

# Hello

## Design thinking course 6th lecture



Happy to see you, before we start, please do the following:

TURN OFF microphone

TURN ON camera

This lecture is interactive, you can open **menti.com** (on your phone or laptop)

Your input will be required.



You can then say hi in the chat and answer the question of the day on in the chat:

What is the strangest thing you ever built ?

# One reflection I had on the project since last week

We made sketches of ideas

Potential complete design ideas

We made good scetches and atmosphere was cool :)

communication for prototype, brainstorming for prototype

It is interesting to show ideas with drawings

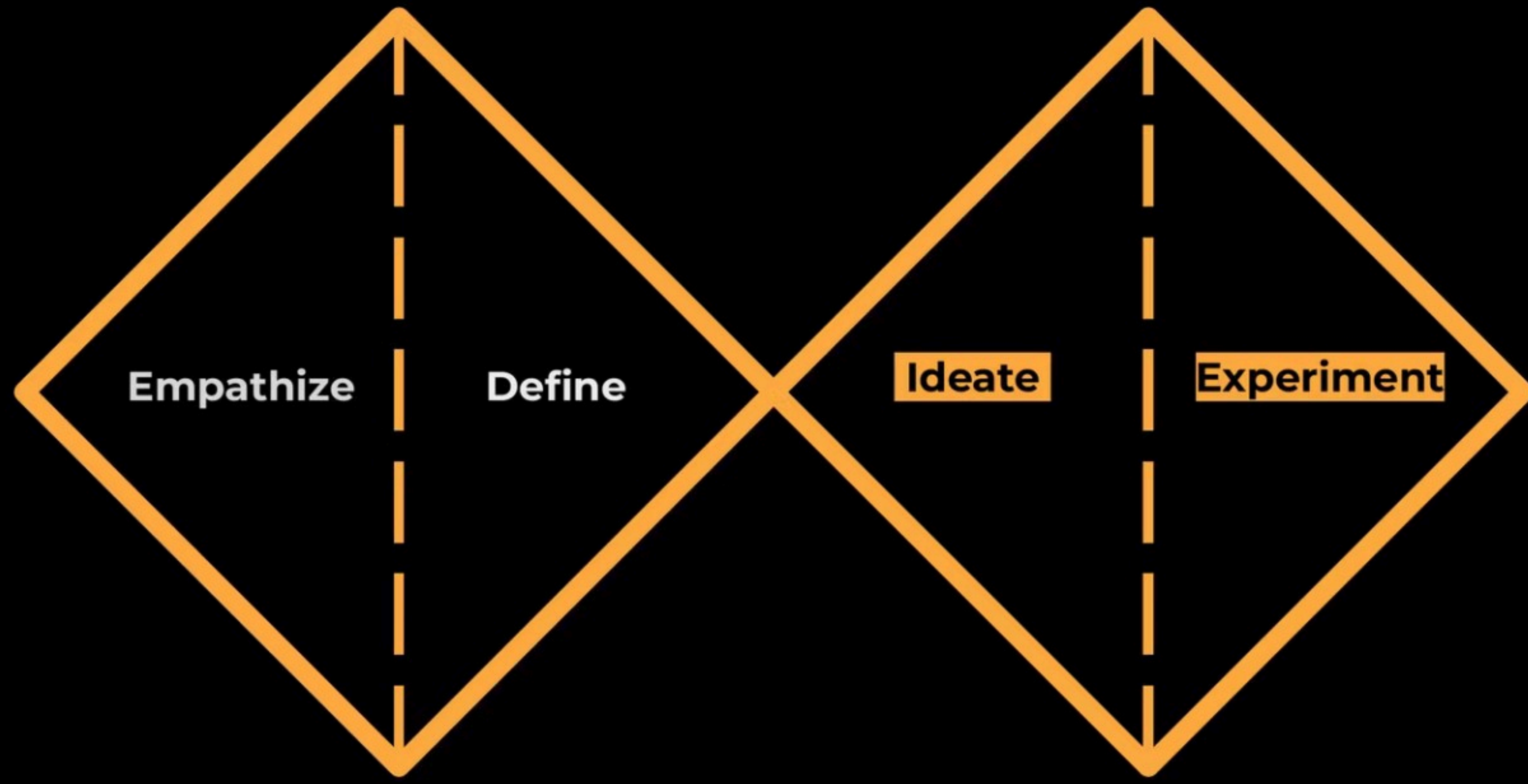
Sketching helps to visualize the idea

I liked to see other group sketches

To draw sketches helps understand what you exactly want



Challenge

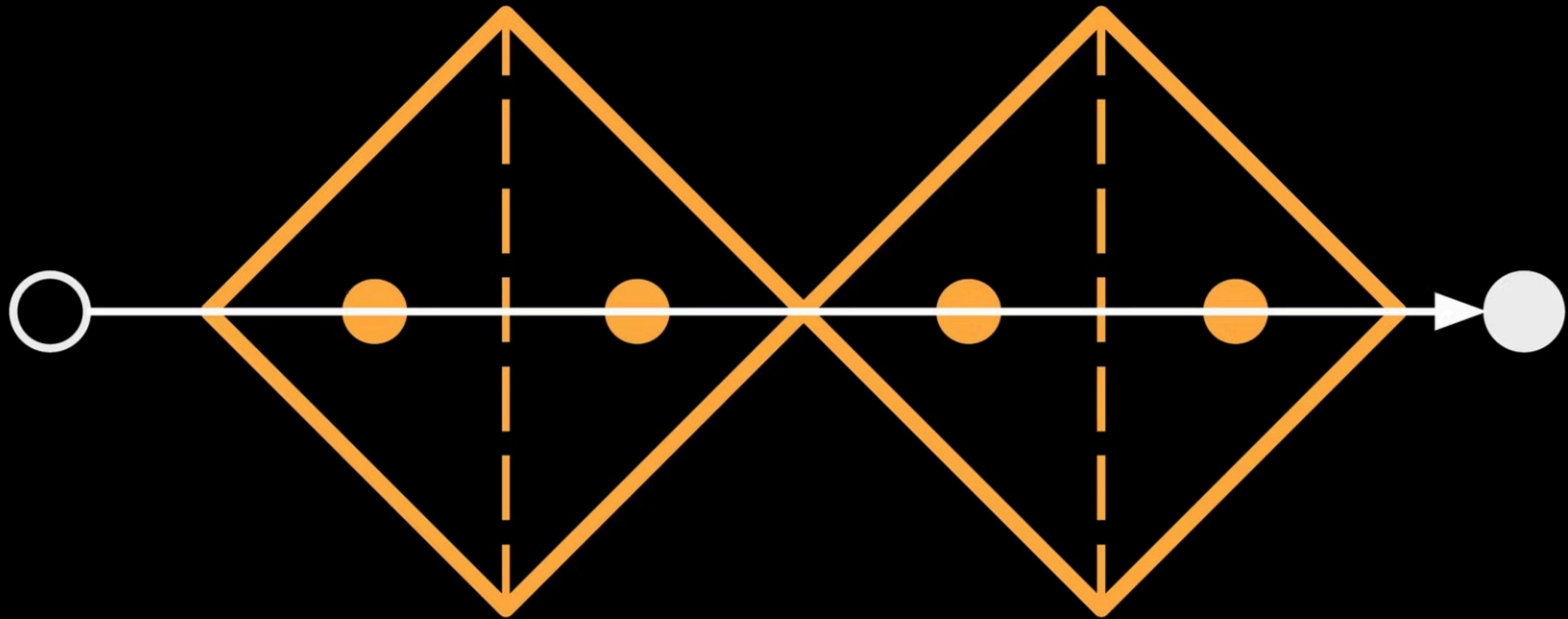


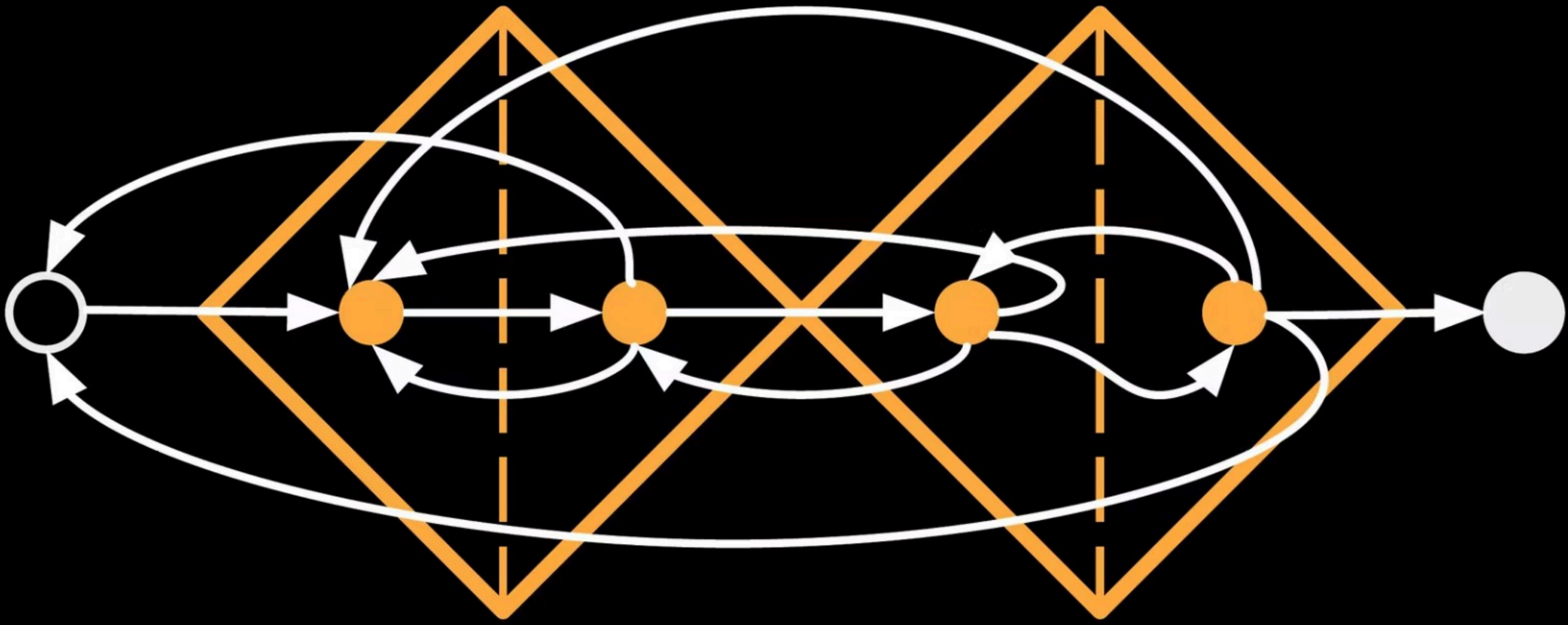
Solution



**Problem phase**

Solution phase





# What is a prototype?

First touchable and visual product of an idea

Early model

sample

By drawing

First examples of some idea that are advanced

First try of product wich you will develop

First try of making something

Prototype is a non functioning, easy to make model of a product

# PTOTOTYPE

A prototype is an initial model of an object built to test a design. The word comes from a Greek word for “primitive form.”

UXL Encyclopedia of Science, edited by Amy Hackney Blackwell and Elizabeth Manar, 3rd ed., UXL, 2015. Gale In Context: Science, [link.gale.com/apps/doc/ENKDZQ347975681/SCIC?u=dclib\\_main&sid=bookmark-SCIC&xid=7944326d](https://link.gale.com/apps/doc/ENKDZQ347975681/SCIC?u=dclib_main&sid=bookmark-SCIC&xid=7944326d). Accessed 29 Nov. 2021.

# Why to prototype?

To see if the product needs any adjustments

To look for the best solution

idea to visualize

early testing

To find mistakes in our idea and correct them, after seeing it in real life.  
Or to make it better

To make experiments.

To find investors, for example

There is no way to "not" prototype.  
Any first approach to a design is a prototype

To understand if people/investors like the product



# Why to prototype?

To see errors and improve the final result

## Explore

Quickly explore new ideas for products and services resulting in further ideas

## Evaluate

Systematically evaluate which solutions work and which do not

## Communicate

Bringing a common understanding of the solution between the parties involved

**Prototyping ideas helps to test ideas in reality rather than based on assumptions and opinions.**

**“If one image is worth 1000 words, then one prototype is worth 1000 meetings”**

David M. Kelley, IDEO Dibinātājs

# When to prototype

uncertainty in team

when having final shape

after the other stages

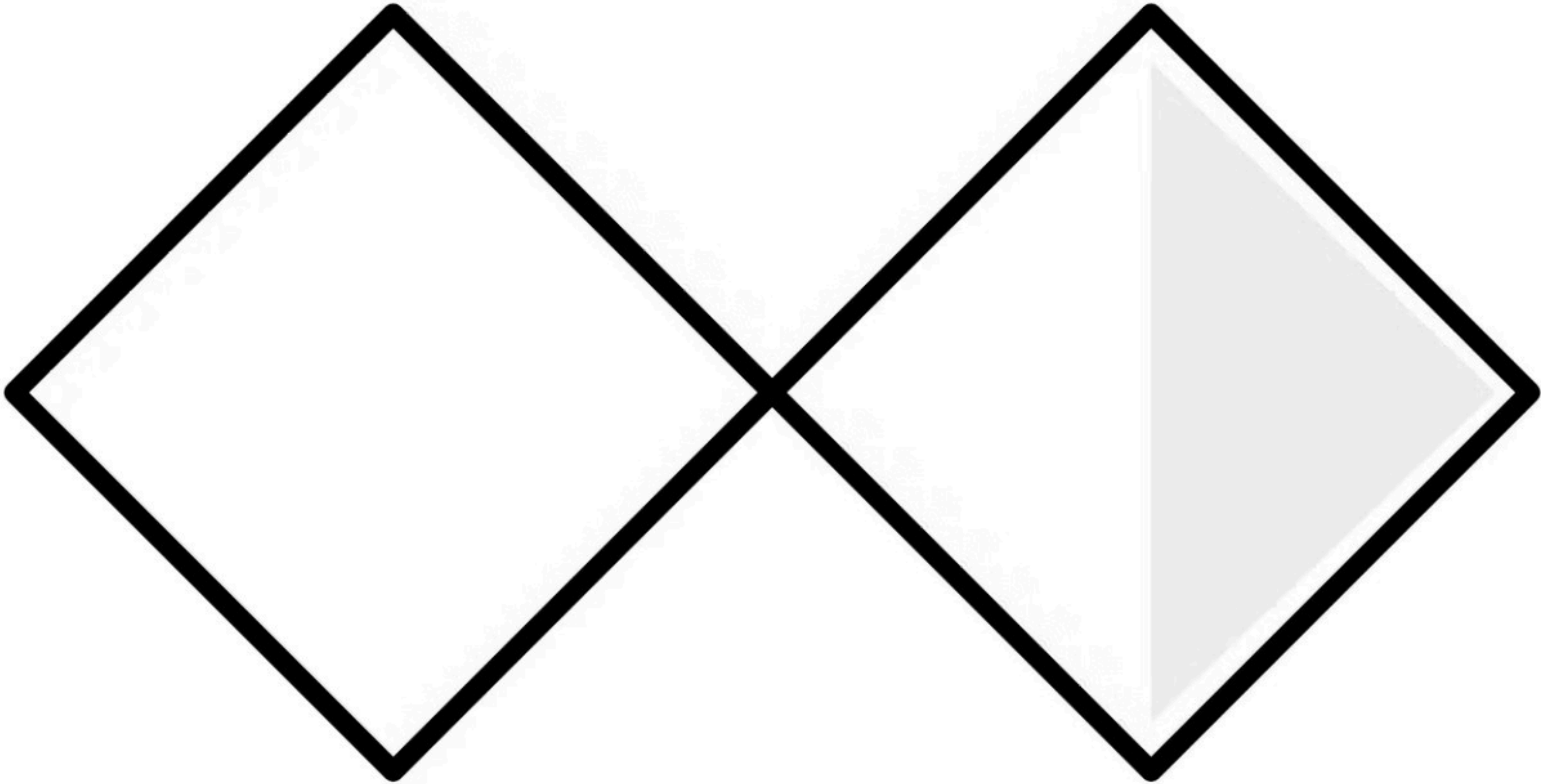
after sketches

asap

when you have goal

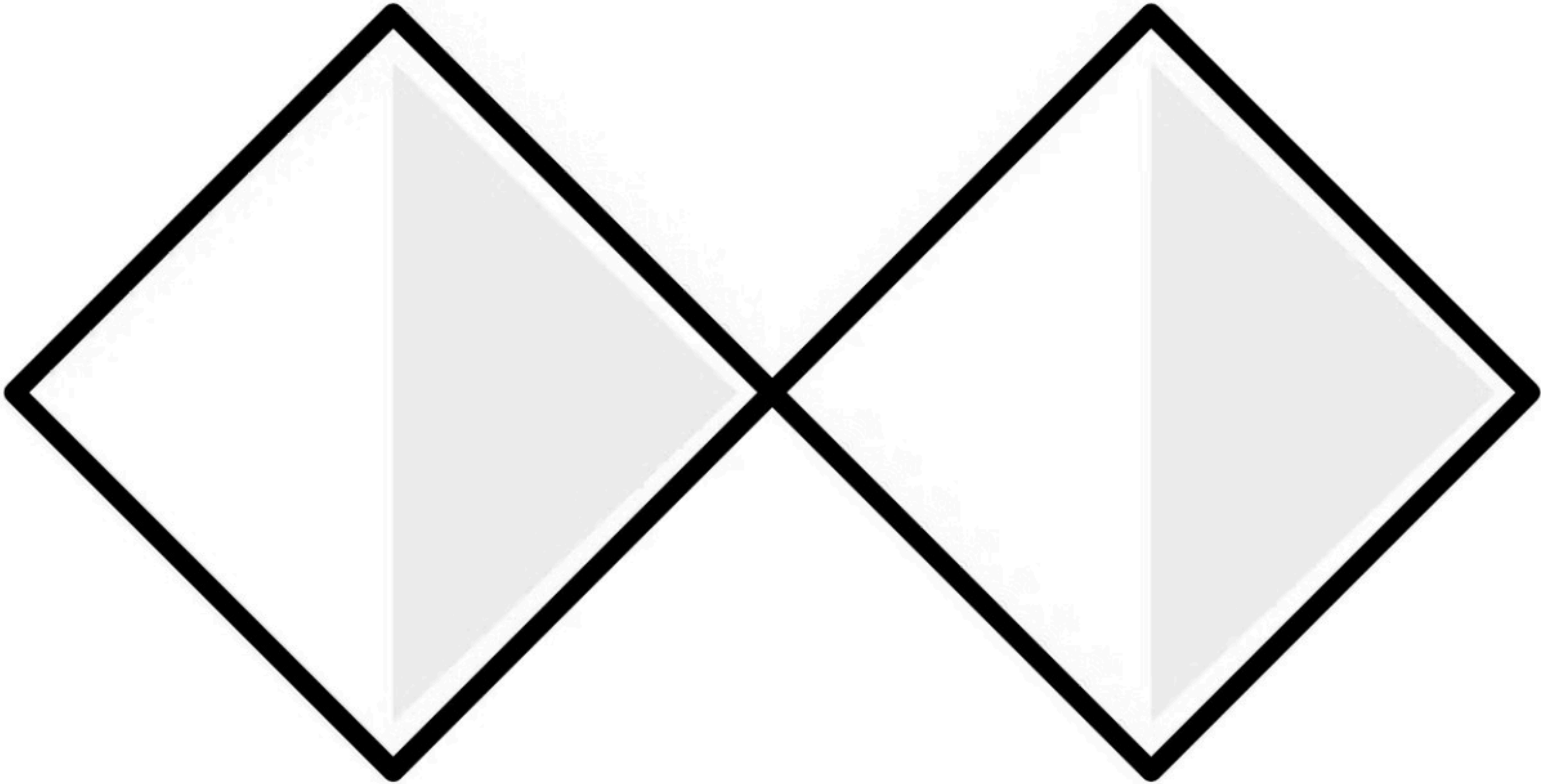
fully understand idea

when idea is visualized



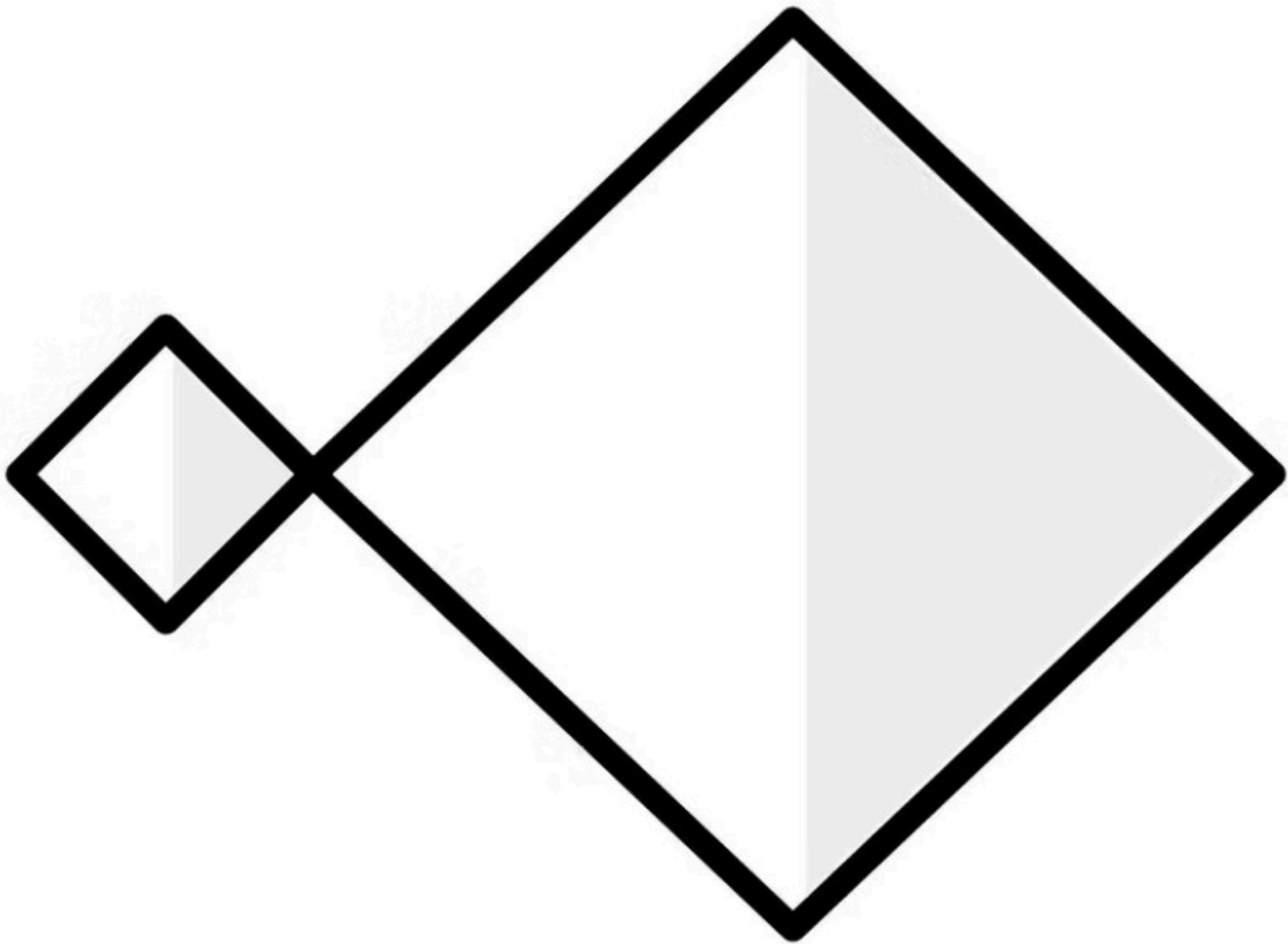
**Problem space**

**Solution space**



**Problem space**

**Solution space**





# Prototyping steps

1

Define the goal of the prototype

2

Prototype questions definition

3

Choice of type and method of prototype

4

Prototype realisation and testing

## 1

# Defining prototype goal

## Explore

Quickly explore new ideas for products and services resulting in further ideas or new borrowings

## Evaluate

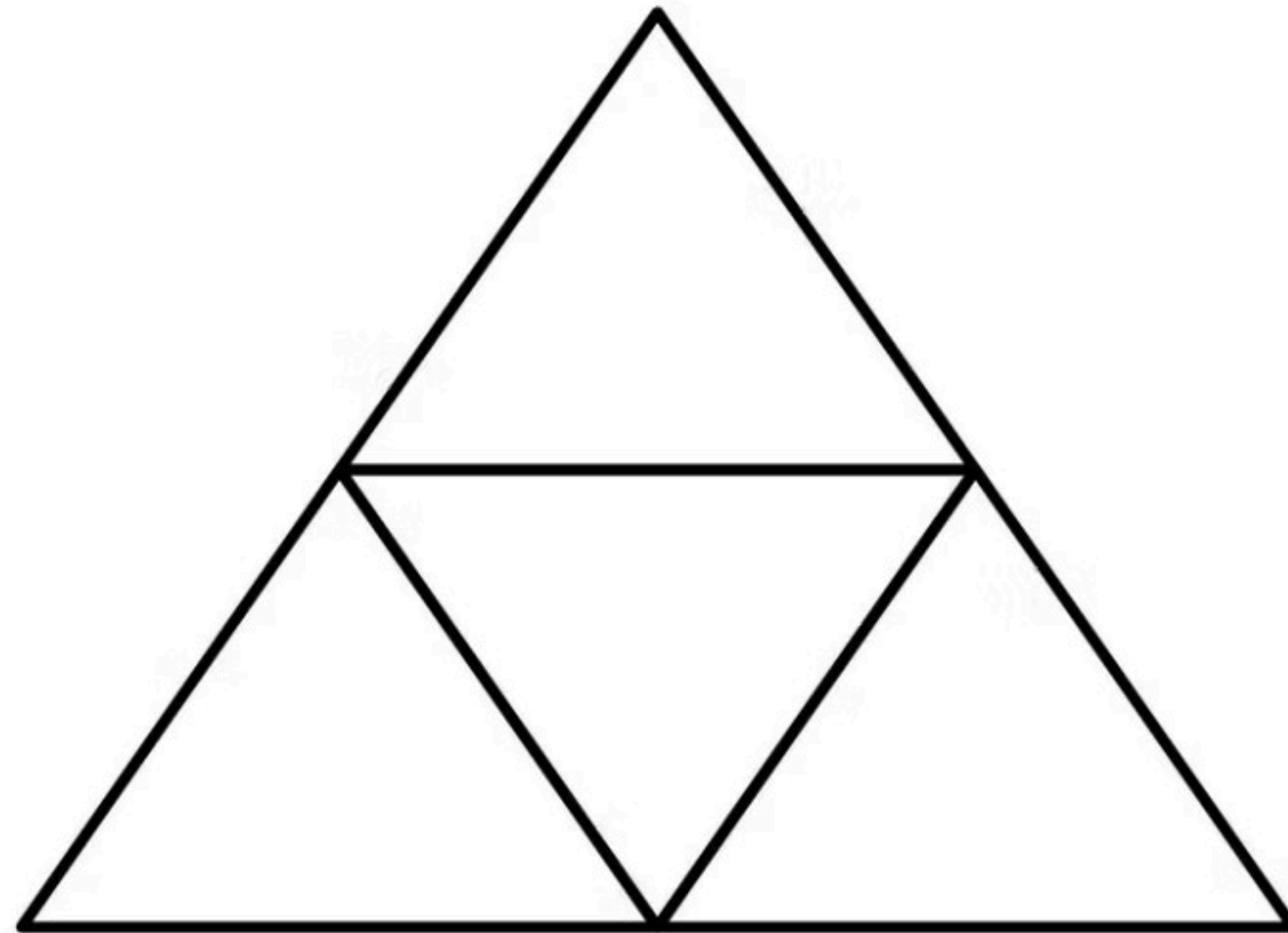
Systematically evaluate which solutions work and which do not

## Communicate

Bringing a common understanding of the solution between the parties involved

2

# Defining prototyping question

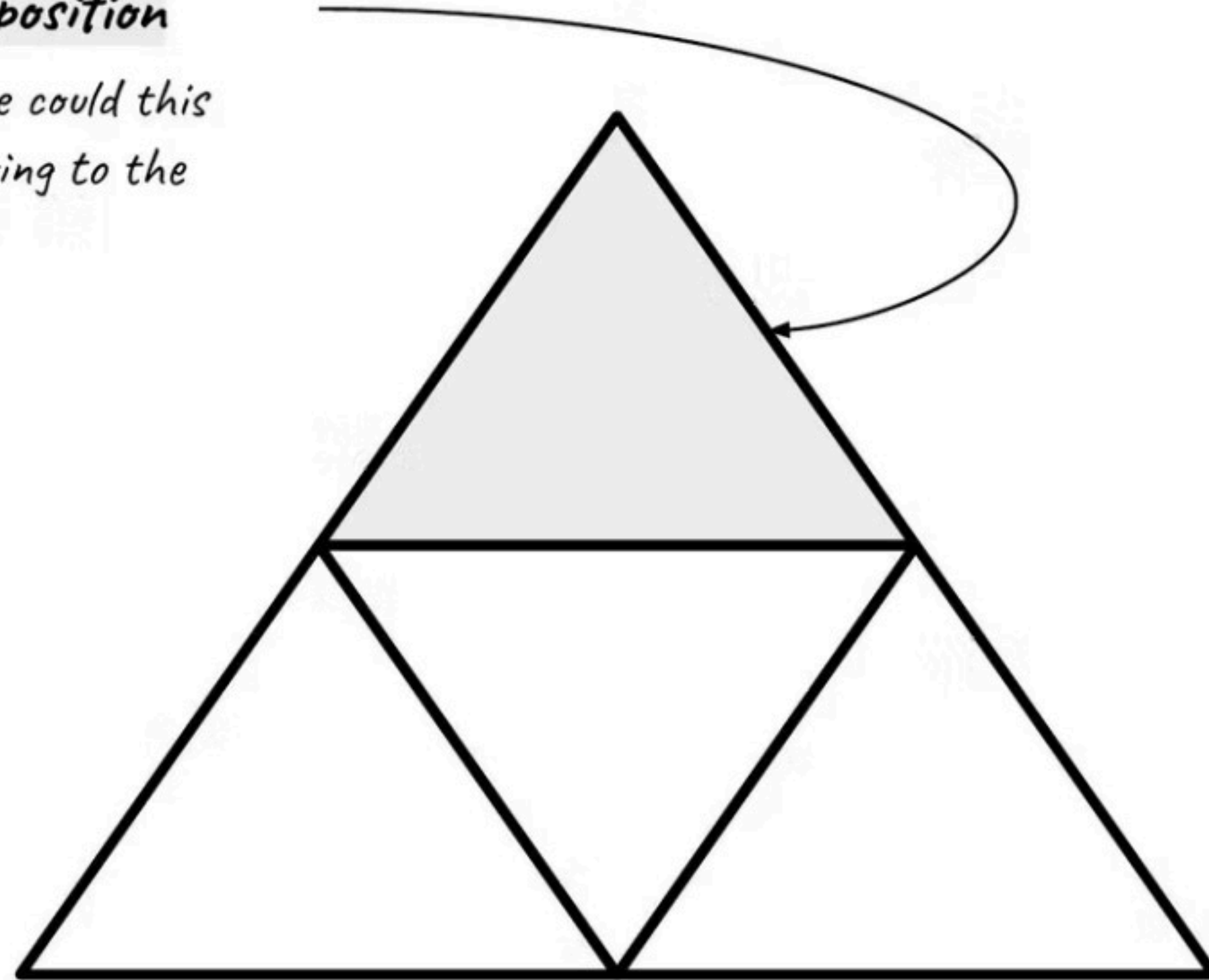


2

# Defining prototyping question

## Value proposition

*What value could this product bring to the customer?*



2

# Defining prototyping question

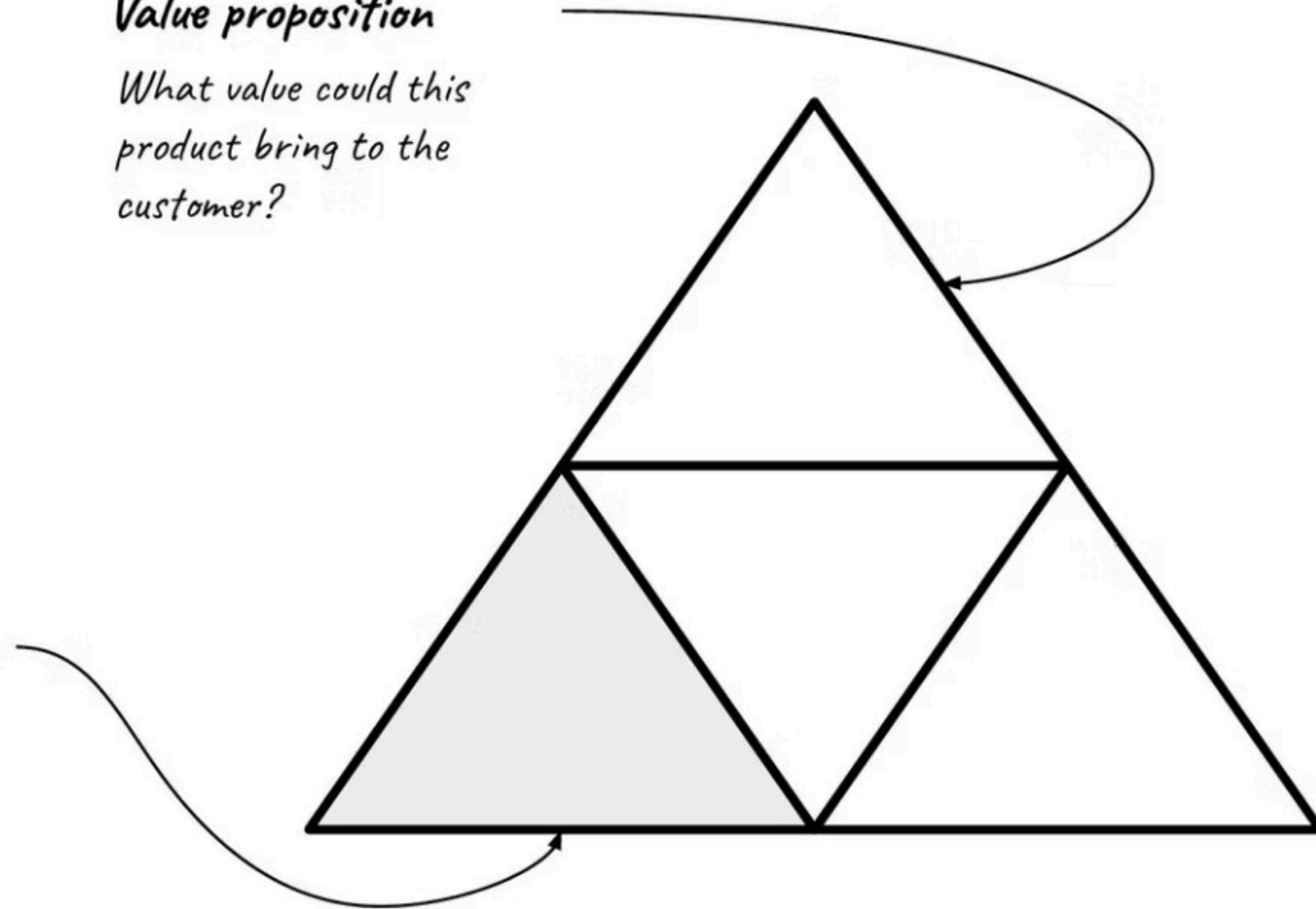
## Value proposition

What value could this product bring to the customer?

## Business value

What value would this product bring to our business?

How attractive is such a product to a business?



# 2

## Defining prototyping question

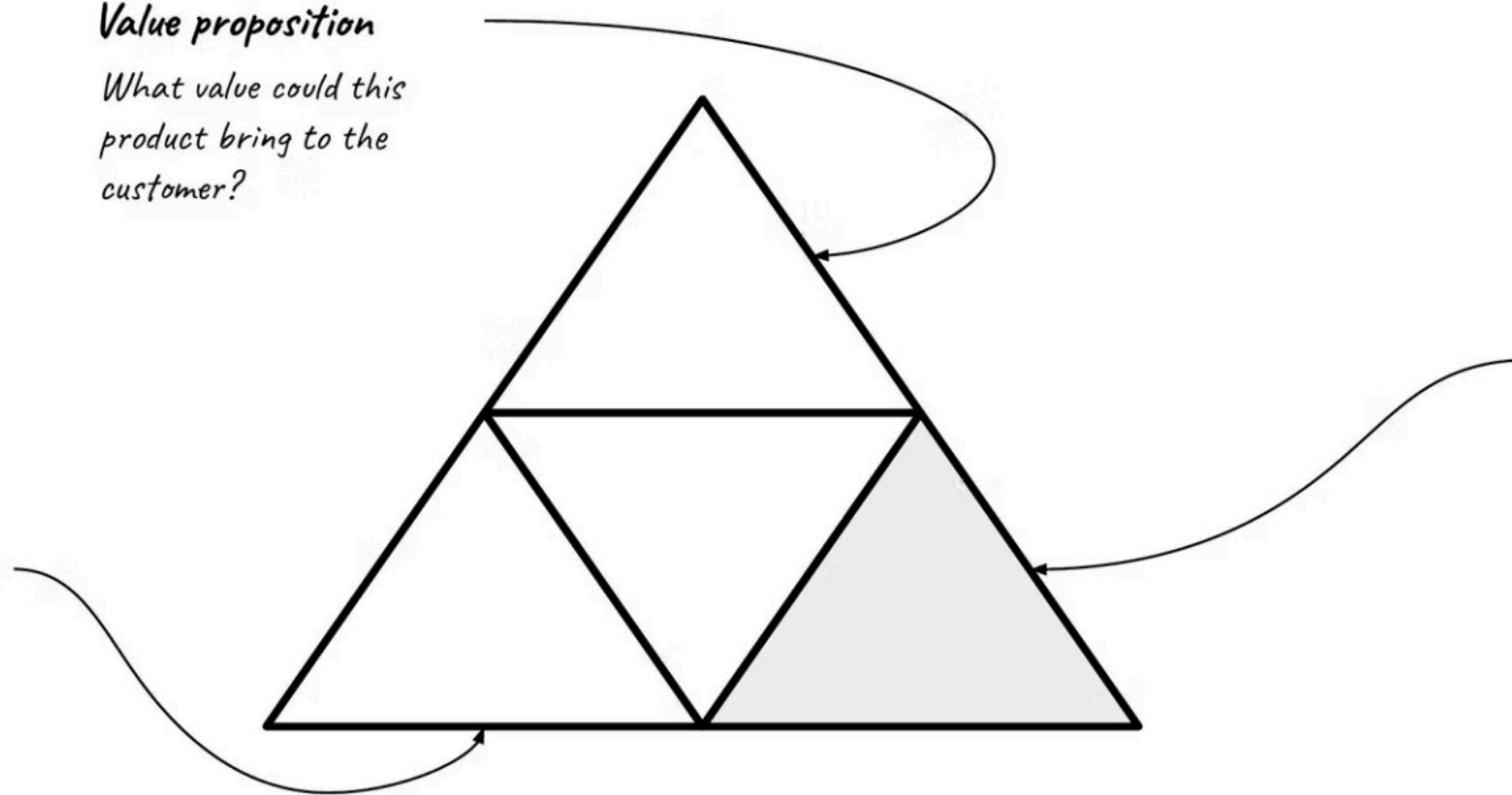
### Value proposition

What value could this product bring to the customer?

### Business value

What value would this product bring to our business?

How attractive is such a product to a business?



### Technical / experience possibilities

What is possible from a technical side?  
How usable is it?

# 2

## Defining prototyping question

### Value proposition

What value could this product bring to the customer?

### Technical / experience possibilities

What is possible from a technical side?  
How usable is it?

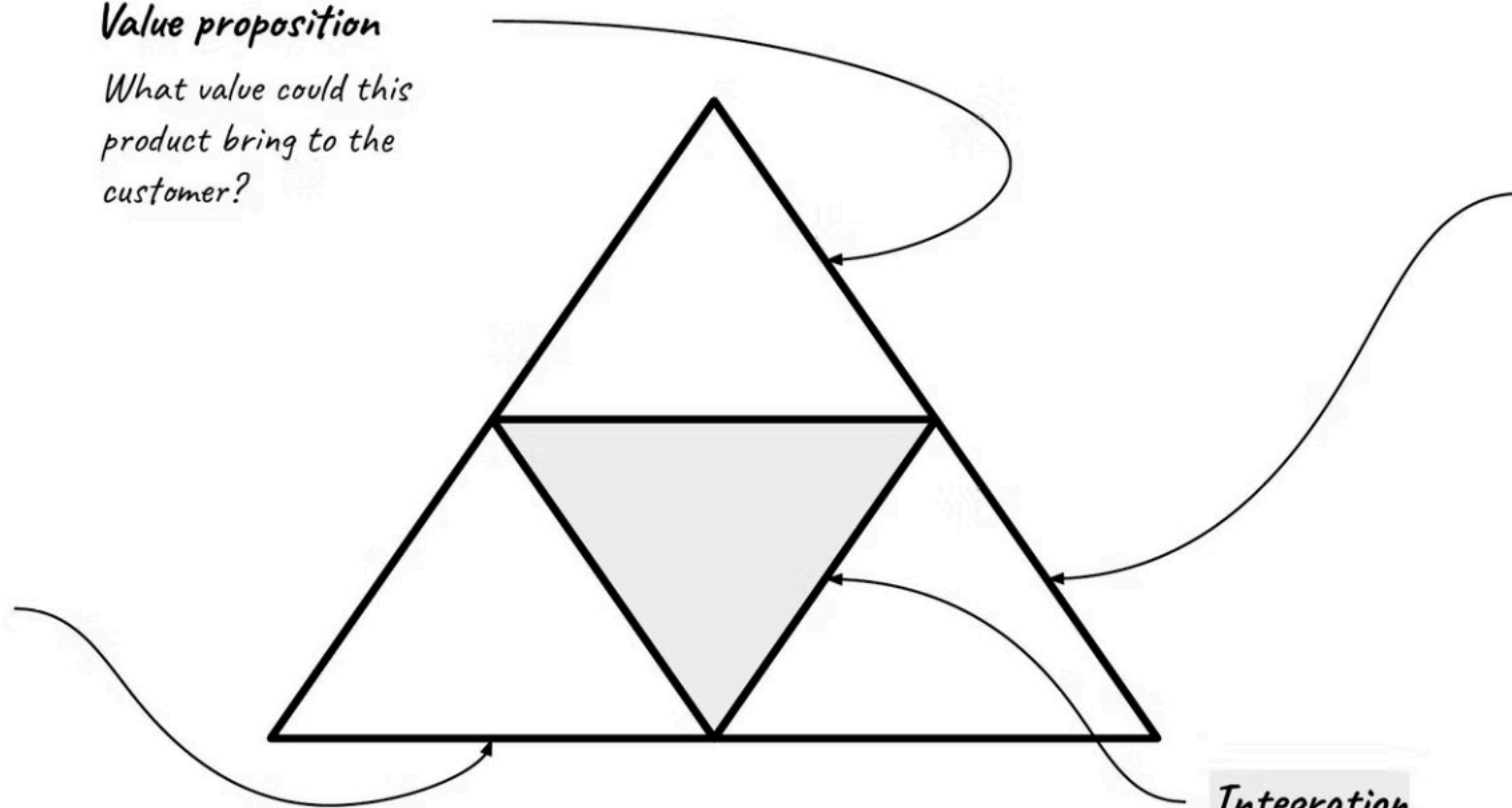
### Business value

What value would this product bring to our business?

How attractive is such a product to a business?

### Integration

How does it all come together and function as a whole?



## 2

# Defining prototyping question



Service prototype



Physical object prototype



Experience prototype



Digital prototype



Business value prototype





## Service prototype



# Service prototype



**Interaktīvs mini-teātris**  
**Desktop Walkthrough**



# Pakalpojumu prototipi



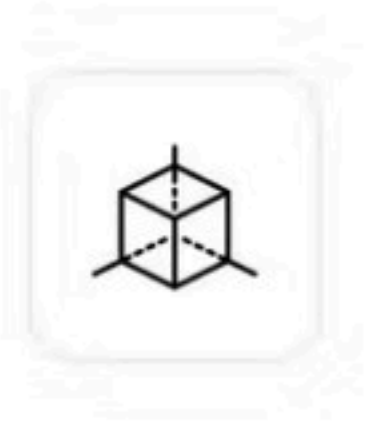
**Lomu spēle**  
**Roleplay**



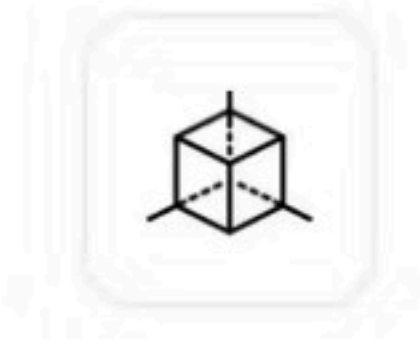
# Pakalpojumu prototipi



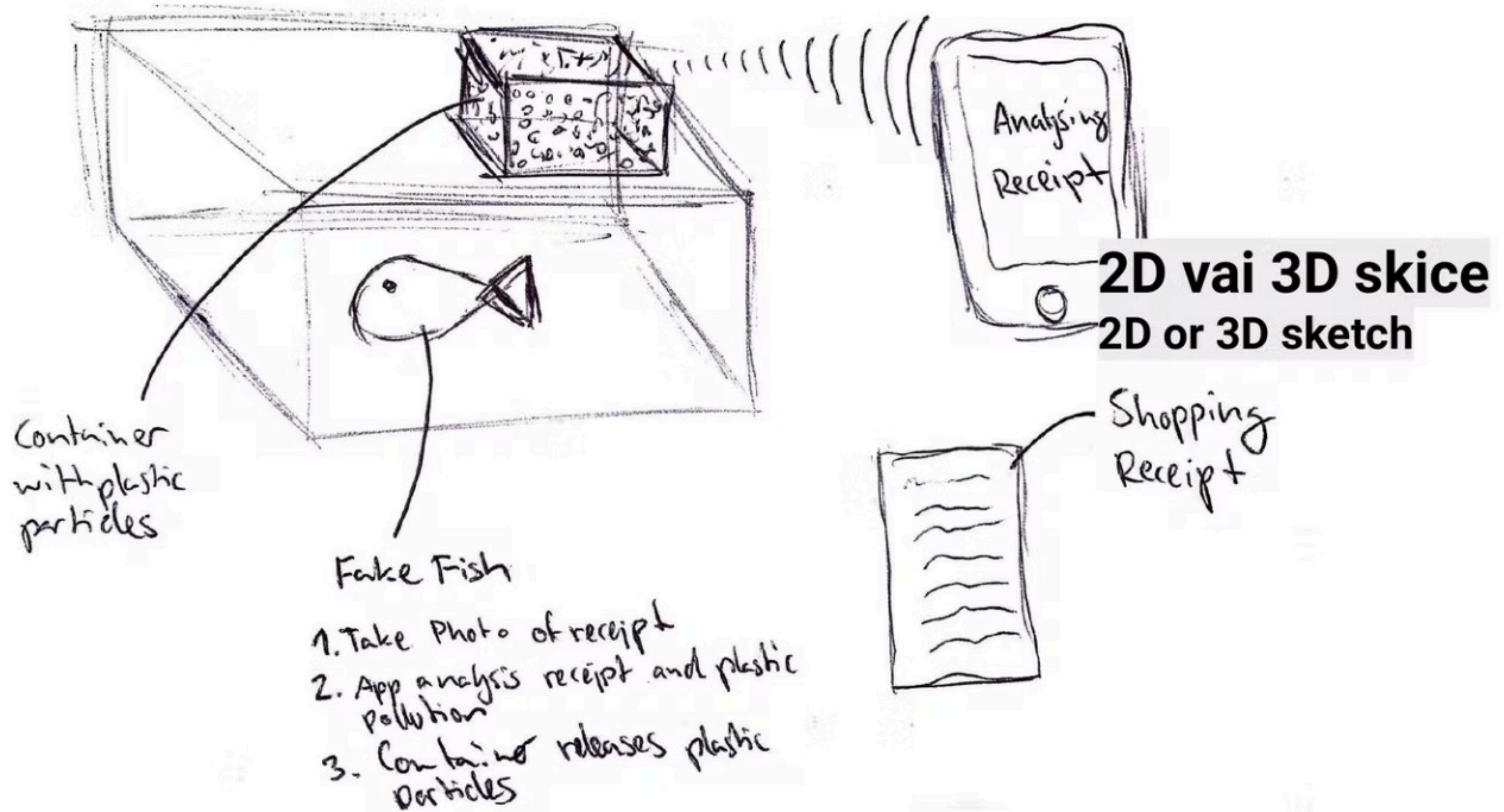
**Pakalpojuma simulācija**  
**Service simulation**

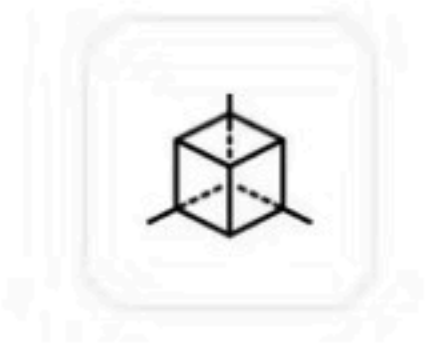


# Physical object prototype

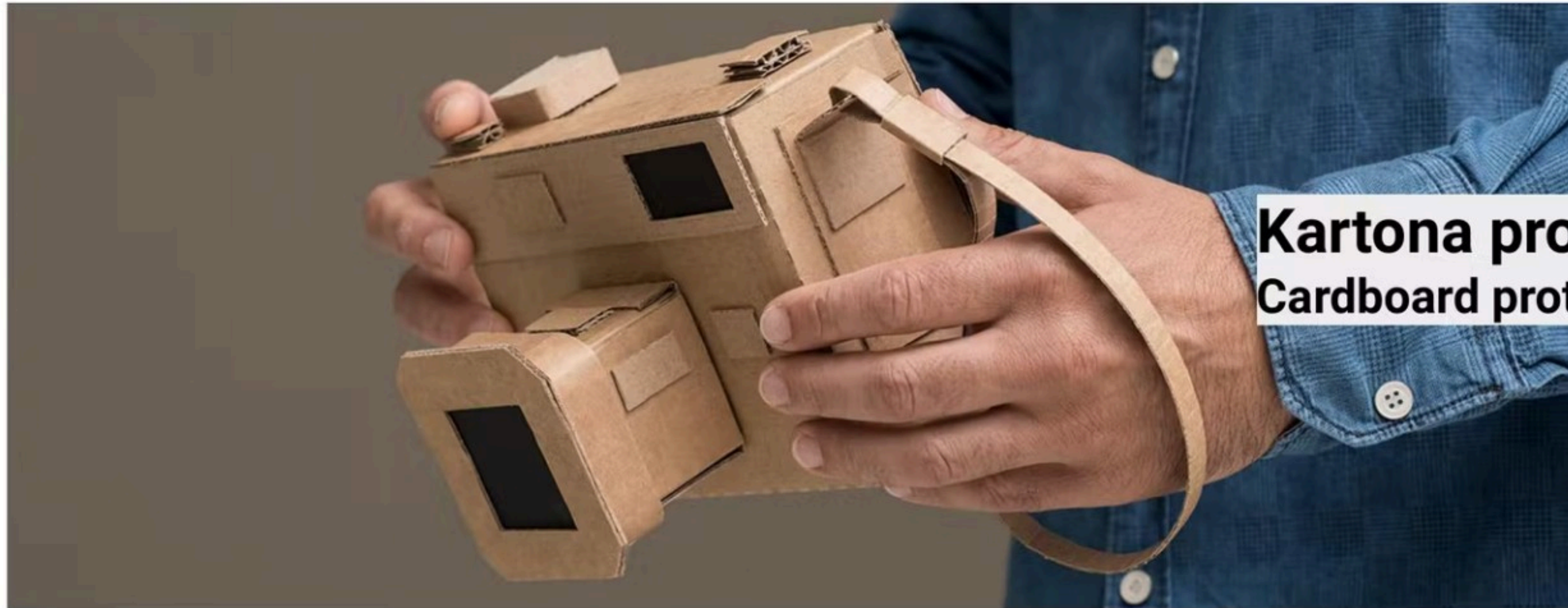


# Physical object prototype

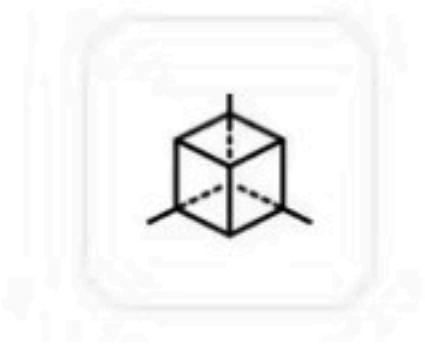




# Fizisku objektu prototipi



**Kartona prototips**  
Cardboard prototype

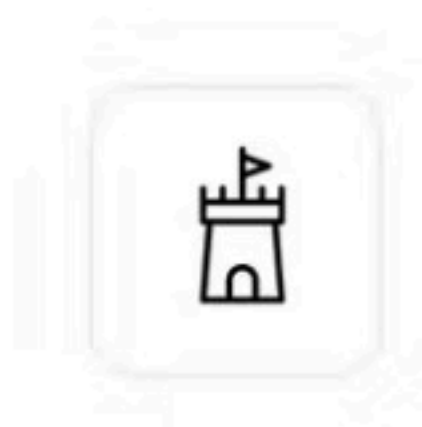


# Fizisku objektu prototipi



**3D printera prototips**  
**3D printed prototype**





## Vides prototipi



# Vides prototipi



**Kartona prototips**  
**Cardboard prototype**



# Vides prototipi



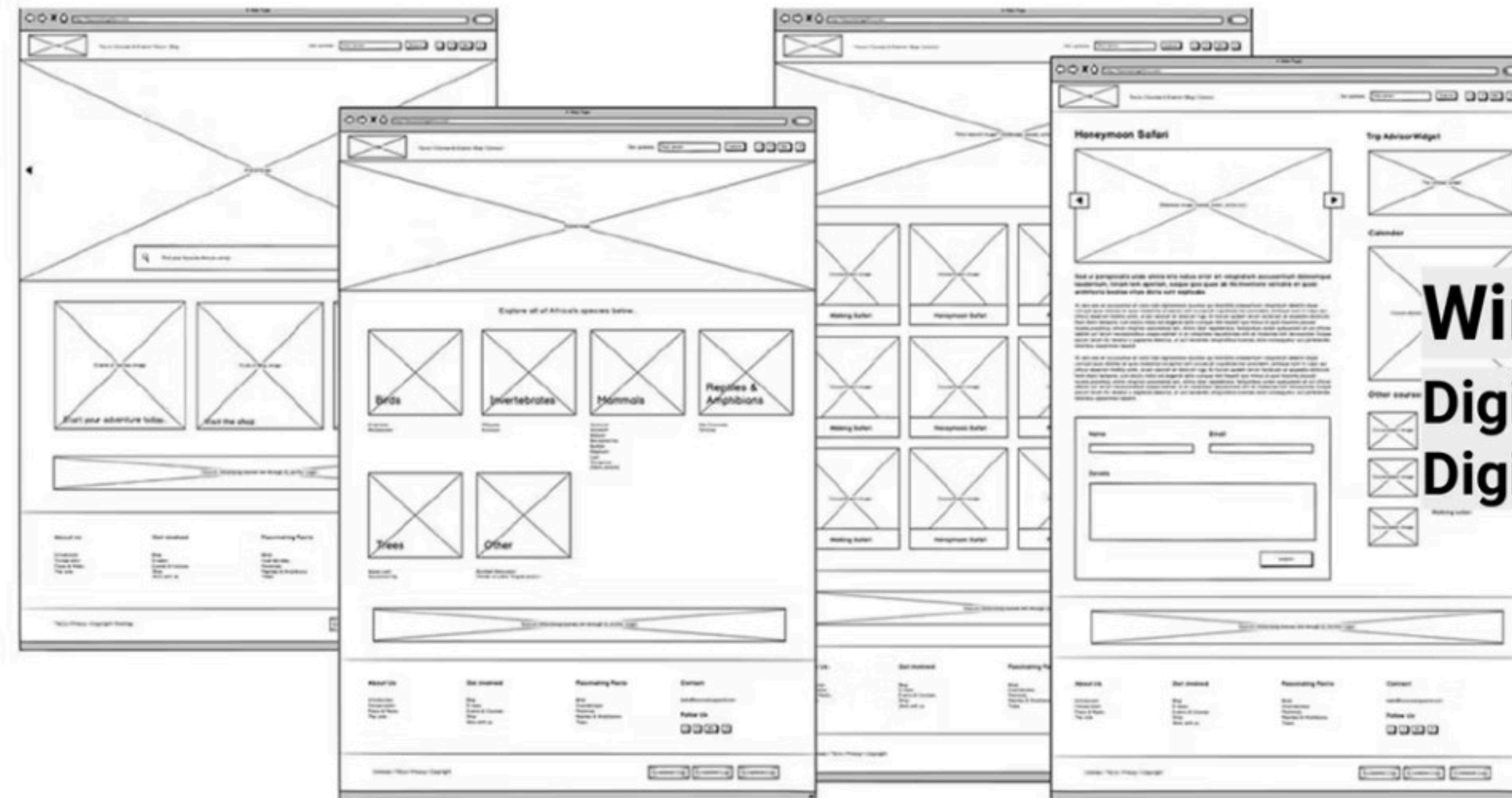
**Minecraft vides prototips**  
**Minecraft prototype**



# Digital prototype



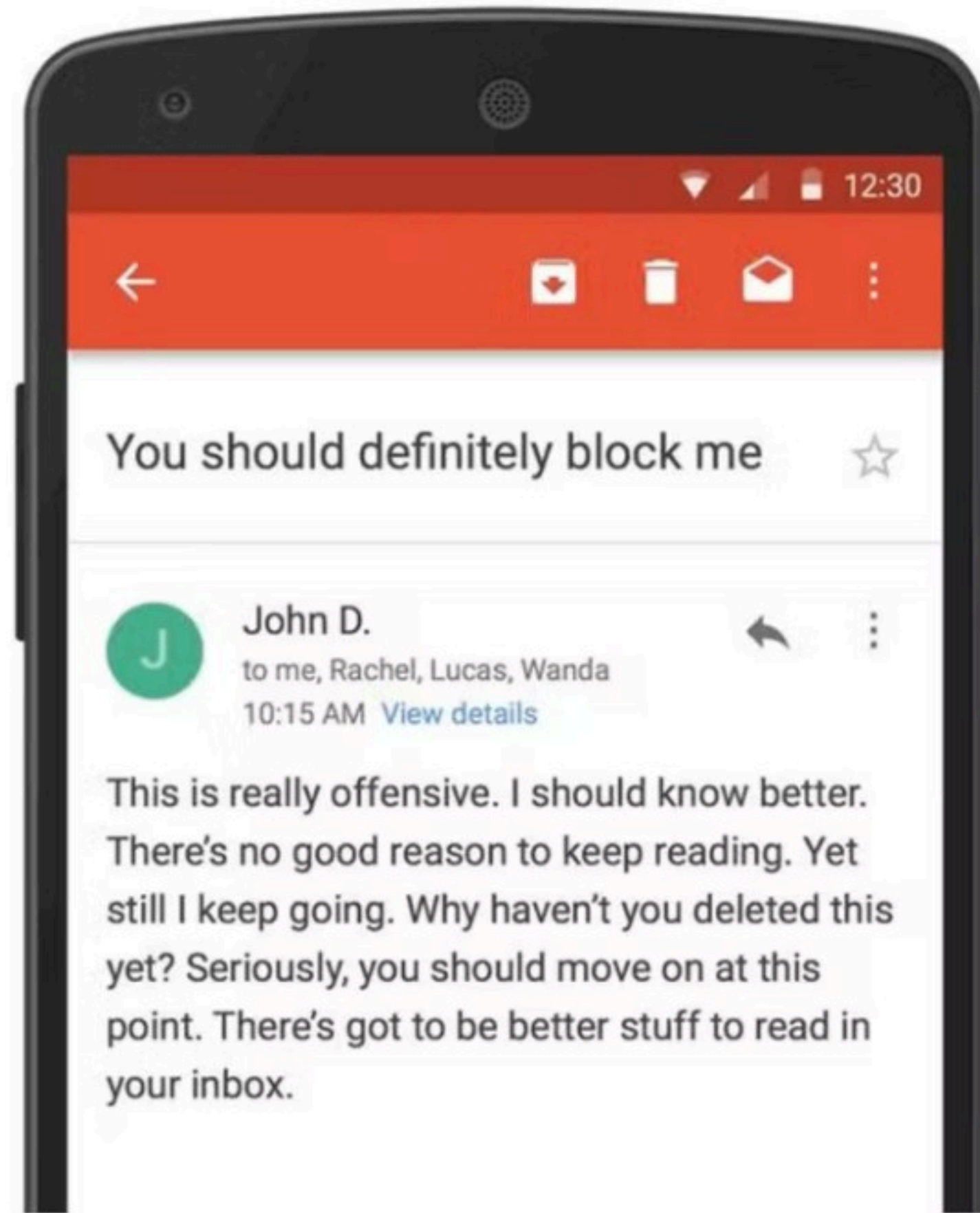
# Digitālie prototipi



**Wireframes**  
**Digitālās skices**  
**Digital sketches**



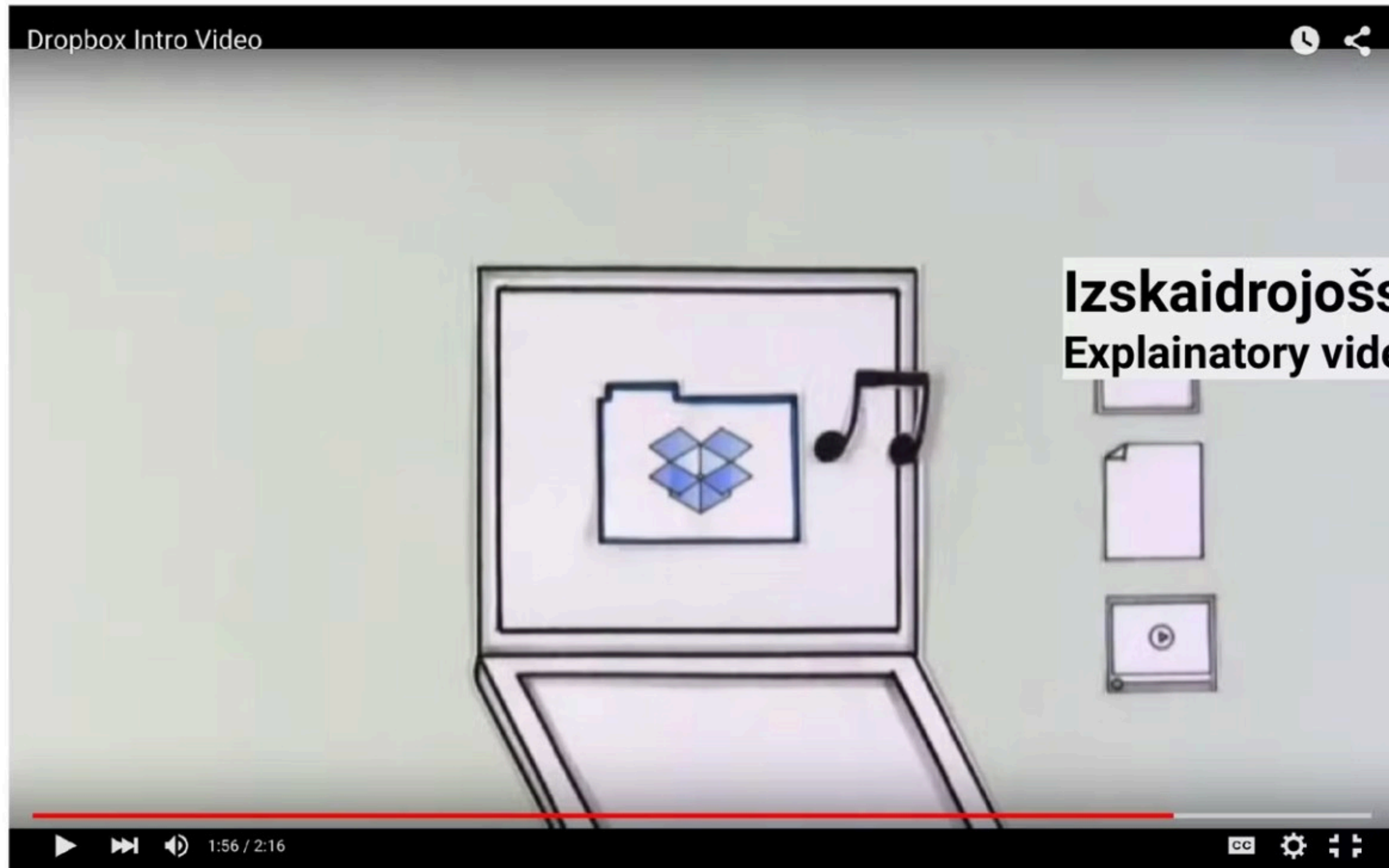
# Digitālie prototipi



**Clickable prototype**  
**Klikšķināms prototips**

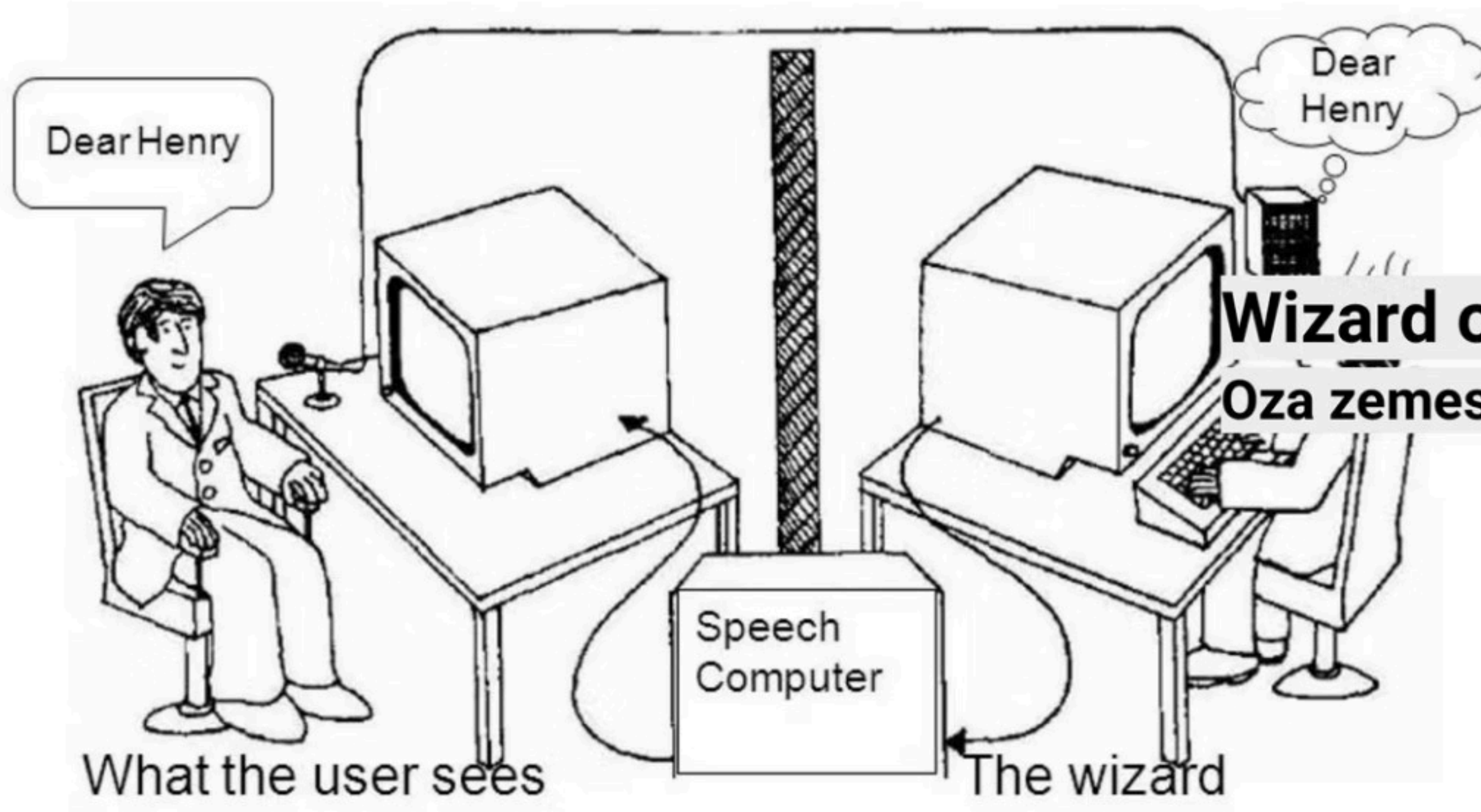


# Digitālie prototipi





# Digitālie prototipi



**Wizard of Oz prototype**  
Oza zemes burvja prototips

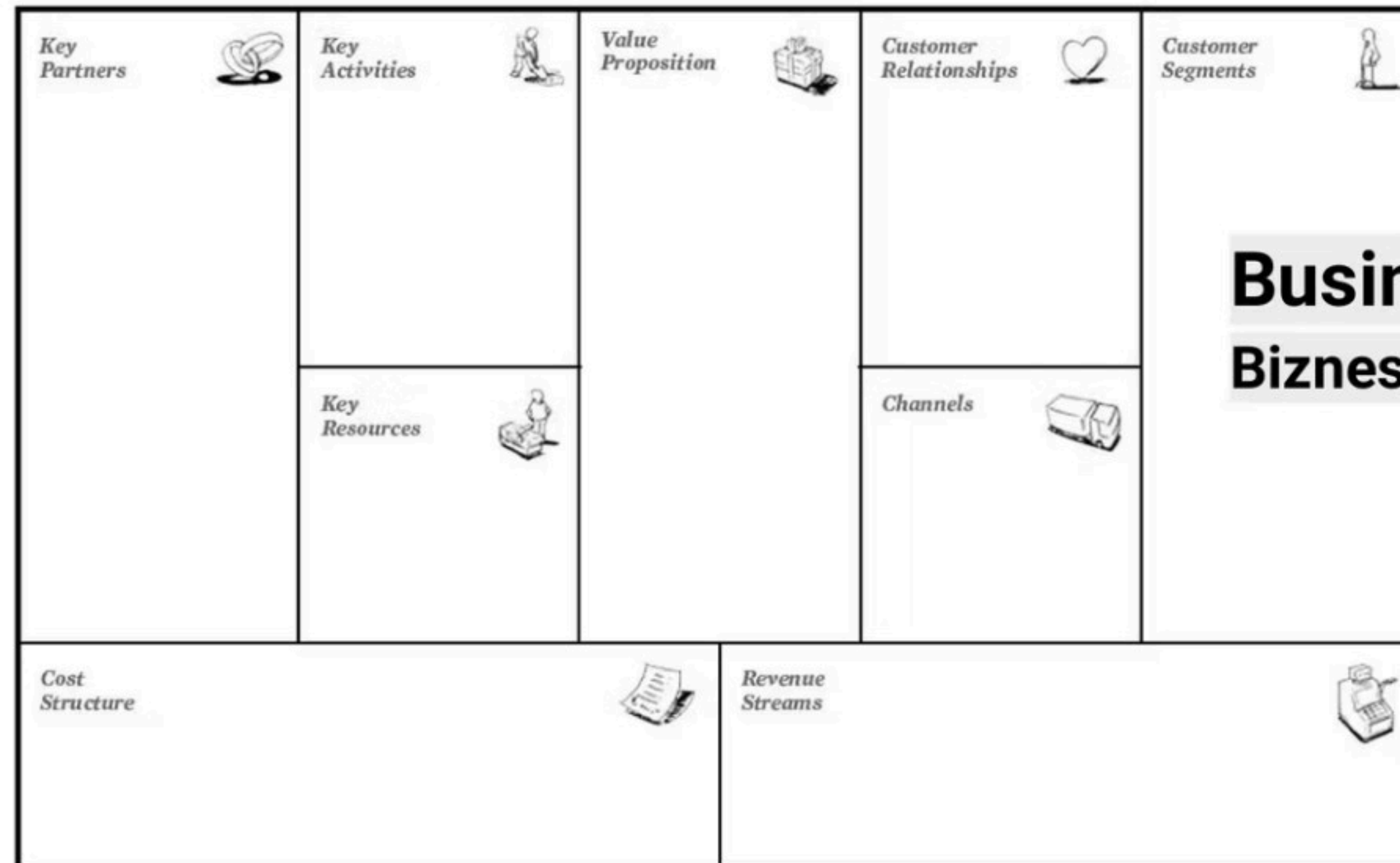




# Business value prototype



# Biznesa vērtības prototipi



**Business Model Canvas**  
**Biznesa Modeļa pārskats**



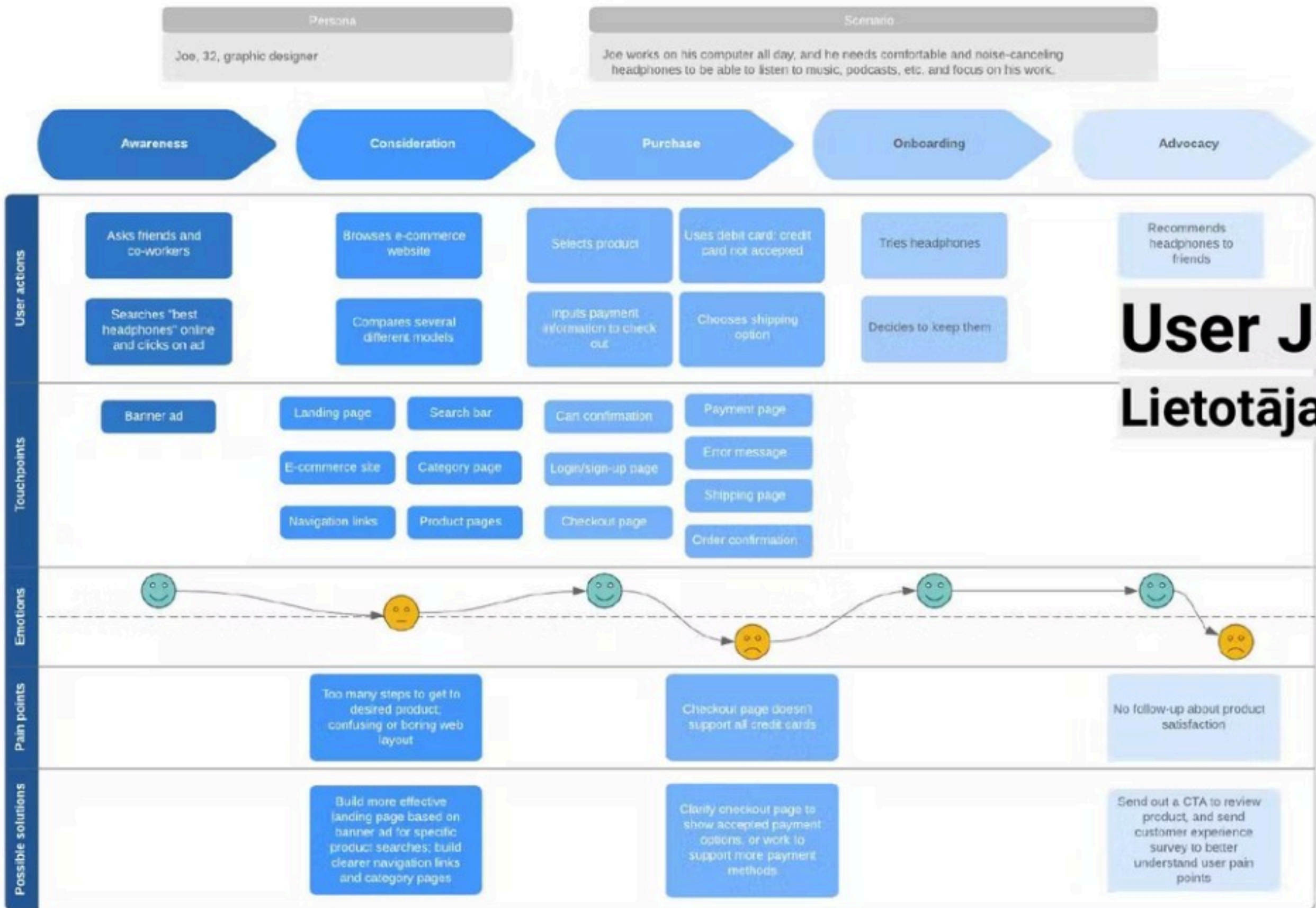
# Biznesa vērtības prototipi



**Viltus Pakalpojuma Plakāts**  
Fake service advertisement



# Biznesa vērtības prototipi



**User Journey Map**  
**Lietotāja Ceļa Karte**

# DIFFERENT FLAVORS OF FIDELITY

Fidelity comes in different flavors depending on what you are prototyping. While it is often connected with visual fidelity (look and feel), you can also talk about fidelity in other dimensions, like fidelity of the implementation.

PHYSICAL



2D/3D sketch



paper/  
cardboard  
mock-up



3D-print  
small scale/  
actual size



hand-made or  
hand-finished  
unique in real  
material



small-scale  
production using  
actual production  
process



scalable mass  
production in  
reproducible  
quality

DIGITAL



idea  
sketch



wireframes



paper  
prototype



interactive  
click-model on  
device using  
prototyping tools



functional prototype/  
proof of concept  
using throwaway code  
in prototyping  
environment



prototype/  
pilot/beta on  
actual production  
systems



scaled product on  
scaled system,  
integrations

EXPERIENCE/  
PROCESS



sketch



storyboard &  
storytelling



investigative  
rehearsal



rehearsal  
using cardboard  
prototypes



technical  
mock-up



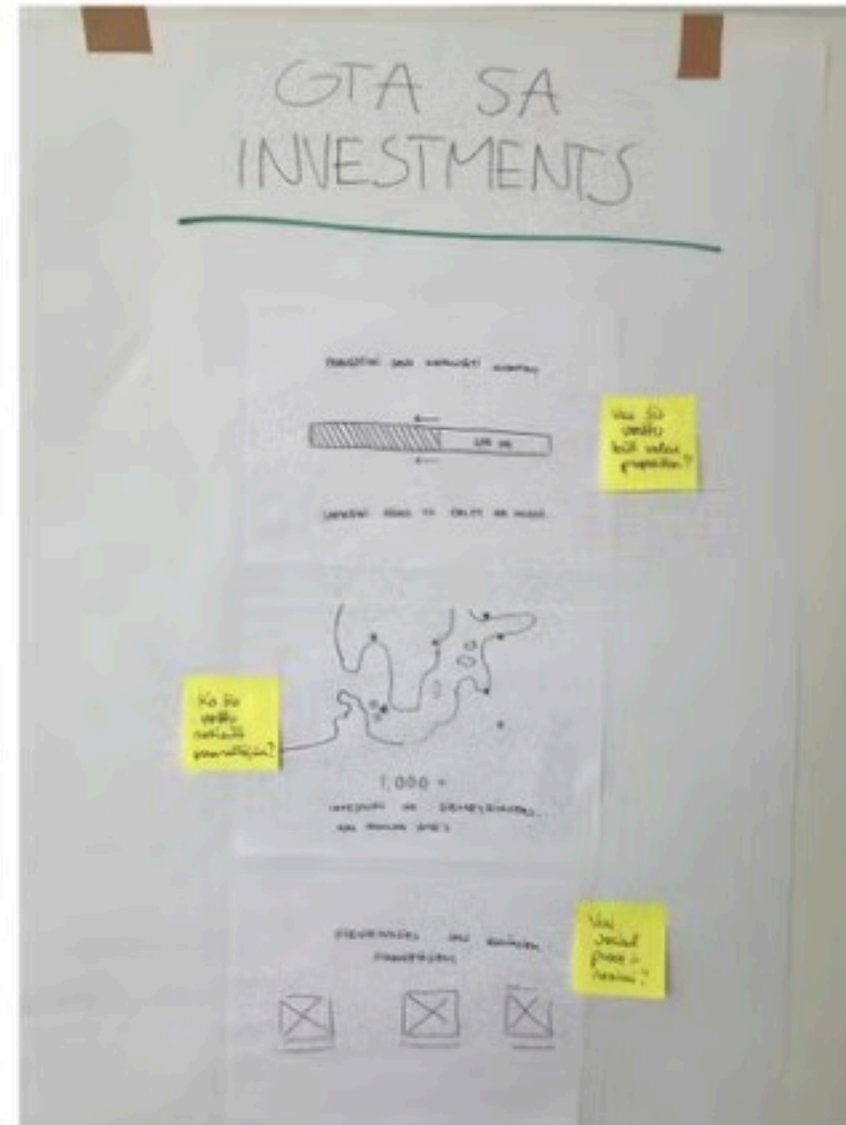
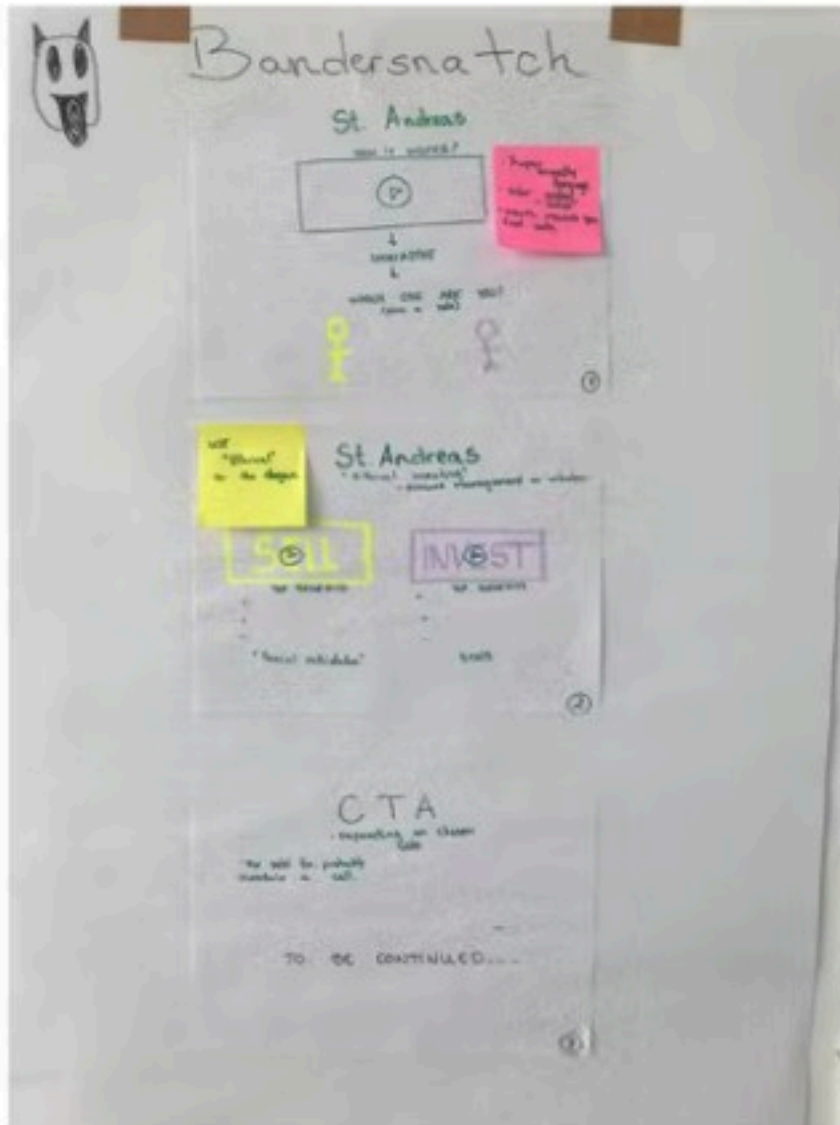
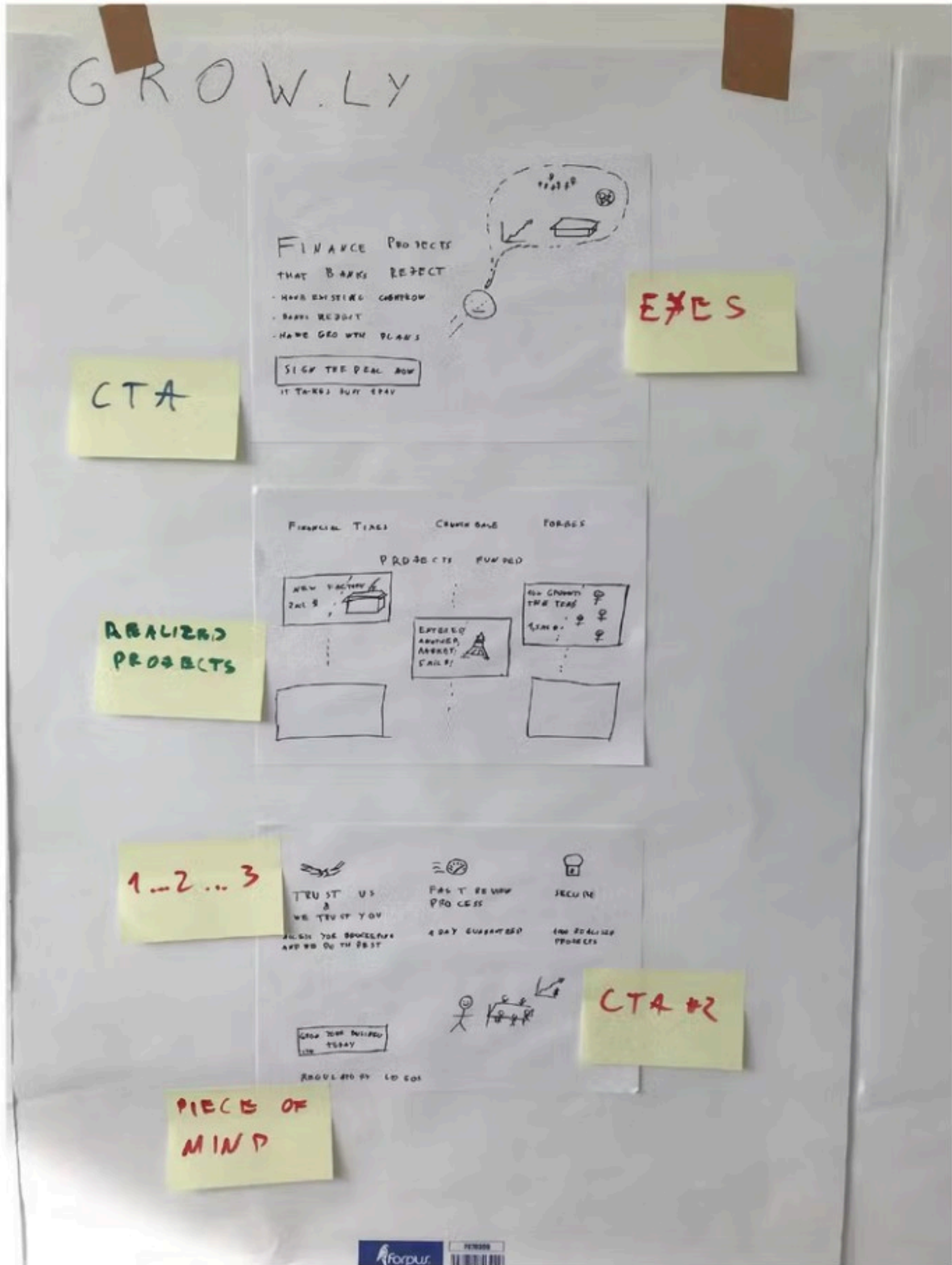
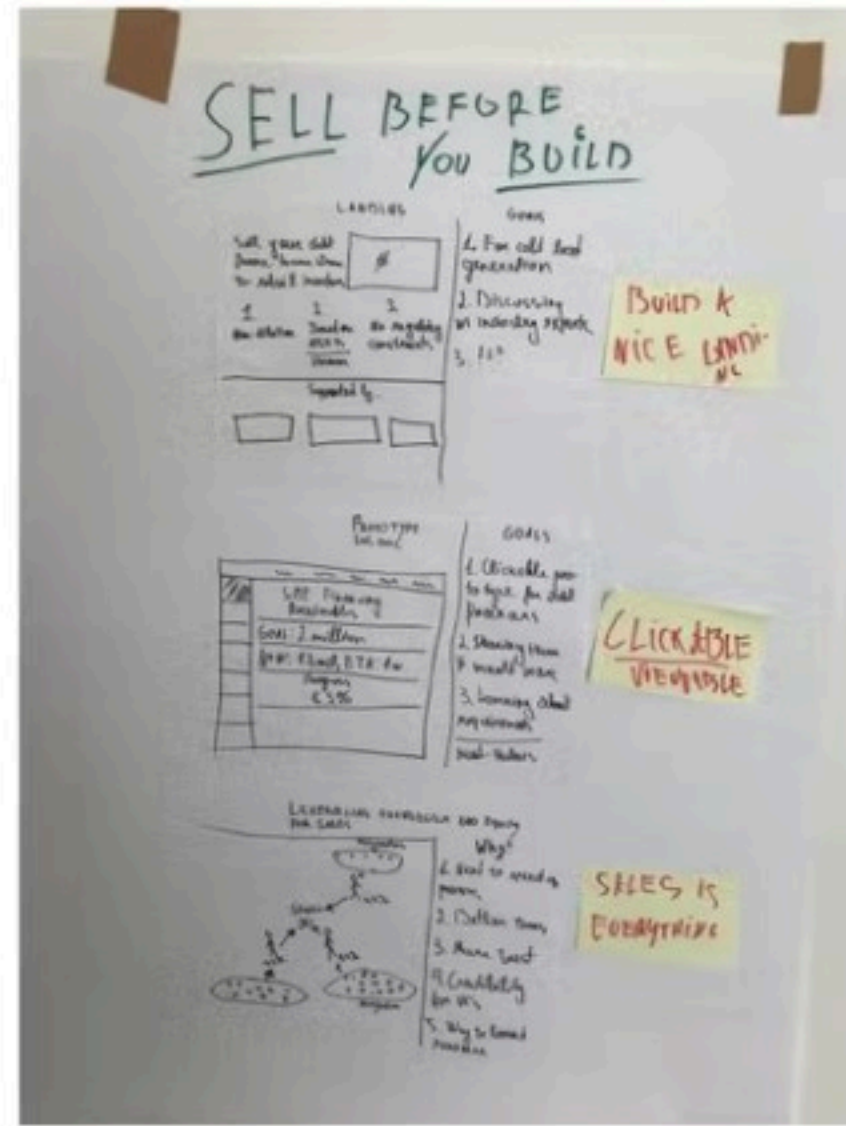
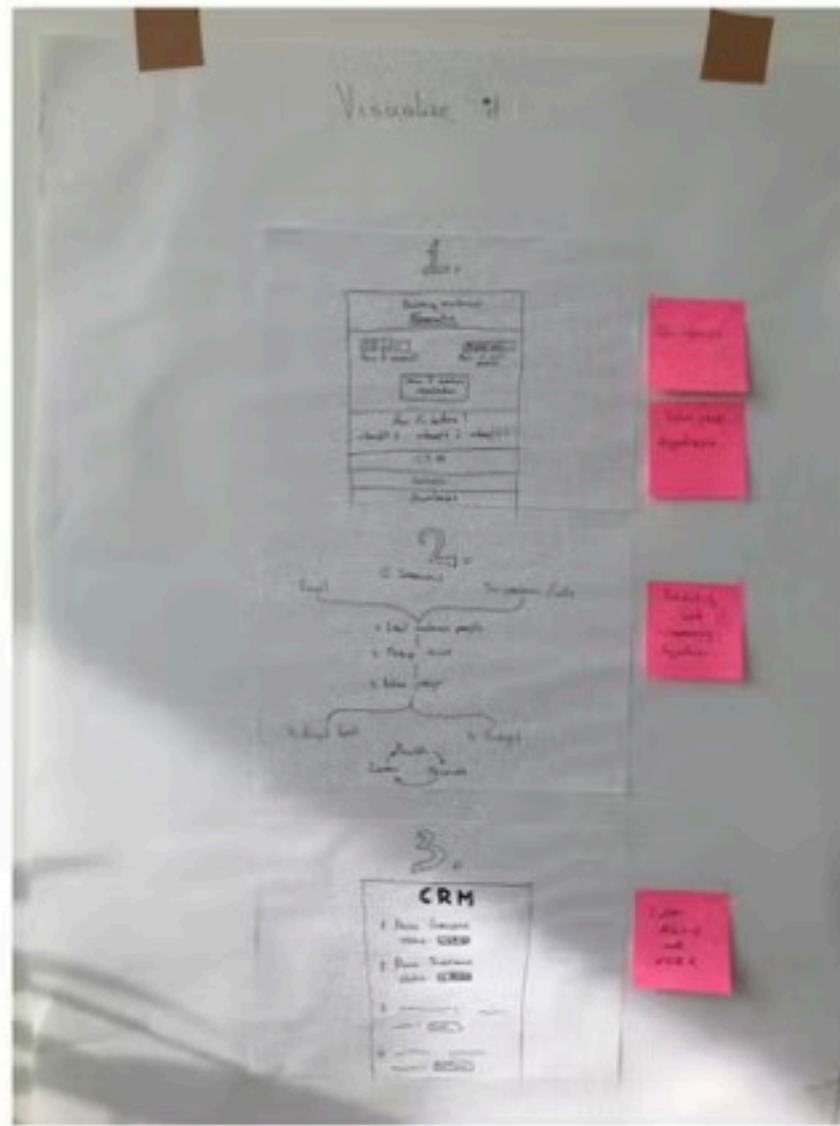
pilot



rollout

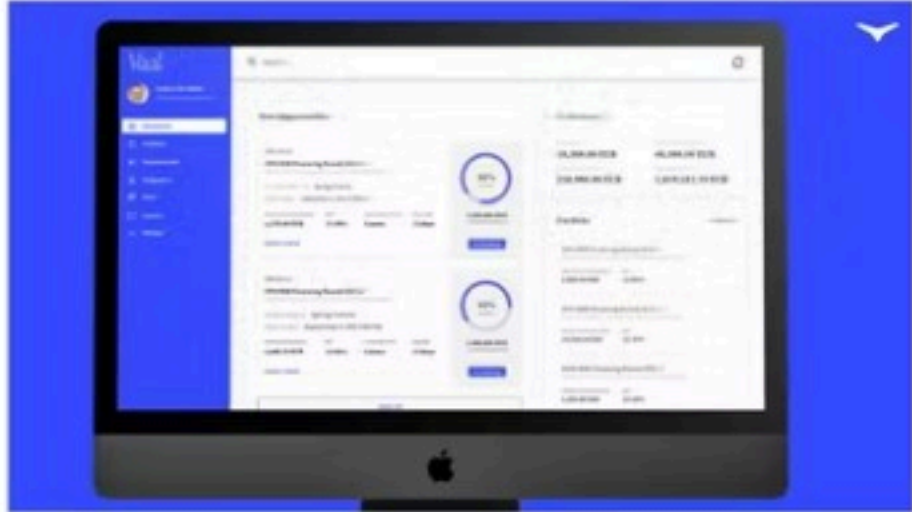


# Prototype example I



# Vaal

— Non-Diluted Capital  
for Debt Originators



### Potential use cases

Vaal can deliver an alternative form of financing for a variety of debt originators

Factoring	SMB Financing	Consumer loans





# Prototype example II





ideation

# Key takeaways

## Different resolution

A prototype can be of different resolution

## Prototype what you need

You do not need to prototype the entire product.

## Goal is testing

The goal of prototype is to test and learn before succeeding.

## It is all about learning

Testing bold ideas can lead to valuable learning. Throwing unknown in the prototype is ok.

## Co-prototype

You can co-prototype with user, the less impressive the easier it is for them to engage in prototyping.

## Iterate

One prototype follows another, gradually improving the previous one. You can also use prototyping for ideating.



Hi there,  
  
Feel free to ask questions in the chat if you have any, anytime.



**BREAK**



Exercise

# Prototyping

1

What aspect of the value proposition you wish to test? (all or part of it)

2

What value does it bring to our/our client business?

3

How detailed should the prototype be, what technical possibilities and experience possibilities can we leverage ?

4

How does it all come together as a package ?

# One thing I learned today.

Prototyping process and method of thought

It is important to do prototypes on every step

prototyping concept, drawing prototype

We need a lot of time to make a prototype

Good prototypes need more than 20 minutes

How to quickly make a prototype

How to make a prototype and what is the purpose of it

Prototyping, prototyping, prototyping. Different kinds of prototypes. Thank you gifts!!

20 min is enough to make a prototype of the general idea



WHATEVER YOU DO, ENGAGE WITH OTHERS !

