WELCOME

PROTOTYPE THINKING

GOOGLE GLASS

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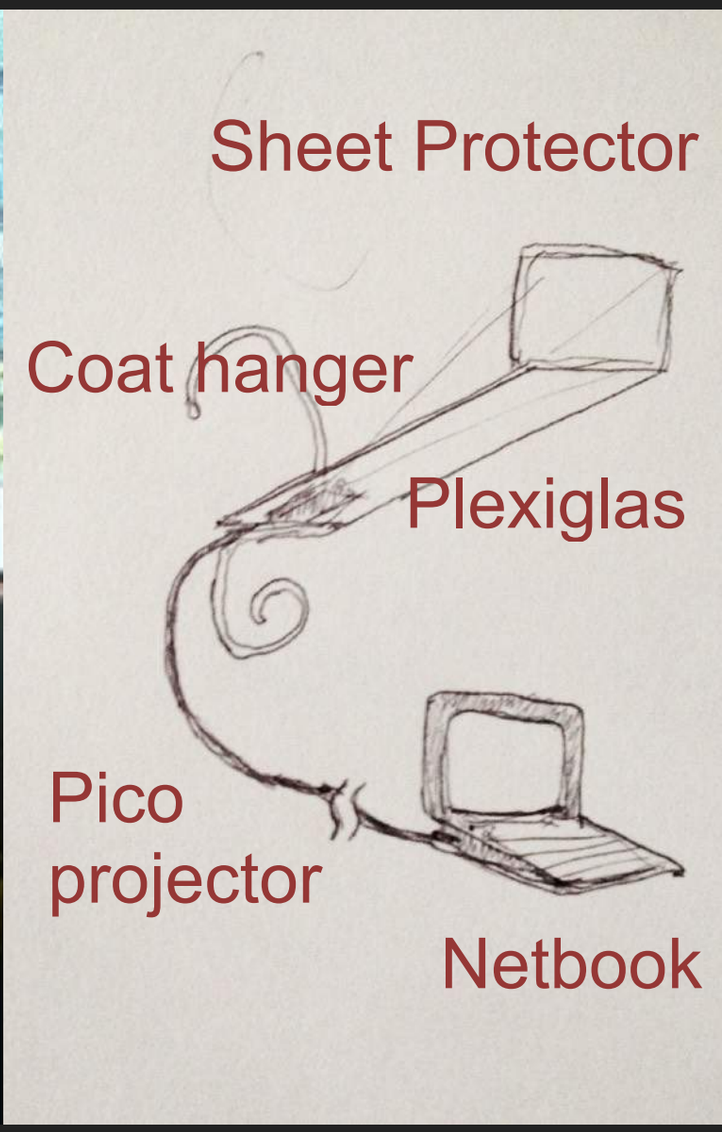

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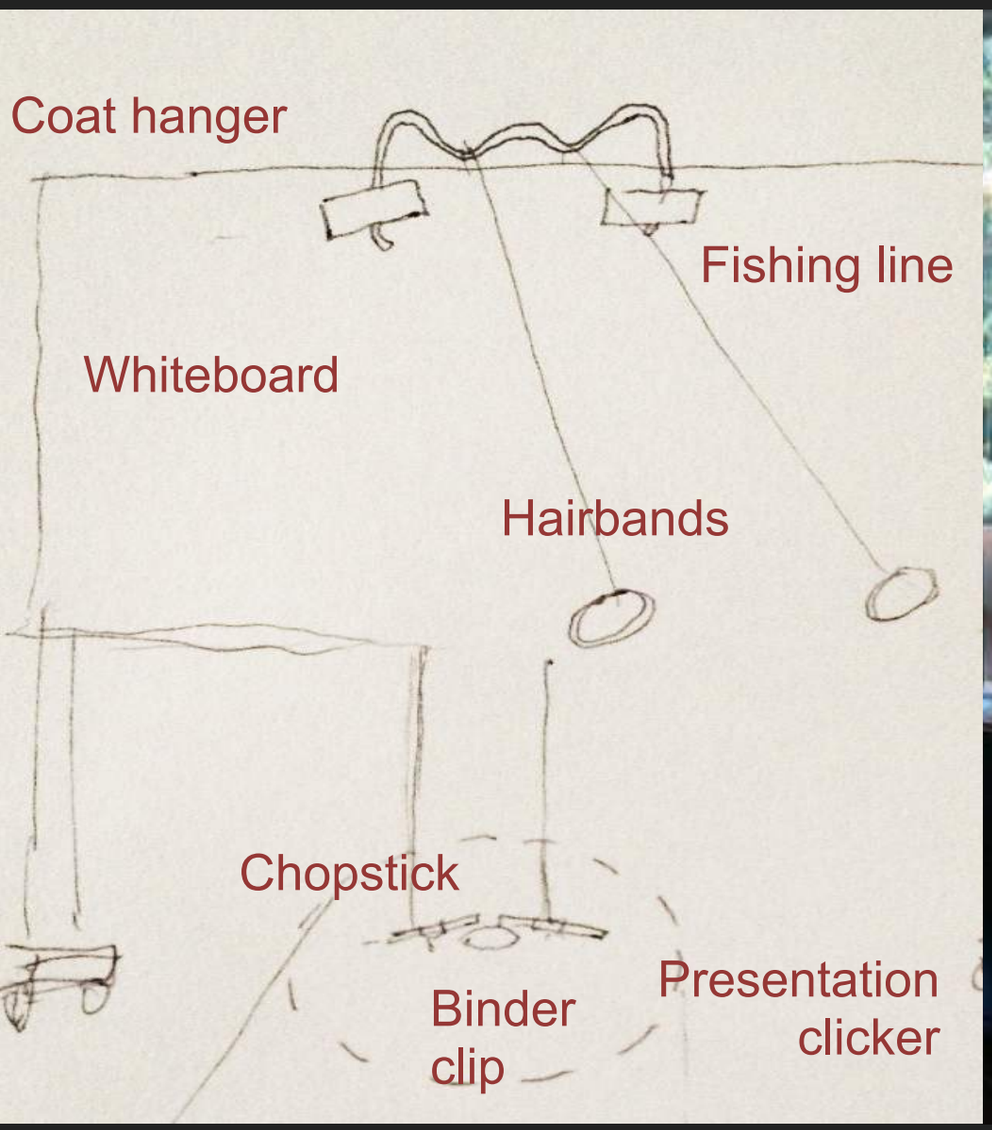

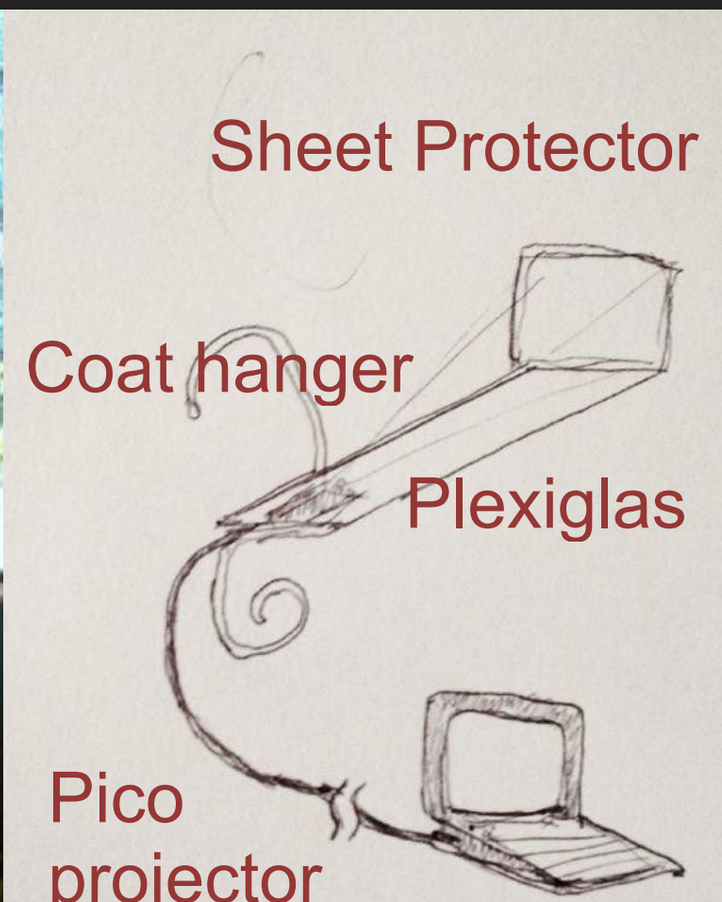

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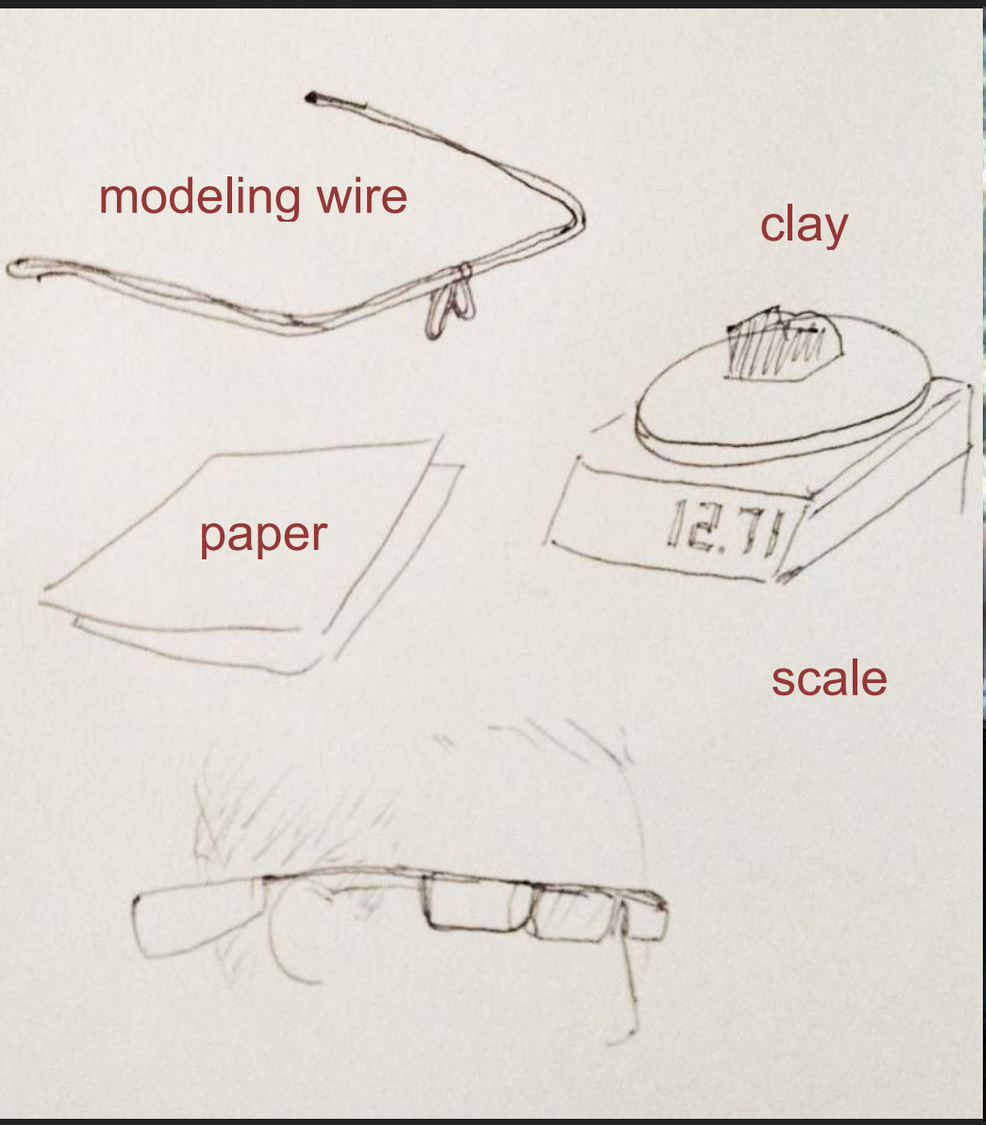

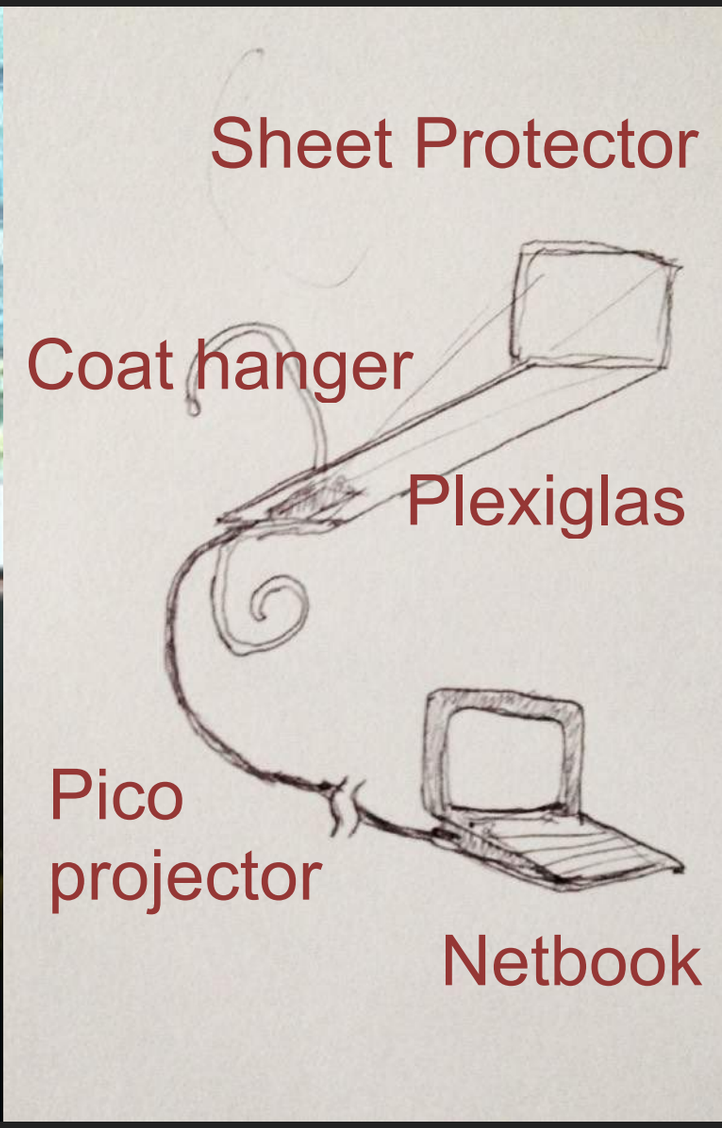

GOOGLE GLASS

A “COOL” IDEA
VS
EXPERIMENTAL OUTCOMES

CONJECTURES
VS
ACTUALS

LOOK FOR
THE
MAGIC MOMENT

15 SECONDS OF MAGIC

15 SECONDS OF MAGIC

HOW DO YOU FIND A MAGIC MOMENT?

CREATING SOMETHING NEW

CREATING SOMETHING NEW

CREATING SOMETHING NEW

MAXIMIZE THE RATE OF LEARNING

BY REDUCING THE TIME TO TRY NEW IDEAS

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- 5% CHANCE X 12 TRIES = 45% CHANCE
- 5% CHANCE X 50 TRIES = 92% CHANCE
- 5 USER TESTS WILL YIELD 85% OF KEY INFORMATION

MAXIMIZE THE RATE OF LEARNING
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- 5% CHANCE X 12 TRIES = 45% CHANCE
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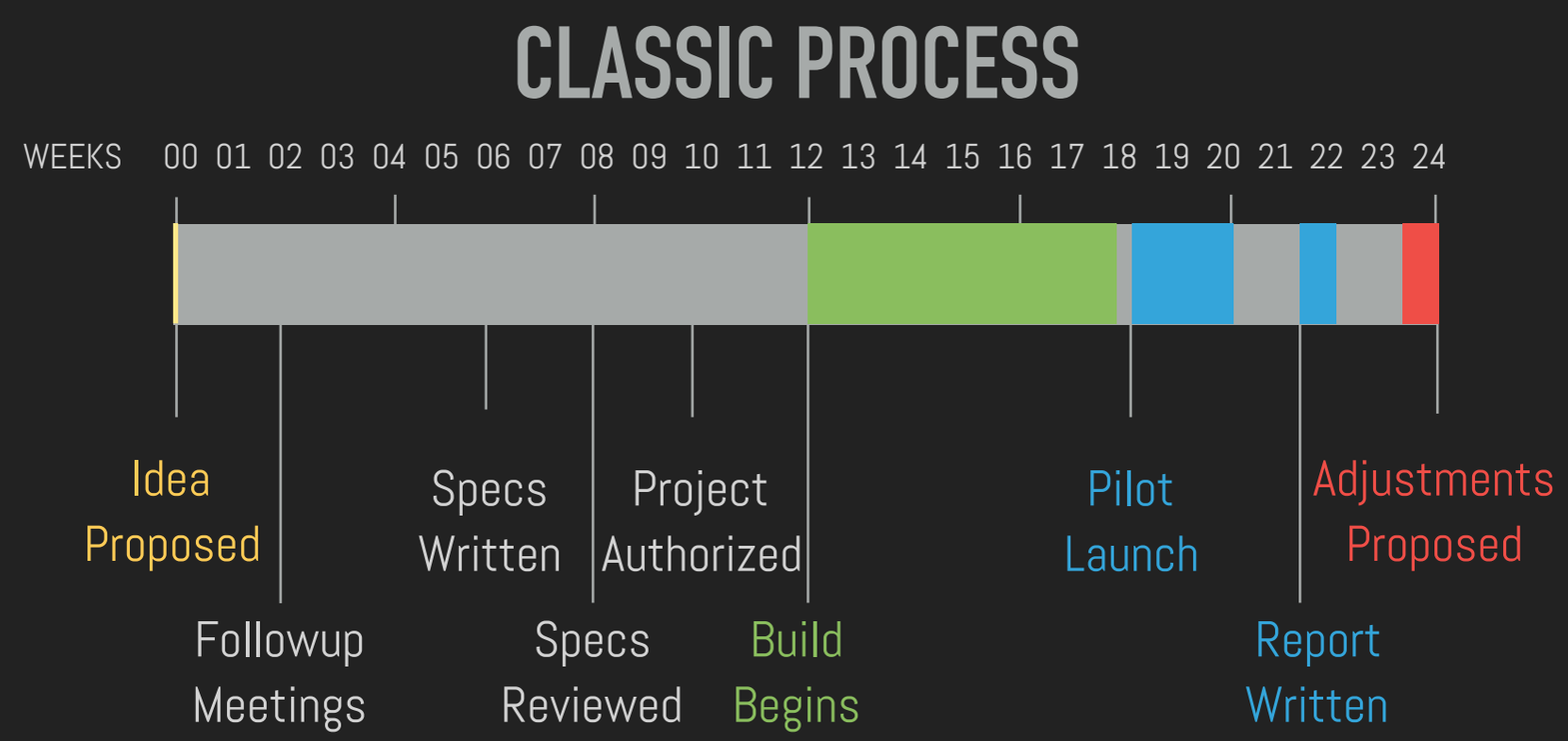
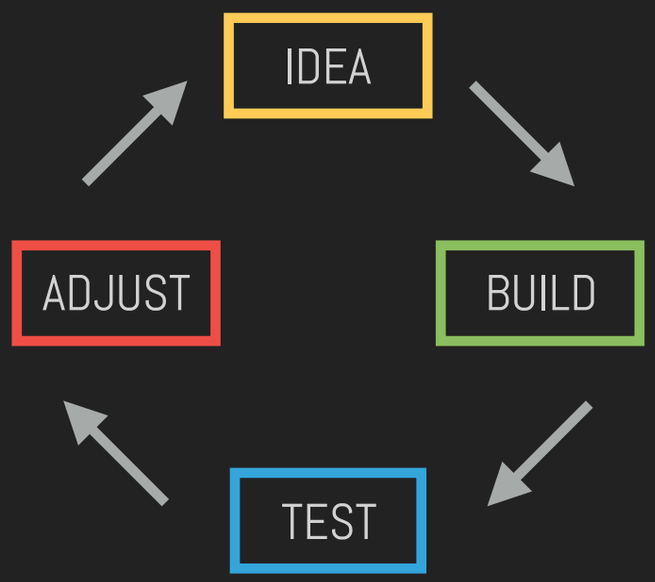
- 5 USER TESTS WILL YIELD 85% OF KEY INFORMATION

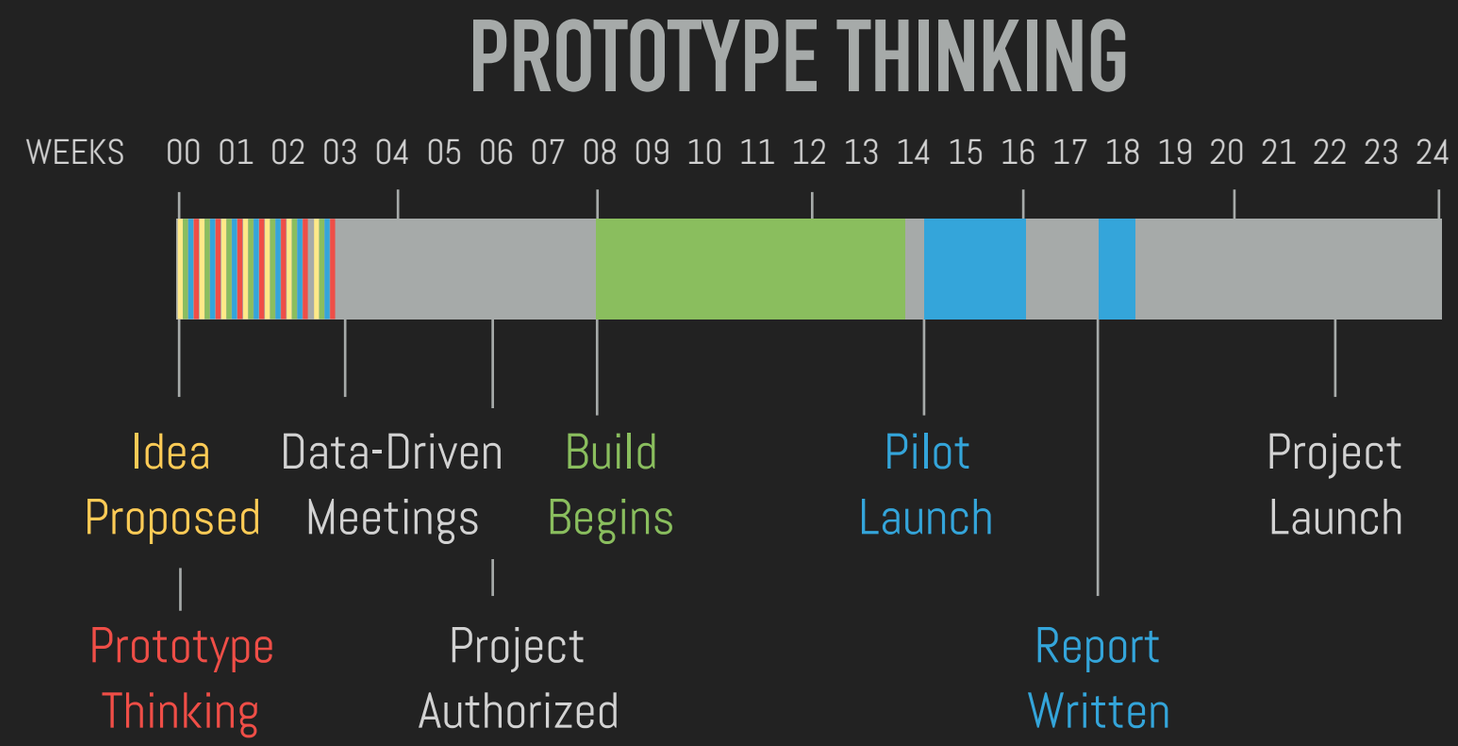
A 50% OPTIMIZATION ON 90% OF VARIABLES
IS BETTER THAN
A 100% OPTIMIZATION ON 20% OF VARIABLES

DO YOU MEASURE HOW FAST YOU LEARN?

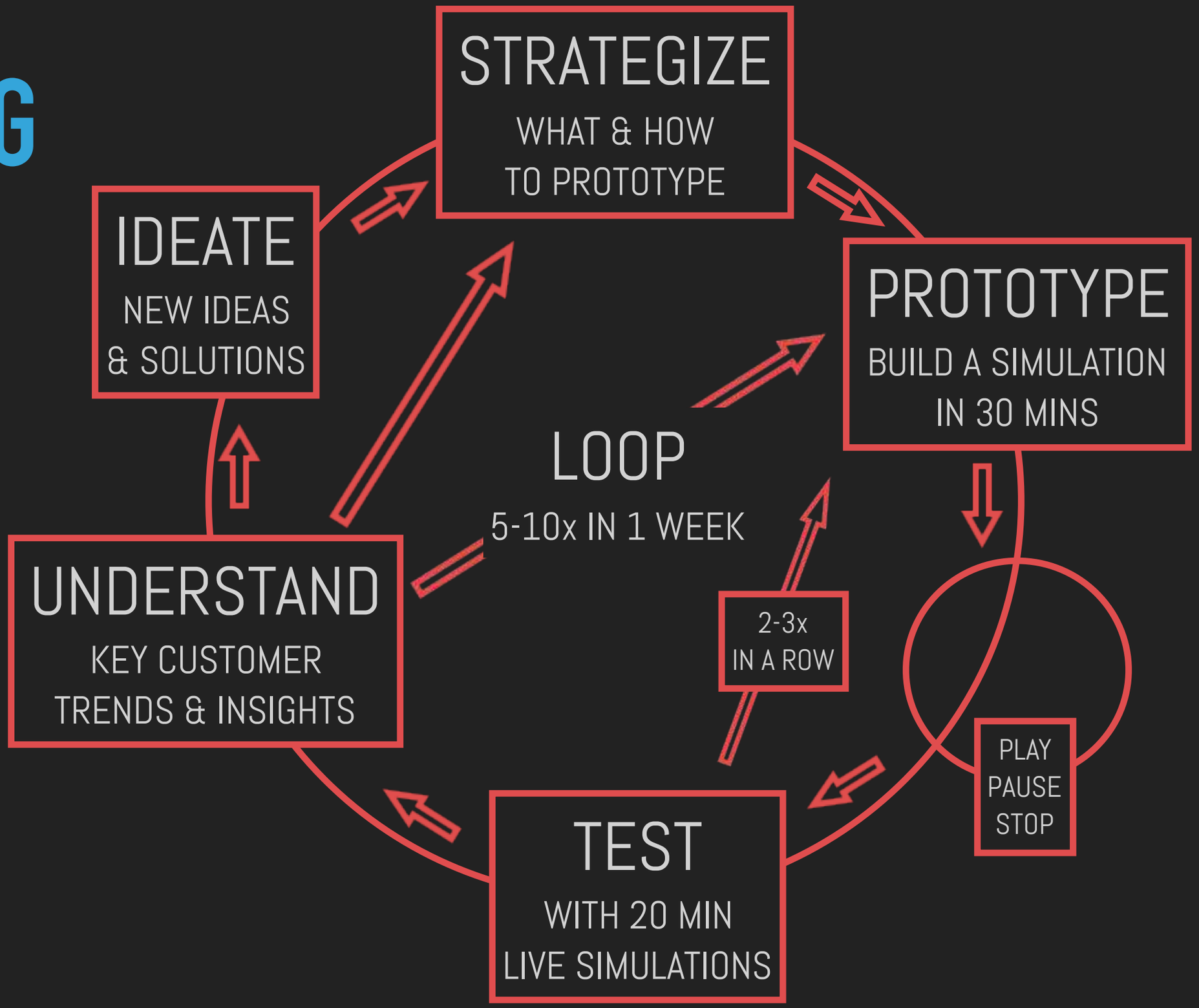




THE LEARNING LOOP



THE LEARNING LOOPS



PROTOTYPE THINKING

PROTOTYPE THINKING PRINCIPLES

DON'T TALK ABOUT IT.
TRY IT.

DON'T WORRY ABOUT RIGHT VS WRONG.
MAXIMIZE HOW MUCH YOU LEARN.

DON'T JUST TRY TO MAKE THE NUMBERS GO UP.
MAKE PEOPLE'S LIVES BETTER.

5 TECHNIQUES OF PROTOTYPE THINKING

SEPARATE CONJECTURES VS ACTUALS

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STAY CLOSE TO THE MEDIUM

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BE CONCRETE & SPECIFIC, BUT DON'T BE AFRAID TO GUESS

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NAIL IT BEFORE YOU SCALE IT

WORKSHOP

PART 1: PLANNING

PICK A SPECIFIC PROBLEM TO WORK ON

NEW PRODUCT OR SERVICE IDEA
"DOES MY PRODUCT CREATE A MAGIC MOMENT?"

EXISTING PRODUCT
"SHOULD I INCLUDE THIS FEATURE?"

CUSTOMER EDUCATION / MARKETING MATERIALS
"HOW DO I COMMUNICATE WHAT MY PRODUCT DOES / HOW TO USE IT?"

WHO IS THE USER?

WHAT TYPE OF PERSON ARE THEY?

YOUNG PROFESSIONAL? PARENT? REPAIR TECH?

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WHAT TYPE OF PERSON ARE THEY?
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WHAT CONCRETE ACTION WERE THEY DOING WHEN THEY FIRST ENCOUNTERED YOUR PRODUCT OR SERVICE?
WALKING DOWN THE STREET? BROWSING IN A STORE? FACEBOOK?

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WHAT CONCRETE ACTION WERE THEY DOING WHEN THEY FIRST ENCOUNTERED YOUR PRODUCT OR SERVICE?
WALKING DOWN THE STREET? BROWSING IN A STORE? FACEBOOK?

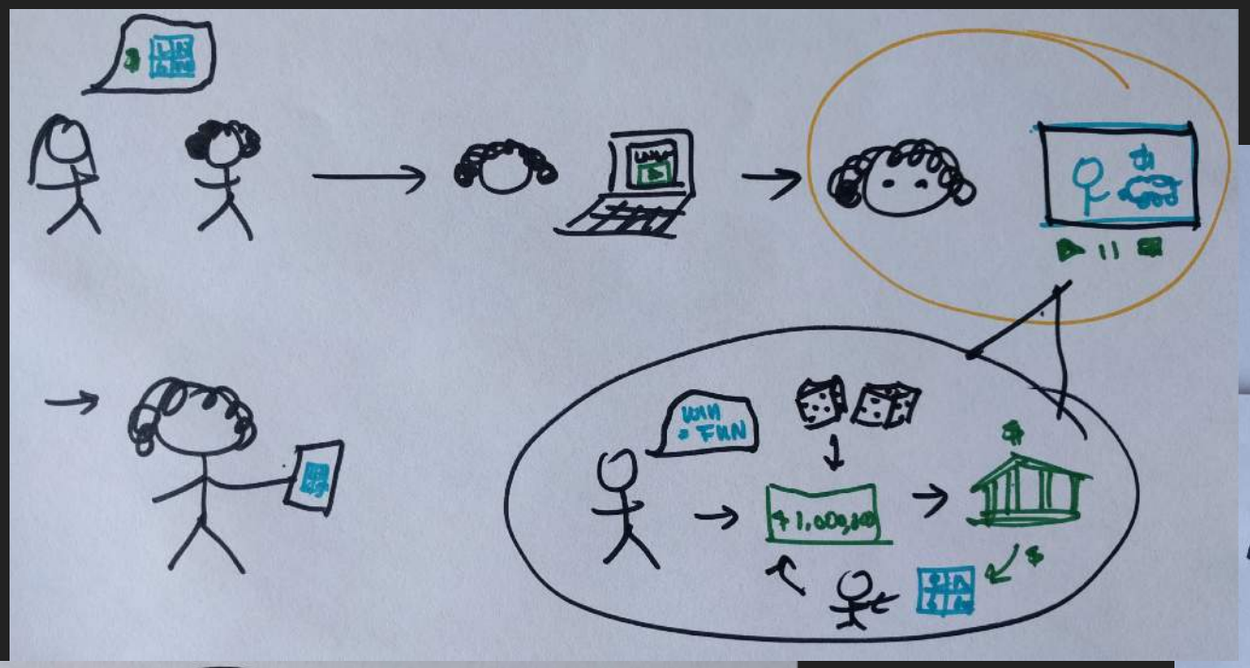
WHERE AND WHEN DO THEY USE YOUR PRODUCT?
AT WORK? AT HOME? ON THEIR COMMUTE? IN BED?

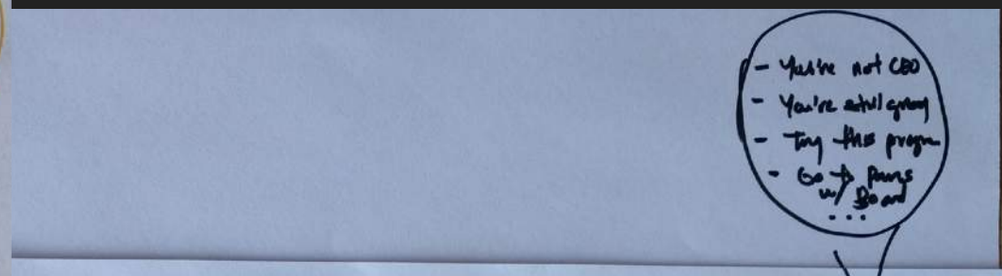
STRATEGIZE

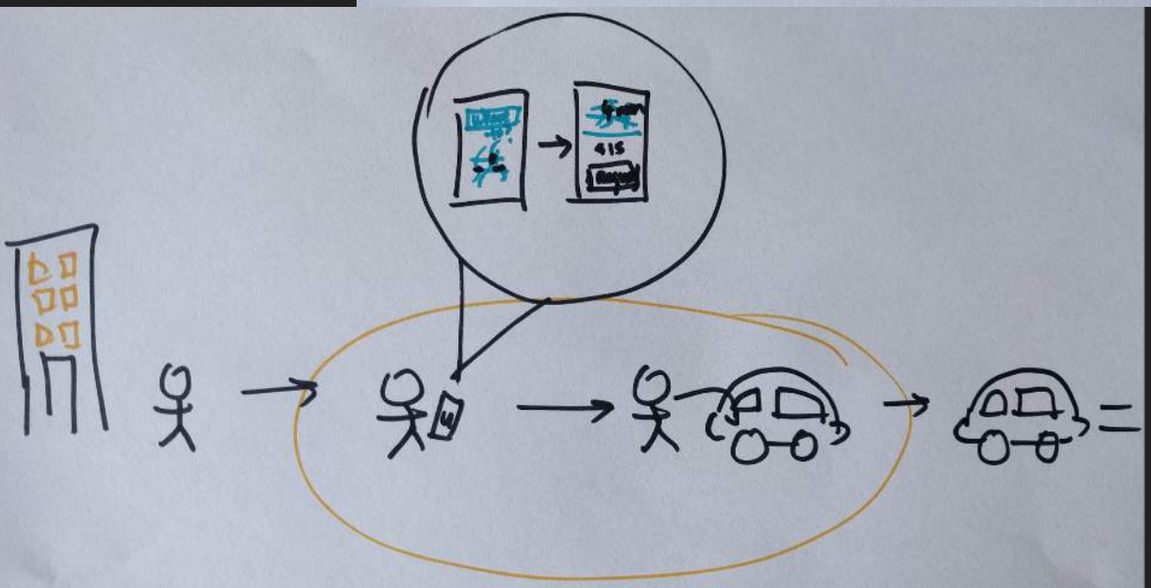
YOUR PROTOTYPE

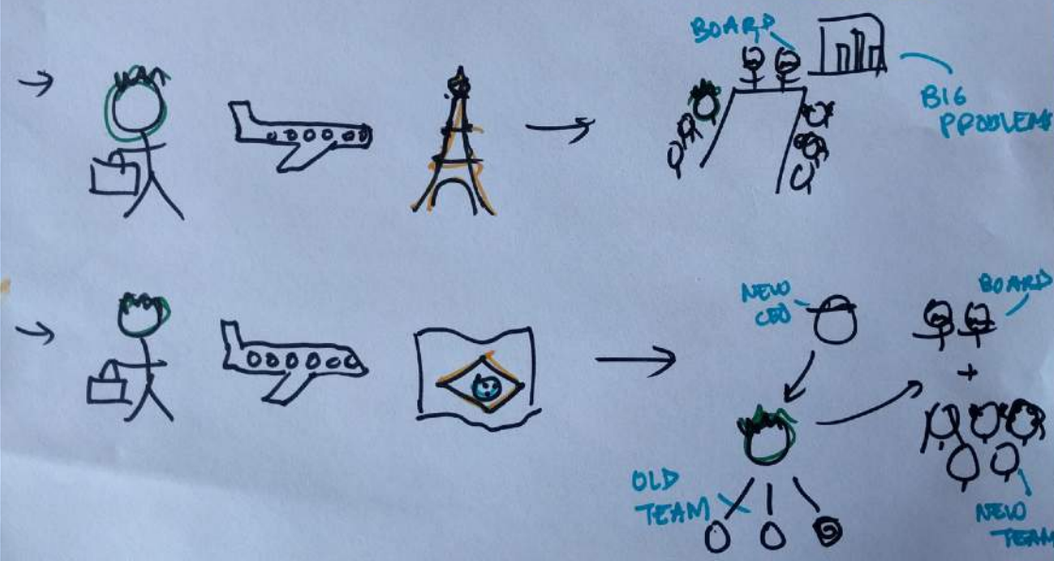
STORYBOARD

LAY OUT A CHAIN OF EVENTS IN TIME AND SPACE



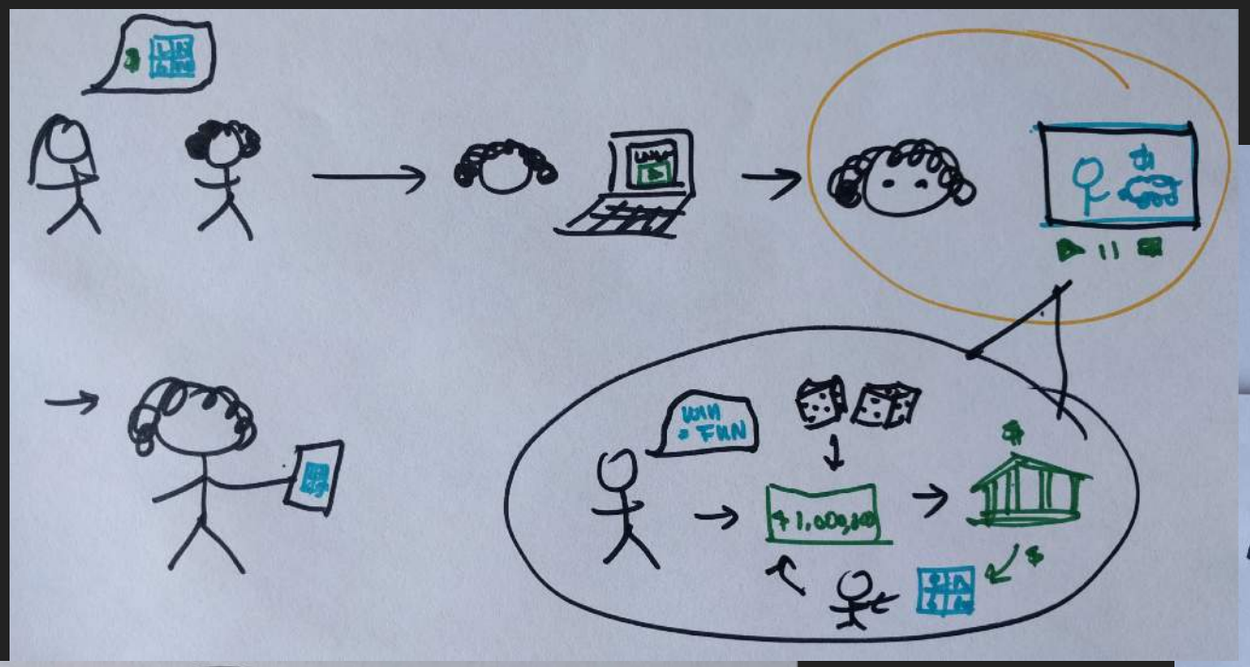


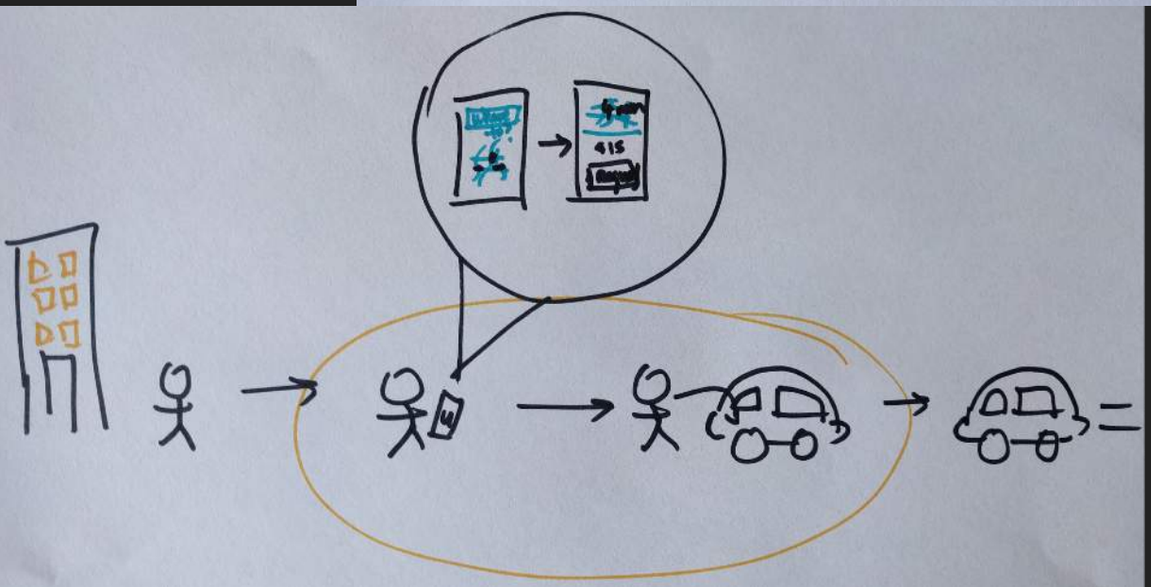


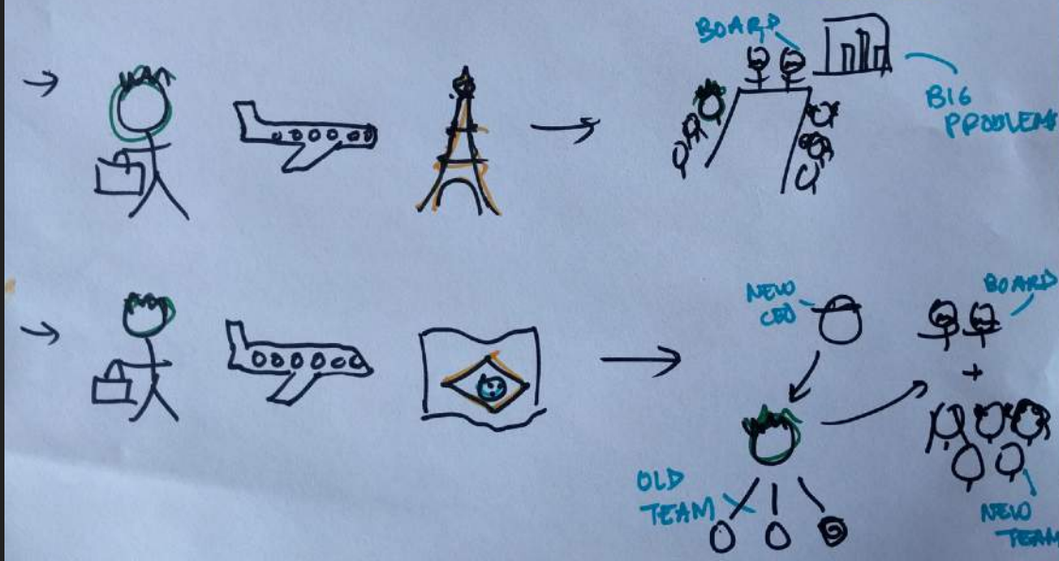


STORYBOARD

CIRCLE THE MOST ESSENTIAL SCENES & ZOOM IN







IDENTIFY YOUR UNKNOWNS

WHAT ARE THE MOST IMPORTANT THINGS YOU'RE NOT SURE ABOUT?

BIG QUESTIONS | CONJECTURES | OPACITIES

RANK THEM BY LEVEL OF RISK.

WHICH UNKNOWNS ARE MOST IMPORTANT TO BE SURE ABOUT,
THAT YOU ARE ALSO LEAST SURE ABOUT?

SELECT 1–2 SCENES TO TEST.

WORKSHOP

PART 2: PROTOTYPING & TESTING

PLAYING VS PAUSED VS STOPPED

{ STORYBOARD (SCRIPT) }
CONTEXT (SETTING)
CONTENT (PROPS)
USER (ACTOR)

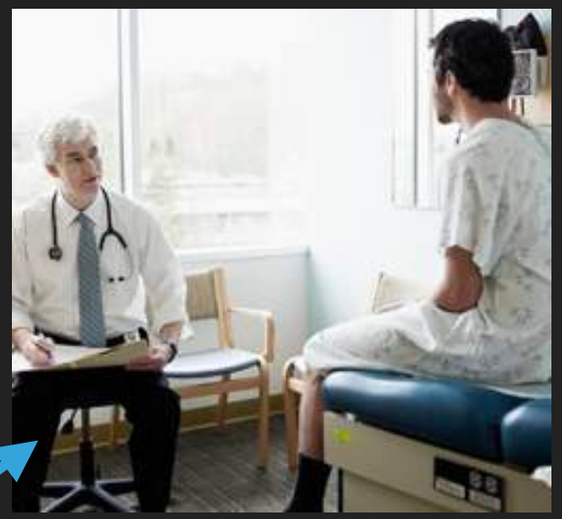
USE CONCRETE EXAMPLES

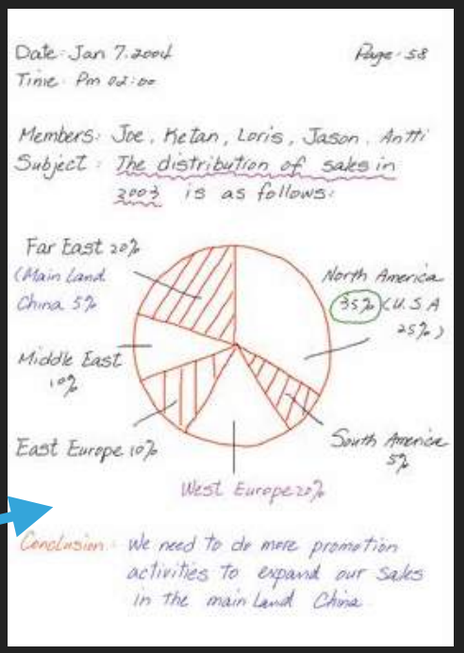
CONTEXT EXAMPLES

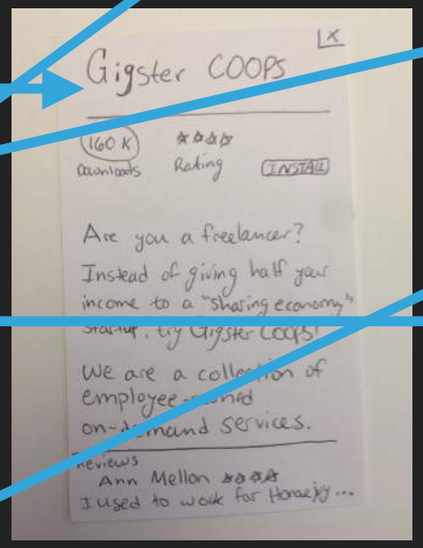
WHERE ARE THEY?
WHEN ARE THEY?
HOW DID THEY (PLAUSIBLY) GET THERE?

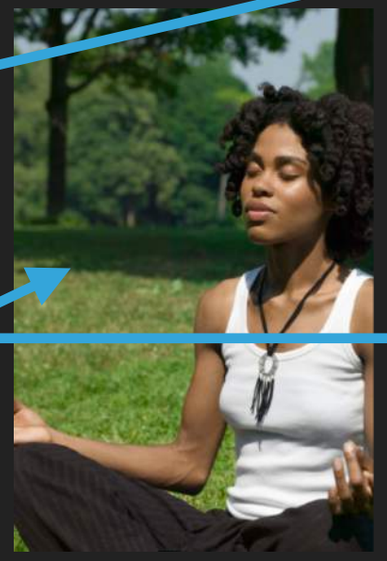
FORMS OF CONTENT PROTOTYPES

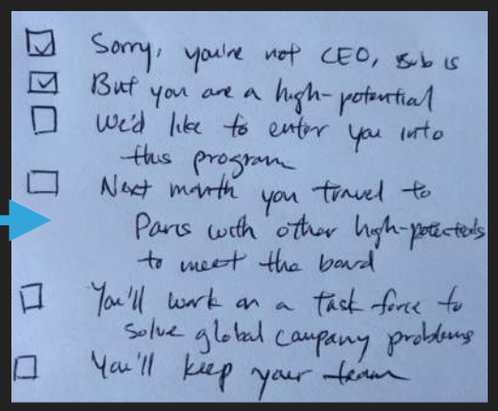
- PAPER APP SCREENS
- PAPER / TYPED INFO
- CONVERSATION SCRIPT
- INTERACTION
- ROLE-PLAYED EXERCISE
- VIDEO PERFORMANCE
- PACKAGING
- PHYSICAL PROPS

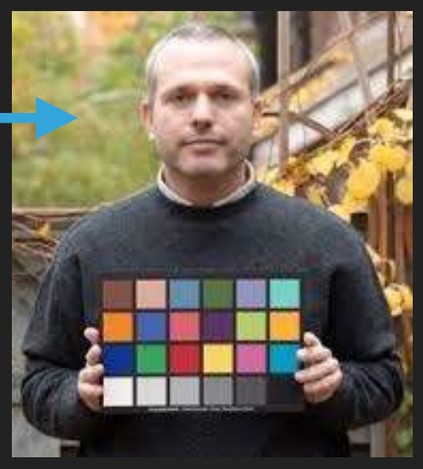












HOW TO TEST EFFECTIVELY

1) INSTRUCT & SITUATE USING THE SCRIPT

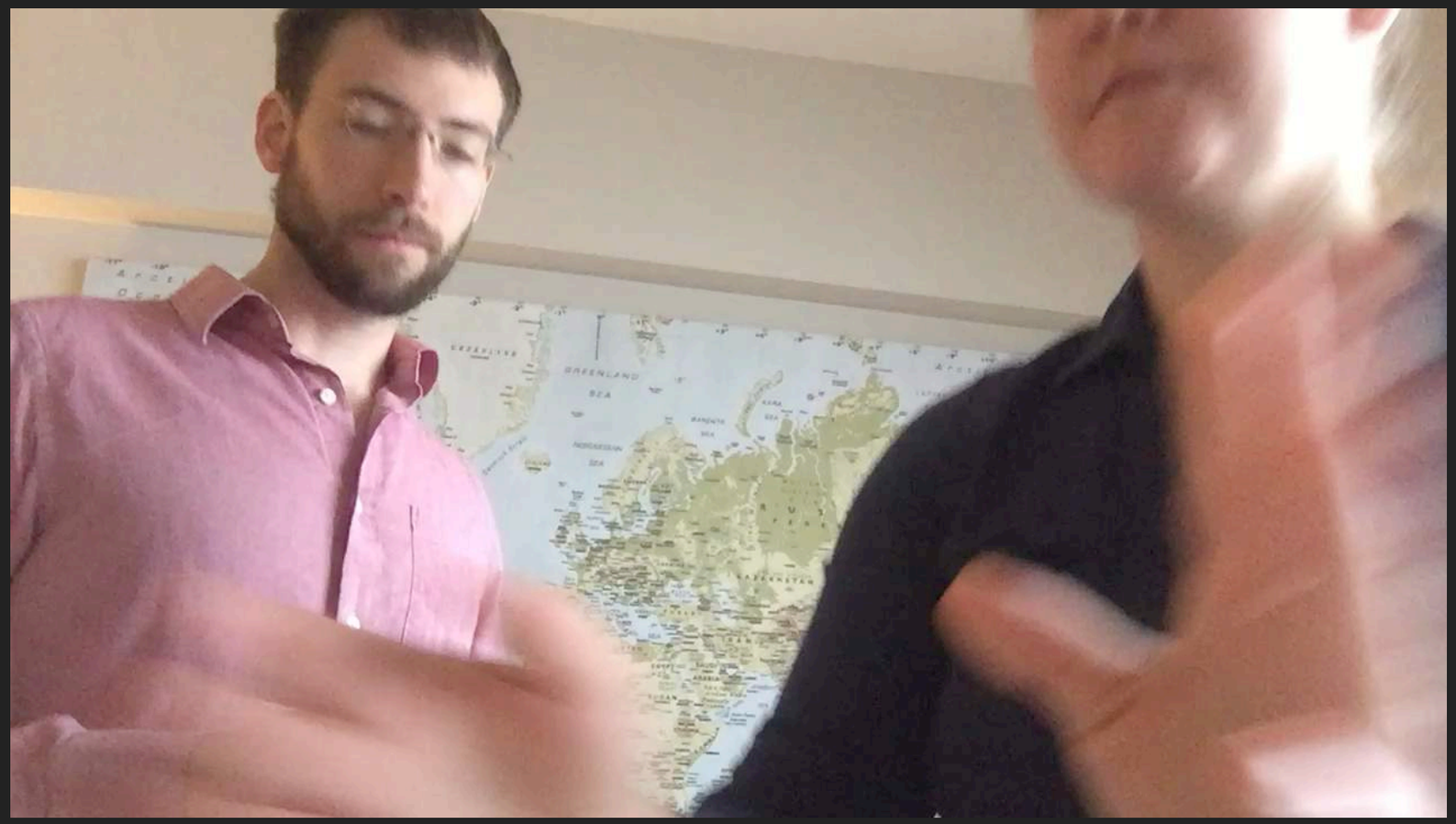
2) PLAY THE TEST.
IF APPROPRIATE, ASK "WHAT'S GOING THROUGH YOUR HEAD?"

3) PAUSE, CHANGE, PLAY

4) WRITE DOWN RAW DATA: REACTIONS, WORD USE, BELIEFS, ANYTHING THAT SURPRISES YOU OR THEM

5) STOP AND INTERVIEW
ASK, "I NOTICED . . . TELL ME MORE ABOUT THAT."

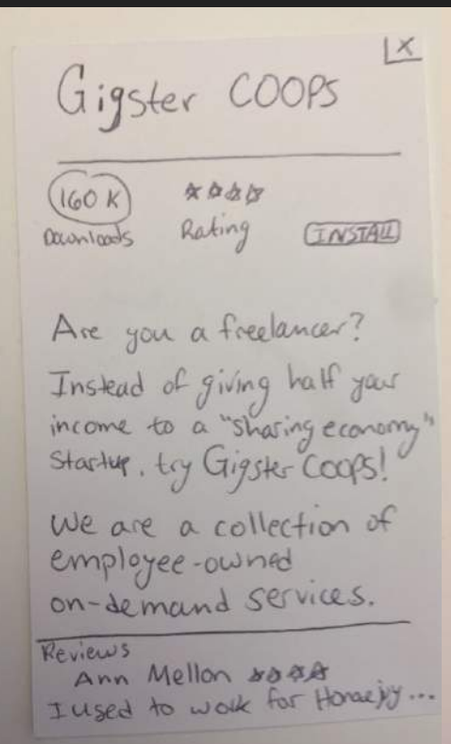
USER TESTING EXAMPLE

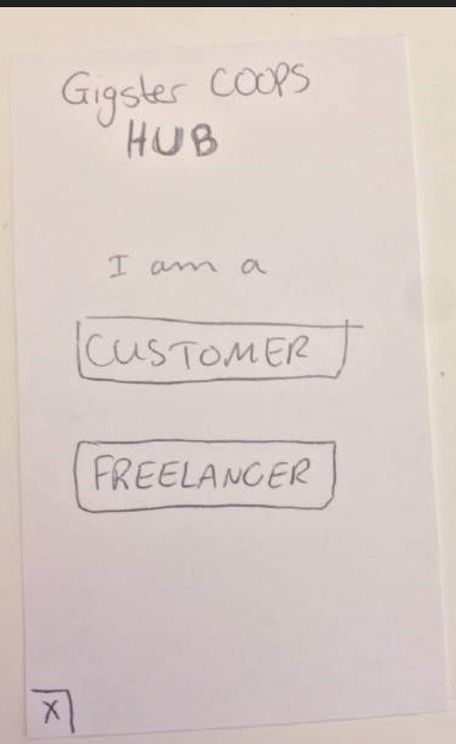


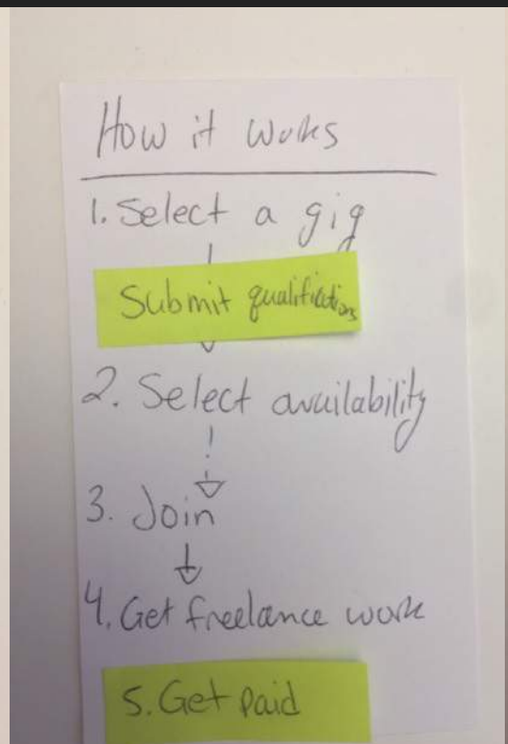
1. SET THE CONTEXT:

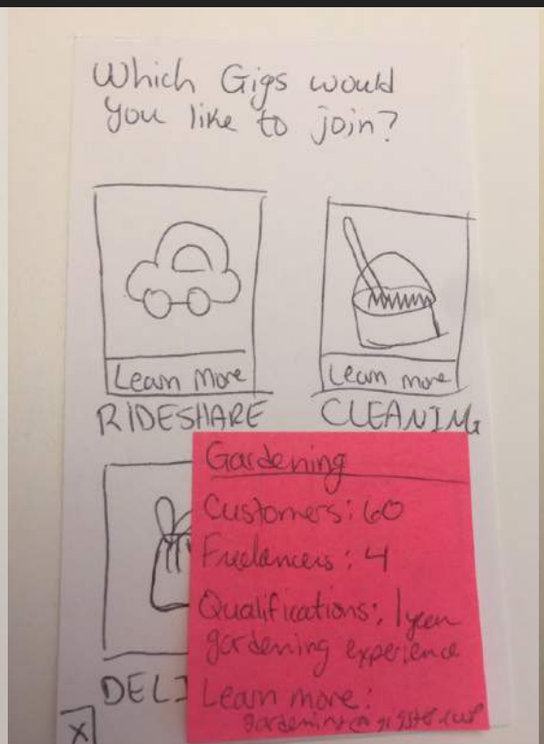
   WHO, WHEN, WHERE
2. AUTHENTIC REACTION
3. PLAY – PAUSE –STOP
4. KEEP MAKING CHANGES
5. WATCH FOR REACTIONS

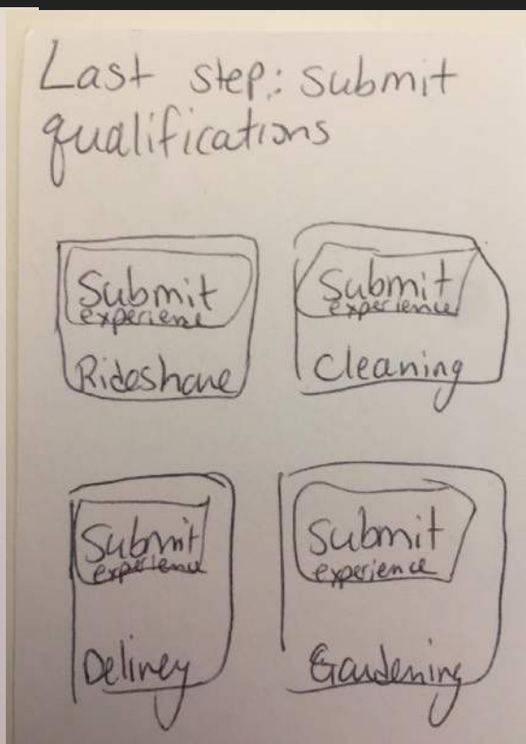
6. RECORD YOUR LEARNINGS











WHAT DID YOU LEARN AS A RESULT OF DIRECT USER INTERACTION?

STAY IN TOUCH

PROTOTYPETHINKING.IO

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