

**W2**

**TECH PERSPECTIVE**

**DESIGN SPRINT DAY 2**

**AALTO UWAS 2020**

Jane Vita

# Design sprint (adapted)

## Day 1 Tuesday

*Based on your findings analyse JTBD by clustering and prioritising one main job to be done category or group*

## Day 1 Assignment

*Sketch quick ideas with emerging technologies that solves the selected job to be done*

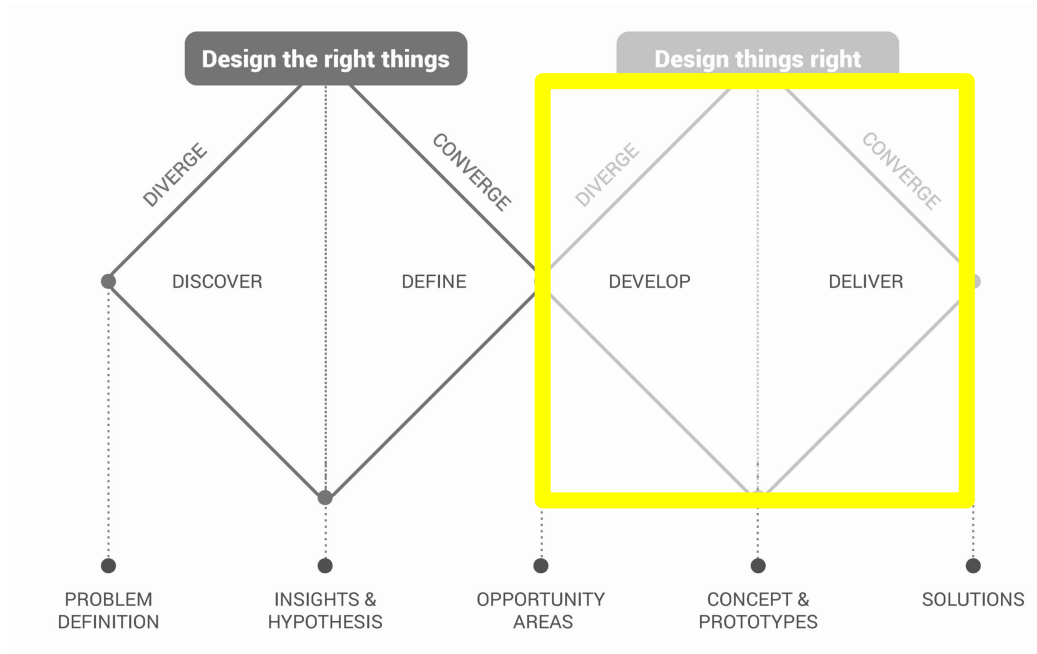
## Day 2 Thursday

*Collapse all the ideas into one an build an experience prototype*

## Day 2 Assignment

*Test with your users*

# Design sprint



## **TODAY**

**15.15 - 15.30 Design Sprint introduction**

**15.30 - 15.50 Cluster & Vote ideas**

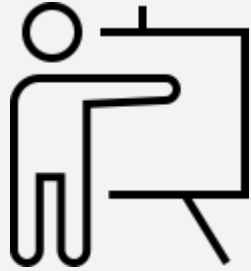
*Break*

**16.00 - 16.15 Intro to prototyping**

**16.15 - 17.45 Build a quick prototype to get feedback from users**

**17.50 - 18.00 Sprint reflections & Assignment**

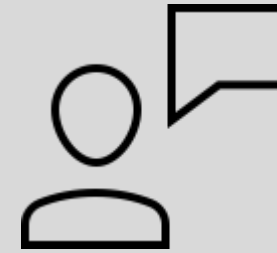
**Share and cluster your ideas**



1. **One by one share your's idea with the team**



**3 Min / individual**



2. **when someone is presenting and you have similar idea, shout it loud and stick the digital post-it together on the Miro board –affinity diagram**



# 3 Components of a Big Idea



+



+



**Feasibility**

Technological Opportunities

**Viability**

Business Needs

**Desirability**

Human Values



Idea



**Vote and Select an Idea**

# Voting

**Based on desirability (what user really wants/needs), feasibility (what we can) and viability (what has value (revenue) for your startup, which ideas is the BIG one?**



**THE BEST ONE**



**THE SECOND BEST**



**Max: 5 min.**

# Pick the winning idea (solution)

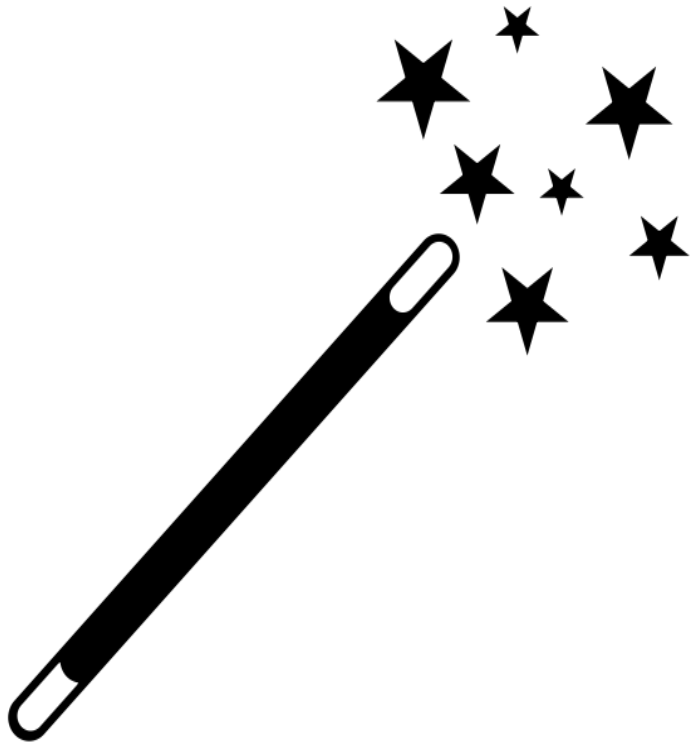


**Max: 5 min.**



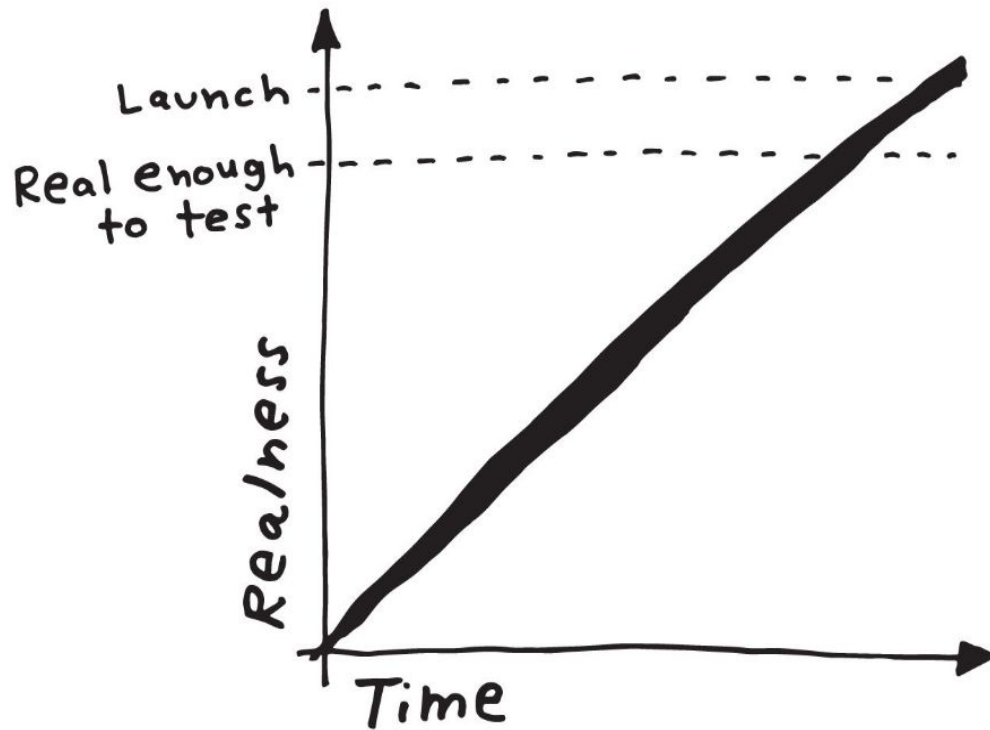
# Prototyping intro

# Prototyping **Mindset**



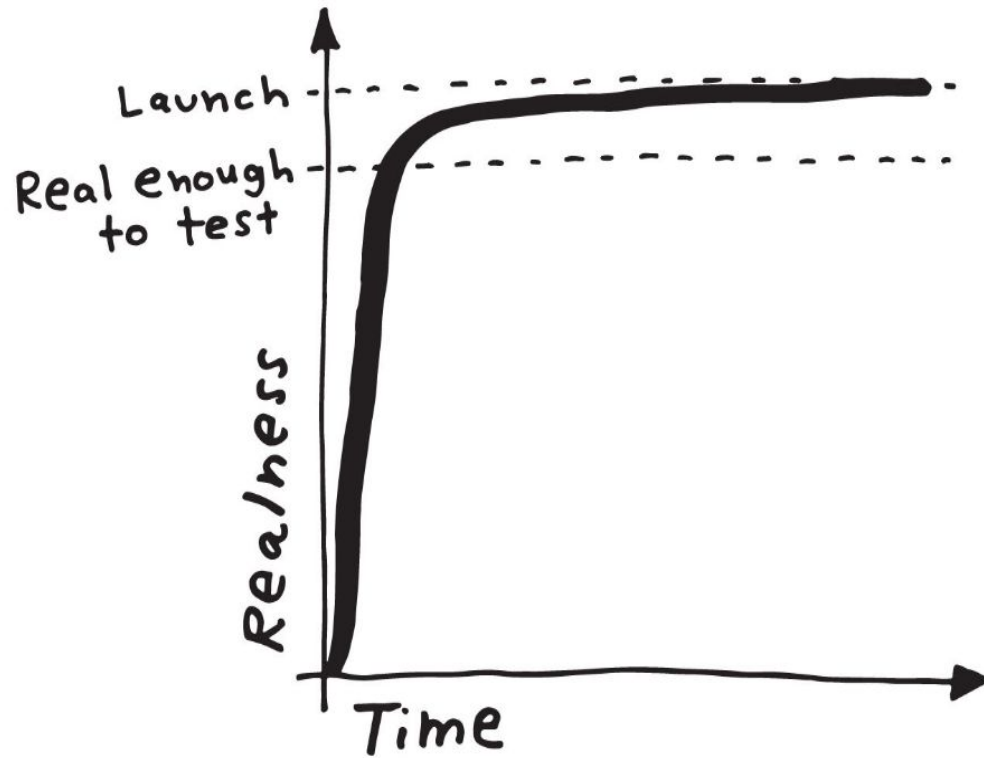
**It's about making  
a **realistic illusion****

# Prototyping **Mindset**



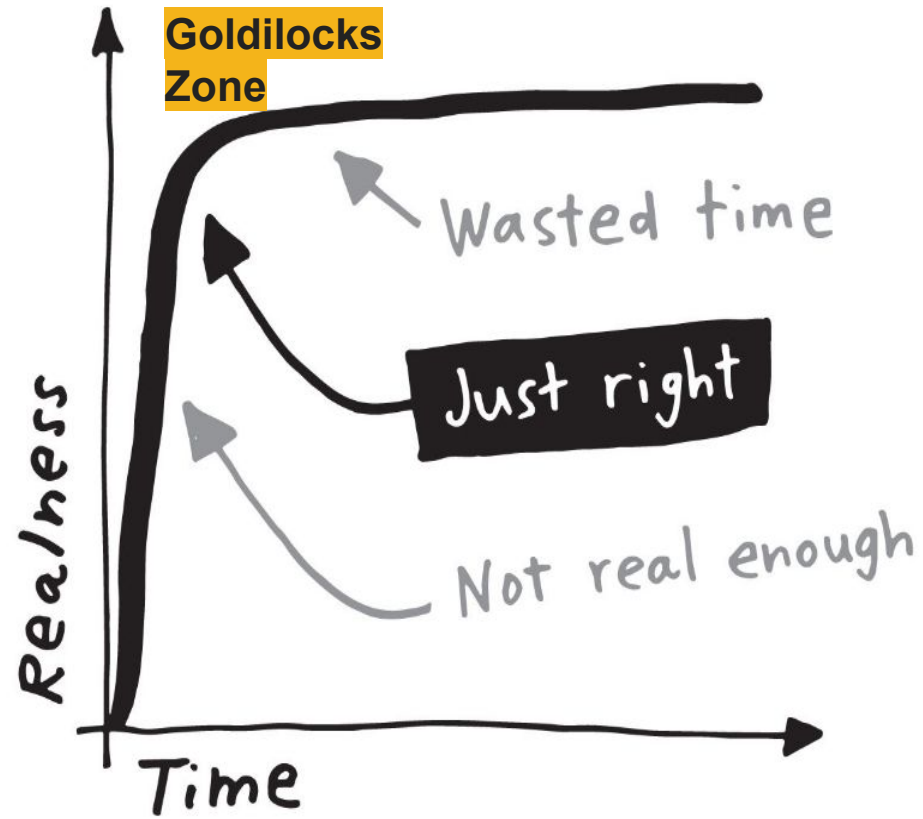
**Building  
the real thing**

# Prototyping Mindset



**Building a  
prototype**

# Prototyping Mindset



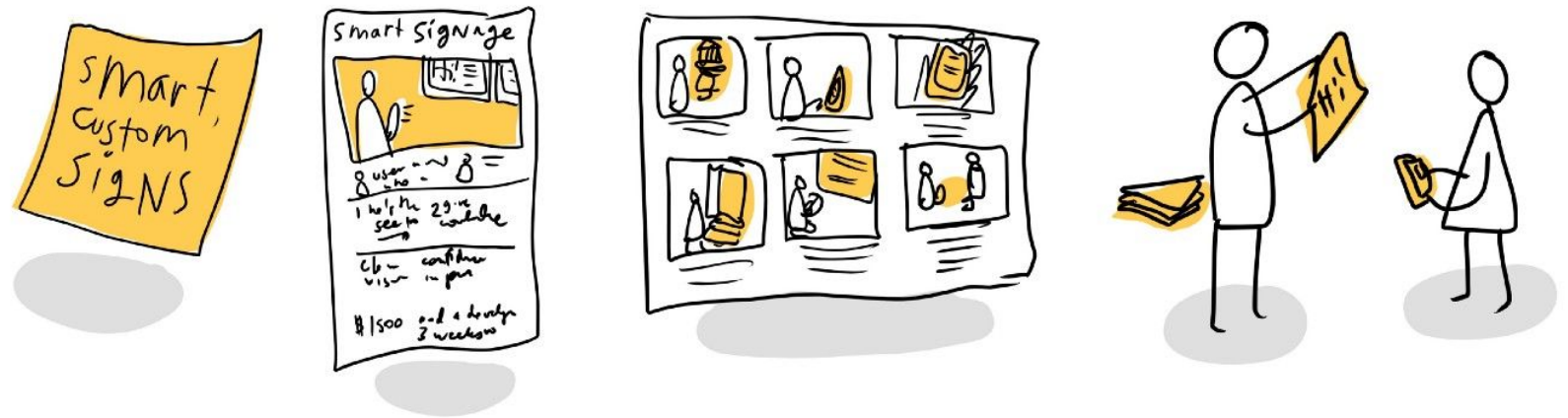
**Just enough**  
quality to evoke  
honest reaction from  
customers



# Prototyping

- Requires a blend of creativity and practicality.
- We create, validate and test the solutions and features until the service/product vision comes to life (and after that as well).
- In digital design, there's a universal truth emerging: most ideas should be tested as cheaply and as simply as possible (thinking lean and agile).

## Journey through Prototypes



# Why You Need to Prototype?

**Explore limitations and possibilities**

**Make ideas tangible**

**Improve communication and collaboration**

**By user-testing a prototype, you're able to find problems and fix them earlier in the process**

**Gauges feasibility**

**Set development priorities**

**Helps to sell ideas**



# Prototyping

In traditional design you prototype  
when you know enough.



**When prototyping services...  
we prototype to learn things we don't know**

# Fail fast, fail early



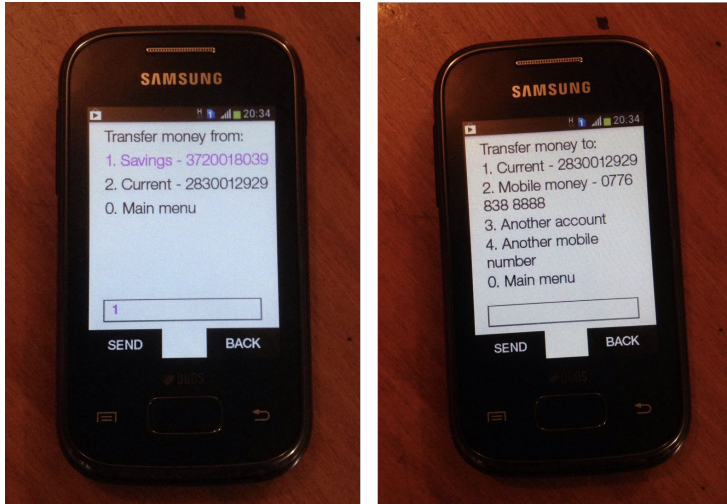
# Create with, not for



# Make it tangible



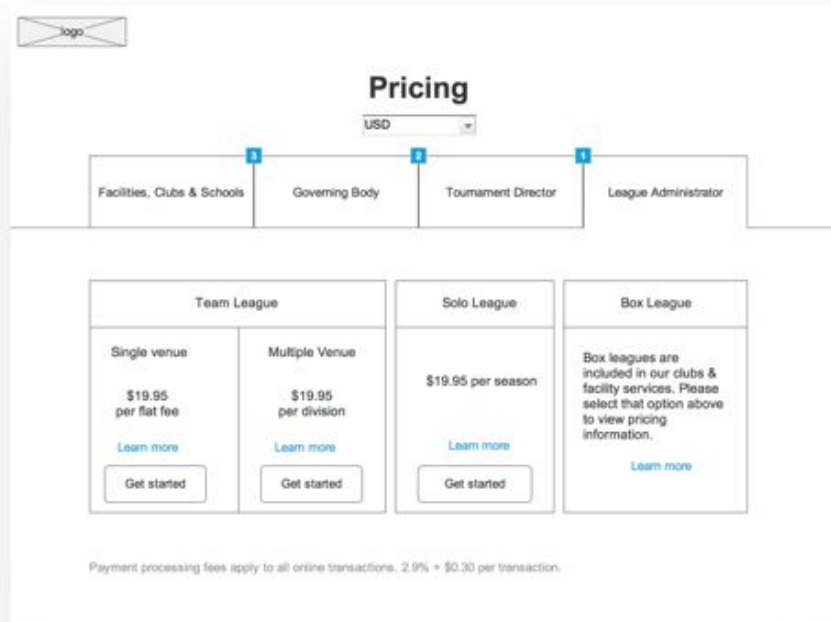
# Iterate



**Techniques**

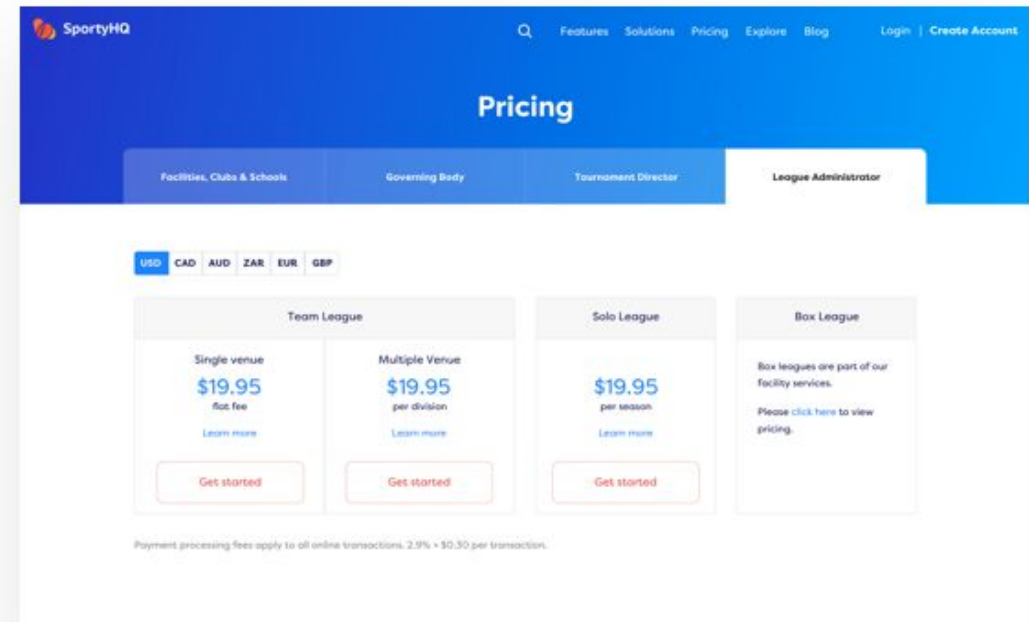


# Prototyping fidelity



Low-fidelity

VS



High-fidelity

Source: Rapid Prototyping Process and Fidelity: A 10-Minute Guide ....

<https://www.uxpin.com/studio/blog/rapid-prototyping-process-fidelity-10-minute-guide-for-ui-ux-designers/>



# Prototyping techniques

## Sketches/Wireframing

One of the core processes of design is going straight from a detailed sketch or wireframe into a prototype. This can be done as simply as adding a few animations and basic interactivity to your prototype, testing with a minimum of 5 users, and iterating as needed.

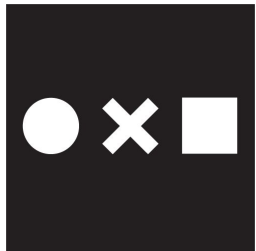
Usually designers they use tools such as [Pen & paper](#), [Sketch](#), [inVision](#) and [Figma](#),

## Mockup prototypes

Mockups are like a better-dressed wireframe. Neither require functionality, but mockups give you a better idea of what the final product will look like, and at times suggest how it will function. Here are some tools you can use for mockups [Scenes](#), [Lego](#), [Sketch](#), [inVision](#), [Adobe Creative Cloud](#) and [Figma](#),

## Low-code prototypes

Rapid prototyping some times can involve the creation of a working model of parts of the system, at an early stage of development, after a relatively short investigation. This kind of prototyping shows people what the feature will look like. But the code base or project is not necessarily used for the production version of the application. It can be hacked in any existing service, such as [Shopify](#), [Wordpress](#) and Facebook.



## Order Container



**SWAP**  
Recycle the full and  
get empty e-waste container



**PICK UP**  
Recycle e-waste  
container



**DELIVER**  
Get an empty  
e-waste container



## Details



**140 €**  
inc. container delivery, pick-up, e-waste  
recycling and call center support

Size

Small 140 L

Color

Orange

Preferable delivery date

17.08.2019

+/- 3 days

More Information

e.g. delivery location details, contact person phone number



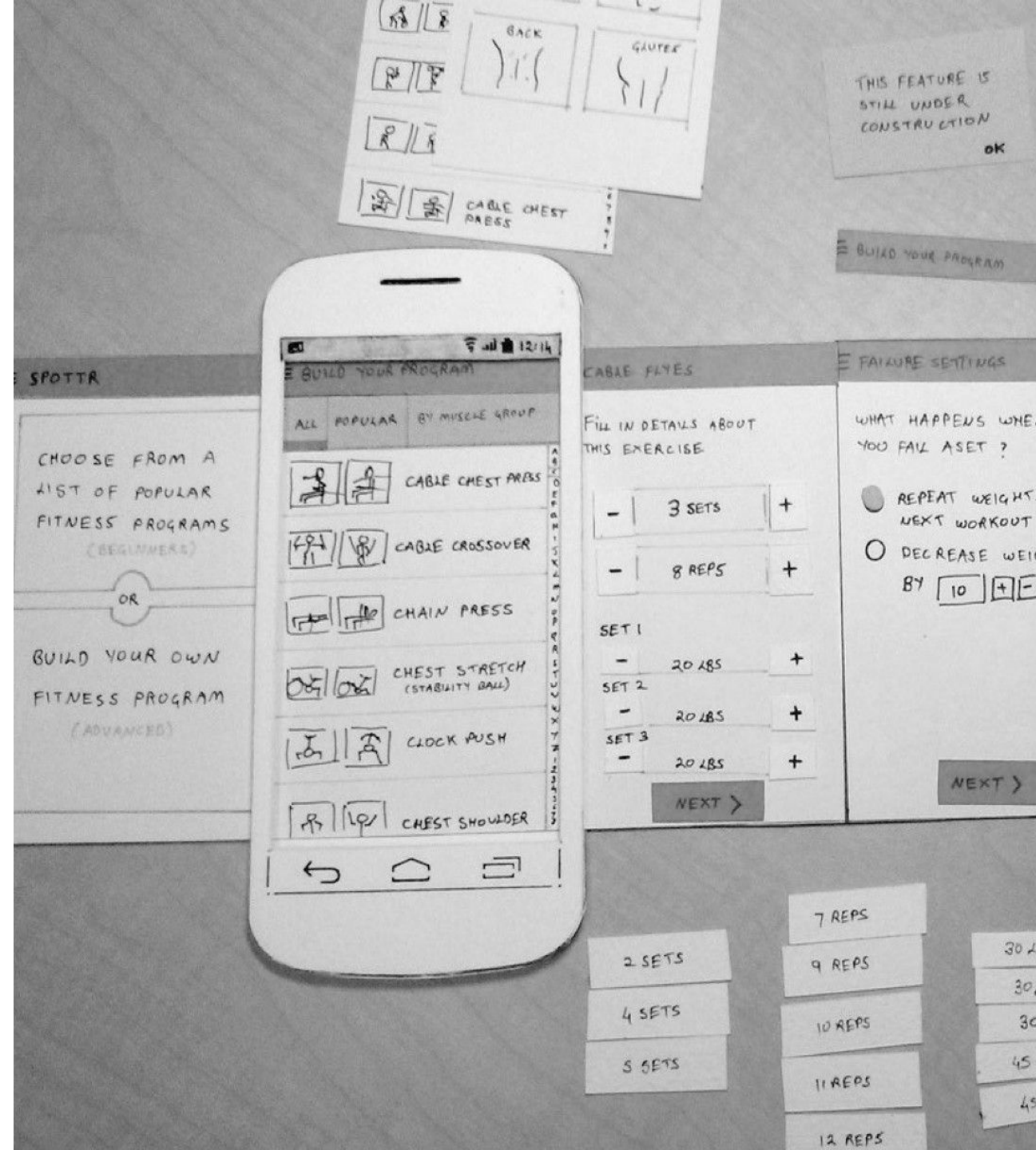
E-waste is electronic waste, i.e. any items  
that use electricity via plug or battery and  
came to the end of useful life

**ADD TO ORDER**

## # Sketches/Wireframing

# Paper prototyping

In the age of modern technology, it can sometimes be refreshing getting back to the tools we use for craftwork.

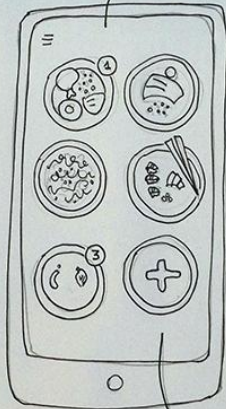


YOUR OWN COOKBOOK  
YOU KNOW WHAT YOU  
HAVE PREPARED  
AND YOU HAVE  
YOUR OWN PICTURES



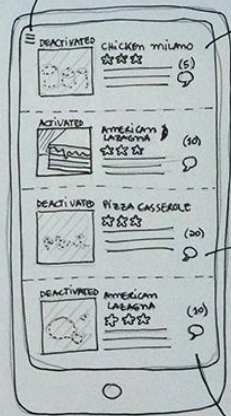
PLAYFUL  
BE CHALLENGED  
ENGAGING  
SOCIAL

FOOD CATEGORIES  
APPETIZER  
BREAKFAST  
PASTA  
ORIENTAL FOOD  
INDIAN FOOD



ADD YOUR OWN RECIPES

MENU  
RECENTLY



COMMENTS FROM THE COMMUNITY

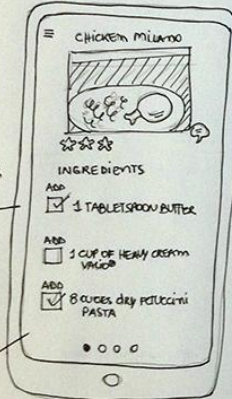
LIST OF RECIPES

ACCEPT THE CHALLENGE AND TURN TO A COOK MASTER

BE CHALLENGED  
ENGAGING  
SOCIAL

ADD TO YOUR SHOPPING LIST

KNOW HOW PREPARED YOU ARE TO COOK



ACCEPT THE CHALLENGE AND TRY TO COMPLETE THE COOKBOOK

GET POINTS COMPLETING TASKS



EVERY RECIPE GIVES YOU POINTS TO ACHIEVE



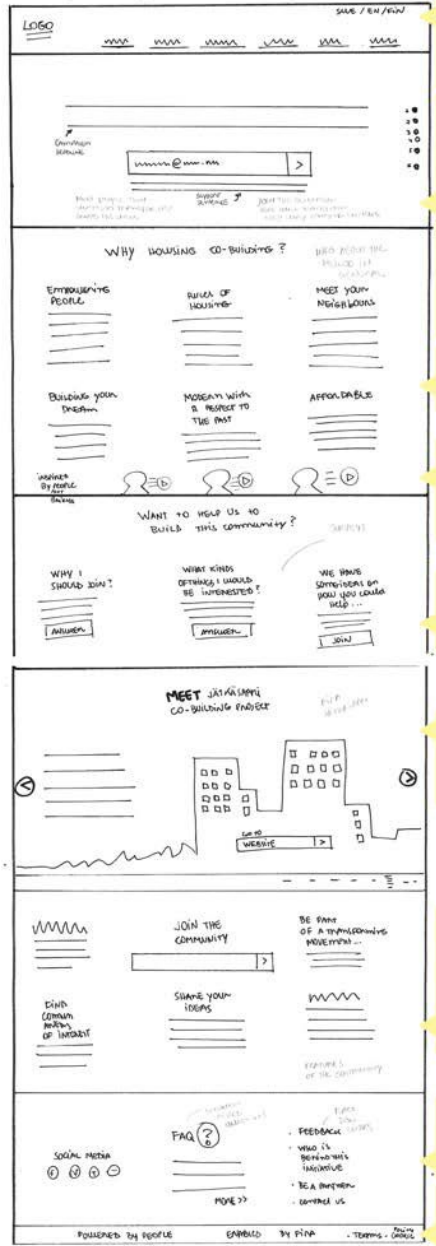
COLLECT BADGES



IT'S THERE THAT COOK

## COMMUNITY LANDING PAGE

This service is focused in serve users interested in housing co-building system. Users from this group are willing to share and advocate the community, but are also potential buyers. We strongly recommend an own brand identity for the community from the beginning. The following content is suggested:



Top bar menu / scrolls down the content and access content that isn't displayed in this page.

Inspirational block / hero image area - we should trigger curiosity, without violating the right expectations, ticking the "information gap" and knowing when to stop.

This area can also contain carousel and a CTA (call to action) i.e. join the community.

3 to 6 reasons why people should join a housing co-building.

1 to 6 stories / testimonials about people's passion for housing co-building system.

Area to gather insights from the users / Format short surveys.

Jätkäsaari featured - later this area will serve other projects as well.

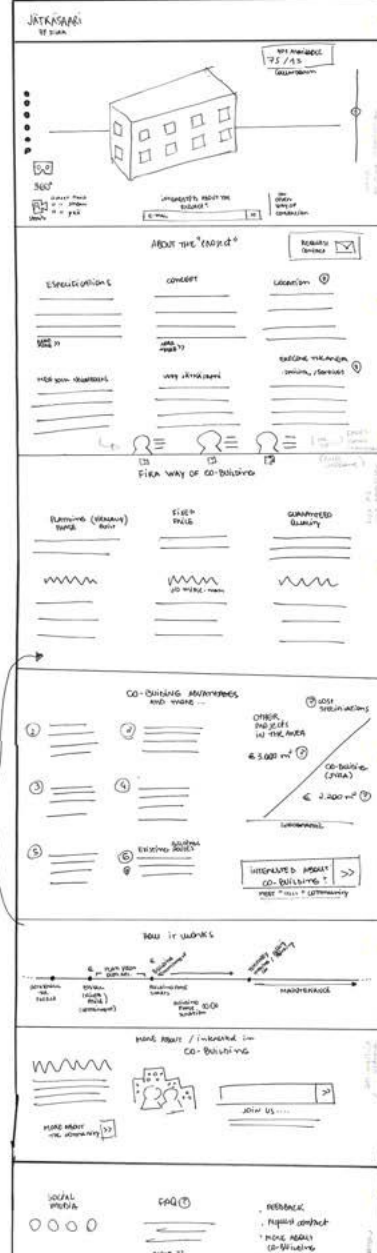
Join the community, once again after showing relevant content. At least 3 to 5 benefits of joining the community.

Footer / links to social media, FAQ, feedback, among others.

Sub-footer / terms, cookies policy and copyright.

## PROJECT LANDING PAGE

This service is focused in serve users interested in Jätkäsaari area and housing co-building system. Users from this group are mainly potential buyers, but can also be interested in join or know more about the co-building community. We strongly recommend assets that helps the users to dream and visualize their house. The following content is suggested:



Top bar menu / scrolls down the content and access content that isn't displayed in this page.

Hero area / helps the user to visualize the project and dream about living there. This area contain CTA - know more or contact request.

3 to 6 highlighted info about the project, including location and building specifications.

1 to 6 stories / testimonials from users that bought their Jätkäsaari apartment and are dreaming about it.

3 to 6 differentiators of Fira's way of co-building.

More about co-building, cost comparison between co-building property and building market, CTA to join the community and know more linking to the community website.

How it works / timeline - we hope for an interactive area.

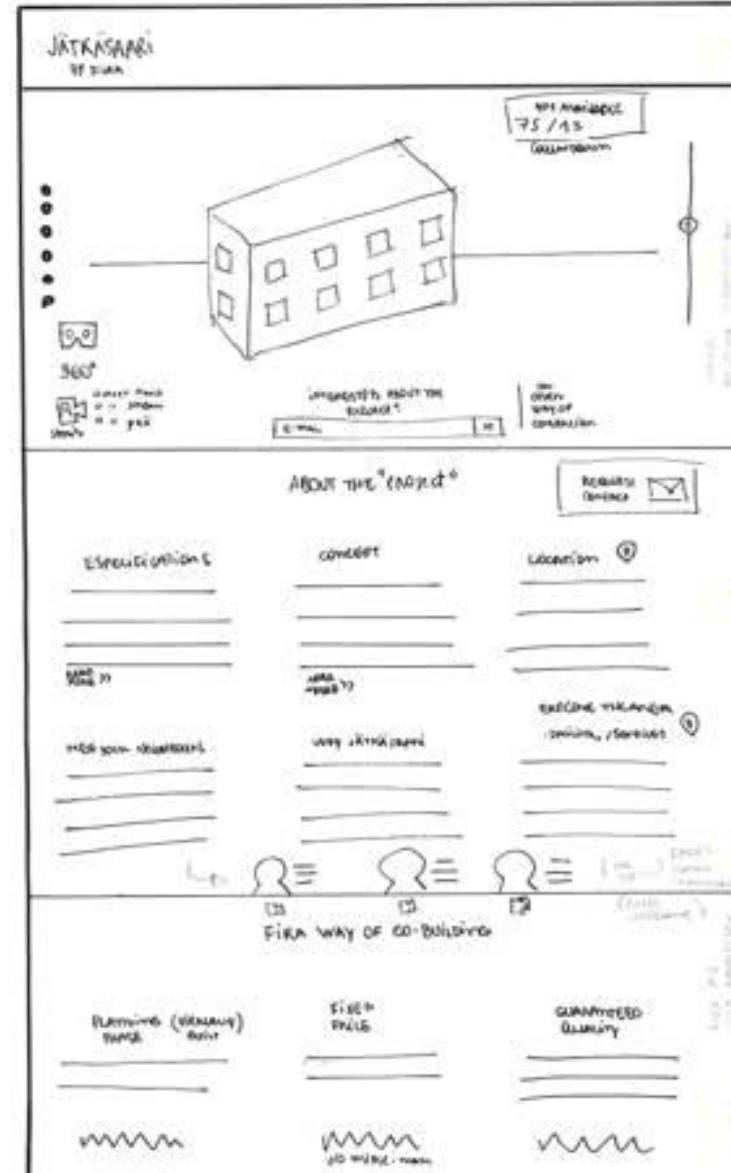
Join the community to know more, once again, in this case the CTA works when there isn't more information.

Footer / links to social media, FAQ, feedback, among others.

Sub-footer / terms.

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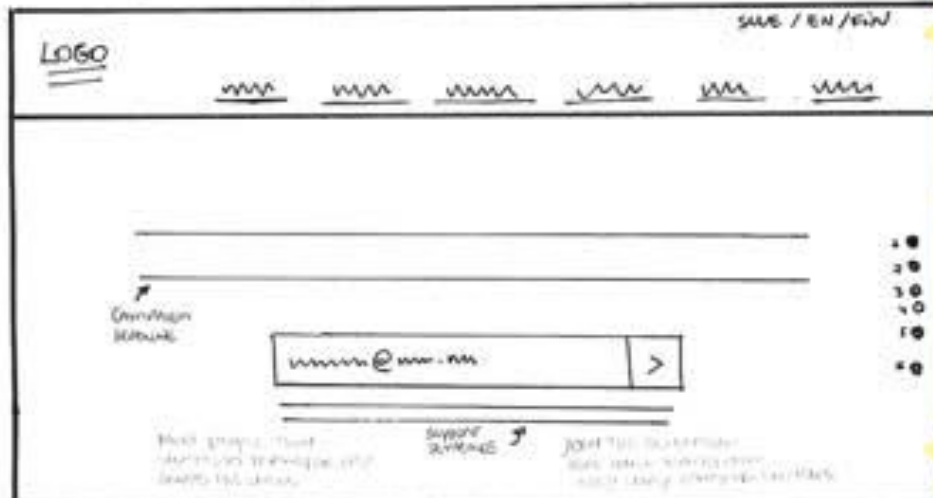
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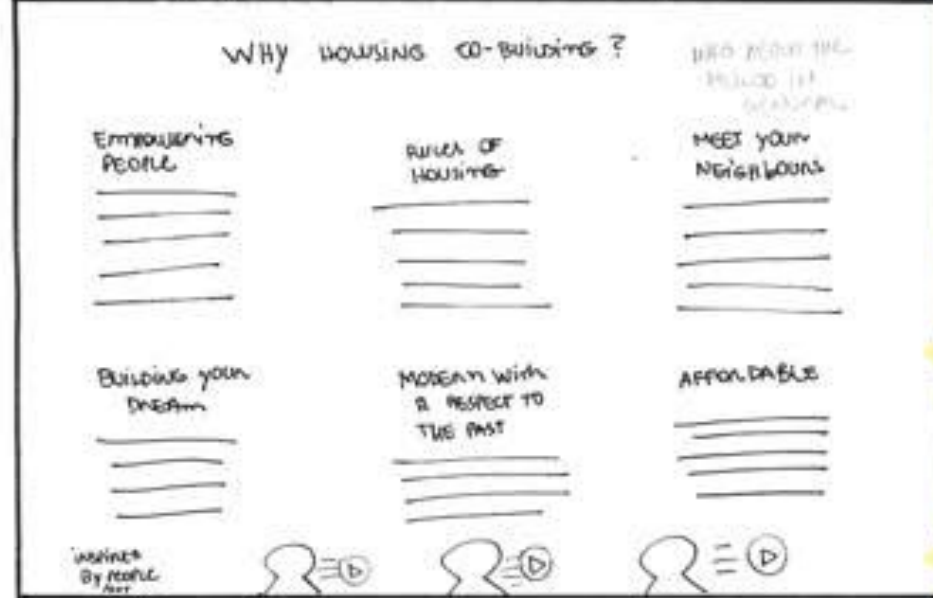
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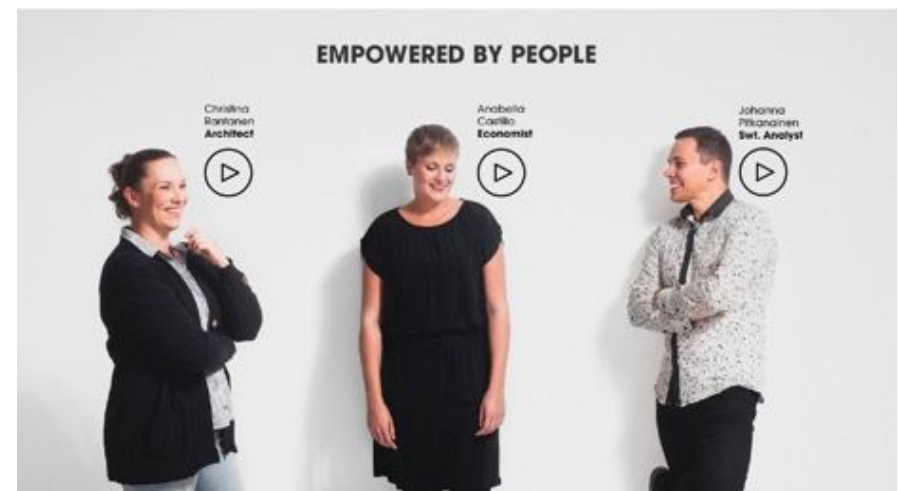
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Area to gather insights from the users / Format short surveys.



### PEOPLE CREATE CITIES







# Mockup prototypes

# LEGO Serious Play

People build with Lego bricks  
3-dimensional models of their ideas and  
tell stories about their models.

More:

<https://www.lego.com/en-us/seriousplay>





## # Mockup prototypes

# Service prototype

The service prototype has the objective of replicating, as much as possible, the final experience of interacting with the service, to test and validate all the design choices.





## # Mockups & Prototypes

# Service Sandbox

The Service Sandbox is a tool that enables the work with the design process based on multidisciplinary, modular sequences, and systematic thinking to leverage customer service experience.

More: <https://www.servicesandbox.net/>





## # Mockups & Prototypes

# Role-playing

The role-playing is a representation technique often used during co-design sessions; it allows to explain a service or product idea by acting out an use simulation scenario.

While a team is acting out their story, the rest of the audience learn about the idea, understand the high-level sequence of actions required and get to know the signature moments.



(0)76 50  
ower.nl

|      |      |
|------|------|
| 100% | 100% |
| 100% | 100% |
| 100% | 100% |





## # Mockup prototypes

# Wizard of Oz

Wizard of Oz prototypes are prototypes with faked functions — for instance, interactivity that comes from a human rather than an algorithm or software code, with users believing the latter is the case — that you can use to test with your users.

Source: Prototyping: Learn Eight Common Methods and Best Practices ....  
<https://www.interaction-design.org/literature/article/prototyping-learn-eight-common-methods-and-best-practices>



Tasks:

1. Open the ES app
2. Register and login
3. Remove the home screen from your iPad
4. Place the "add \$10 Topup" tile to your home screen
5. Re-arrange the tiles on your home screen

via your iPad  
add photo  
possible button



## # Mockup prototypes

# Physical models

The purpose of a physical model is to bring an intangible idea, or two-dimensional sketch, into a physical, three-dimensional plane.

This allows for much better testing with users, and it can spark discussions about the form factor of the solution.

Source: Prototyping: Learn Eight Common Methods and Best Practices ....  
<https://www.interaction-design.org/literature/article/prototyping-learn-eight-common-methods-and-best-practices>





*Rapid prototyping (source:[dyson.com](https://www.dyson.com))*

## # Low-code prototypes

# Hacking digital services

You can hack digital service by simulating your solution in platforms that require low-code skills. Those platforms provide several templates and components, but they are usually limited and not flexible for a final solution.

Though, it empowers stakeholders on your project and makes the product development easy to show to people with no or little IT knowledge. It also comes with a risk; stakeholders might think that the solution is too easy to build. Make sure that you have a person with an IT background in your team to backup you.

# TATTLY™

Designy Temporary Tattoos  
Who said forever is better?

Cart (0)

Each Tattly is \$5 (set of 2)  
includes shipping within the US

### DESIGNS

view all  
what's new  
animals  
black + white  
colorful  
for designers  
hand-drawn  
kids  
typographic

### MONTHLY SUBSCRIPTION

### ARTISTS

### SETS

### BLOG

### ABOUT

### CUSTOMER SERVICE



### THINGS WE LOVE



Tattly Subscription  
\$60



You're Very, Very Late (Set)  
\$15



Field Notes + Hustle Pack  
\$15



Besties  
\$5



Crops  
\$5

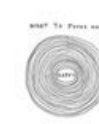


Popsicles  
\$5

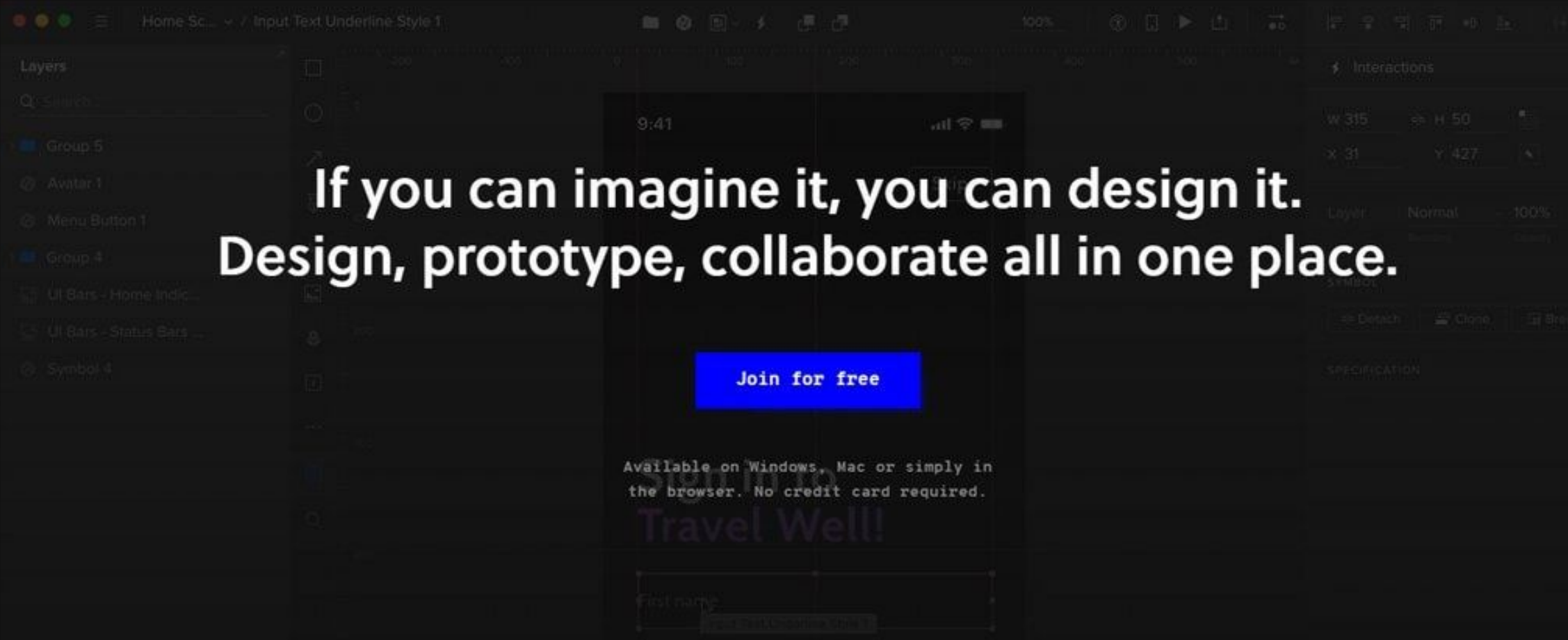


### MOST RECENT DESIGNS

view all



HUSTLE



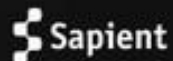
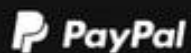
**If you can imagine it, you can design it.**  
**Design, prototype, collaborate all in one place.**

Join for free

Available on Windows, Mac or simply in  
the browser. No credit card required.

First name

TRUSTED BY



All categories

- Primary
- Secondary
- Success
- Danger
- Warning
- Info
- Dark

UXPIN LIBRARIES

- Bootstrap
- Foundation
- IOS
- Material Design
- User Flows

New library Manage libraries

TITLE HERE

# This is why we do this and how we do it!

I have hinted that I would often jerk poor  
Queequeg from between the whale and the  
ship here he would occasionally fall



Full Name \*

Email Address \*

Email Address \*

Company \*

Upload

Upload

Message \*

SUBMIT

Default (m)

Interactions

CANVAS SIZE

Custom

W auto H auto

Add new adaptive version

SCROLLING

Vertical scroll

Horizontal scroll

COLUMN GRID

BASELINE GRID

SQUARE GRID

FILL

#FFFFFF 100%

IMAGE FILL

PREVIEW - BACKGROUND

#F3F3F3 100%

PREVIEW - SHADOWS

5% 0 10 50 0

Opacity X Y Blur Spread

PREVIEW - DEVICE FRAME

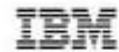
# DESIGN BETTER. FASTER. TOGETHER.

The digital product design platform powering the world's best user experiences

Your email address

GET STARTED—FREE FOREVER

Watch Video





InVision team members can access



Mobile App  
Mobile Prototype



App Wireframe  
Freehand



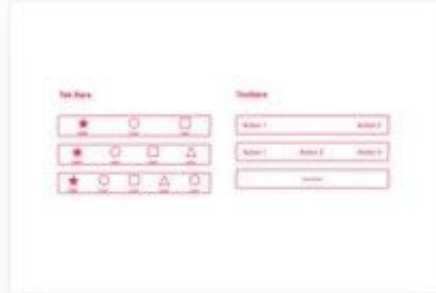
Element Library  
Web Prototype



Inspiration  
Board



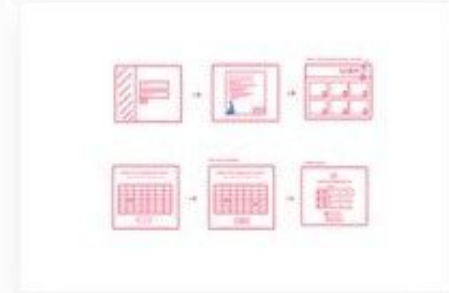
Photography  
Board



Navigation Flows  
Freehand



Desktop Site  
Web Prototype



Architecture Doc  
Freehand



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Prototyping Features

# Prototype while you design, and vice versa

Bring your ideas to life in animated prototypes. Test concepts earlier and more often. Create a better blueprint for development.

[Get started](#)



Design Prototype Code

Background  
D9E1F1 100%

Local Styles  
Text Styles  
Ag Mobile - Header  
Ag Mobile - Small Text  
Ag Mobile - Body  
Ag Mobile - Body Links

Color Styles  
Lil Green  
Stone Grey  
Lil Coral  
Lil Red  
Lil Yellow  
Lil Lavender  
Lil Blue

Luis, PM

Jada



# Building prototypes for testing: Tips

1. Don't test interfaces, test usages
2. Good prototypes are designed for feedback
3. *What do you want to learn?* Create a discussion guide that connects with 'the problem you want to solve'
4. Create a prototype based on what you need to learn – not the other way around
5. Prototype key steps vs. the whole experience
6. It doesn't need to be perfect nor finished — choose the right level of fidelity!
7. Create one asset (prototype) per question; for example it is best to test features in separate screens than one screen with many features
8. Consider how you will evaluate the success of the prototype. How will you measure and analyze results?

# Start building a prototype - 60 min

1. What are the 3 main questions you need to learn about your idea?  
5 min (individually) > 10 min discussion > 5 min selection
2. Design the assets (prototype) that help you answer them.  
40 min (groups)

# **Assignment**

# Assignments

## Deadline Tuesday 29.09

- **Finalise your prototypes and test your idea with your research participants**

Individually, meet the same person you interviewed and show them your prototyped ideas. The aim is to get their early feedback and learn what is valuable for them so that you can iterate and refine your proposition.

- **Reading task (Blomberg & Stucky)**

Read the 8 pages chapter 'Service design and the emergence of a second economy' by Jeanette Blomberg and Susan Stucky from the book *Designing for service* by Daniela Sangiorgi. Reflect on the implications of your service and other ethical considerations related to the design of digital services. We will discuss it collectively in class.

**Testing**



# Testing, interviews in-context

1. Don't sell, learn! A prototype only fails if you do not learn anything
2. Listen, wait and let them describe what they think it is
3. Encourage co-creation, ask them to draw and change your prototype.
4. Use open questions, examples:
  - Is it easy to understand?
  - Would you use it? When and how?
  - How does this idea help you?

If participants don't understand your concept don't push it, play it back:

- What do you think this is?

# Testing: Some questions to ask

1. Before users even look at the prototype, what would they expect to be able to do with it?
2. Does it address a problem they have?
3. How would they expect it to look?
4. Once you show them the prototype, do they understand it?
5. Do they need it and/or want it?
6. How does it measure up to their expectations?
7. What features are missing?
8. Does anything seem out of place or unnecessary?
9. How do users feel when using the prototype?
10. If users had a magic wand, what would they change about it?
11. How likely or unlikely would they be to use it if it were available?