Service Design PROTOTYPING

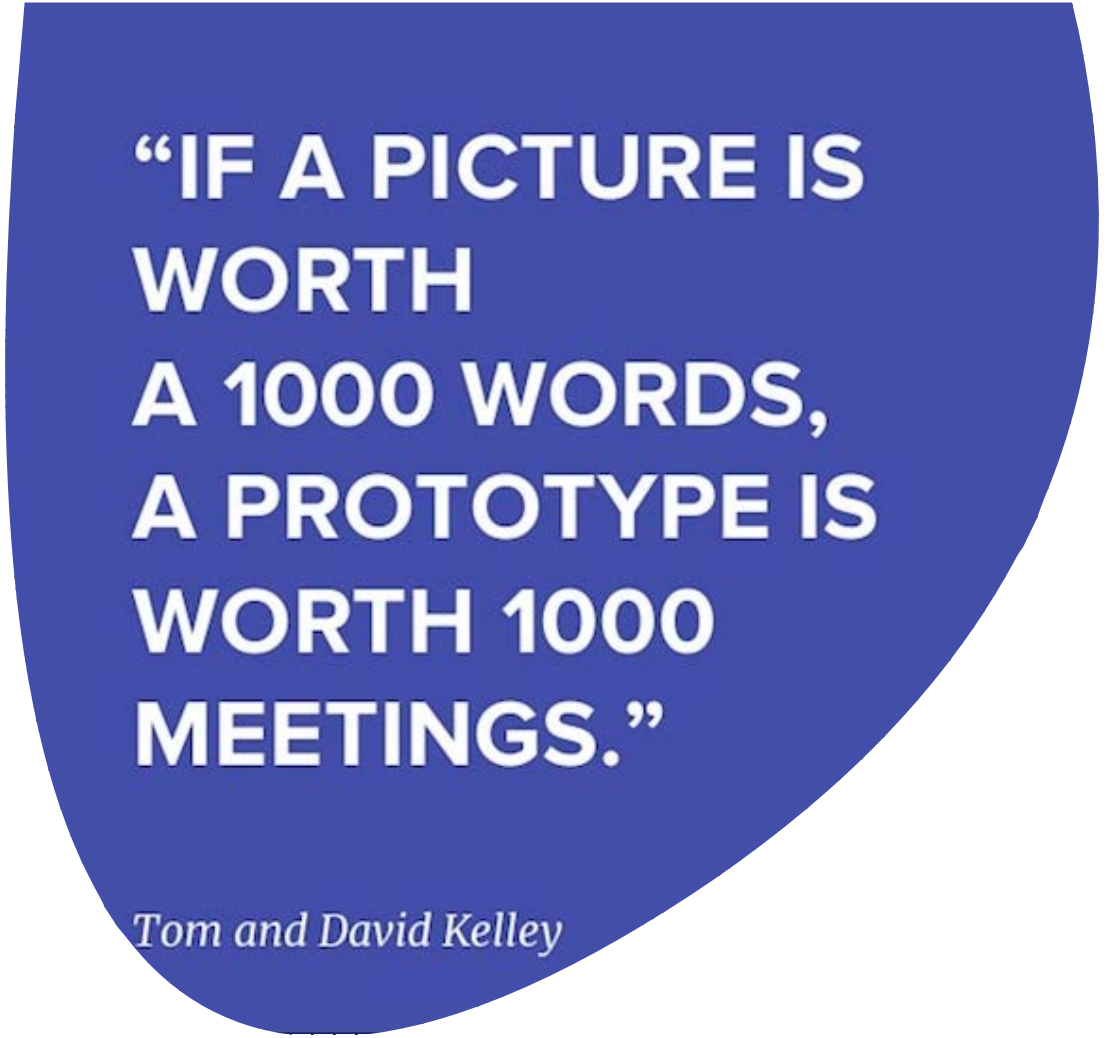
Tentative Learning Outcomes

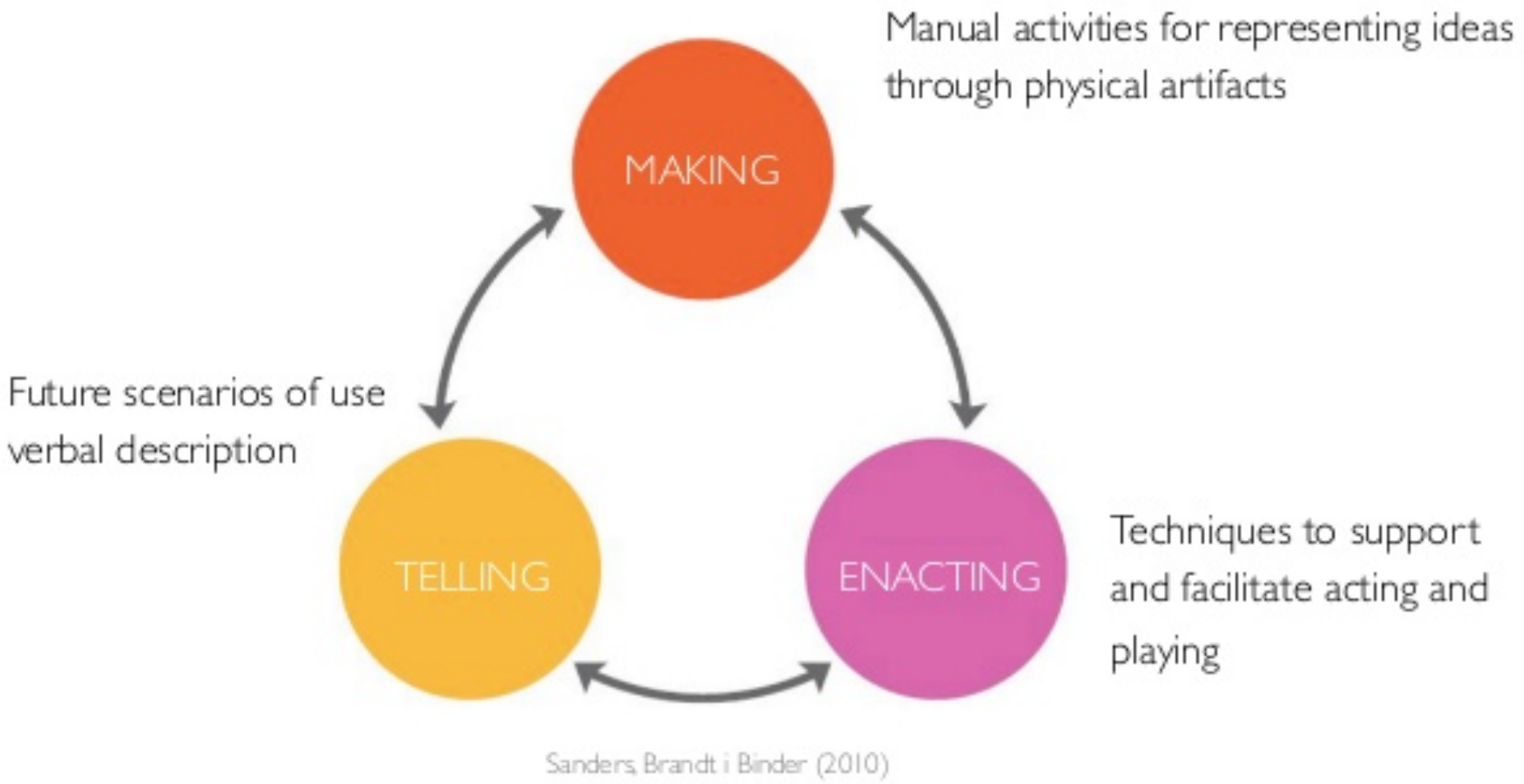
1. Familiarization with different types of advance prototyping

2. Trying out a prototyping tool: Fake Arvertisement

Why prototyping ?

- Prototypes evoke a focused discussion in a team, because the phenomenon is ‘on the table’
- Prototypes allow testing of a hypothesis
- Prototypes confront theories, because instantiating one typically forces those involved to consider several overlapping perspectives/theories/frames
- Prototypes confront the world, because the theory is not hidden in abstraction
- A prototype can change the world, because in interventions it allows people to experience a situation that did not exist before



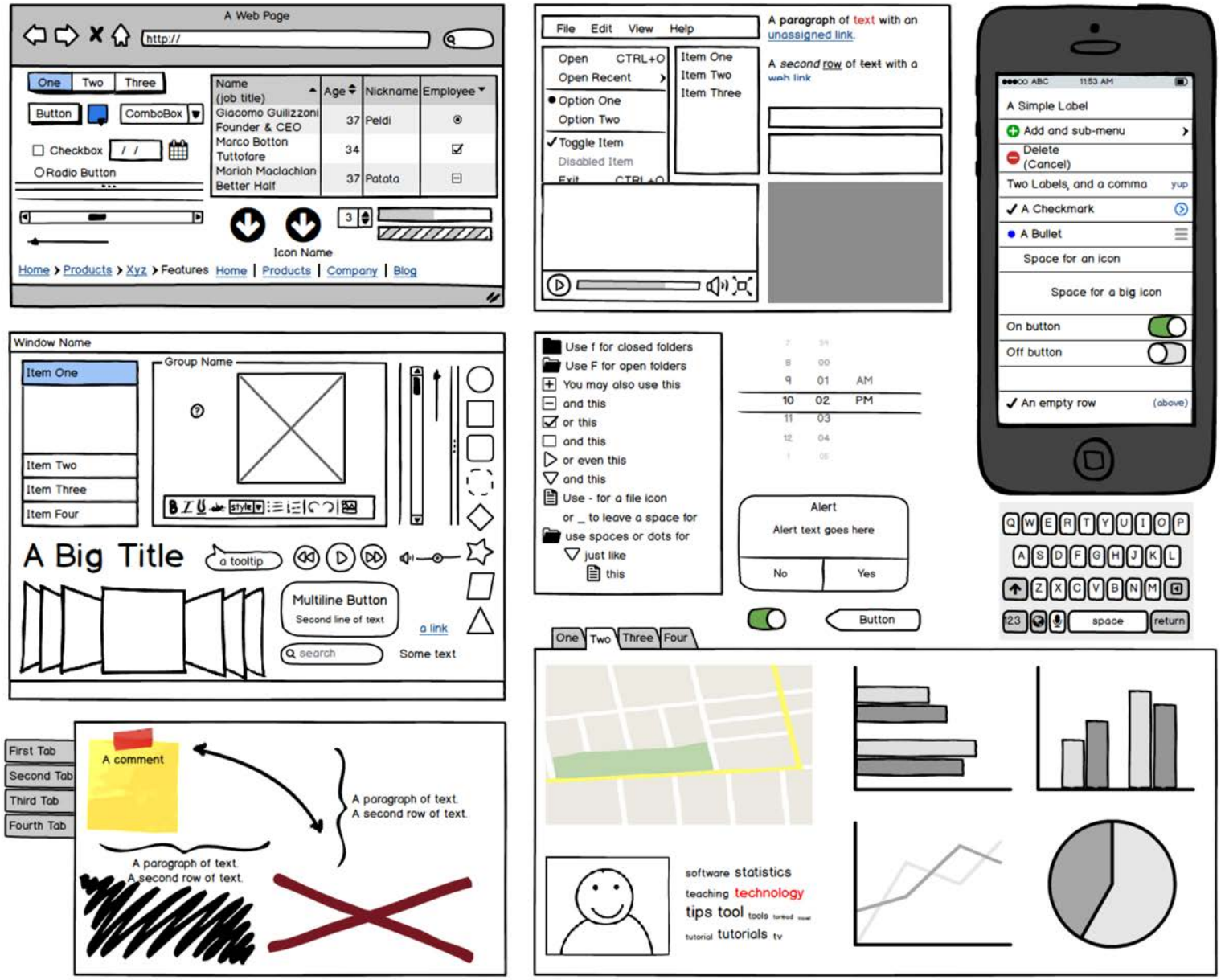

Manual activities for representing ideas through physical artifacts
MAKING
Future scenarios of use verbal description
TELLING
ENACTING
Techniques to support and facilitate acting and playing
Sanders, Brandt i Binder (2010)

TELLING & EXPLAINING	MAKING TANGIBLE THINGS	ACTING, ENACTING & PLAYING
- Diaries - Inspiration Cards - Observation - Stories and storyboarding - Experience timelines/maps - Voting Dots	- Collages - User journeys - Service blueprints - Live visualizations - Lo-Fi/Hi-Fi Prototypes (e.g paper, video, GUI, technical)	- Design Games - Props and black boxes - Design Jams - Scenario making through drama methods - Improvisation - Participatory envisioning and enacting by setting users in future situations - Simulations

Adapted from Sanders, E. B.-N., Brandt, E., & Binder, T. (2010*). A framework for organizing the tools and techniques of participatory design*. 195. https://doi.org/10.1145/1900441.1900476

Wireframes

Choosing the prototyping tools for prototyping web/mobile applications



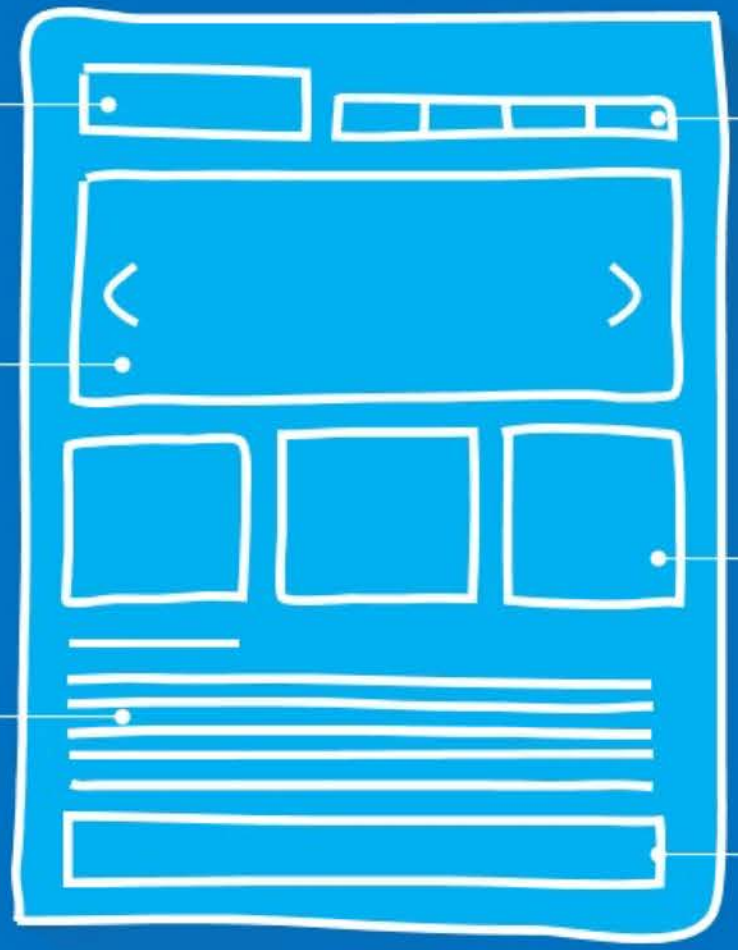
https://uxplanet.org/how-to-choose-a-website-prototyping-service-9-tools-27d82269f1f8

Website Wireframe Template for PowerPoint

Logo
This is a sample text. Insert your desired text here.

Web Banner
This is a sample text. Insert your desired text here.

Content
This is a sample text. Insert your desired text here.



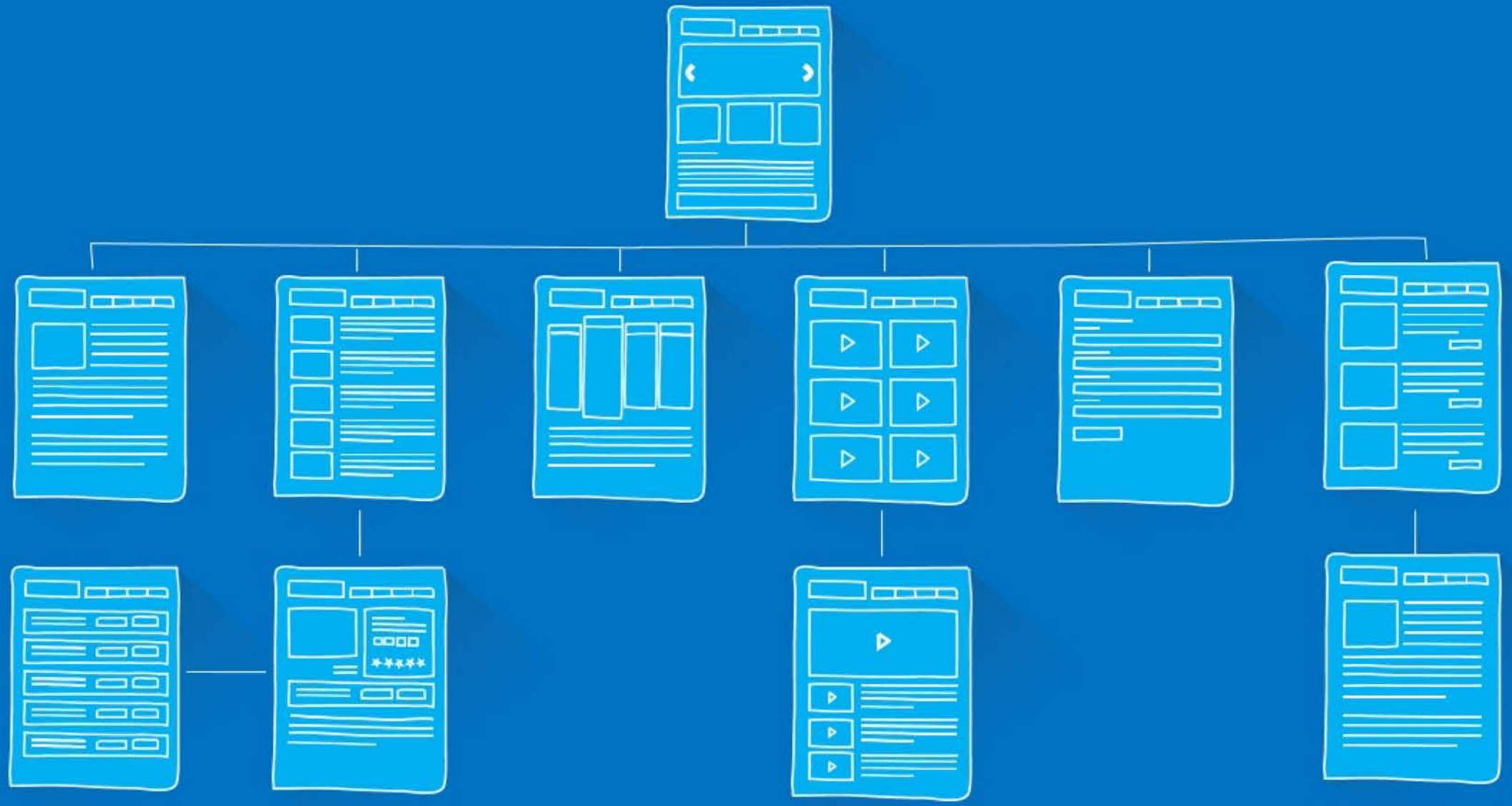
Navigation
This is a sample text. Insert your desired text here.

Services
This is a sample text. Insert your desired text here.

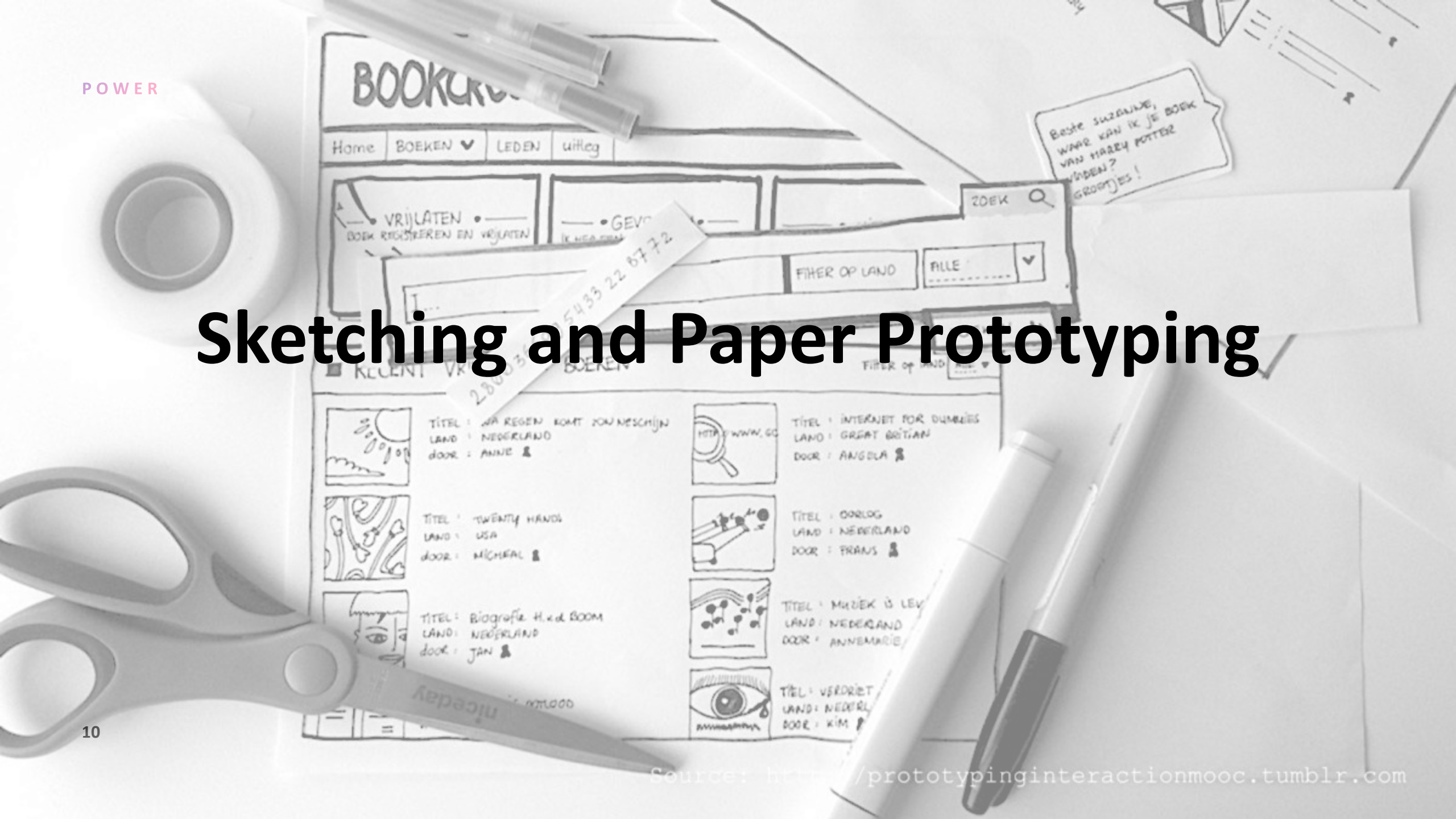
Footer
This is a sample text. Insert your desired text here.

https://slidemodel.com/templates/website-wireframe-template-powerpoint/

Website Wireframe Template for PowerPoint



Sketching and Paper Prototyping



Source: http://prototypinginteractionmooc.tumblr.com

BREAK SLIDE

From PP to Minimum Viable Product

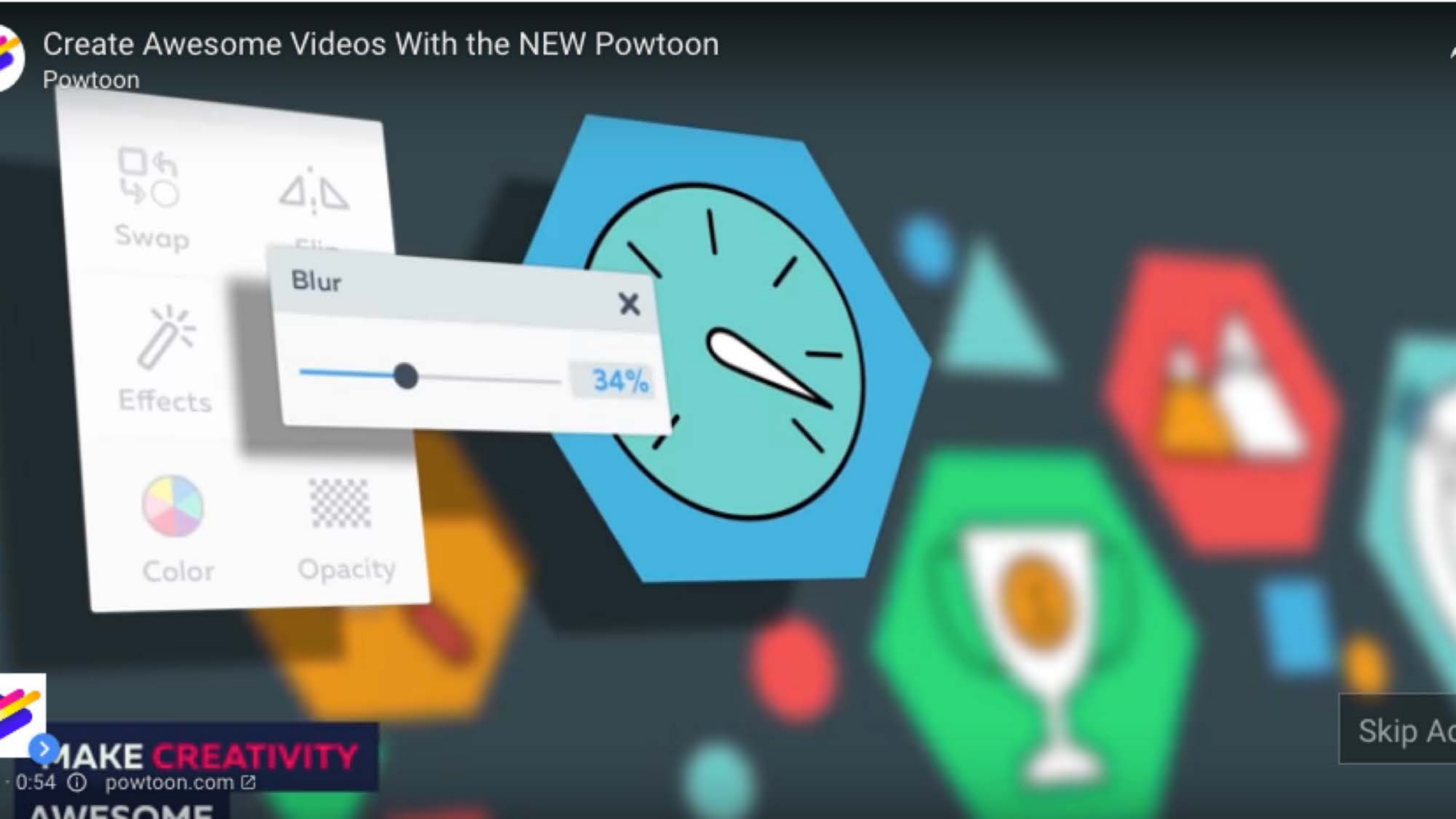
Prototyping Using inVision
https://projects.invisionapp.com/share/PS1P1YJ9K8
HubSpot
Dashboard
Content
Social
Contacts
Email - Quarterly Newsletter
Recipients
Activity feed
View all recipient activity
Today: Monday, October 20th
5:02 PM
Jonathan Smith clicked on
5:02 PM
Jonathan Smith opened email
DEVICE TYPE: Computer
USER AGENT: Mozilla/5.0
BROWSER: Gogle Chrome
DURATION: 15 seconds
5:02 PM
Alex Tanner unsubscribed
5:02 PM
Jane Austen opened email

Digikuiskii mobile prototype made with Invision.

Video Prototyping

BREAK SLIDE

https://www.youtube.com/watch?v=38mi2HhEEgE&t=0s&list=PLen0WKCoTP5tDB7b2z_y-lMXd13PncJ3H&index=14


Create Awesome Videos With the NEW Powtoon
Powtoon
Swap
Effects
Color
Opacity
Blur
34%
MAKE CREATIVITY
0:54
powtoon.com
Skip Ad

Websites

Service Prototyping

Website 1 — Prototyping Apps for Service Designers Tools to build prototypes faster

https://apps.service-design.co/prototyping-apps-for-service-designers-8f73a4a212e9

Tools

Website 2 — How to choose a website prototyping service: 9 tools

https://uxplanet.org/how-to-choose-a-website-prototyping-service-9-tools-27d82269f1f8

User testing

Website 3 — Case Study: ACCESS NYC — Part 1

https://civicservicedesign.com/case-study-access-nyc-part-1-5ccdf1c4a520

Case Study: ACCESS NYC — Part 2

https://civicservicedesign.com/case-study-access-nyc-part-2-f86130ebdead

Videos

Video 1 — Rapid prototyping 1&3 Sketching & Paper Prototyping

https://www.youtube.com/watch?v=JMjozqJS44M&t=322s&list=PLen0WKCoTP5tDB7b2z_y-lMXd13PncJ3H&index=10

Video 2 — Rapid prototyping 2&3 Digital Prototyping

https://www.youtube.com/watch?v=KWGBGTGryFk&list=PLen0WKCoTP5tDB7b2z_y-lMXd13PncJ3H&index=10

Video 3 — Video Prototyping

https://www.youtube.com/watch?v=38mi2HhEEgE&t=0s&list=PLen0WKCoTP5tDB7b2z_y-lMXd13PncJ3H&index=14

Video 4 — Mobile Application Design

https://www.youtube.com/watch?v=y20E3qBmHpg&index=9&list=PLen0WKCoTP5tDB7b2z_y-lMXd13PncJ3H&t=0s

Video 5 — Service Design: Designing cross-channel service experiences

https://www.youtube.com/watch?v=d5VHZM16Eqk&index=26&list=PLen0WKCoTP5tDB7b2z_y-lMXd13PncJ3H&t=1460s

Video 6 — How to Create Mockups, Wireframes and Prototypes with PowerPoint

https://www.youtube.com/watch?v=Hoj7v0j8w6o&index=33&list=PLen0WKCoTP5tDB7b2z_y-lMXd13PncJ3H&t=0s