Design Process in 247

- Needfinding
- Brainstorming
- Prototyping
  - What do prototypes prototype?
  - Parallel vs. serial prototyping
Feedback on the class

These are the major themes, not a complete reiteration of what we heard.
You like…

• Doing activities in lecture
• Working with experienced studio staff
• The studio format
• “Informal group sessions for feedback” (mixed?)
• The open room format
You wish...

- There were more clarity on grading, especially differences between studios
- There were more opportunities for cross-studio fertilization
- Class ended promptly at 5:20pm
You wish…

- There were less lecture on days with lots of folks submitting milestones, and more lecture on days with fewer folks submitting milestones
- Assignment specs were clearer about deliverables
- Studio staff shared more of their experience to anchor their critique
We want to hear more…

• …about studio critique.
  • Too lenient? Too harsh? Spot on?
  • How’s the format?

• (Discuss this more within your individual studios.)
The grading process

- The TAs meet together and look at a number of submissions to calibrate across each rubric scale.

- Each submission is then independently looked at by two people: TA and the studio instructor.

- The TA and the studio instructor coordinate to resolve differences and write up joint feedback.
The grading process

• Finally, we generate summary statistics (mean, s.d.) per studio and ensure that all the studios are in the same range

• Ultimately, design feedback is always subjective …but highly correlated.
Prototyping
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 tempting: 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?
A site for paired cultural exchanges

What's the most important question? What do you prototype?
Summary

• Identify the single question at the core of your design idea.

• Strip down your prototype to answer just that single question.