

Prototyping I

MANEESH AGRAWALA AND MICHAEL BERNSTEIN

CS 247

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?

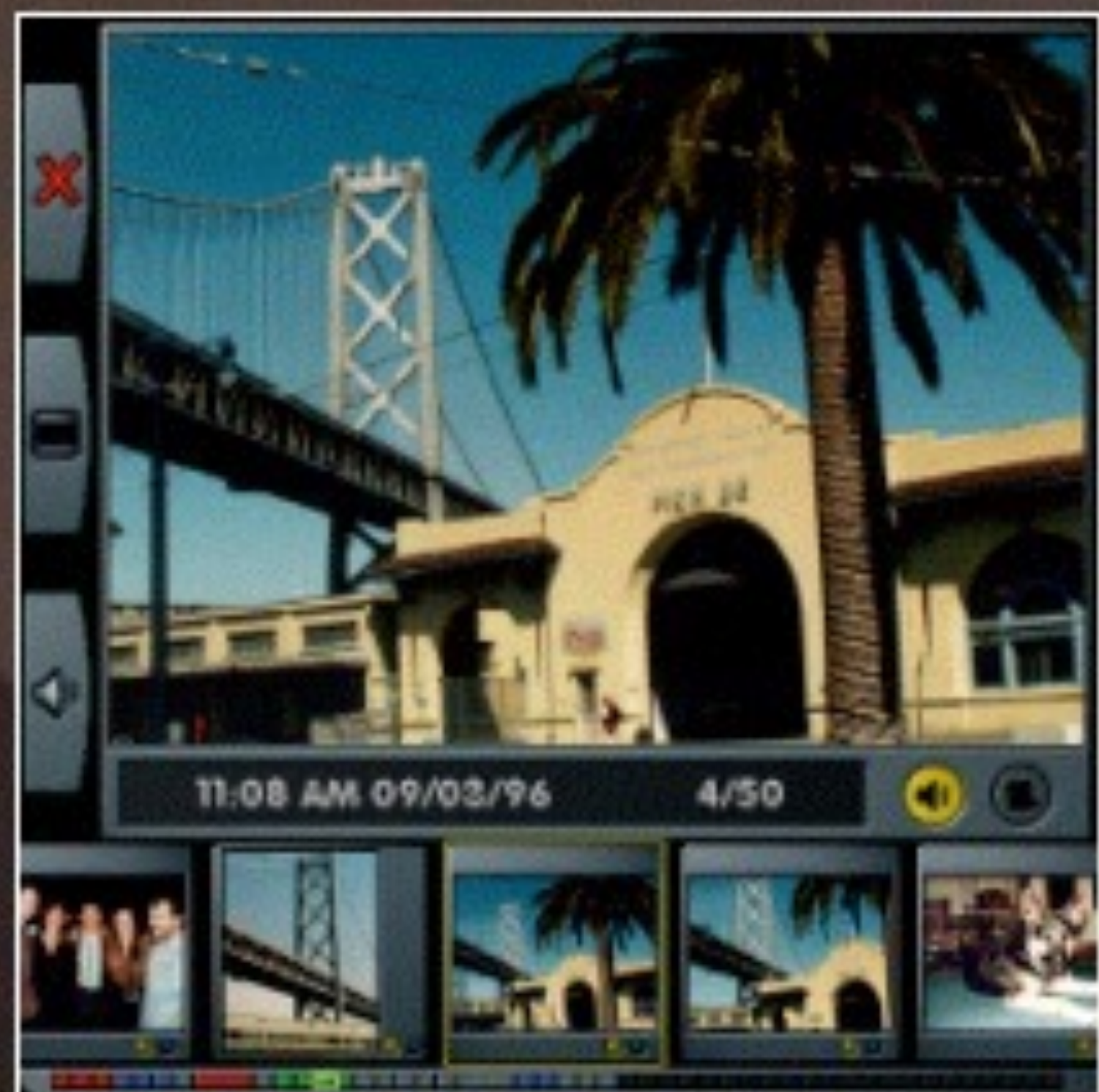
What do prototypes prototype?

- **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