

Prototyping (Part 2)

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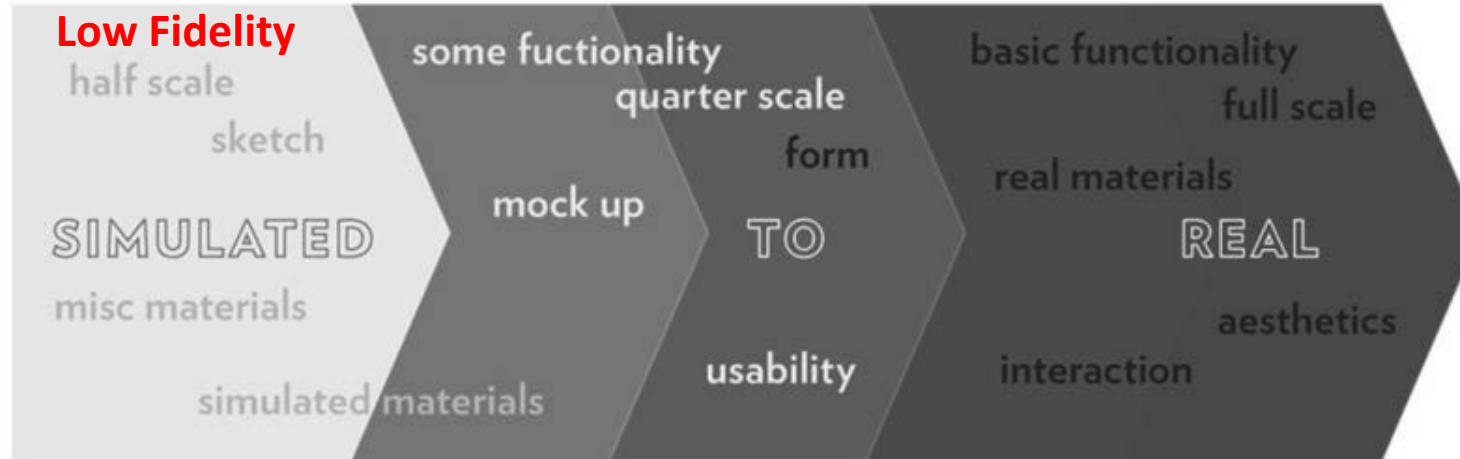
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Prototyping Levels

LOW FI » HI FI PROTOTYPING CHARACTERISTICS SPECTRUM



METHODS

Storyboarding
Paper Prototyping
Wireframes
Sketch Models
Creative Toolkits
Generative Research

Mocks Ups
Body-Storming
Role Playing
Business Origami
Cognitive Walk-Through

Testing with Users
Testing in Context
Experience Prototyping
Flexible Modeling

Low-fidelity prototype is a **prototype** that is sketchy and incomplete, that has some characteristics of the target product in order to quickly produce the **prototype** and test broad concepts.

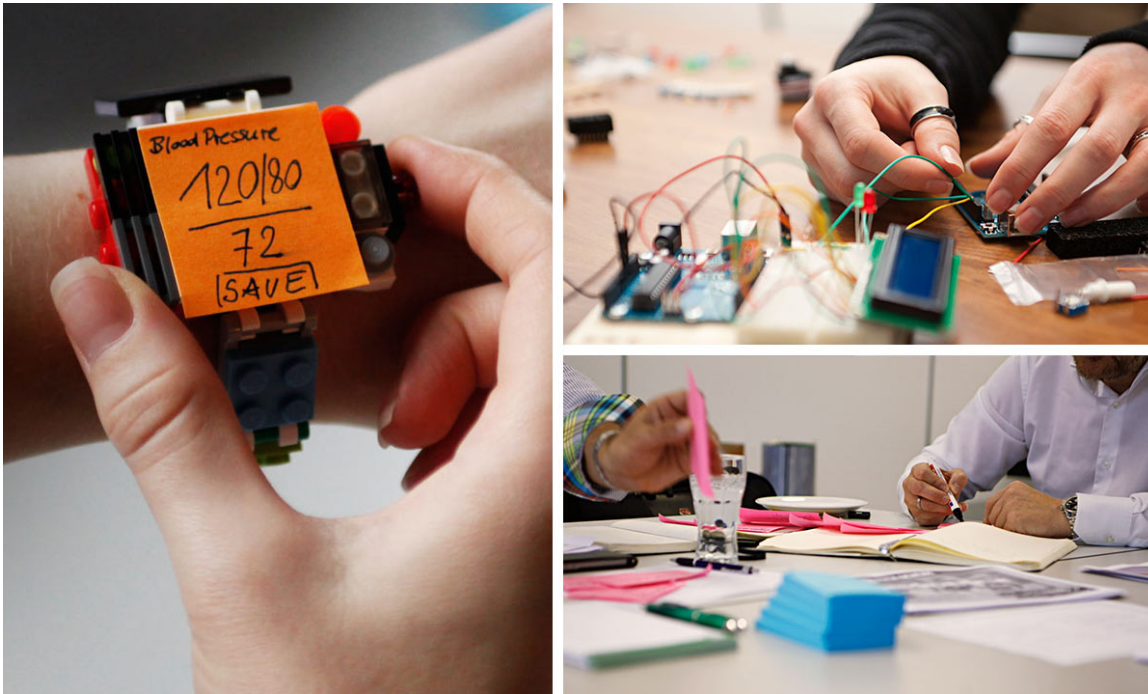
a **high-fidelity prototype** is a product in its closest resemblance to the final design in terms of details and functionality.

Prototype Advantages and Disadvantages

Advantages	Disadvantages
PT brings the users into the process early	Development process can slow down considerably
PT generates practical experience = limited risk	Additional costs because PT only represents a model, not the final product
Errors are detected at early stage	Users may be unfamiliar with the technique or idea behind PT and hence error detection may be unlikely
A more human centered approach gains more importance within the organization	PT can lead to remaining in a permanent optimization loop and not taking decisions. Need for MVP/minimal viable product

Prototype is all About
End User

Prototyping



A low fidelity prototype can be just some combination of Lego and sticky notes .

Above example is a User experience **prototype for blood pressure monitoring device**

- Take the end user through the prototype and let him/her experience it completely.
- Make the user speak about his moment-by-moment experience. This will help you, as a design thinker, to capture the minute details of the experience.
- Try to **actively observe** and **enthusiastically engage** with the user during the experience.
- Once the experience is over, **follow up with the user** who had the experience with a set of questions.

Prototyping : summary

- Why Prototyping?
- What is a prototype?
- Levels of prototypes
- Pros and cons of prototyping

Thank You