

IDBM Challenge Prototyping Workshop

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Agenda

Intro

What is Prototyping?

Workshopping

Sharing and Reflection

Testing and Harvesting





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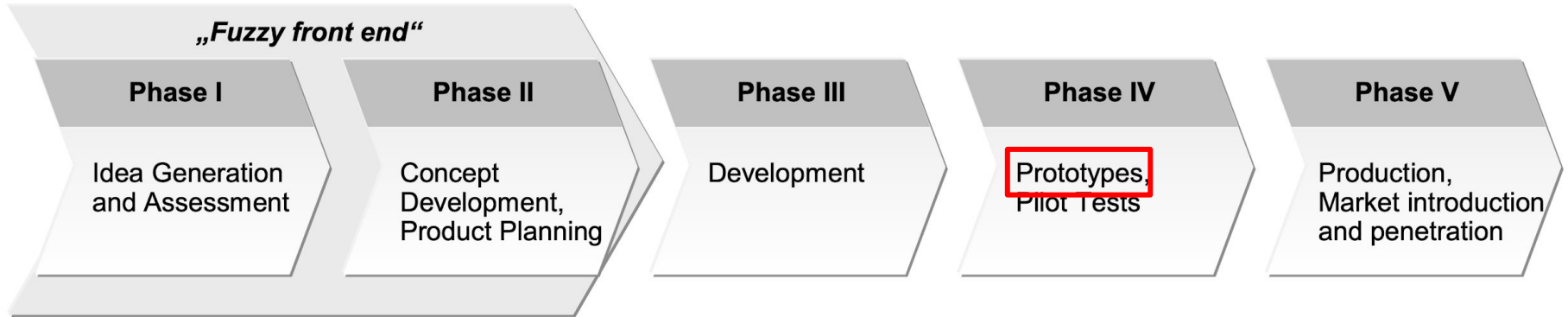
Anniina Leggat

IDBM MA Student

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What is Prototyping?

Traditional 'Innovation' Process



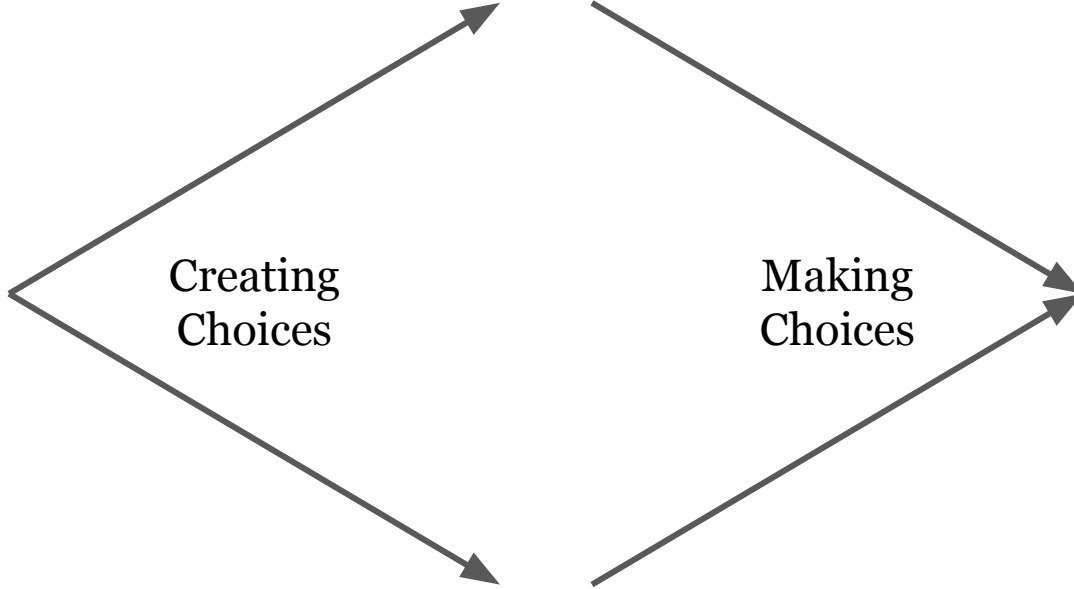
Design Thinking

Problem-Solution Co-evolution

“Creative design seems more to be a matter of developing and refining together both the formulation of a problem and ideas for a solution, with constant iteration of analysis, synthesis and evaluation processes between the two notional design ‘spaces’ - problem space and solution space.”

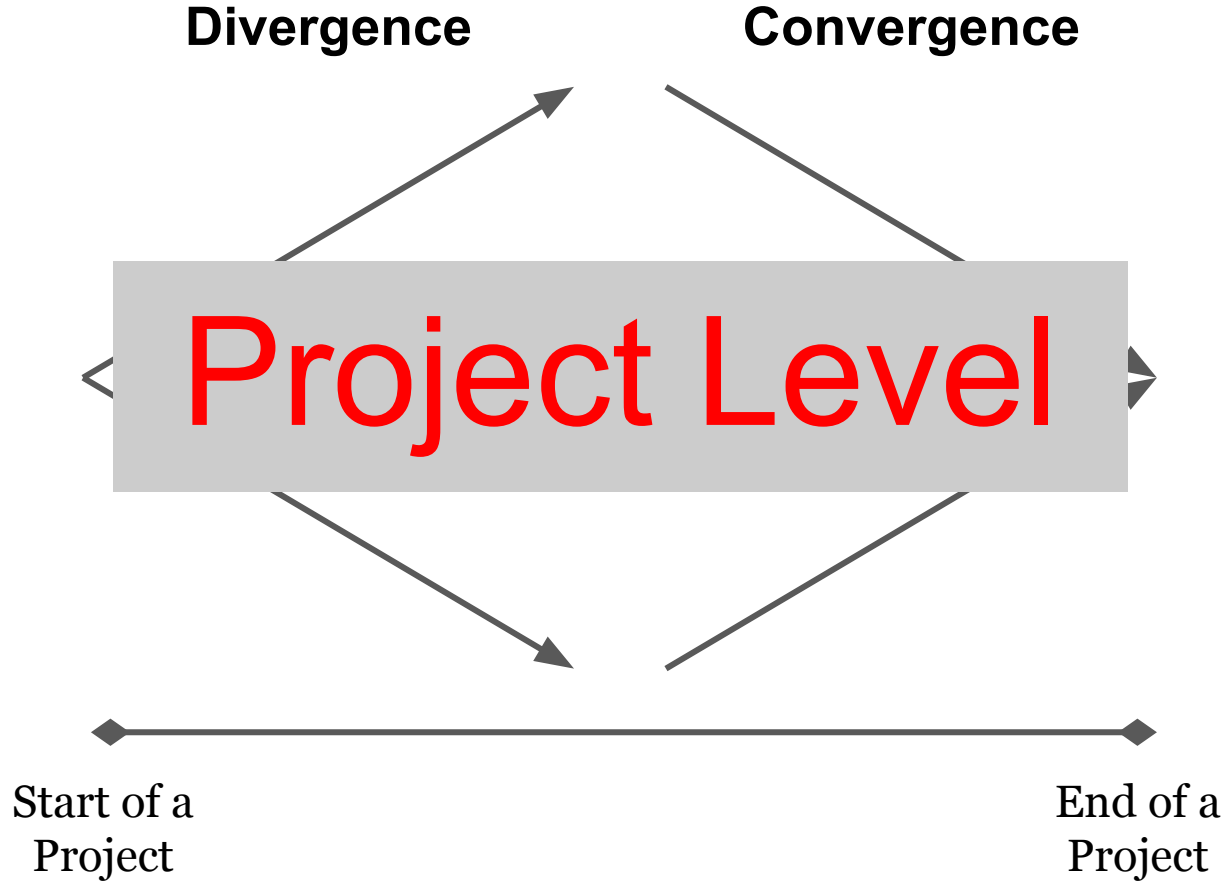
Divergence

Convergence



Creating
Choices

Making
Choices



Divergence

Convergence



Start of Research
Period

End of Research
Period

e.g.

**Divergence and Convergence
are ways of thinking and working that
apply at both micro and macro scale**

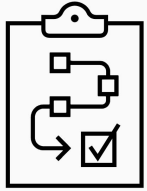
So how does this all fit into prototyping?

**Prototyping is primarily
a convergent tool, but it is
critical also when diverging.**

**It allows you to find certainty and
direction in both your exploration and
decision making processes.**

**Prototyping is a tool
to cope with large amounts of
information and uncertainty.**

Prototyping process from planning to harvest



Plan and prepare

- Define aspects you want to learn more about (eg. assumptions)
- Plan the test and desired outcomes



Create

Create the necessary tangible representation

= Prototyping



Test

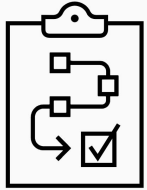
Share your work with the relevant stakeholders in order to solicit feedback



Harvest

- Analyze Results
- Extract Learnings / Insights
- Derive Implications

Prototype testing basics



Plan and prepare

- Define assumptions
- Plan the test and desired outcomes



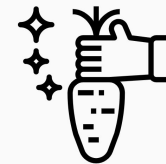
Create

Create the necessary tangible representation



Test

Share your work with the relevant stakeholders in order to solicit feedback



Harvest

- Analyze Results
- Extract Learnings / Insights
- Derive Implications

**LEARNING DEFINES
THE SUCCESS
OF YOUR PROTOTYPE**

CONTEXT MATTERS

**ALLOW THE USER TO
EXPERIENCE
YOUR PROTOTYPE**

**DON'T FALL IN LOVE
WITH YOUR PROTOTYPES**

Team roles and testing practicalities



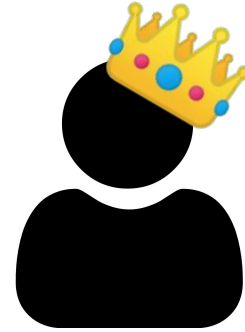
Test Runner



Interviewer



Deep Questions



“User”



Recorder



Observer

OPEN ENDED QUESTIONS

5 WHY'S

**KNOW WHAT YOU ARE
TRYING TO FIND OUT**

Harvesting and Analyzing

Learning Goals

Results

What happened during testing?

Learnings

What do the results mean? What is the deeper meaning behind the results?

Implications

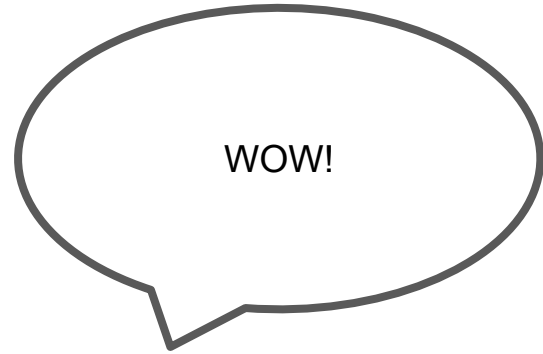
**What do the learnings mean for the next steps of the project?
What do the learnings mean for the concept?**



“Surprise is what keeps a designer from routine behaviour.”



VS



PROTOTYPING IS A MINDSET