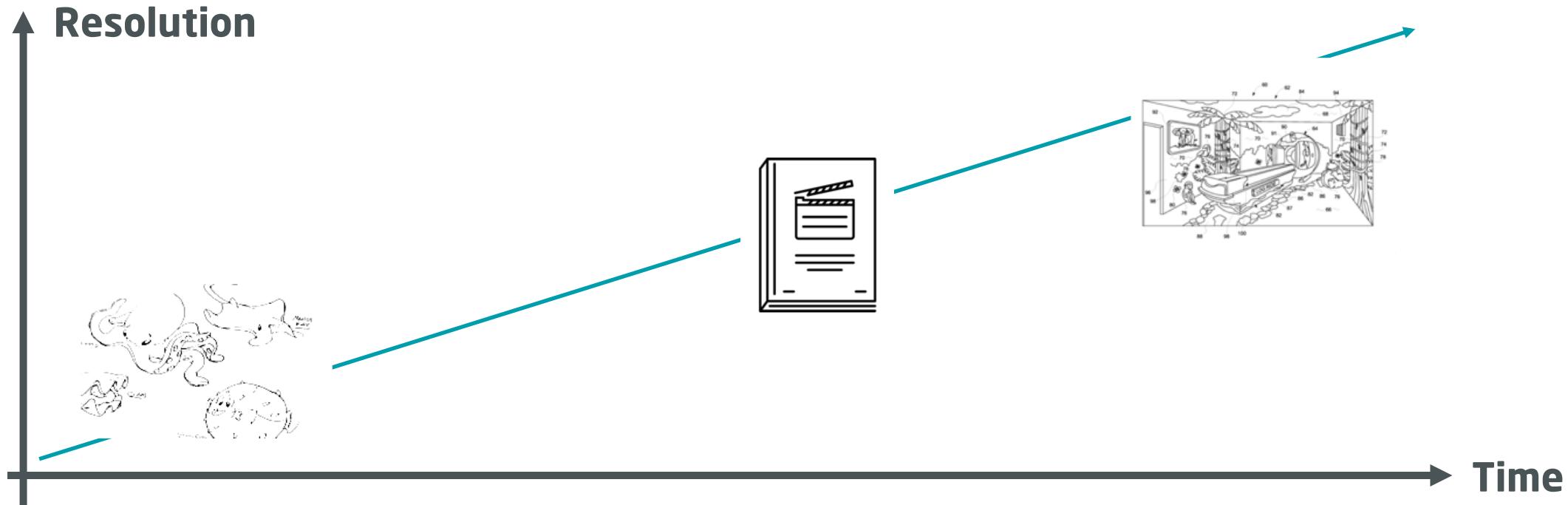
Strategy prototype: detailed user journey



GE-Adventure Series - The Pirate Room: [GE Healthcare](#) | © Traditional Copyright



Prototyping Process



► Make overall idea tangible

► Create defined functional interaction

► Map concept to stakeholder perspective

Prototyping-Hack in daily life: accelerate decisions

STRATEGIC DESIGN THINKING PRINCIPLES

PROTOTYPING

- ▶ Accelerate decisions by making ideas tangible





Julia
Innovation Consultant

“Sometimes, we discuss endlessly...with no perspective of coming to a decision”



“CAN’T DECIDE...”

PROBLEM:

Julia wanted to buy time-timers for the team but ended up going into a never ending long discussion - about the right size, price and value of the tool..

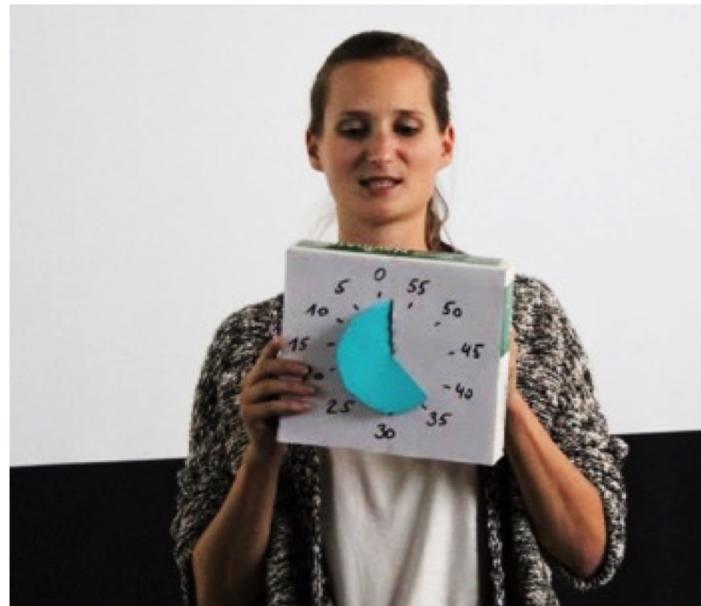


Julia
Innovation Consultant

"A prototype is worth a thousand meetings."

SOLUTION:

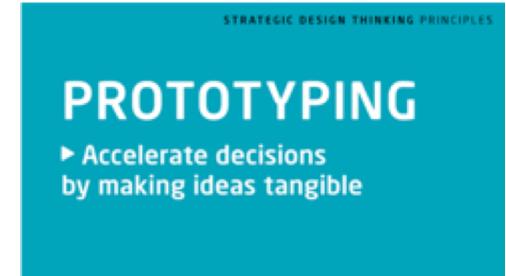
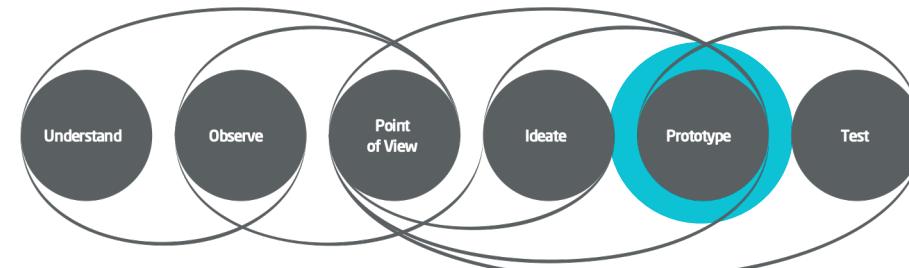
I stopped the meeting and took 15 minutes to build a prototype - a model of the time-timer that I used for a real-life experience. The effect: immediate decision taking within 5 minutes. .



So Let's Start Now - It's Your Turn

► Follow the Design Thinking Process

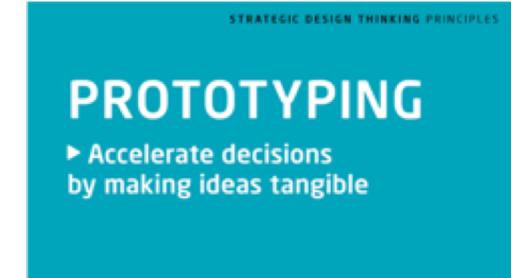
**Re-Design the
Learning Experience
in a world where
schools do not exist.**



So Let's Start Now - It's Your Turn

► Work on Self-Defined Challenge

Choose your individual daily challenge that involves other users than yourself which you can talk to. How could you use PROTOTYPING ?



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