Prototyping II

MANEESH AGRAWALA AND MICHAEL BERNSTEIN

CS 247
Let’s design an ad for learning to code

30-minute activity
Find a critique partner

- Pair up with a partner. You’ll be critique partners (but will create ads individually).
- I will be announcing timepoints for critiques every few minutes. Do the critiques, then keep designing!
Critiquing

- You have a set of critique feedback items on the page.
- When you critique a poster, choose one critique from each category (1), (2), and (3) on the page. Three total.
- Never repeat a critique item in a later stage.
- Read all the critiques now.
Split into 2 groups

• Half the tables in Group A and half in Group B.
Design process

• When you are out of room sign up at www.canva.com
• Click through the tutorial
• Choose a “poster” type to create the file
• Make a learn to code poster

• Take three minutes now to sign up and create your poster files
Group A

- For every Group A timepoint (every 10min), you must complete a new draft of your poster. 30min total.
- When I call the timepoint, show it to your partner.
- Your partner will choose a critique from each category.
- Based on the feedback, revise for the next timepoint.
Group A

timepoint 1

(this is an example)
Design process

- Sign up at www.canva.com
- Click through the tutorial
- Choose a “poster” type to create the file
- Make a learn to code poster

- Take three minutes now to sign up and create your poster files
Group B

- By the first Group B timepoint (at 20min), you must complete **two different** concept drafts of your poster.
- When I call the timepoint, show them to your partner.
- For each draft, your partner will choose a critique from each category. 2 drafts x 3 critiques = 6 total critiques
- Based on the feedback, revise for the next timepoint.
Group B (part 2)

- By the second Group B timepoint (at 30min), complete one final draft of your poster.
- 2 in 20min, then 1 in 10min. Got it?
Group B

timepoint 1

(this is an example)
Design process

- Sign up at www.canva.com
- Click through the tutorial
- Choose a “poster” type to create the file
- Make a learn to code poster

- Take three minutes now to sign up and create your poster files
Design process

- Sign up at www.canva.com
- Click through the tutorial
- Choose a “poster” type to create the file
- Make a learn to code poster

- Take three minutes now to sign up and create your poster files
Design!

Start!
Group A

Timepoint 1
Design!
Group A timepoint 2

Group B timepoint 1
Design!
STOP

Download your final poster as an image.
Submit to your group’s link: hci.st/groupA or hci.st/groupB
Prototype science

Acknowledgments to Steven Dow and Scott Klemmer
Quantity or Quality?

Bayles and Orland, 2001
Quantity or Quality?

“While the quantity group was busily churning out piles of work—and learning from their mistakes—the quality group had sat theorizing about perfection, and in the end had little more to show for their efforts than grandiose theories and a pile of dead clay”

Bayles and Orland, 2001
Does creating parallel prototypes improve the final design?
issue 11

Spring 2009: Space

As children some of you may have dreamed of becoming astronauts, or at least vied for a spot in Space Camp. Maybe you were inspired by the worlds of Flash Gordon or those created by Frank Lloyd Wright. In this issue of Ambidextrous, we tackle space and beyond in all of its frontiers.

An Ode to White Space
Ellen Lupton
Procedure

serial prototyping condition

parallel prototyping condition
Which group did better?

- I’ll be getting your ads evaluated by paid crowd members on Amazon Mechanical Turk.
- Next week, let’s revisit the results.
Web advertising analytics
Parallel design → more clicks

\[ F(1,30) = 4.227, \ p < .05 \]
Trend toward more time on site

Parallel

Serial

Average time on client site per visitor (seconds)

F(1,493)=3.172, p=0.076
Higher expert ratings

Parallel: 24.4
Serial: 21.7

F(1,5) = 7.948, p < 0.05
More diverse designs

Parallel: 2.78
Serial: 3.18

0 = not at all similar, 7 = highly similar

F=182, p<0.001
Comparison aids learning

<table>
<thead>
<tr>
<th>Serial case condition</th>
<th>Parallel case condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>case 1</td>
<td>case 1</td>
</tr>
<tr>
<td>case 2</td>
<td>case 2</td>
</tr>
</tbody>
</table>

“Describe the solution.”

“Describe the parallels of these solutions.”

Face-to-face negotiation

>3x more likely to transfer the technique from training

Gentner, Loewenstein, & Thomson, 2000
Get better feedback, too

- Having alternatives lessens the pressure to be nice

Tohidi, Buxton, Baecker, Sellen, CHI ‘06