

Z

hdk

Zürcher Hochschule der Künste
Zentrum für Weiterbildung

Kickoff Prototyping

Service Design | 22. Mai 2018

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„If a **picture** is worth a thousand
words, a **prototype** is worth a
1000 meetings “

Saying at IDEO

Prototype Hardware

Low Fi



Source: <https://www.tes.com/lessons/FwsSqlPOI7p8xw/prototype-examples>

Prototype Hardware
High Fi



Source: <http://www.motortrend.com/news/video-aston-martin-cc100-speedster-from-sketch-to-show-car-369509/>

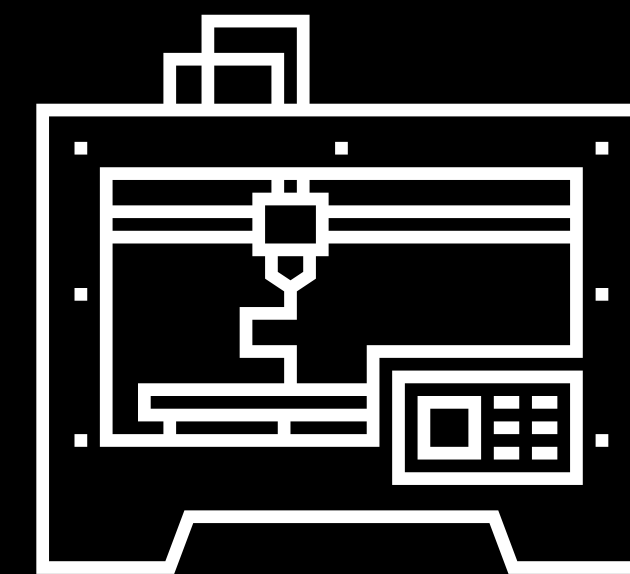
Prototype Hardware

Cardboard Prototyping



Source: ZHdK - CAS Design Methods 2017 / Module 3 / Physical Prototyping

Prototype Hardware
3D Rapid Prototyping

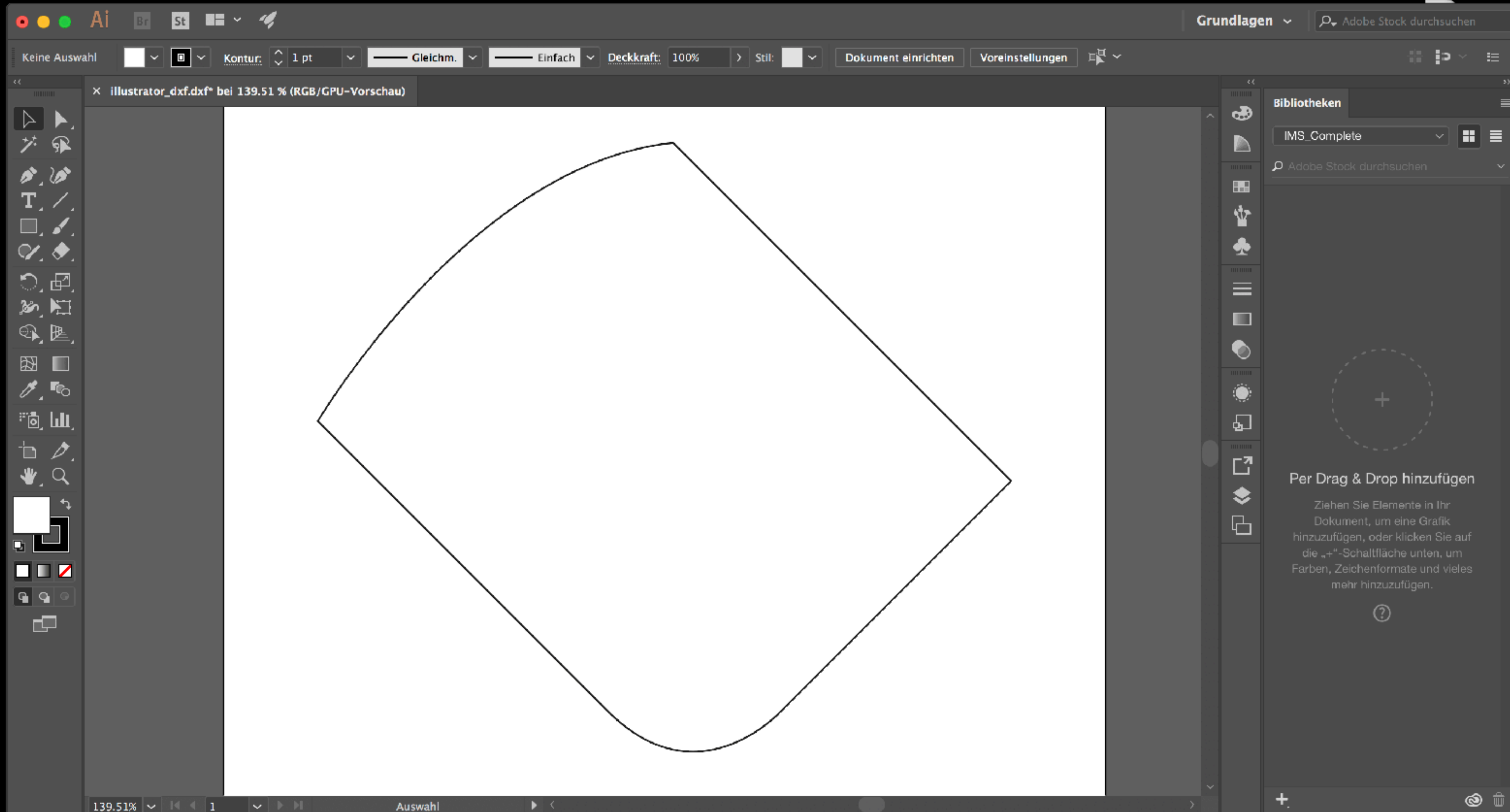


shapeways*

 sculpteo

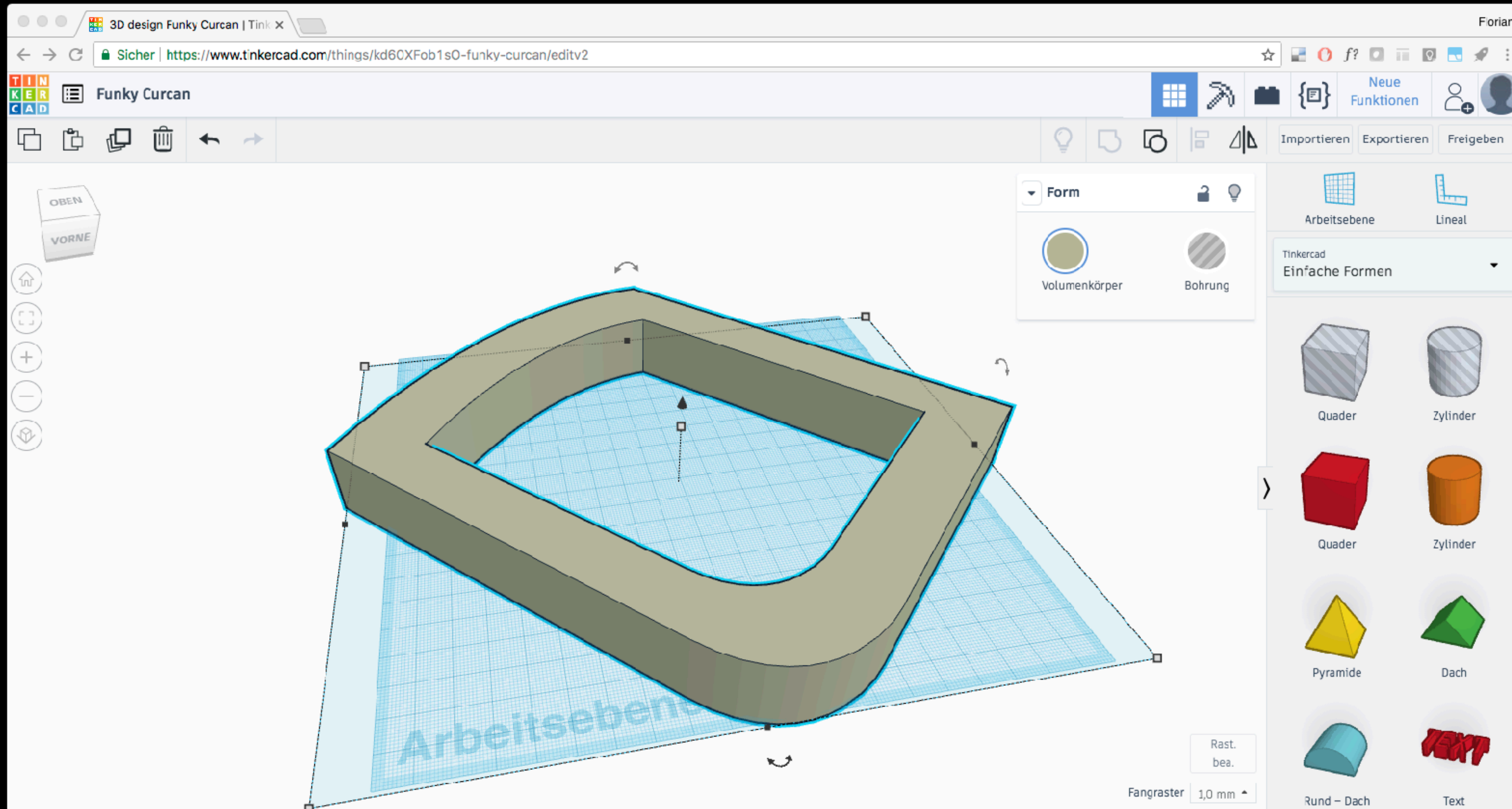
Übersicht

3D Rapid Prototyping



Übersicht

3D Rapid Prototyping



Prototype Hardware Service Enactment



Source: ZHdK-EPFL Workshop on Robjcts 2011

UI Prototyping Sketching

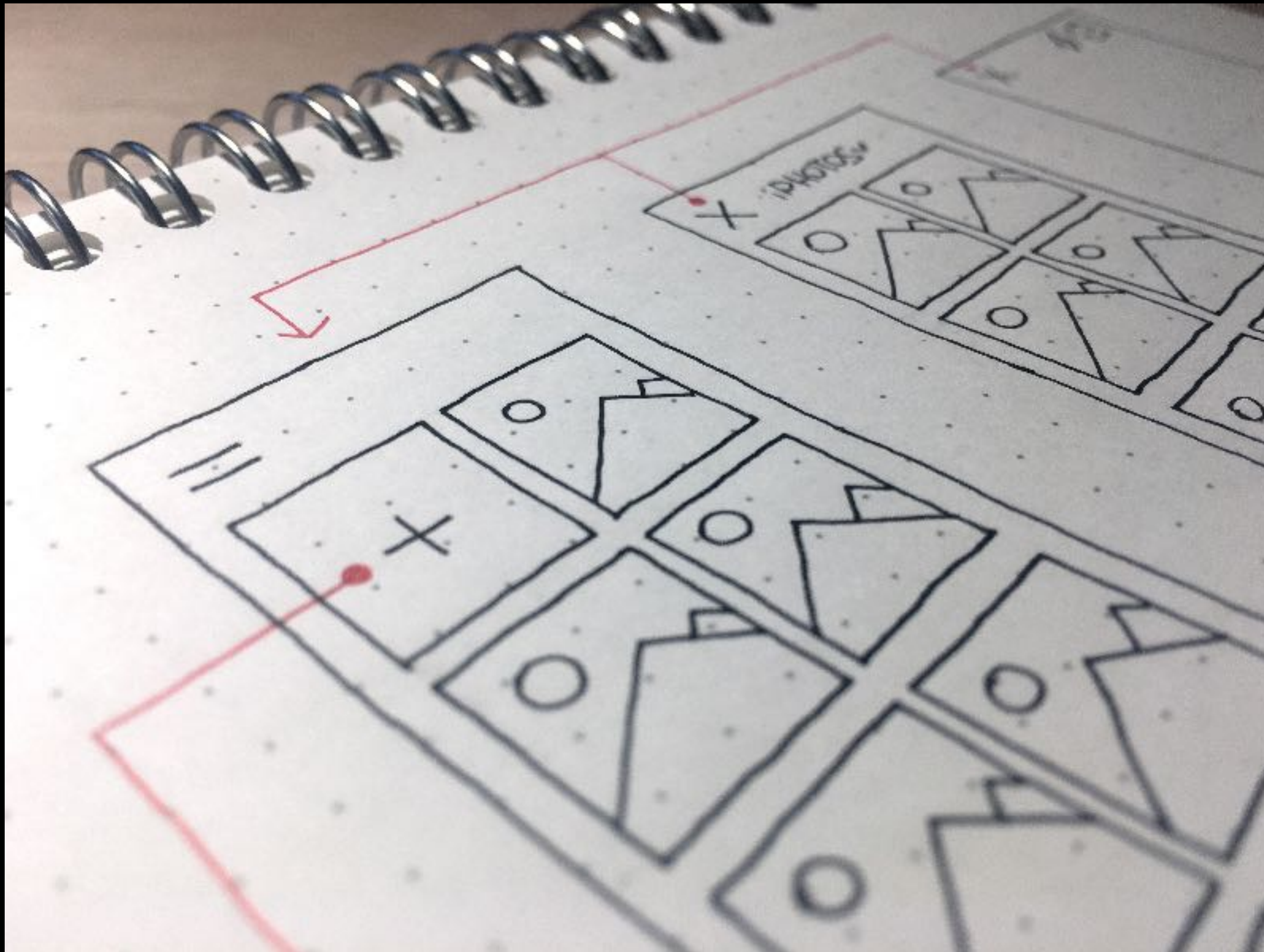


Image by Oleg Frolov

WHY

To define the structure of an application and visualize the basic layout

HOW

- on Paper
- in scale
- without color

UI Prototyping

Paper Prototyping

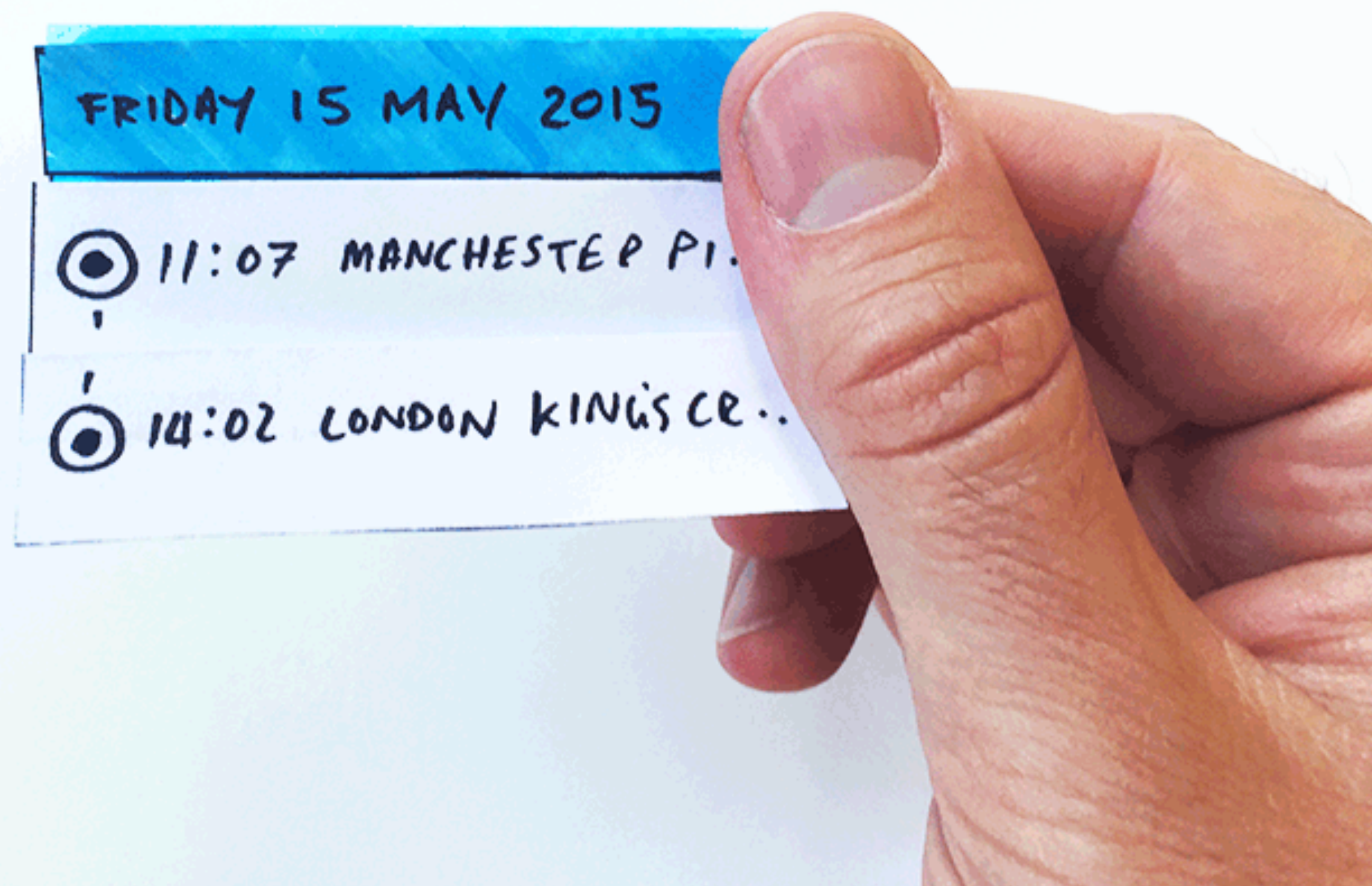


Image by Cam Macbeth

WHY

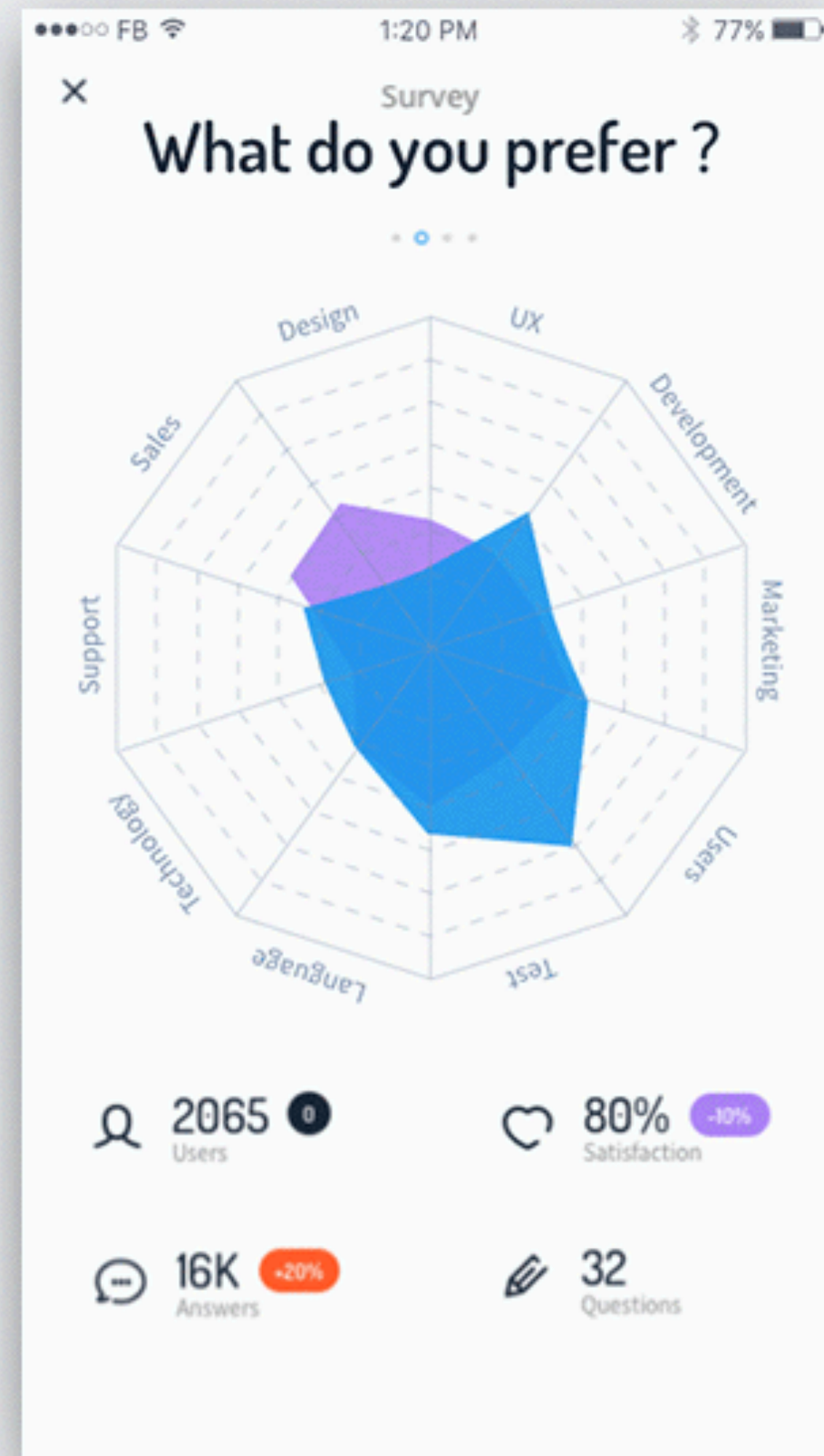
To visualize and document the interaction.

HOW

- on paper
- in scale
- use color

UI Prototyping

Digital Prototyping



WHY

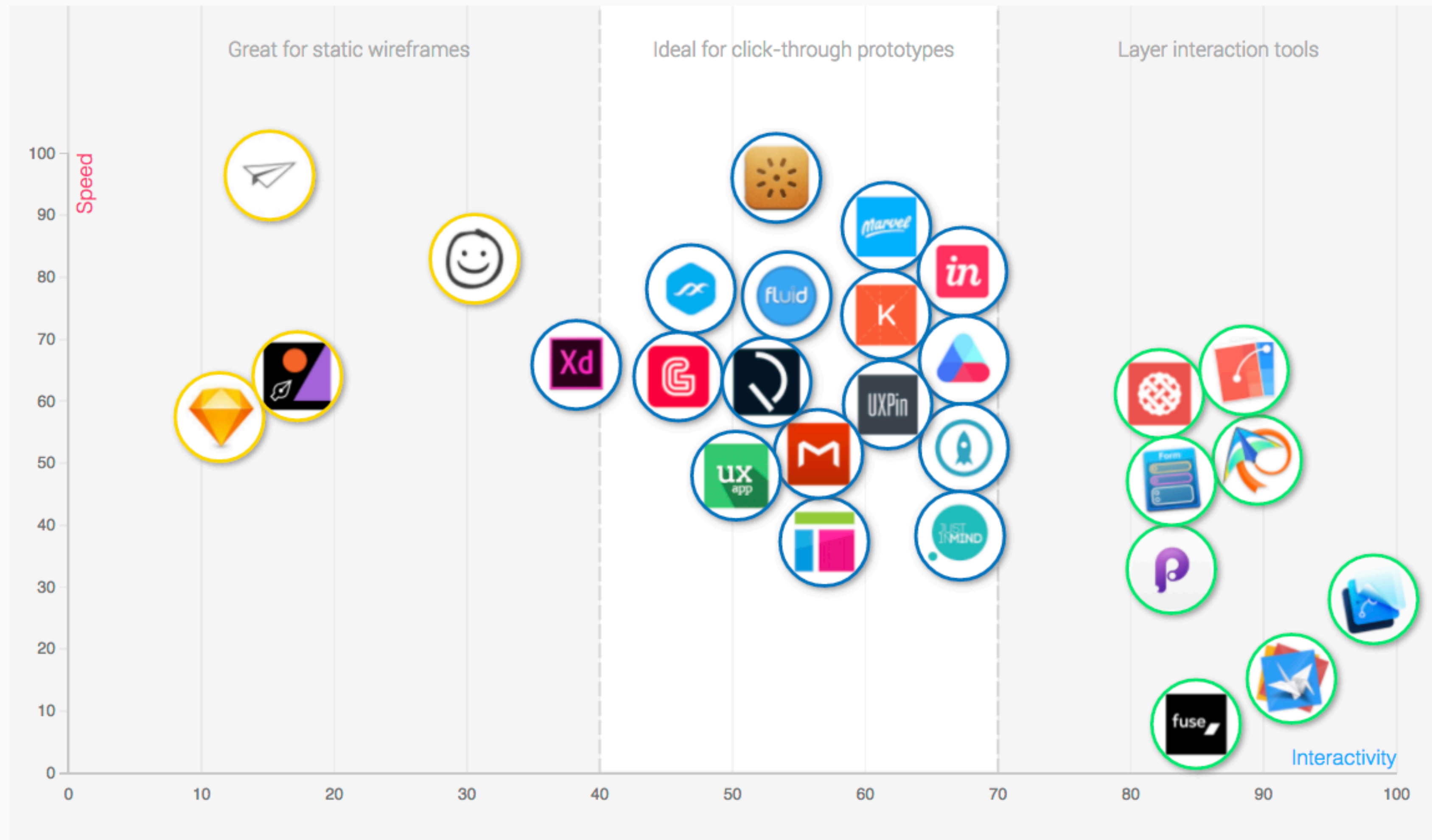
To render a more realistic image of your application. To test interaction.

HOW

- with UI prototyping tools
- interactiv (Clickdummy)

Tools

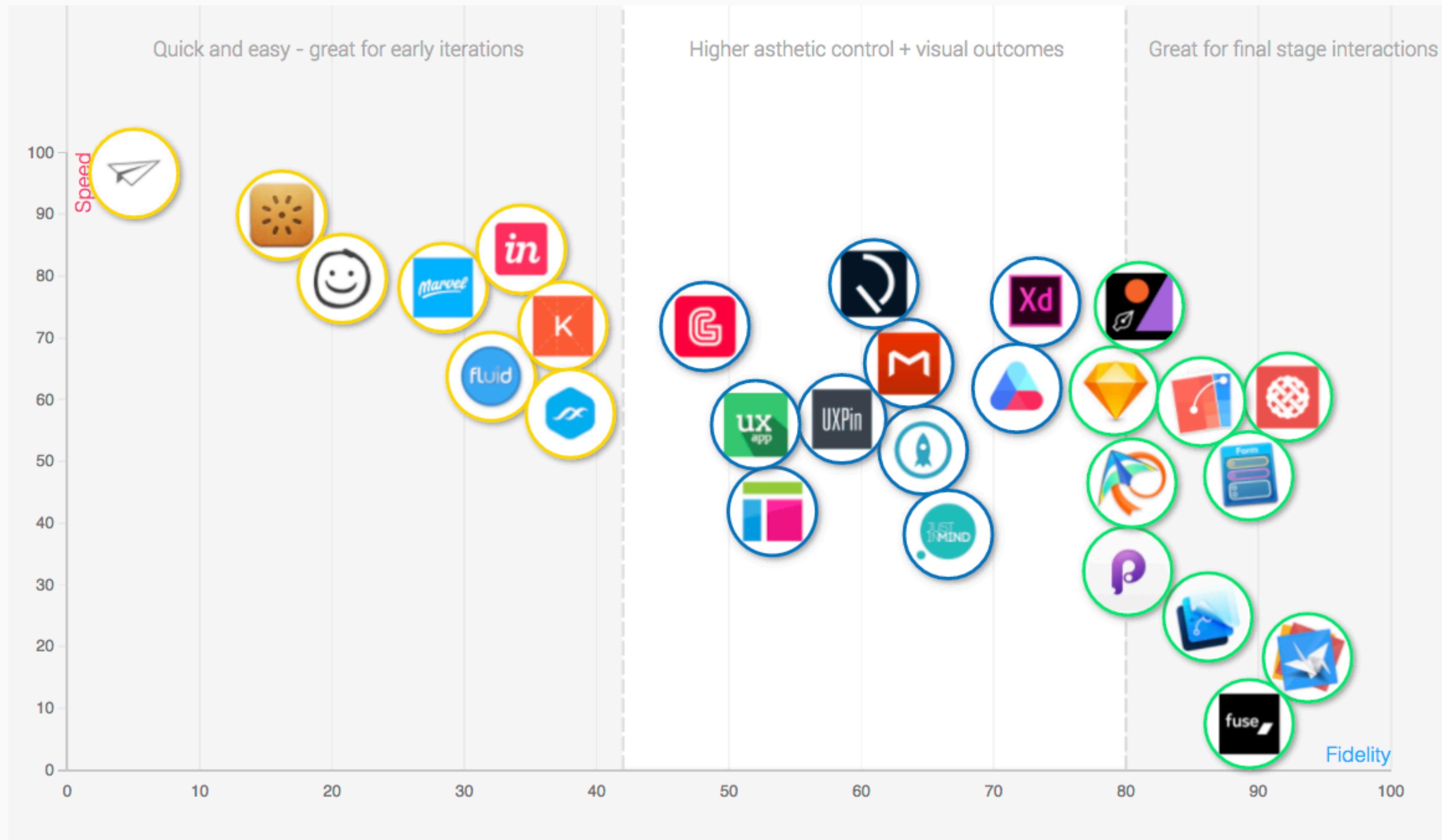
Overview - speed / interactivity



Source: <http://www.prototypr.io/prototyping-tools/>

Tools

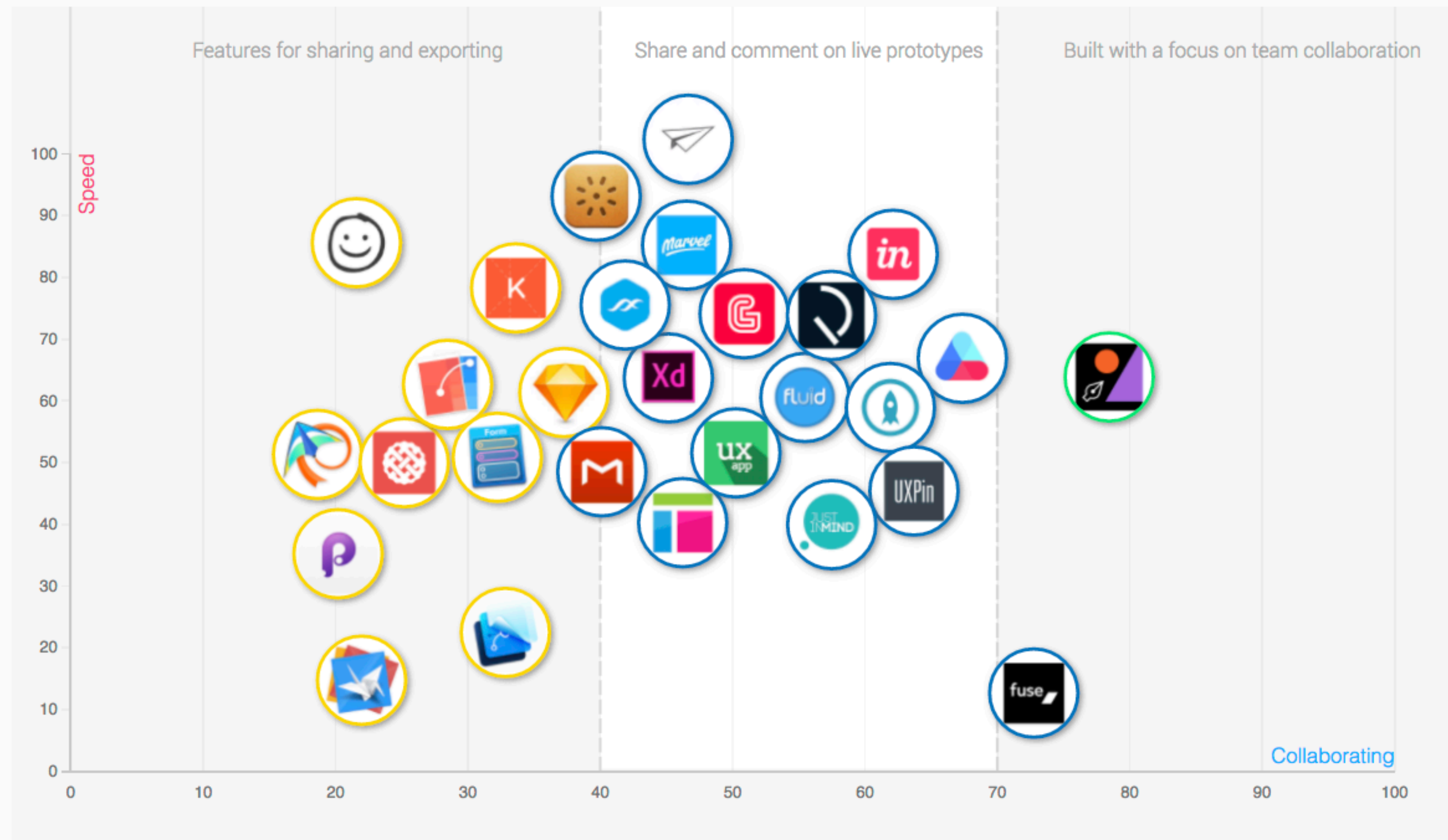
Overview - speed / fidelity



Source: <http://www.prototypr.io/prototyping-tools/>

Tools

Overview - speed / collaborating



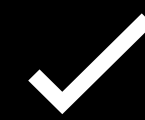
Source: <http://www.prototypr.io/prototyping-tools/>

Tools

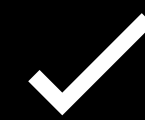
Key features to look for



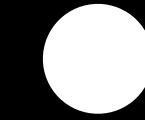
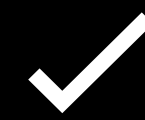
Symbols



Constraints



Prototyping



*Craft



Collaboration

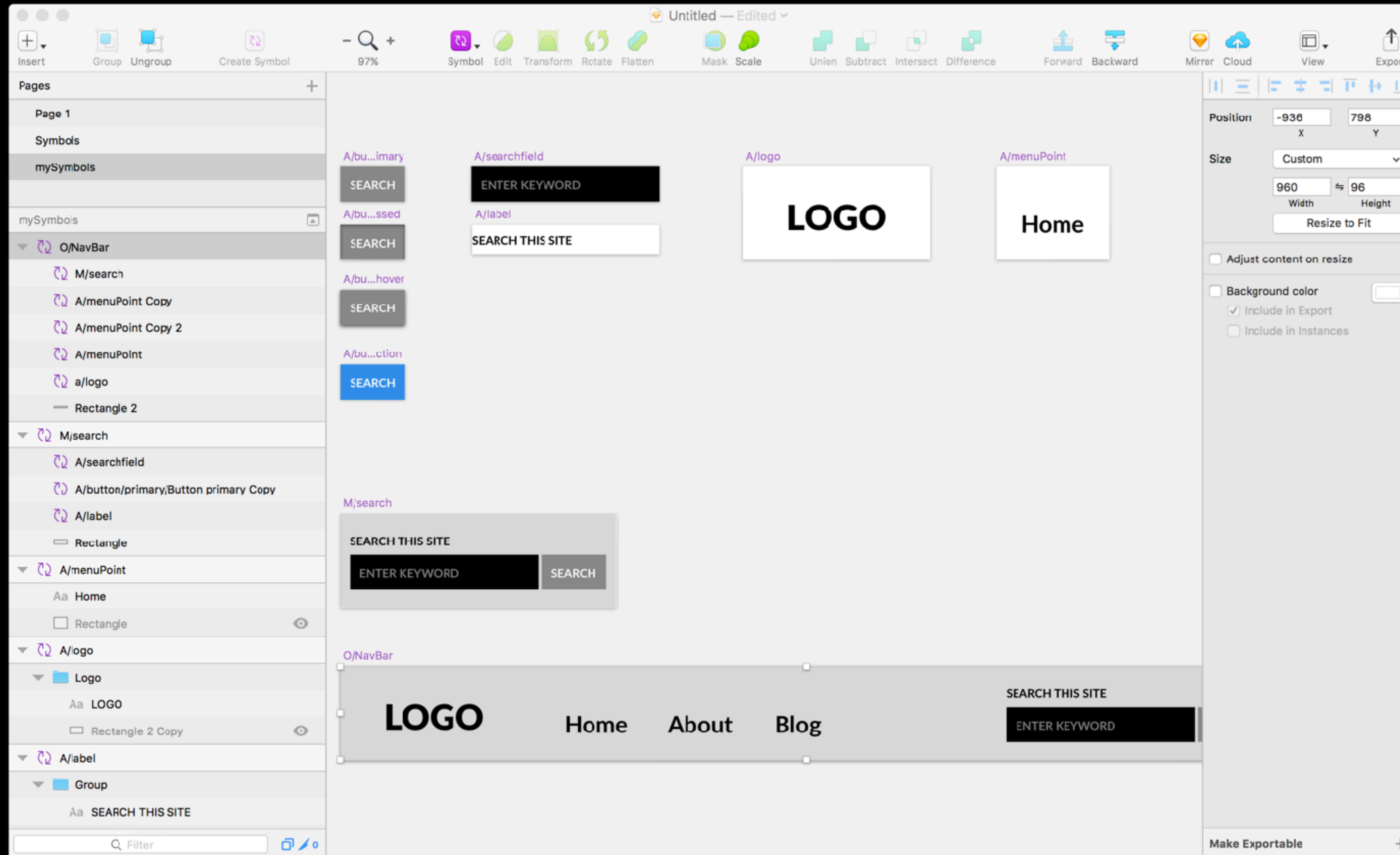


*Zeplin



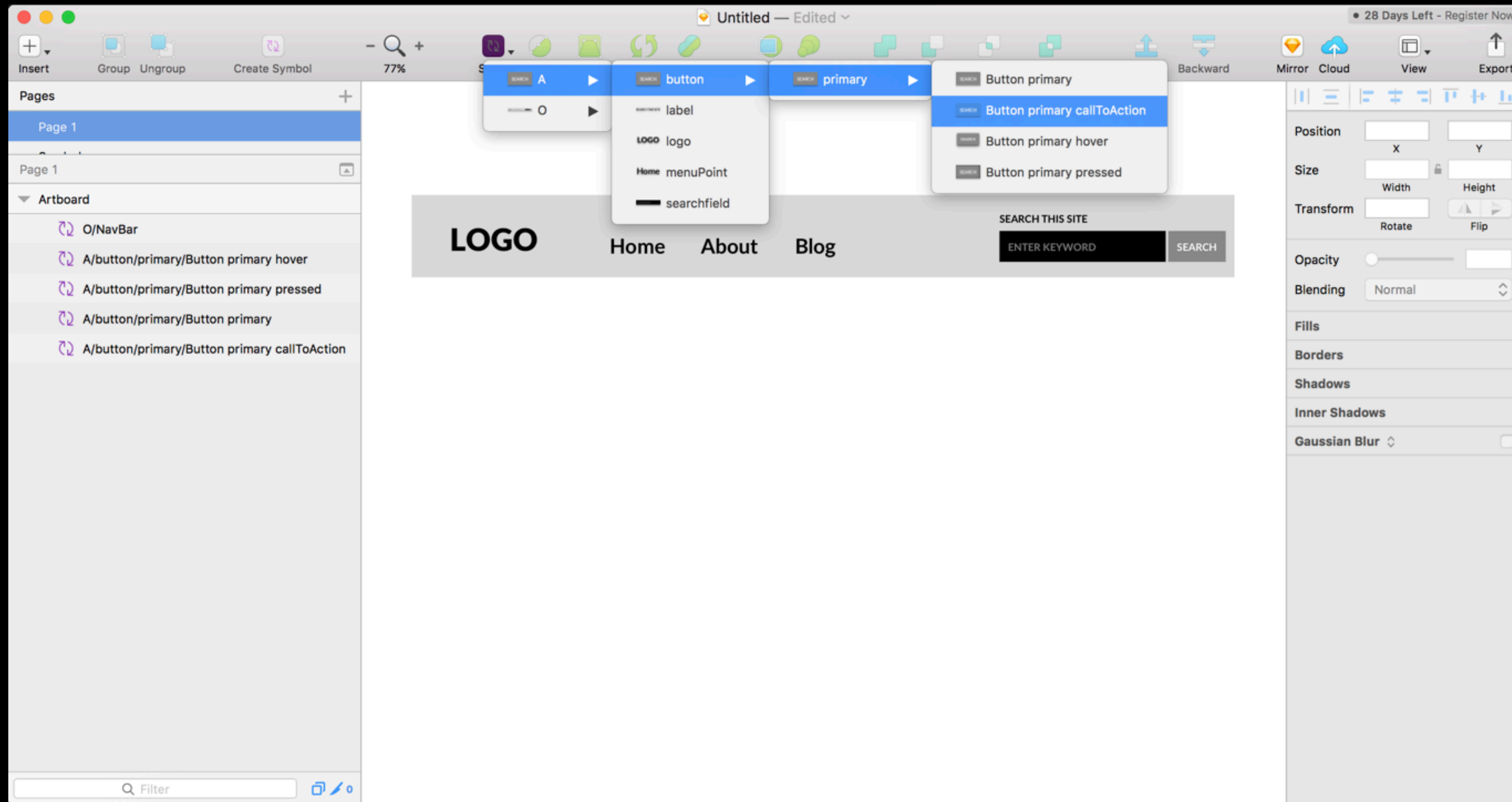
Tools

Features | Symbols - use of atomic design principles



Tools

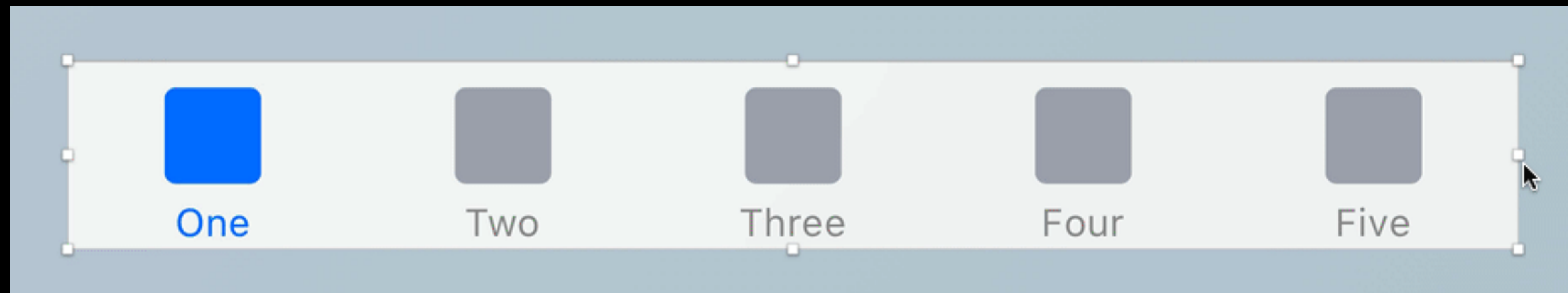
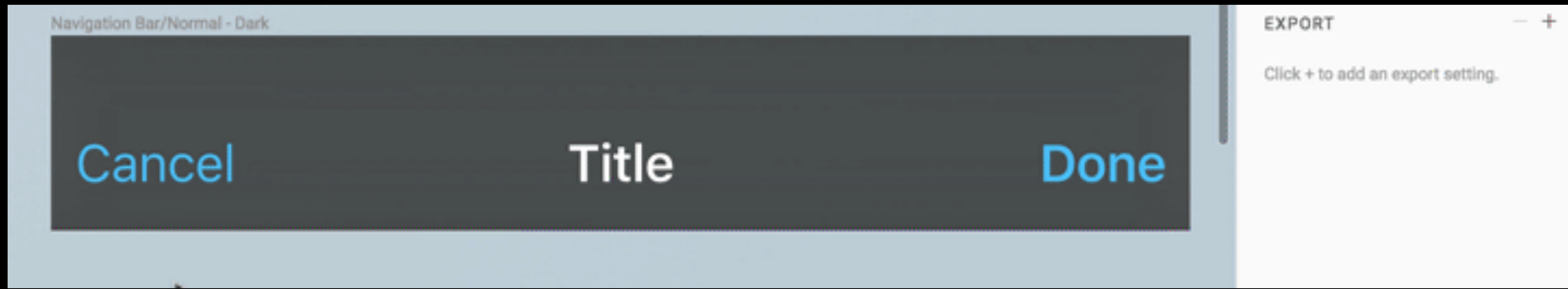
Features | Symbols - naming convention



A/button/primary/Button primary callToAction

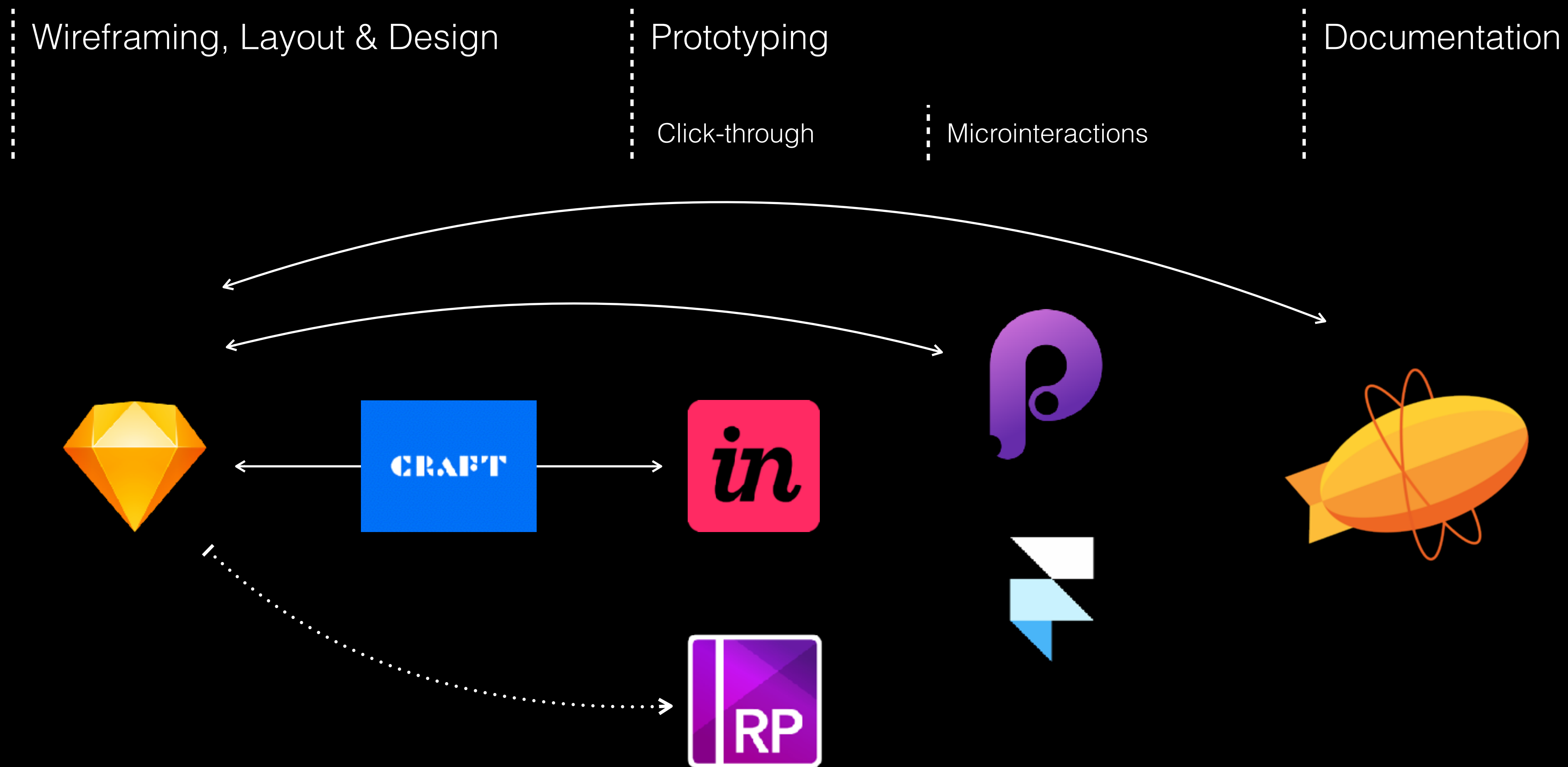
Tools

Features | Constraints



Tools

Ensure your workflow is not a oneway street



Tips

- When creating a mockup keep in mind: **What do I want to test?**
- Fully interactive Mockups are time-consuming. **Split your mockup** into testable segments to save time.
- Ensure the programs in your workflow can talk to each other.

Thank you!

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