Prototyping

ENLIGHTENED TRIAL AND ERROR SUCCEEDS OVER THE PLANNING OF THE FLAWLESS INTELLECT

Fail Early

Fail Often
Why Prototype?

“...the value of prototypes resides less in the models themselves than in the interactions they invite.”

“...innovative prototypes generate innovative teams. The prototype plays a more influential role in creating a team than teams do in creating prototypes.”

Michael Schrage – Serious Play

“...Prototypes provide the means for examining design problems and evaluating solutions. Selecting the focus of a prototype is the art of identifying the most important open design questions.”

“...Prototypes are not self-explanatory...Clarifying what aspects of a prototype correspond to the eventual artifact—and what don’t—is a key part of successful prototyping.”

Houde and Hill – What do Prototypes Prototype?

Dimensions of Prototyping

- Looks like... (Form)
- Works like .. (Action)
- Feels like .. (Experience)

What can be a prototype?

- Sketches
- Diagrams & Frameworks
- Hand Made Constructions
- Machined Constructions
- Virtual Models
- Graphics
- Packaging
- Spaces
- Role Play, Experiences
- Video

How do you choose what to prototype?

- Who will we show it to in what setting?
- What do we expect to learn?
- How will we evaluate that learning?

Golden Rules of Prototyping

1. One question, one prototype
2. Go far enough
3. Stop before it’s perfect
4. Cannibalize as much as possible
5. Don’t fall in love with your prototype
6. Always build and share more than one prototype
7. Create to provoke and persuade