



UX Fundamentals

Week 8:

Prototyping

Mar 15 2021

Siebel
Center
for
Design

Today's Agenda:

- **10:05 - 10:30AM**

Prototyping lecture

- **10:30 - 11:50AM**

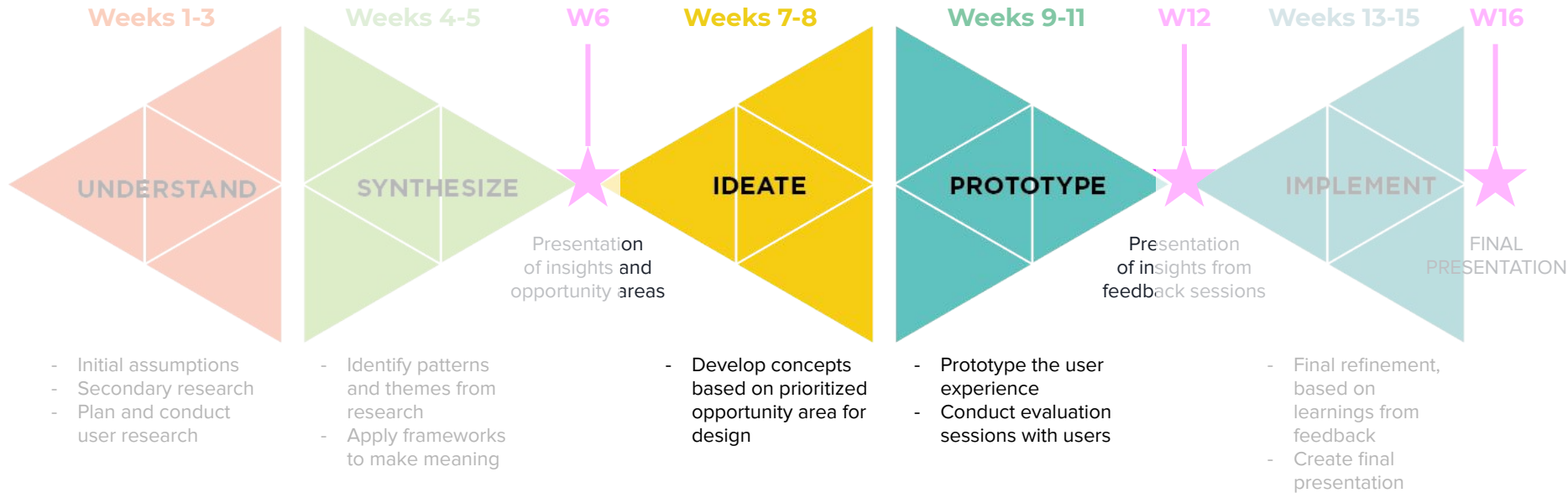
Breakout rooms + open work time and discussion with Rachel, Ted and Nancy (as needed)

Assignment for this week:

Prototyping!

- Complete **Deliverable 5**, initial concept development, by **Sunday 3/21**.
- Each group should contribute to the **#week-8-discussion** channel, on the topic of **prototyping**.

Where we are in the process



Let's Iterate + Prototype!

Why Do We Prototype?

Create

Creating a physical prototype gives your team something to work around and forces you to bring an idea into the world. It gives your team something to think with, rather than just talking about an idea.

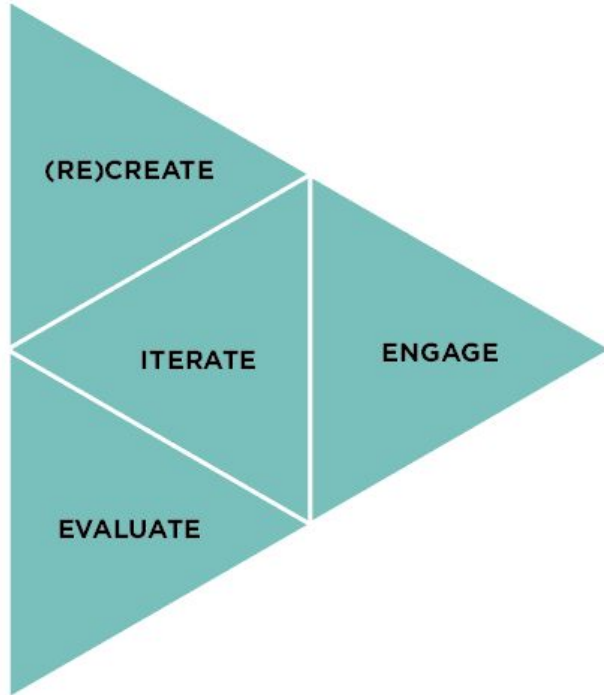
Engage

Prototypes are communication tools used to get feedback on a potential concept. Sometimes that feedback is based on user experience (the way someone uses a product or service), sometime it's based on functionality (will my idea complete the task in the way I intend). Both types of feedback requires engaging the user.

Evaluate

After gathering feedback you should evaluate the iterations needed to a design.

Processes + Practices



Lawrence, L., Shehab, S., & Tissenbaum, M. (in preparation). The Development and Implementation of a Taxonomy for Teaching and Learning Human-Centered Design.

PROTOTYPE

Processes

(Re)Create

- Create prototypes of their proposed physical, digital, or experiential concept

Engage

- Communicate their proposed product or concept to users, teammates, or design team

Evaluate

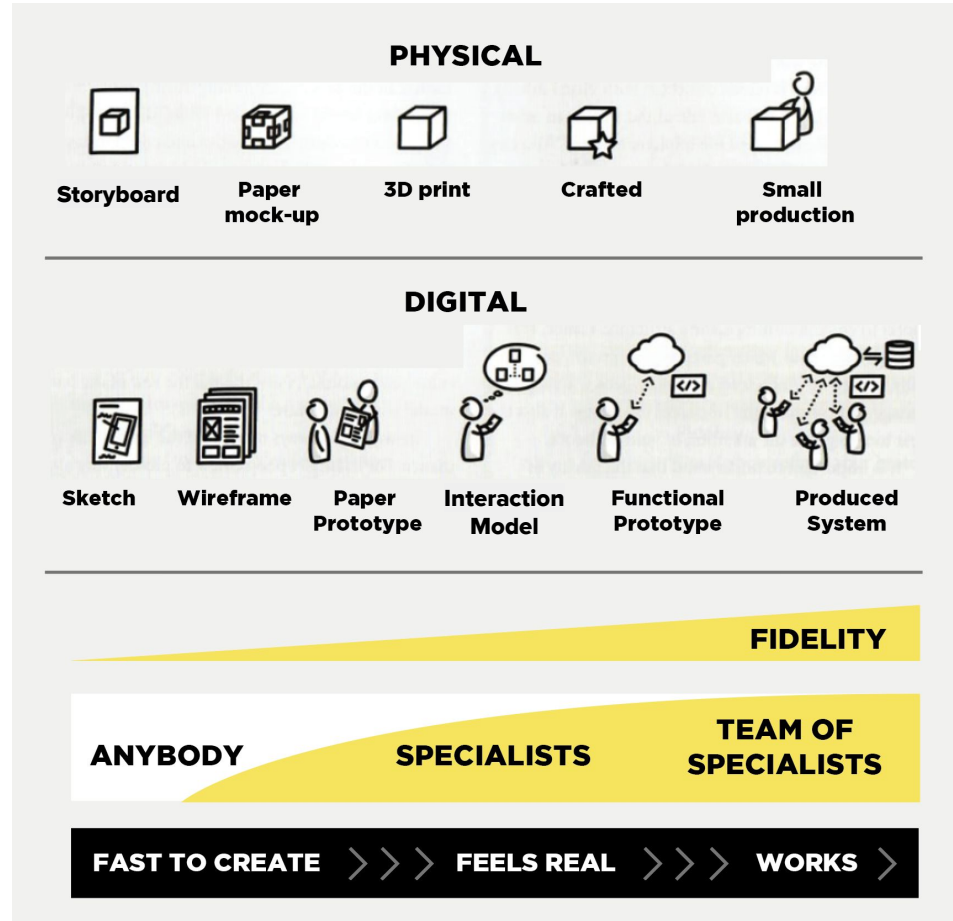
- Get feedback from stakeholders, teammates, or outsiders
- Diagnose problems and describe behaviors
- Reflect on feedback to propose iteration
- Provide others with feedback

Now What?

Iterate

- Explore multiple variations of your solution and get feedback from users

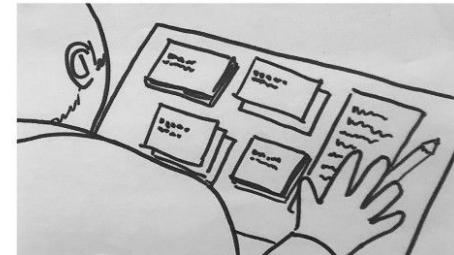
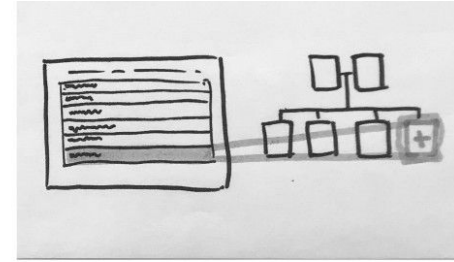
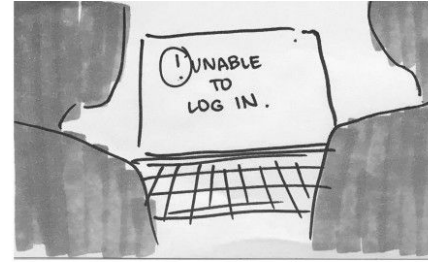
Today we'll look at **all** of these examples. But prototyping could be **anything**.



1.

Storyboards are visual representations of a concept broken down into the steps of the users experience as they interact with it. These concepts might be a product or service. They are used to quickly communicate a concept for feedback.

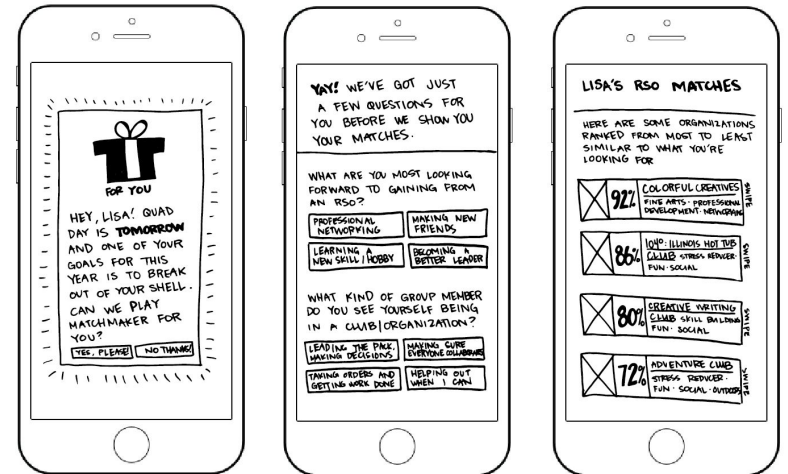
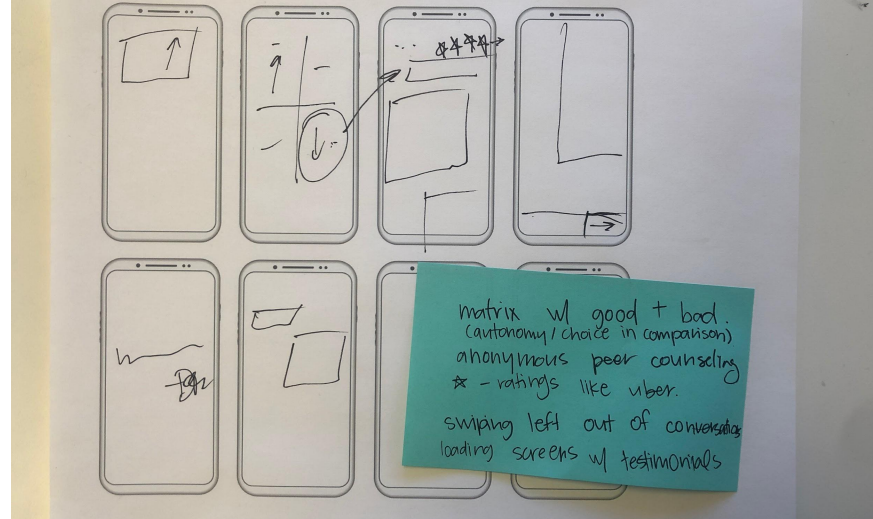
Storyboards



2.

Sketch

Used to help illustrate what a digital concept might look like on the screen



3.

Wireframe

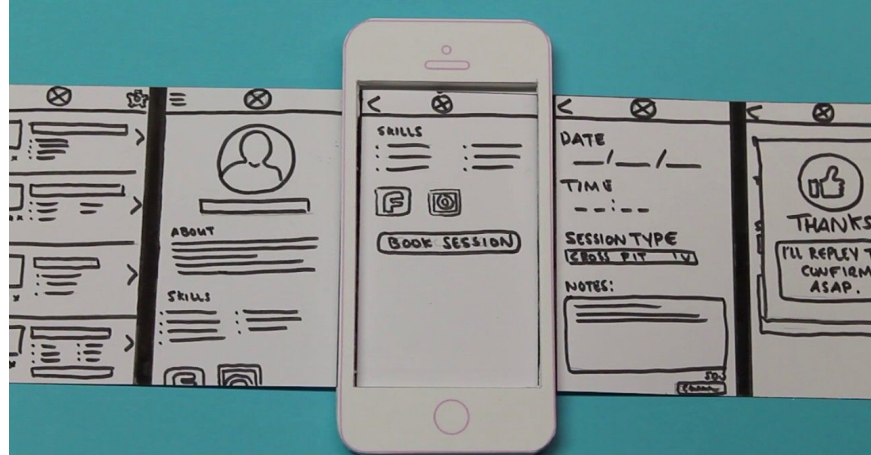
Communicates layout and informational hierarchy of a digital concept



4.

Paper Prototype

Communicates a flow process of interacting with a digital prototype



5.

Interactive Model

A fast and cheap representation of digital interaction, minus the backend production needed for a fully functioning prototype

Invision, Adobe XD, Figma, etc.

6.

Functional Prototype

A fully built out
experience that behaves
how you intend



<https://vimeo.com/135238366>

Summary

- We prototype to **create** physical/digital expressions of our ideas, **engage** in communication around a potential concept, and **evaluate** the viability of a concept
- Consider the **various levels of fidelity** when creating your prototypes
- **Iterate** your way to success!