

# Questions?

- Homework #1 is due
- Homework #2 is out
- Project #1?

# Today

- Rapid prototyping

# Ideation

“The best way to get a good idea is to get a lot of ideas”

- Seed the brainstorm
- Get physical
- Follow the rules (IDEO)
  - One conversation at a time
  - Stay focus
  - Encourage wild ideas
  - Defer judgment
  - Build upon idea from others

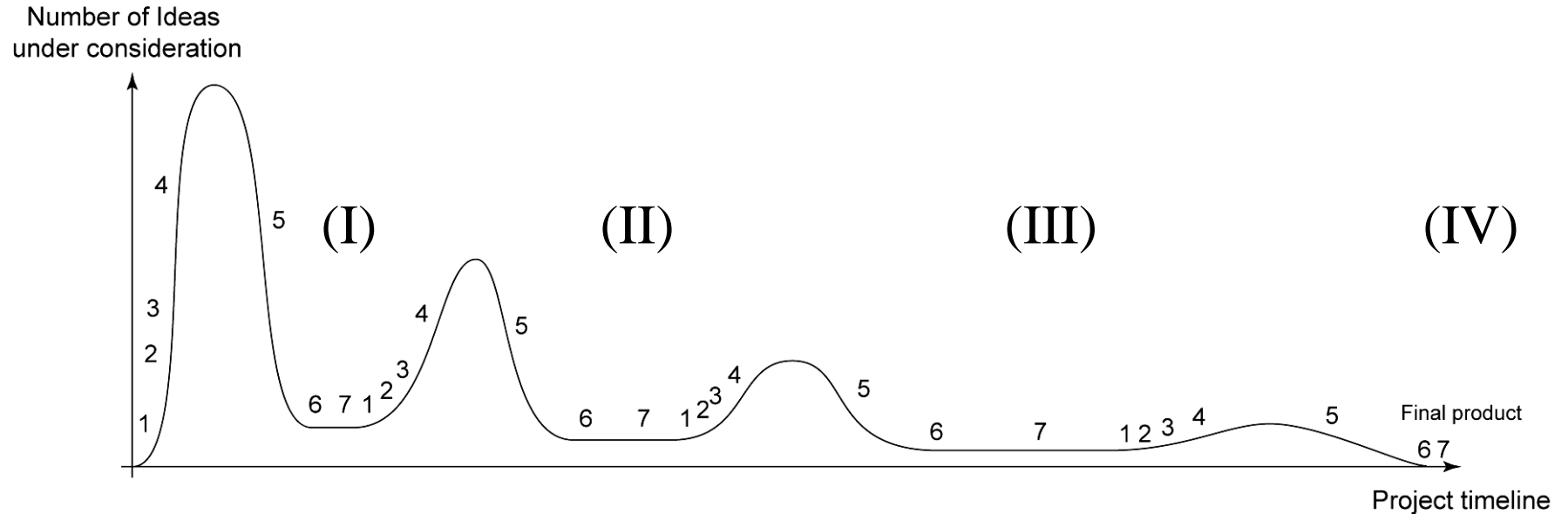


# Idea selection

- Define each idea importance
  - User preference and target user population
  - Available hardware
  - Available software
  - Cost
  - Window to market
  - ...
- Rank ideas according the your criteria
- Pick the tops 1-5
  - Depend on resources and stage of the project

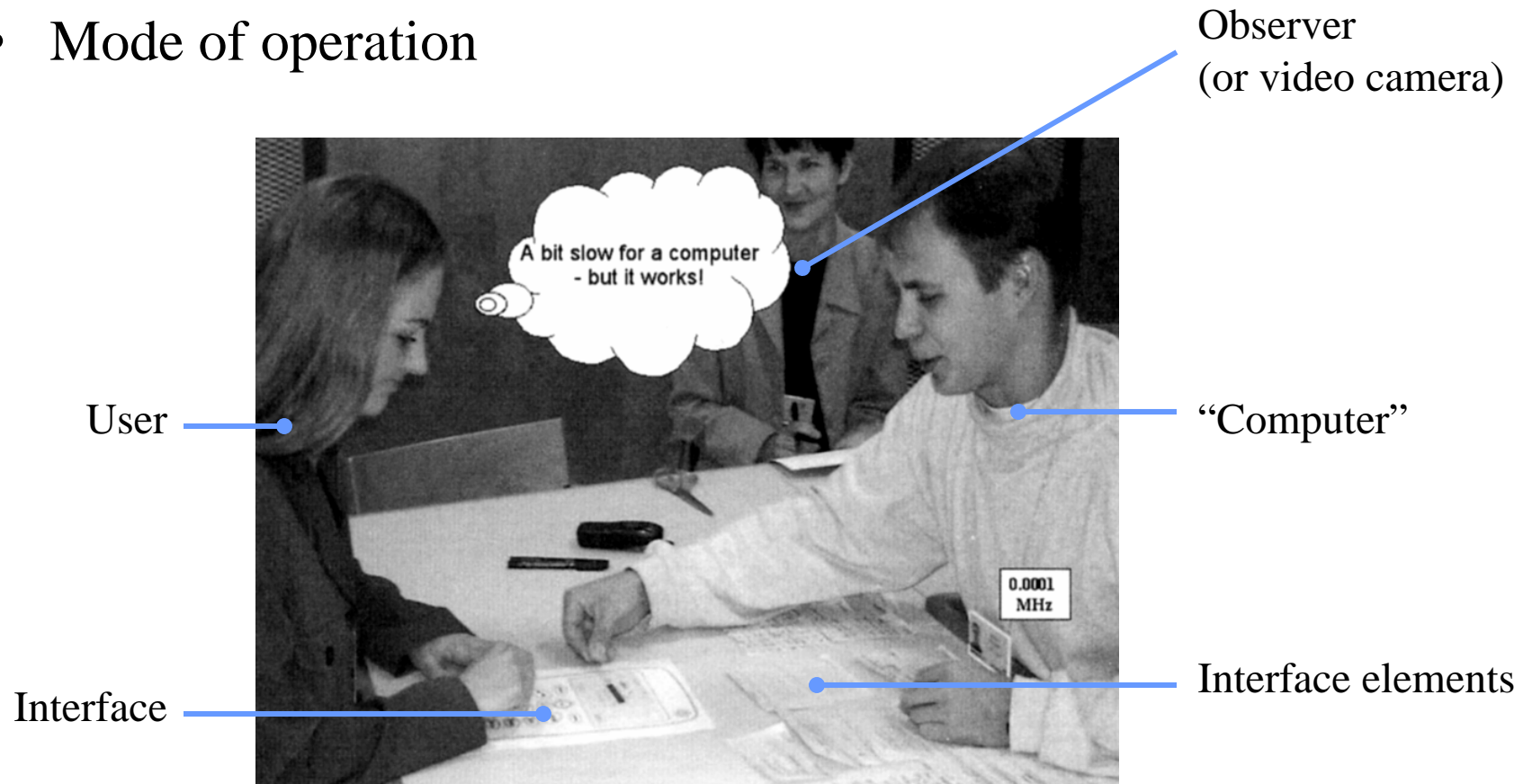
# Implementation

- Depending on the phase of the project
  - Rapid low-fi implementation (I)
  - Rapid prototyping (II)
    - *Director, Flash*
  - Toolkit based implementation (III)
  - Full implementation (IV)



# Low fidelity prototypes

- Paper/plastic based interface simulation
  - Using sketches, foamcore, transparency, and PICTIVE\*
- Mode of operation



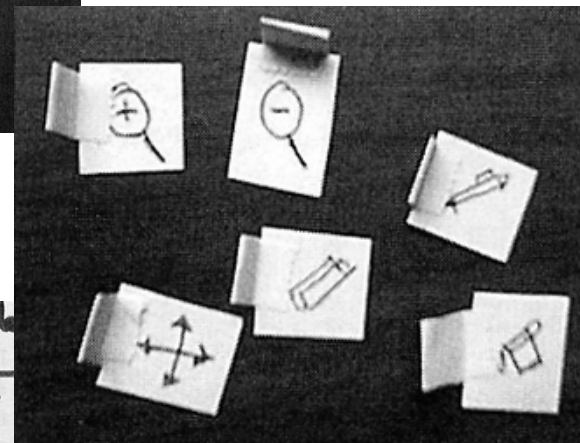
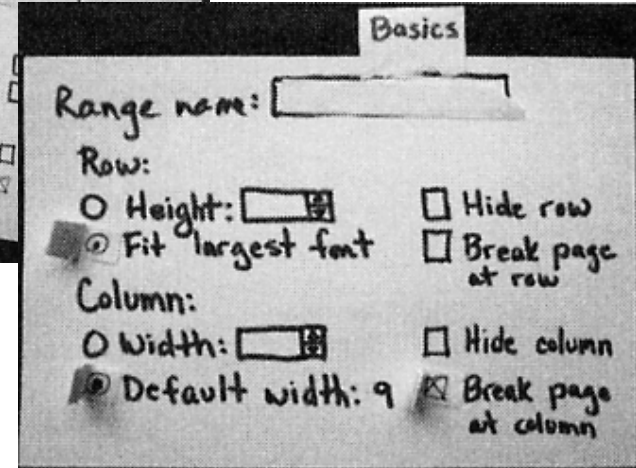
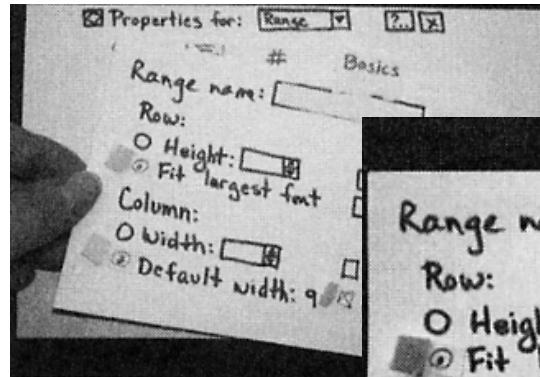
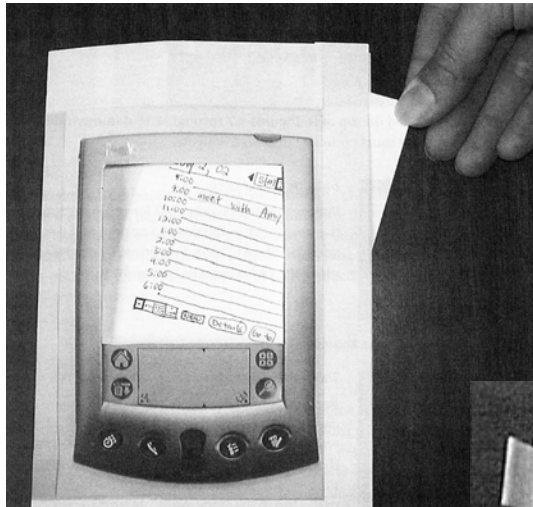
Paper prototyping (Carolyn Snyder)

\*Plastic Interface for Collaborative Technology Initiatives through Video Exploration” Muller, CHI 91

# Low fidelity tools



# Low fidelity interface elements

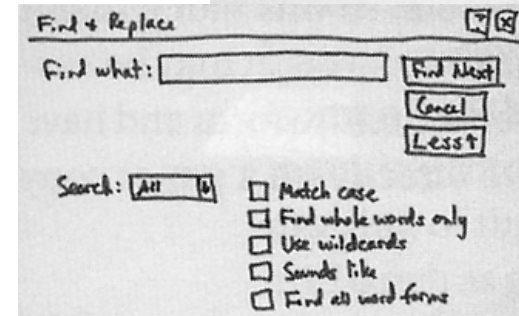
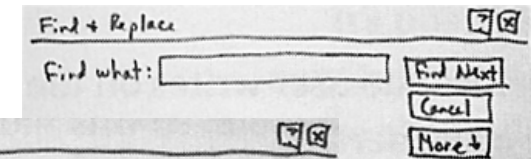


## 2. Select the Actions for your rule

- Copy it to the specified folder
- Delete it
- Forward it to people
- Highlight it with color

## 3. Rule Description (click underlined value to edit):

Apply this rule after the message arrives  
where the from line contains Craig Duncan  
highlight it with color



# Design a “way finder” for airport customers

- Problem statement:

*When passing through airports, people often have difficulty finding the services they need. The availability of these services, as well as how to get to them, is not obvious, which can result in missed flights, weary travelers, and a stressful customer experience.*

- Target persona: Angela, ~30, PR on the west coast

- Wants to be on time for client meetings
- Wants to travel without hassle
- Does not want to feel stupid

# Constrains

- PDA/Smart phone class hardware
- Wireless infrastructure available
- Low resolution location information available

# Process

- Group size: 5
- What to do:
  - 4 minutes to refine key goals
  - 6 minutes to brainstorm on how to serve this goals
  - 10 minutes to create the initial low fidelity prototype
  - 10 minutes to debug the interface with a user
- Presentation to the class
  - Several group will present their solution to the class

# Solution from Cooper Design

Angela taps here to view a list of the types of services available in the airport.

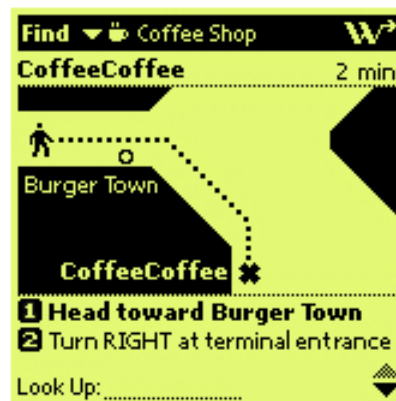
Name	Minutes
Joe's Coffee	1
CoffeeCoffee	3
Moonbucks	4
Airport Coffee & Snacks	4
CoffeeCoffee	8
The Bean Shack	10
Moonbucks	10
Moonbucks	12
Lucille's	13

Services in the selected category are listed here. The location closest to her appears at the top of the list.

Or she can write the name of the service she is looking for here.

To choose a destination, Angela taps her choice in the list.

After making a selection on the List screen, Angela sees the Map screen, which shows her position, her destination, and the major landmarks on her route.



Angela can navigate by looking at the map, or by following the simple written directions below.

As she moves along her route, the appropriate direction moves to the top of the list.

