

Parallel Prototyping & Testing (Team)

Due: Tuesday, May 5th, by class (3 prototypes & 1 test)

Due: Thursday, May 7th, by class (all 3 tests)

Overview

In this assignment you will develop and test at least 3 parallel prototypes with users, and capture the testing results so as to use those results in developing your prototypes further.

Requirements

1. Read pages 33-37 about prototyping at the BootCamp BootLeg at <http://bit.ly/dthink15>.
2. Finish brainstorming solutions for 3-5 of your "How Might We" statements
3. Pick at least one solution from each of 3 different "How Might We" Brainstorms.
4. Define what you want to learn by prototyping each of the three solutions. Is it an assumption of human behavior – perhaps trust, interest, reaction, or change of behavior? Do you want to test variables?
5. Develop at least 3 parallel prototypes, so that you can learn about the ideas you chose. Remember to define the artifacts, the roles (for actors and the customer), and the scene/environment. Define a script of what will happen.
6. Test your prototypes with at least three people (you will do 3 tests in total in this assignment). Practice on yourselves a few times first. Be structured about the testing: One should run the testing, one should observe the situation and one of you should make notes.
7. All three prototypes are due by class on Tuesday so we can discuss (bring the physical artifacts or pictures).
8. At least 1 prototype test is due by Tuesday, May 5th, by the class 1.15pm. All 3 prototypes need to be tested by Thursday, May 7th by the class 1.15pm.
9. Be ready to present your prototypes and first testing findings at the class on Tuesday the May 5th. Slides should include:
 - a. Project Title & Names of Team Members (First Name and Last Initial)
 - b. **Initial POV** you had going into this testing
 - c. For each prototype:
 - i. **Solution Frame**: "How Might We" statement and assumption(s) tested
 - ii. **Prototypes**: Short description of the prototype and how it was tested (with pictures for both)
 - iii. **Results**: 1-2 bullets on each of: things that worked, things that didn't work, surprises, and new learnings
 - iv. **Validity**: Was the assumption valid? Why or Why Not? Any new assumptions that emerged?
 - d. **Revised POV** (We met.. who needs... because ... It would be game changing if...")
 - e. **Revised How Might We** statement.
 - i. Pick one that you'd like to focus on moving forward with your project for the coming weeks (support your decision by using Pain, Density, Frequency, and Interest analysis).
10. Submit the materials (prototypes, testing results, and **presentation slides**) by Thursday night by 11.59pm.

Grading Criteria

- Quality of prototypes (diversity, innovativeness, appropriateness) (20 points)
- Quality of testing (detailed data, diversity, innovativeness, appropriateness of the testers) (30 points)
- Depth of the insights of testing (30 points)
- Presenting prototypes and the testing results at the class (20 points)