

DESIGN THINKING: PROTOTYPE

2021 *FIRST* California Workshop Series:
Product Development + Design Thinking

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adapted from



HASSO PLATTNER
Institute of Design at Stanford

Introductions

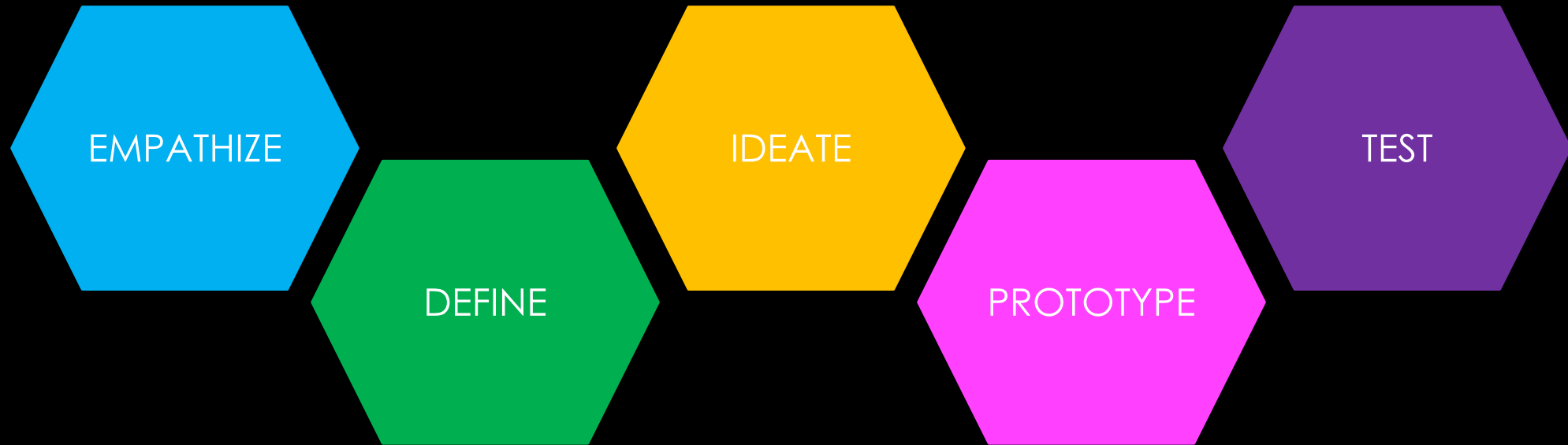


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Master's Student
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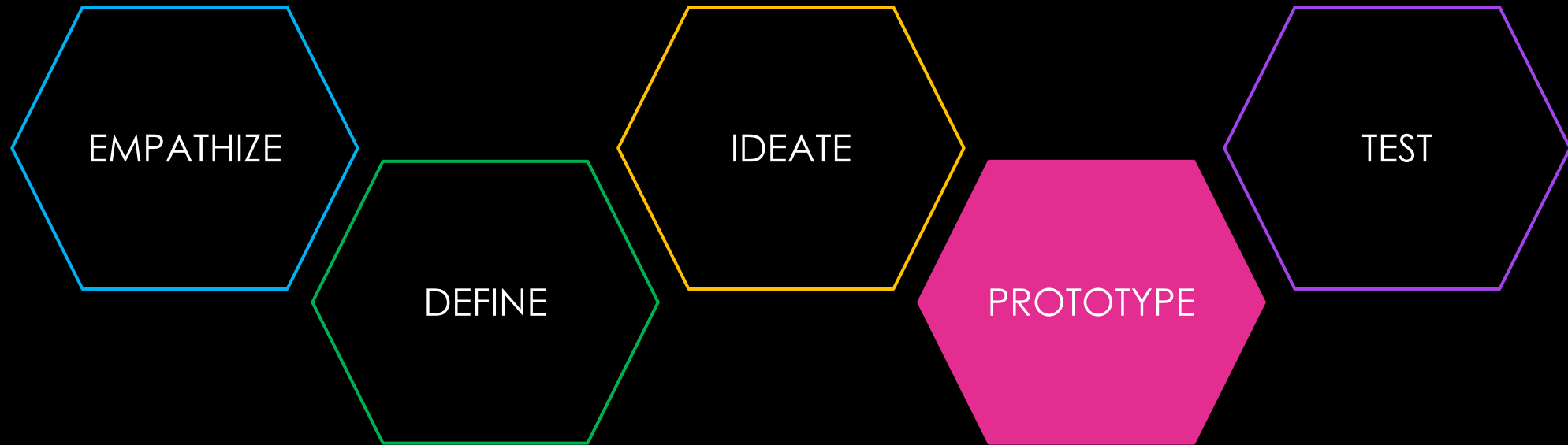
Adam Nayak
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Portland, OR

Design Thinking

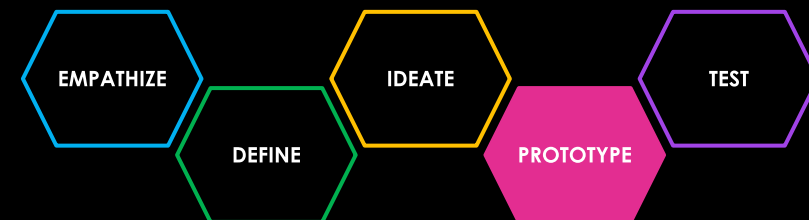


Prototype
adapted from

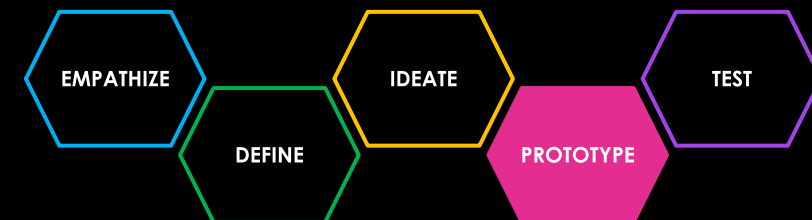
What is prototyping?

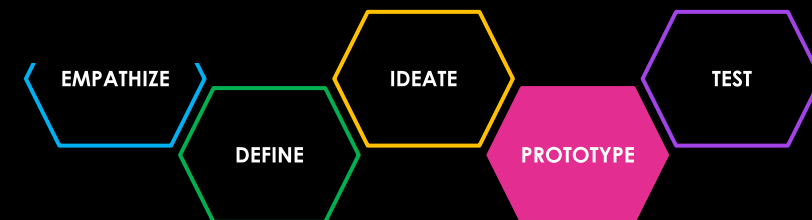


Prototype
adapted from



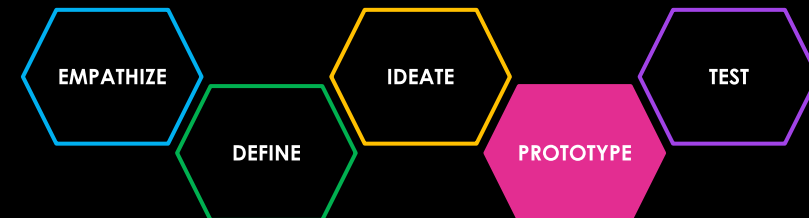
Prototyping gets ideas out of your head and into the world





Prototyping doesn't just test functionality

- Empathy gaining
- Exploration
- Testing
- Inspiration



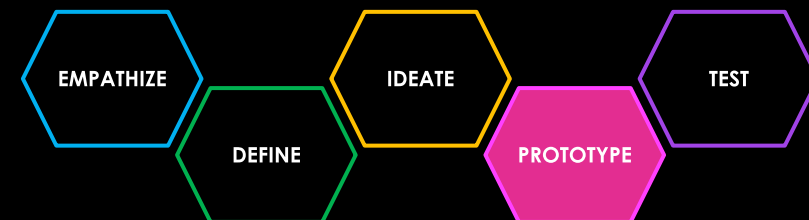
Prototype for Empathy

- Prototype for empathy to dig deeper into **user needs** or probe an insight you're developing

SKETCH

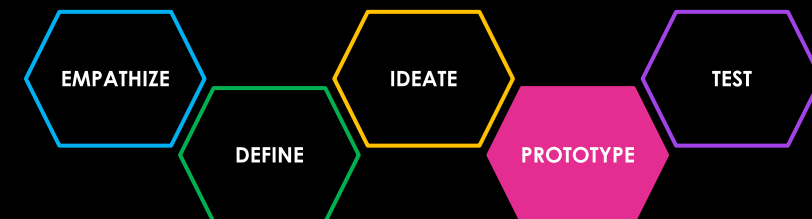
PLAY

SIMULATE



Simulate - Improvise to Life

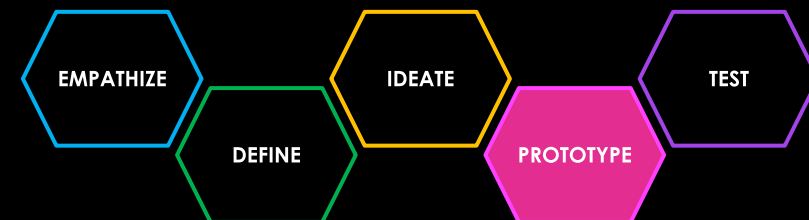
Improvise to life allows you to confirm the product's potential success



Tip: Scenes/Props/Roles

Set the scene:

- **Where** should a user ideally encounter your concept?
- What **props** do you need to build?
- What **roles** do you need to play?



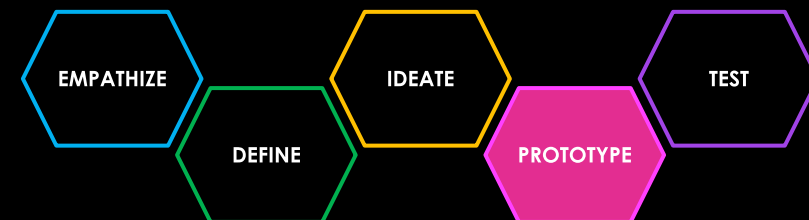
Breakout Room Activity - 15 min.

Problem: Heavy backpacks are uncomfortable for students commuting to college

Proposed Solution: Backpack with multiple adjustable straps

With your prototype team discuss:

- **Scene** for testing
- **Props** to use
- **Roles** to play





Collaborative Breakout Sessions

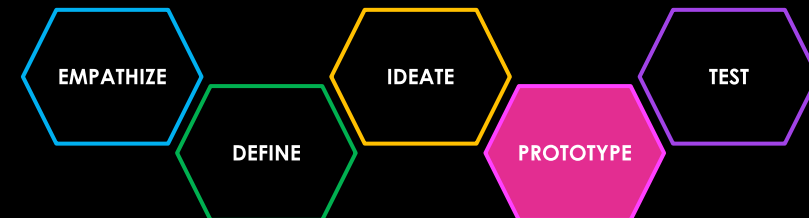
Breakout sessions are NOT recorded.

Don't be shy to show your friendly smile and participate!

Join back into the main room after to share and learn more.

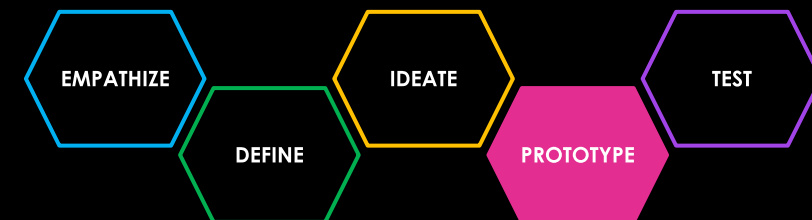
Breakout Room Activity: Share Out

How was it?

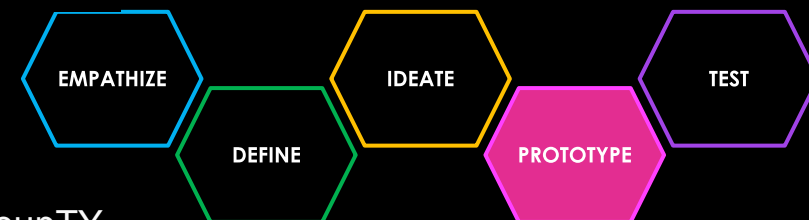


Prototype to Decide

Prototyping to decide addresses the need to discuss with your team before deciding which design direction to pursue.

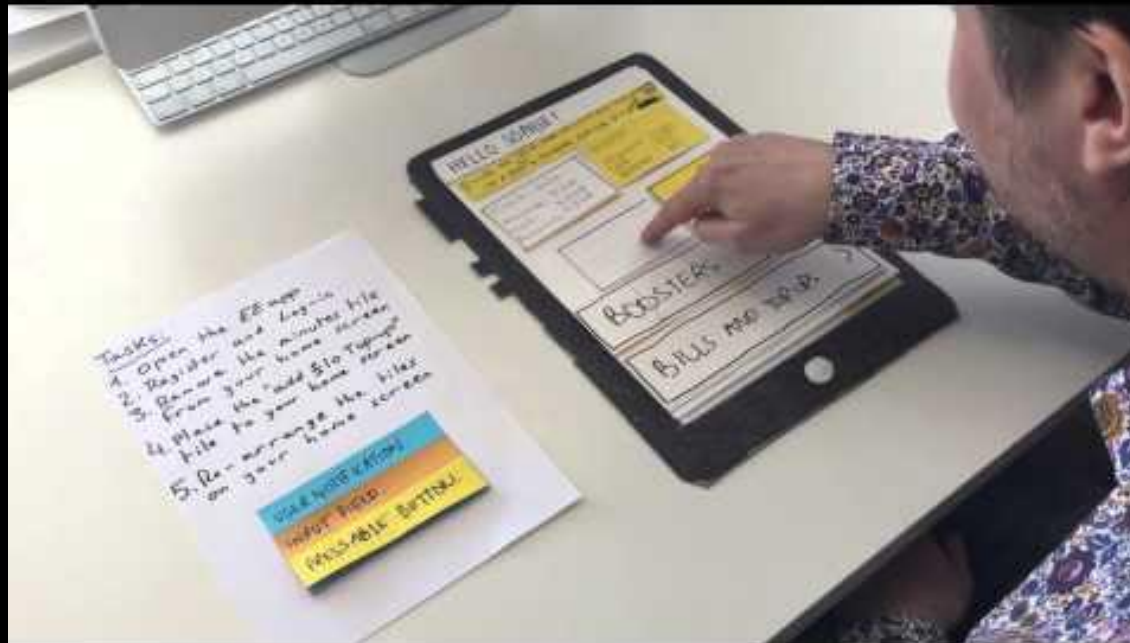


Wizard of Oz prototyping



Prototype to Test

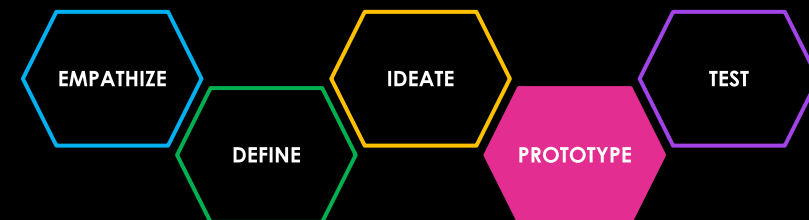
Prototyping to test is the **iterative generation** of **low-resolution** artifacts that probe different aspects of your design solution or design space



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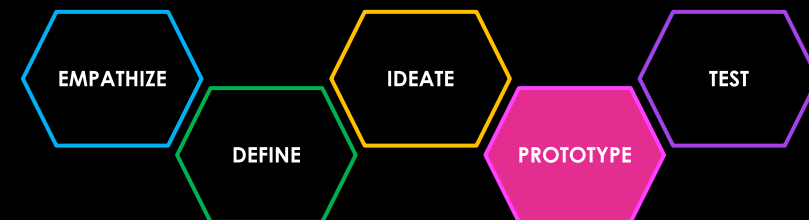


<https://youtu.be/yafaGNFu8Eg>



Final Tips

- Fail Fast!
- Start with a sketch
- Isolate your variables & keep the user in mind
- Notice things that work **AND** don't work
- Make changes and iterate



materials adapted from
the Hasso Plattner Institute of Design at Stanford d.school Bootleg
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Prototype
adapted from

