Why Prototype?

- **Learn by doing**

- **Fail quickly**

- **Start a conversation**

- **Bias towards action**

Prototyping

1. Capture one aspect at a time

2. Ugly is beautiful

3. Low fidelity > High fidelity

Bodystorm

A **physical** ideation method:

- Use props to act out experiences

- Try not to think ahead - just act out situations of interest

- Focus on usability

  (onboarding + flow + ergonomics)

Prototyping: Wizard-of-Oz

- **An interactive skit**

- **Why?**
  - Low time + resource cost to implement
  - Rapid iteration

- **How is this different from Bodystorming?**
  - The skit is designed to evaluate an idea

Source: sterlingsheehy.com

Prototyping: Storyboard

1. **Show don't tell**

2. **Identify specific characters**

3. **Story**

    – Action

    – Conflict

    – Transformation

Feedback

Team

1. Show don't tell
2. Allow awkwardness
3. Take notes

Participant

1. Stream-of-consciousness
2. I like/I wish/what if?