Prototyping: what you know

- Low-fi vs. high-fi prototyping
- Wizard of Oz prototyping
- Video prototyping
- Sketching vs. prototyping
Prototyping is not just for testing.

Though this is what is temping: brainstorm, select, and then create.
Prototyping is for thinking.

This is known as reflective practice.
The most common problem with prototypes:
You let them become demos.

Be rapid. Be ruthless. Strip out everything less important.
Being ruthless

- Prototypes should be, by nature, incomplete.
- Do not create a mockup or a scale model. Instead, create an experience that users can react to.
- But how do you make the decision about what to focus on and what to fake or remove?
What do prototypes prototype?

- **Feel:** how it looks
- **Tech:** how it works
- **Role:** how it feels

The first question: which of these three are you prototyping?
What’s your prototype’s question?

- All prototypes can only ask a single question.
- Ask yourself: what’s the core question you need to answer about your idea?
- Flesh out the elements relevant to that question, and get rid of or fake everything else.
Digitally-enhanced mall shopping cart

What’s the most important question? What do you prototype?
A vest for hugging over a distance

What's the most important question? What do you prototype?
Chuck Norris
faculty facts site

What's the most important question? What do you prototype?
Dark horse prototyping

• Include one idea and prototype that is intentionally far out or nearly impossible. Sometimes, it wins.
• Even when it doesn’t win, it helps prevent design fixation.
• You will be doing this in P3