Design Exploration Through Sketching & Experience Prototyping

Good
- At first glance, is fun and unique
- Well polished, aesthetically pleasing

Bad
- What does a tapedeck have to do with podcasts? - confused metaphor
- Focus on ‘retro’ means the user has to wait 5 seconds to watch animation of tape loading before anything plays

Interface Hall of Fame or Shame?

Good
- Shape indicates function
- So simple that instructions fit in 1 image
- Fun!

Bad
- Dripping water?
- Too much noise
- Still takes too long

Example courtesy of Maya I.
Outline

- Sketching to explore user experiences
- Team Break
- Experience prototyping

Design Process: Discovery

- Assess Needs
  - understand client’s expectations
  - determine scope of project
  - characteristics of customers & tasks
  - evaluate existing practices & products

Design Process: Exploration

- Expand Design Space
  - brainstorming
  - sketching
  - storyboarding
  - prototyping

Iteration

- At every stage!
  - Design
  - Prototype
    - Sketch
    - Paper
    - Video
    - Tool
    - Program
  - Evaluate
    - Gut
    - Crit
    - Expert Eval
    - Lo-fi Test
    - User Study
Sketching: A Quintessential Activity of Design

* Courtesy Bill Buxton

Kicker Studio, www.kickerstudio.com
From Sketch to Prototype

The Anatomy of “Sketching”
- Quick / Timely
- Inexpensive / Disposable
- Plentiful
- Clear vocabulary. You know that it is a sketch (lines extend through endpoints, …)
- No higher resolution than required to communicate the intended purpose/concept
- Resolution doesn’t suggest a degree of refinement of concept that exceeds actual state
- Ambiguous

If you want to get the most out of a sketch, you need to leave big enough holes.
There has to be enough room for the imagination.

Elaboration (“Flare”)  Reduction (“Focus”)

Design as Choice

Exploration of Alternatives

Exploration of Alternatives
Design

What does the customer want to buy?

Experience Design

The experience of even simple artifacts does not exist in a vacuum but, rather, in dynamic relationship with other people, places, and objects – Buchenau & Suri 2000

Experience vs. Interface Design

CitrusMate Plus  Mighty OJ Manual Juicer  OrangeX Manual Juicer

Experience Design for a Phone App?

• Draw my phone
• Draw my app’s interface
• Draw the experience of using my app
• Which is the true object of design?

Minimal Detail

Include only what is required to render the intended purpose or concept

Scott McCloud’s Understanding Comics

People think focusing is about saying “yes.” But…
“Focusing is about saying no.” – Steve Jobs
Design Thinking is Iterative

Team Break

1. Reflect on last week’s assignment (5-10 min)
   - what did you like about your team work?
   - what do you wish could be improved?

2. This weeks assignment (20 min)
   - what will it take to get finished?
   - what remains to be done? plan it!
   - can you address the critique from your TA in what you are doing for this week?
   - work on it now

Design Thinking

PROTOTYPE to think

to think

PROTOTYPE
TRY THE MARSHMALLOW
TEST YOUR ASSUMPTIONS

You can use an **eraser** on the drafting table or a **sledgehammer** on the construction site.

*Frank Lloyd Wright*

Types of Prototypes

<table>
<thead>
<tr>
<th>looks like</th>
<th>works like</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Image of prototyping example]</td>
<td>[Image of experience prototype example]</td>
</tr>
</tbody>
</table>

Interacts Like = Experience Prototype

Famous Experience Prototype

[Image of experience prototype example]
what new information do you have about the user's need?

what new information do you have about how your solution addresses the need?

Test

We Met: Globe-trotting golden girls

Amazed to realize: They hate “canned” treatment, but are willing to trade control for a more authentic, surprising experience.

Game Changing To: I hope to use solutions that will give them confidence to hand over control.

We Met: Globe-trotting golden girls

Amazed to realize: They hate “canned” treatment, but are willing to trade control for a more authentic, surprising experience.

Game Changing To: Trust us to delight them beyond the Hyatt walls.
How to improvise to bring an experience to life

**SET THE SCENE**
Imagine yourselves in a specific location.
("Okay, we are at the ______, ..."

**DEFINE ROLES AND START PLAYING THEM**
Just jump into what makes sense.
("I'm the ______ person and you are ______ ..."

**IMPROVISE TO DISCOVER**
Build on each other's ideas and keep the scene alive. Try out ideas by playing through them.
Parallel Experience Prototyping Goal

• Prototype to test an assumption

• Prototype can be a piece of idea rather than a complete solution

• Think of it as a needfinding technique

The Hardest Part in Testing Prototypes?

Recruiting Participants

Start Now for Future Assignments!

Summary

• Sketching allows exploration of many concepts in the very early stages of design

• As investment goes up, need to use more and more formal criteria for evaluation

• Experience prototyping allows us to try many ideas quickly & learn more about the problem & solution space (prototype to learn)

Next Time

• Assignment 3: Project Web Site
  - online later this week
  - not graded until near the end of quarter (but you should create it now)
  - all project assignments need to be linked off this site (relative links)

• Lecture
  – Concept Videos

• Project (due Thursday/Friday in studio)
  - Create/test experience prototypes for top 3 solutions
  - In presentation, get across what you learned
  - Studio will be used to select the idea to move forward

Next Time

• Lecture
  – Lo-fi Prototyping

• Project (due Friday at 2 PM)
  1. Create an experience prototype for each of top 3 solutions from across the 30-50 generated solutions
  2. Test prototypes each with at least 1 target user
  3. In presentation, show 1-3, get across what assumption you tested & what you learned!