MOBILE PROTOTYPING DESIGN WORKSHOP:

Sketching Your Way to Better UX
WORKSHOP FLOW

• Introduction & Objectives
• Use Case Descriptions
• Idea Generation
  – *How might we*....
  – *Creative Matrix*
• Prototyping Options & Exercise
• User Testing
• What really happened...
IDEA GENERATION
STATEMENT STARTERS
An approach to phrasing problem statements that invites broad exploration

How might we....

In what ways might we....
USE CASE: VETERANS READJUSTMENT AND EMPLOYMENT

How might we ensure information is readily available to Vets?

In what ways might we provide readjustment counseling to Vets and their families?

How might we prepare Vets for civilian employment before they leave service?

In what ways might we leverage Vet camaraderie during readjustment?

In what ways might we help Vets find employment?

In what ways might we identify existing community resources?
use case selection & statement starter (2 min)

• Select a use case and move if needed
• Review the use case
• Confirm your ‘how might we...’ statement
### Matrix Construction

A format for sparking new ideas at the intersection of distinct categories.

**COLUMNS (Related to People):**
- Market Segments
- Service Touchpoints
- Problem Statements

**ROWS (Enablers):**
- Emerging Tech
- Cultural Drivers
- Market Trends

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Technology
Imagine ways to leverage current or emerging technologies.
Think about...
- Mobile devices
- Gaming & simulations
- Social media
- Knowledge management systems

Video & Audio
Imagine ways to utilize the power of audio/visual media.
Think about...
- Live performances
- TV & radio programming
- Public service ads
- Viral internet videos

Superstars
Imagine ways to leverage different personalities.
Think about...
- Highly esteemed leaders
- Famous entertainers
- Celebrated athletes
- Hometown heroes

Hot Spots & Hangouts
Imagine ways to utilize spaces and the places people
creative matrix (5 min)

• Post your “How might we...” statement in the corner
• (1 min) Designate your columns (categories related to people)
• Each person gets a sharpie and sticky note pad
• Follow sticky note etiquette (one idea per note, legible, all caps, sharpie)
• (2 min) In silence ideate at the intersections of the grid.
• (2 min) As a group fill all sections of the grid with ideas
• Challenge yourself - Draw pictures of the ideas
• Tally your ideas, tally the notes with images
develop your mobile product concept (10 min)

• Read over all the ideas
• Each person select up to 3 of your favorite ideas, they do not have to be your own
• Place those together and discuss how you might incorporate these ideas into a mobile product for your challenge
RAPID PAPER PROTOTYPING
RAPID PROTOTYPING

The process of quickly mocking up the future state of a system, be it a website or application, and validating it with a broader team of users, stakeholders, developers and designers.

Fail fast, succeed faster.
RAPID PROTOTYPING: Multiple Iterations of a 3 Step Process

**Prototype**
Convert a key part of your concept solution into a paper prototype

**Refine**
Based on feedback, identify areas that need to be refined or further defined and clarified.

**Review**
Share the prototype with users and evaluate if it meets needs & expectations.
Rapid prototypes are not intended to evolve into fully functional solutions, but are meant to help users visualize and craft the user experience of the final product.
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What needs to be prototyped?
New functionality, changes in workflow, technology or design, complex interactions
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*How much should be prototyped?*

Focus on 20% of the functionality that will be used 80% of the time.
Rapid prototypes are not intended to evolve into fully functional solutions, but are meant to help users visualize and craft the user experience of the final product.

*Find a story*

Weave the functionality into one or more scenarios.
paper prototyping (30 min)

• Sketch out your idea
• Select a scenario and a few key interactions to focus on.
• Build a rough approximation of the concept.
  – Sketch screen layouts
  – Lay out the workflow/sequencing
  – Get creative!
• Simulate as much functionality as possible.
• Include some realistic and readable content.
• Provide a signal for the areas that are incomplete
user testing (25 min)

• (5 min) Develop a user testing plan
  – Briefly confer with your team and identify your test approach
  – Identify your roles: “technology”, narrator, observer
• Identify the team you are testing
• (10 min) Run the user test or participate as user
• (10 min) Switch roles with other team
reflection & discussion (25 min)

• (5 min) Discuss your observations with team
  – Identify 3 insights and a question

• (15 min) Group discussion, share your insights and question, ~ 3 min each
WHAT REALLY HAPPENED