A"
Aalto University
School of Arts, Design
and Architecture

Google Design Sprint
Thursday ("Prototype")

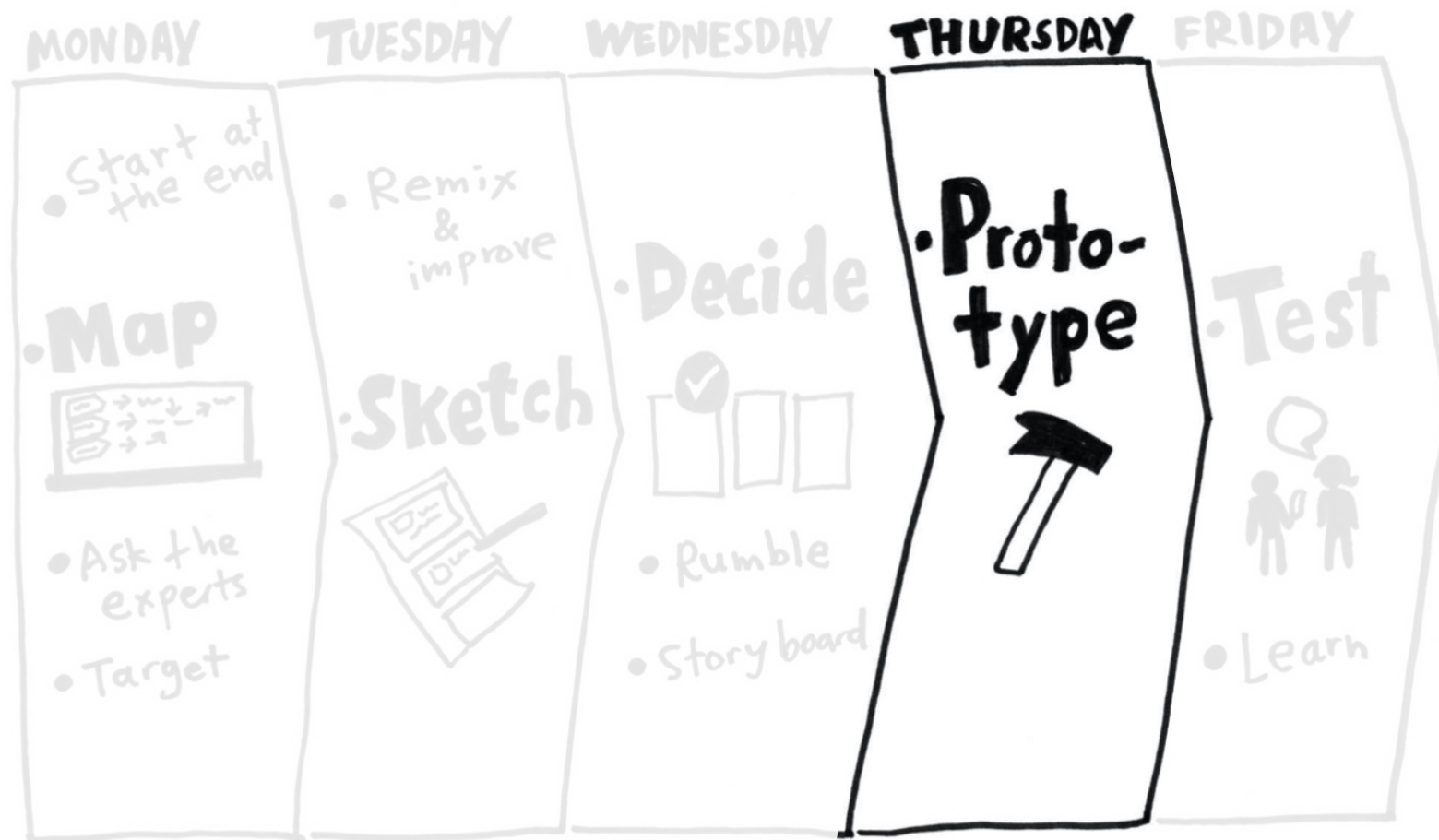**MUO-E3036 Interaction Design (IxD)**
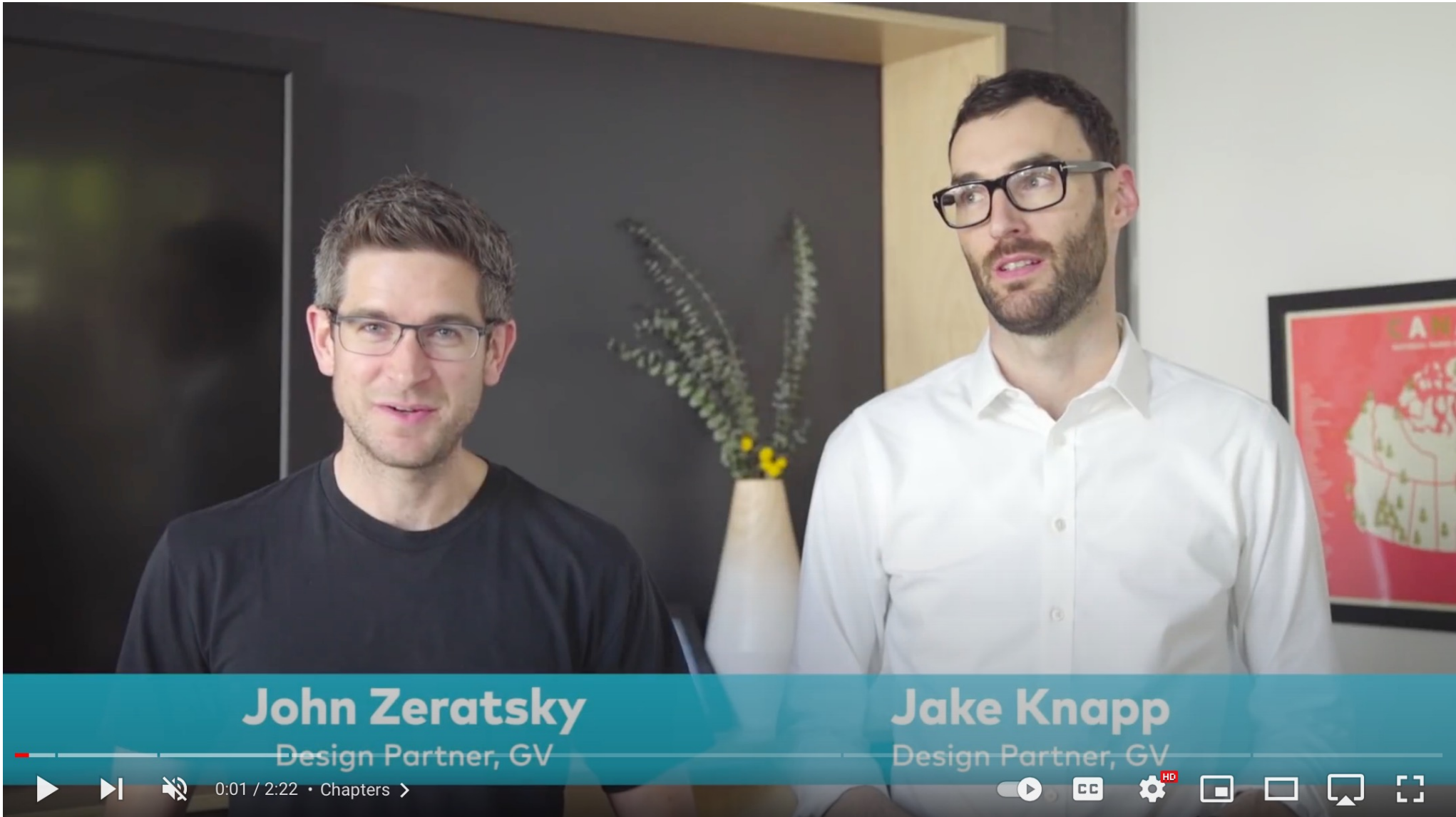
20 January 2022

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Link to these slides:
MyCourses > IxD > Split S > Lecture slides > Week2-Day4-sprint--Prototype.pdf

Thursday

https://www.youtube.com/watch?v=IGcwFV76t7o

Prototype mindset

Fake it! Create an illusion.

Your prototype does not really need to work without human assistance.

Principles:

1. You Can Prototype Anything
2. Prototypes Are Disposable
3. Build Just Enough to Learn, but Not More
4. The Prototype Must Appear Real

Goldilocks quality

Wasted time

Just right

Not real enough

Realness

Time
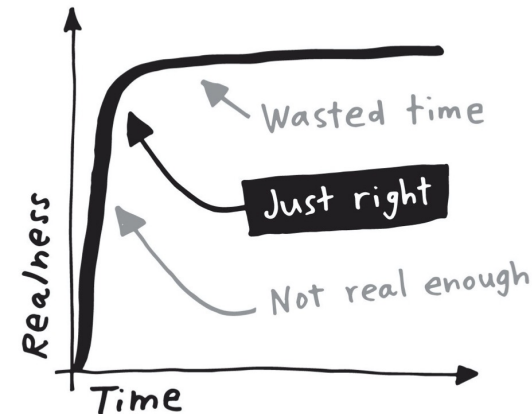
Example:

Question:	How will hotel guests react to a robot with personality?
Format:	Physical robot with iPad touch screen.
Tools:	Keynote, sound effects library, iPad, robot, remote control, hotel room, acting.

Role division:

Maker

Asset collector

Writer

Stitcher

Interviewer

Pick the right tools

If you're not sure how to build your prototype, start here:

- If it's on a **screen** (website, app, software, etc.)—use **Keynote, PowerPoint**, or a website-building tool like **Squarespace**.
- If it's on **paper** (report, brochure, flyer, etc.)—use **Keynote, PowerPoint**, or word processing software like **Microsoft Word**.
- If it's a **service** (customer support, client service, medical care, etc.)—write a **script** and use your sprint team as **actors**.
- If it's a physical space (store, office lobby, etc.)—modify an **existing space**.
- If it's an **object** (physical product, machinery, etc.)—modify an **existing object, 3D print a prototype**, or **prototype the marketing** using Keynote or PowerPoint and photos or renderings of the object.

- Figma

Day's contents

Morning:

    Pick the right tools

    Divide the roles

    Prototype!

Afternoon:

    Prototype!

    Stitch it together (~2 PM)

    Do a trial run (~3 PM)

    Finish up the prototype

All day:

    Write interview script

    Remind customers to show up on Friday

Evaluation location coordination

To avoid conflicts and to negotiate overlapping needs for spaces:

Tell:

Where you are going to run the evaluation

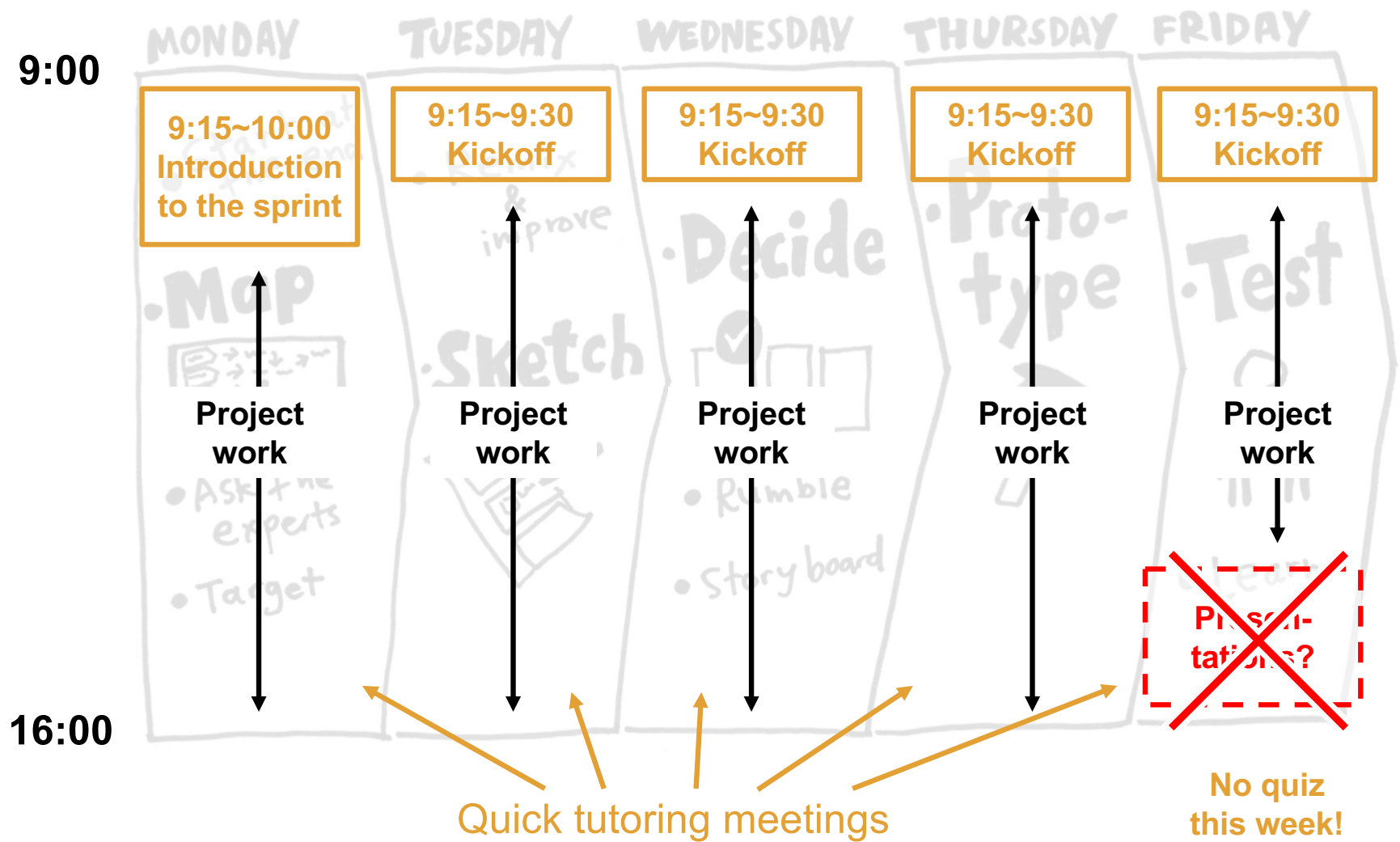Also: **when** you are planning to use the space, and **how**

Your contact details

Answer here:

https://docs.google.com/spreadsheets/d/1iezF_tQTP2TtQaHo4dBWATXhGSYEsM_JV-rCRsX79LA/edit?usp=sharing

Negotiate the overlaps between yourselves so that uses are balanced equally

Presentations on Friday or on Monday?

9:00

16:00

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
9:15~10:00 Introduction to the sprint	9:15~9:30 Kickoff	9:15~9:30 Kickoff	9:15~9:30 Kickoff	9:15~9:30 Kickoff
Project work	Project work	Project work	Project work	Project work
				Presentations?

Quick tutoring meetings

No quiz this week!

8

Presentations => moved to Monday

9:00 – 10:30:

    Groups prepare the presentations

    Presentation length: 8–10 minutes

Contents:

    1. What is your concept about (e.g., the storyboard and picture of the prototype)

    2. How did you evaluate it, what did you learn?

    3. What did you learn about the Sprint and its methods?

10:30-12:00:

    Gather to Zoom and present the presentations

Tutoring

9:30-12:00

See you in the tutoring meetings!