

Z

hdk

Zürcher Hochschule der Künste
Bachelor of Arts in Design

Service Prototyping

Service Design I | 6th of April 2020

Florian Wille

CLOSED for ALTERATIONS ~ OPENING SOON ~
THE FIRST ONE IN AMERICA !!!!

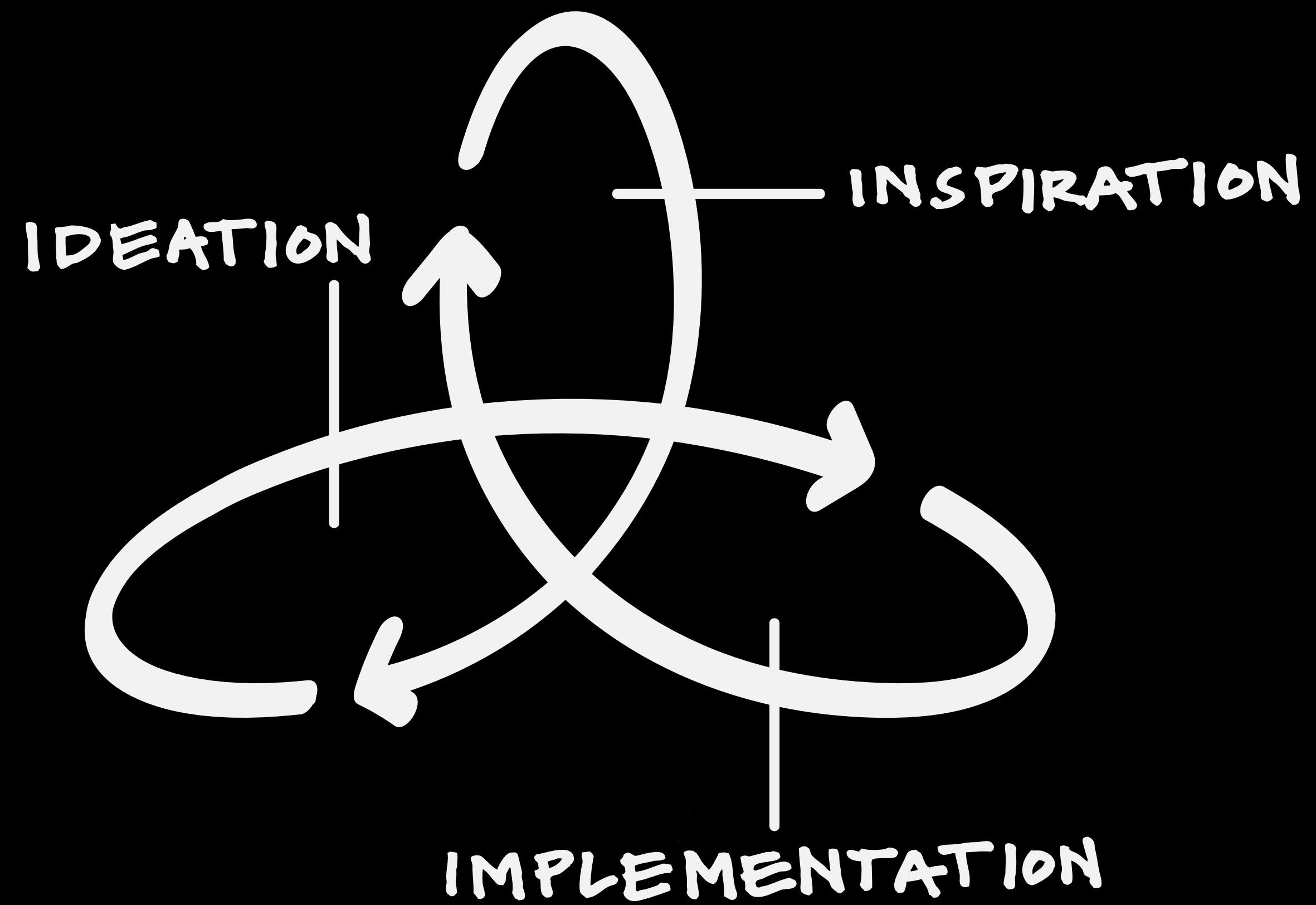
DRIVE-IN HAMBURGER BAR

CREATED and OPERATED by MCDONALD BROS



„The best prototype is one that, in the simplest and the most efficient way, makes the **possibilities** and **limitations** of a design idea visible and measurable.“

Lim & Stolterman (2008)



The 3 core activities of design thinking

IDEO

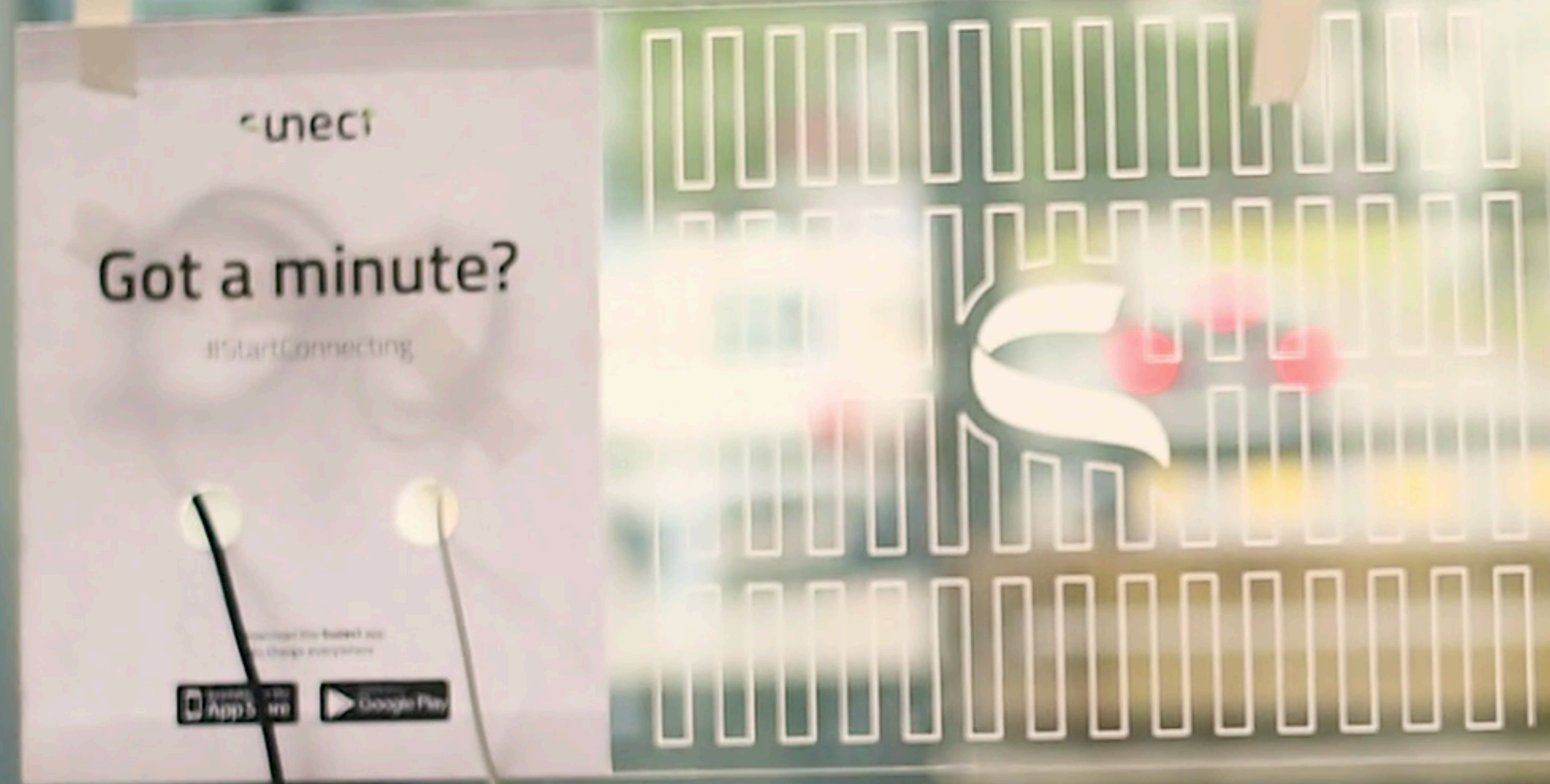
Prototype - Testen eines Ablaufs

Prototype - Testen von Handling



Wie soll ein Laserscanner getragen werden? @SchindlerCreations 2015

Prototype - Testen der Akzeptanz



Prototyping Dimensions

The purposes for which prototypes are used can be broadly categorized into the following areas:

- (1) evaluation and testing***
- (2) the understanding of user experience, needs, and values***
- (3) idea generation***
- (4) communication among designers***

What determines the specifics of how to form prototypes are the issues of what prototypes should be composed or made out of, that is, the materials (whether visible or invisible) by which the prototype is made manifest; what level of fidelity the prototype should be, that is, the resolution of a prototype; and how complete the prototype should be, that is, the scope of a prototype.

Table III. The Definition and Variables of Each Manifestation Dimension

| Manifestation Dimension | Definition | Example Variables |
|-------------------------|---|---|
| <i>Material</i> | Medium (either visible or invisible) used to form a prototype | Physical media, e.g., paper, wood, and plastic; tools for manipulating physical matters, e.g., knife, scissors, pen, and sandpaper; computational prototyping tools, e.g., Macromedia Flash and Visual Basic; physical computing tools, e.g., Phidgets and Basic Stamps; available existing artifacts, e.g., a beeper to simulate an heart attack |
| <i>Resolution</i> | Level of detail or sophistication of what is manifested (corresponding to fidelity) | Accuracy of performance, e.g., feedback time responding to an input by a user—giving user feedback in a paper prototype is slower than in a computer-based one); appearance details; interactivity details; realistic versus faked data |
| <i>Scope</i> | Range of what is covered to be manifested | Level of contextualization, e.g., website color scheme testing with only color scheme charts or color schemes placed in a website layout structure; book search navigation usability testing with only the book search related interface or the whole navigation interface |

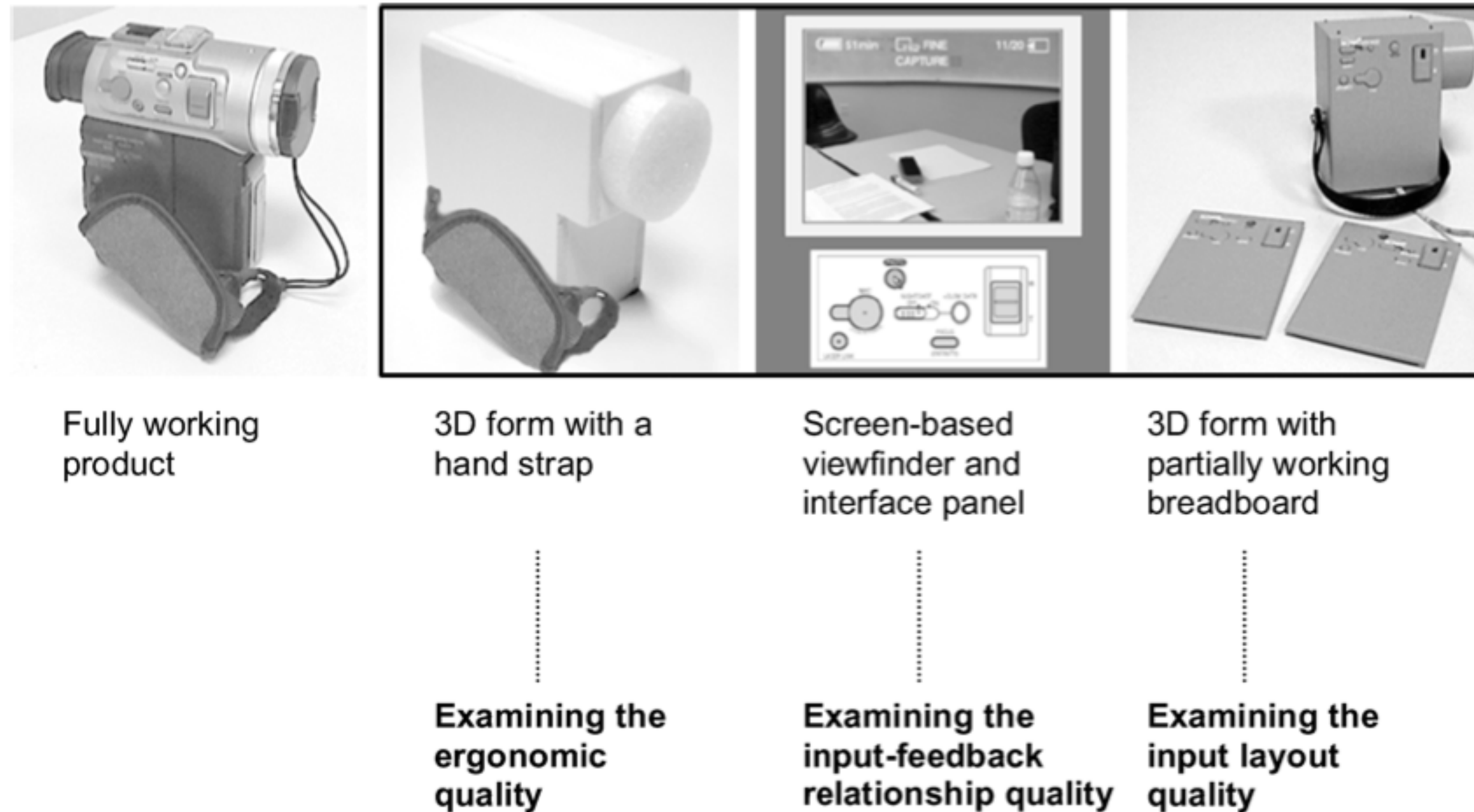
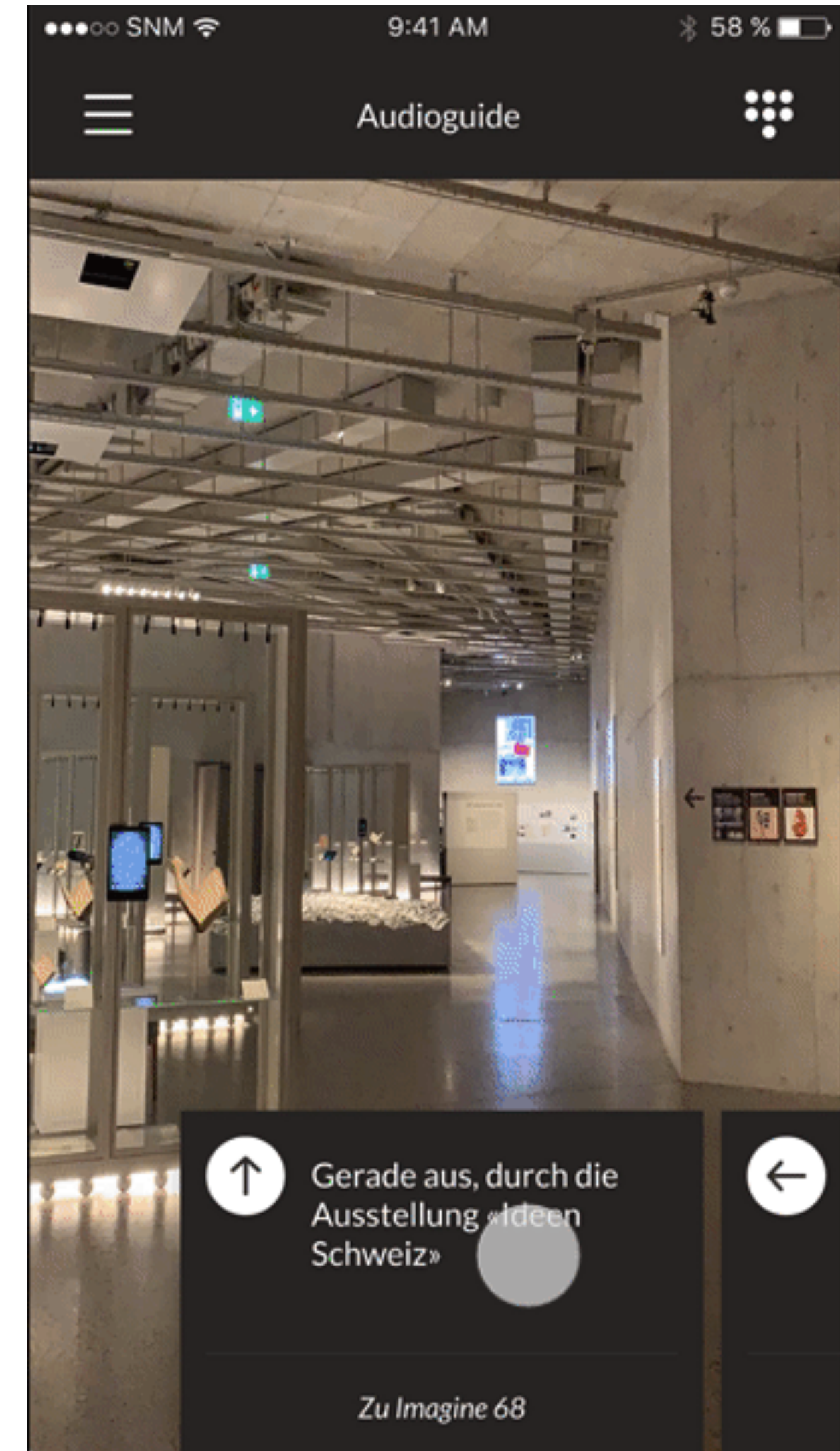
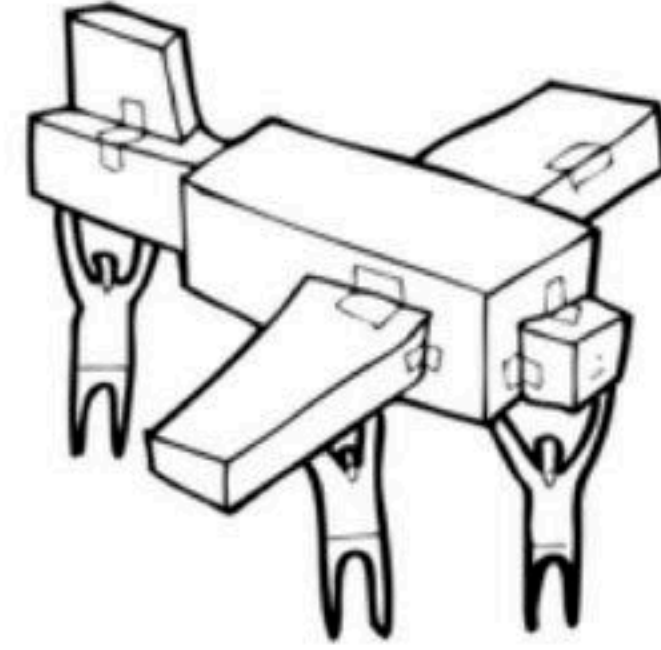


Fig. 1. A series of prototypes that represent different qualities of interest to a designer to filter out different aspects of a design [Lim 2003].

Low vs. High Fidelity





"A great
PROTOTYPE
has already
FAIL'D"

Adam's thoughts on Prototyping

Fail-able

A great prototype can be **tested** in action, and is able to fail the test to teach me something.

(inter)Active

A great prototype can be **interacted** with, just like I would interact with the final offering: "try this", not "look at this".

Informative

All prototypes must **teach** the builder something. If it doesn't teach me anything, why did I build it?

Lo-Fi

A great prototype is at the lowest meaningful level of fidelity. It's clear, but often **ugly** and built to be replaced.

Disposable

There is never "the prototype". There is never "the final prototype". There is only "the **latest** prototype".

"If my prototype is non-interactive,
nicely polished and cannot fail,
it's not a prototype - **it's a visual aid.**"

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globalservicejam.org

#gsjam

image Adrian Paulsen

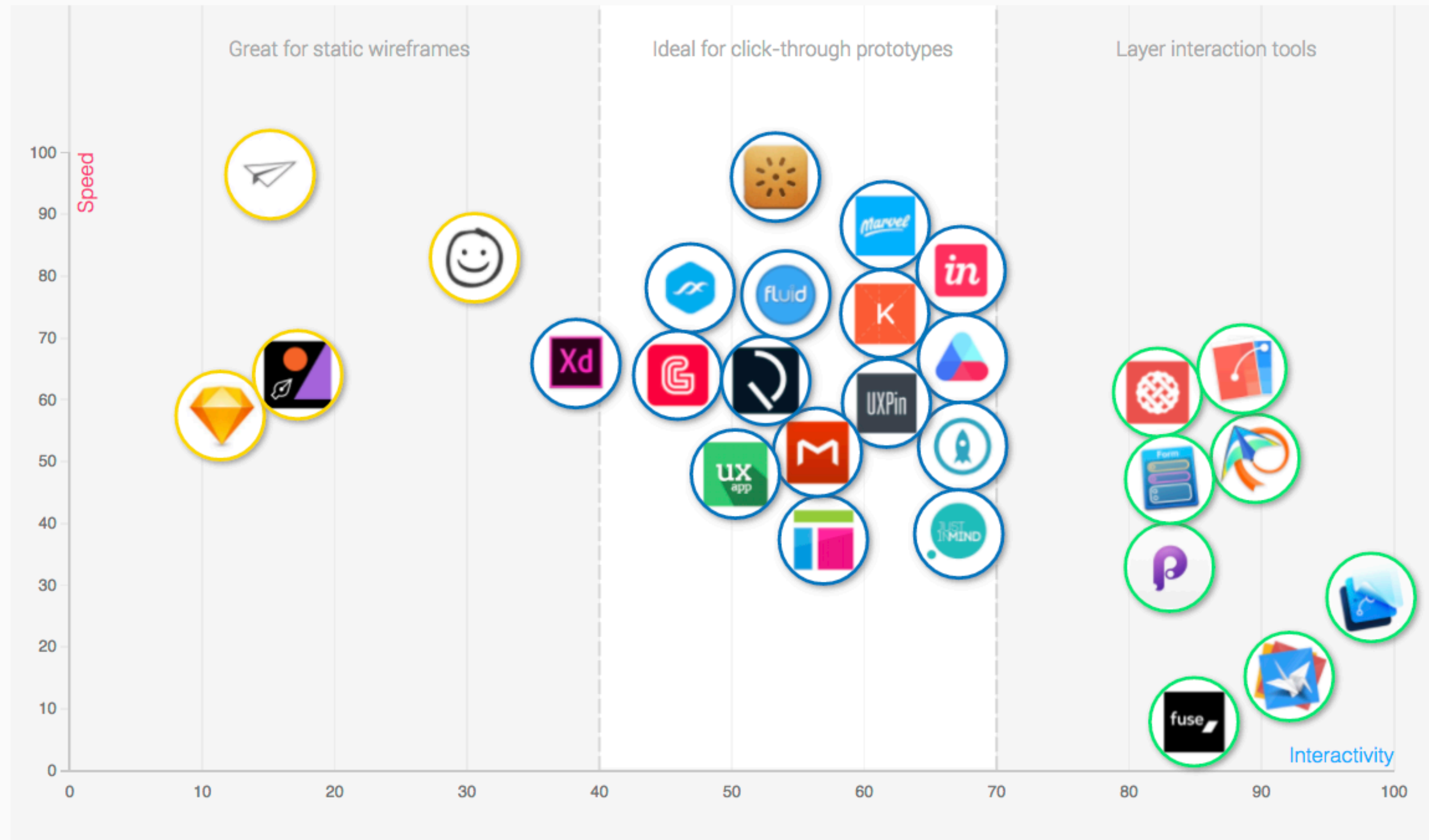
Digital UI Prototyping

**«If an image is worth a 1000 words -
a prototype is worth a 1000
meetings»**

Saying at IDEO

UI Prototyping

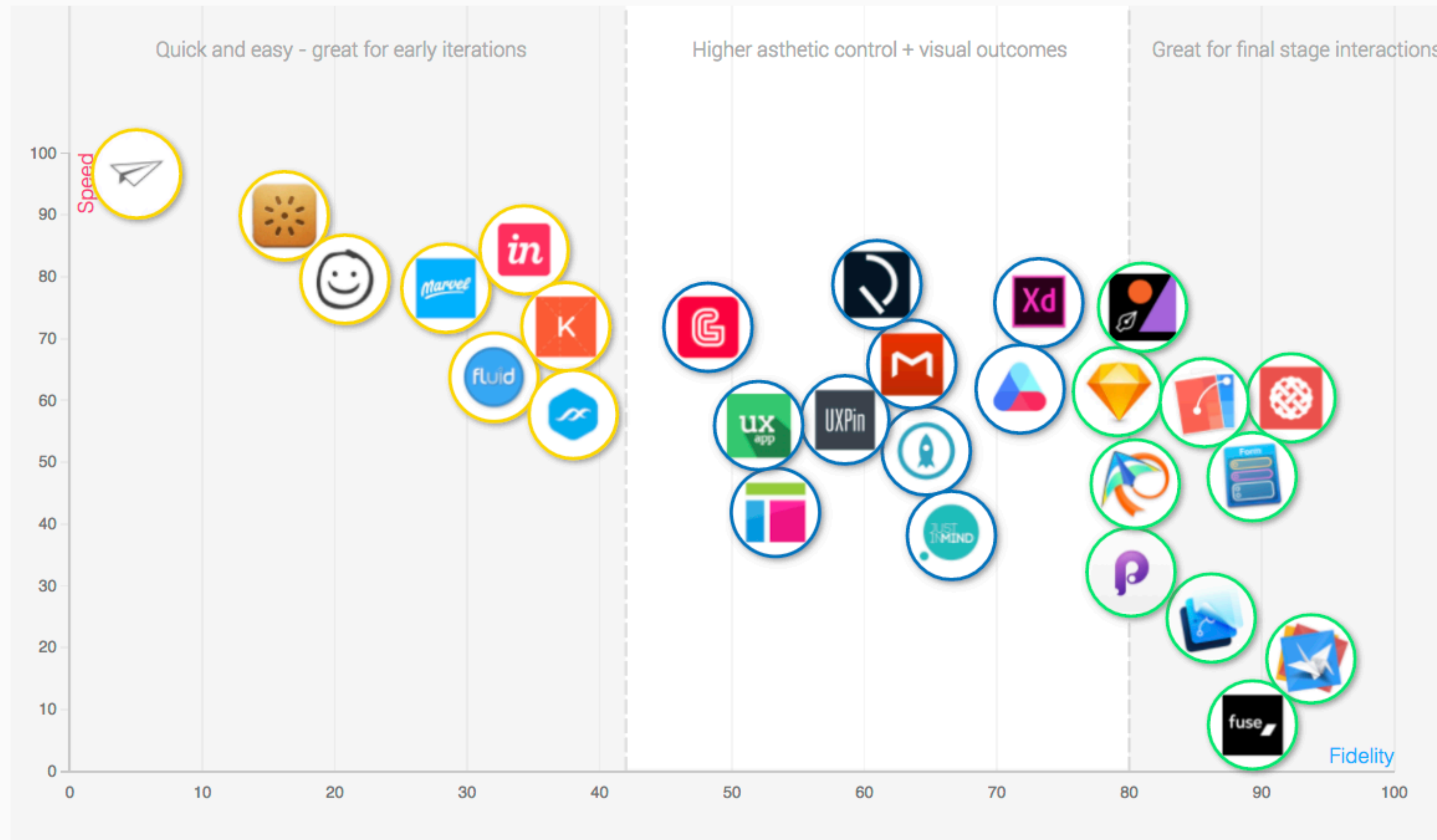
Übersicht - speed / interactivity



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

UI Prototyping

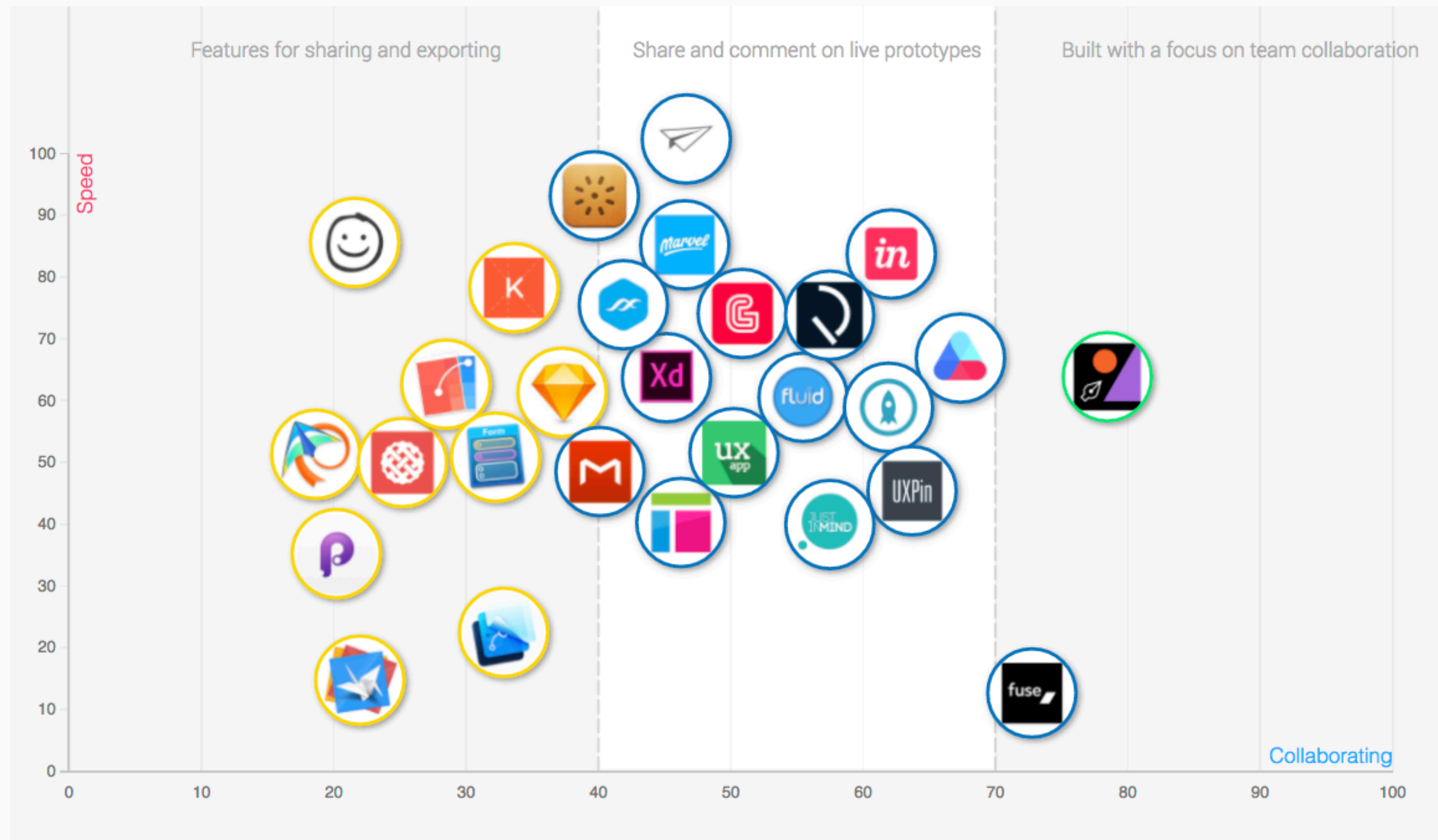
Übersicht - speed / fidelity



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

UI Prototyping

Übersicht - speed / collaborating



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

UI Prototyping

Important Key Features

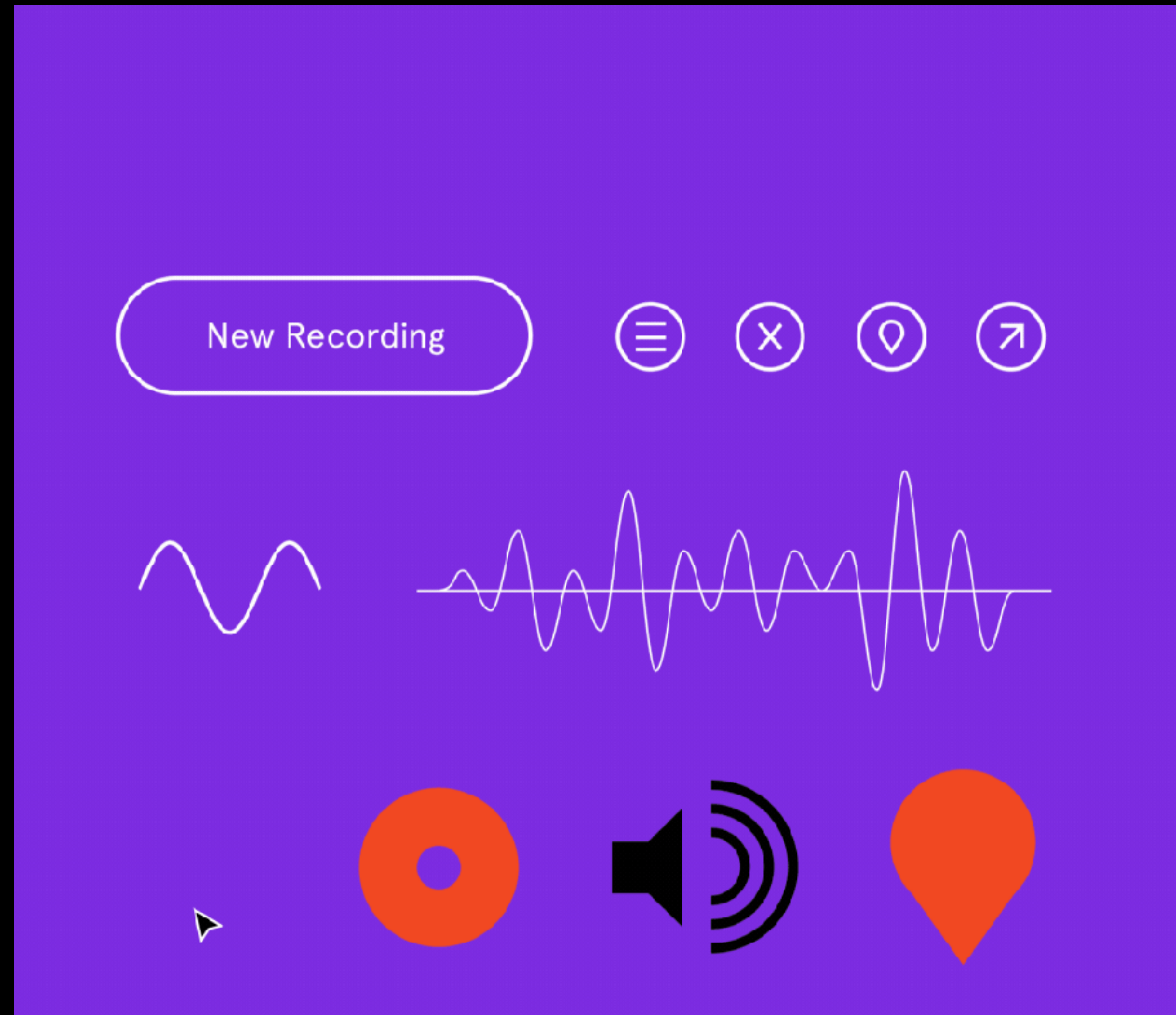
Symbols

Constraints

Prototyping

Collaboration

Documentation



UI Prototyping

Important Key Features

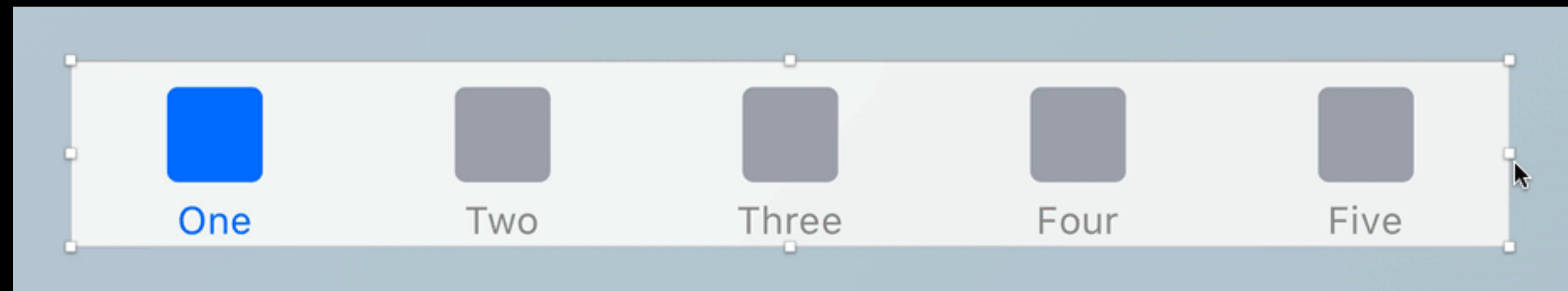
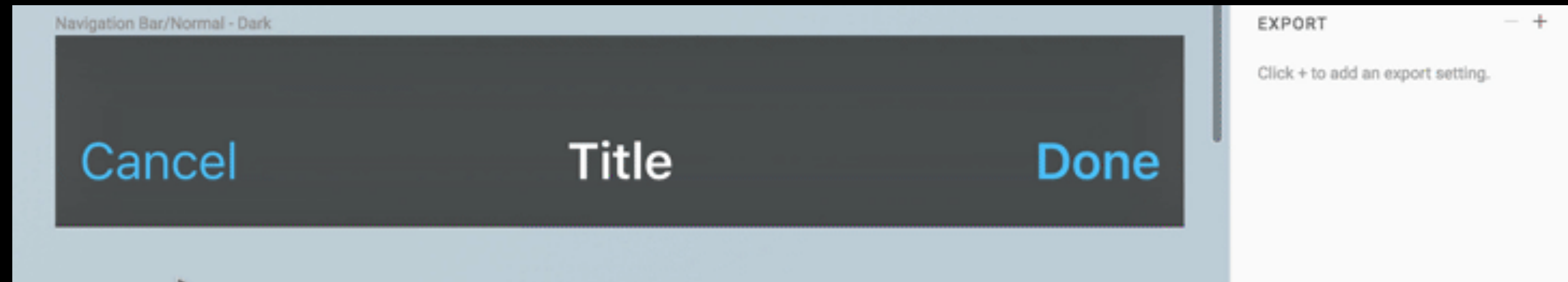
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UI Prototyping

Important Key Features

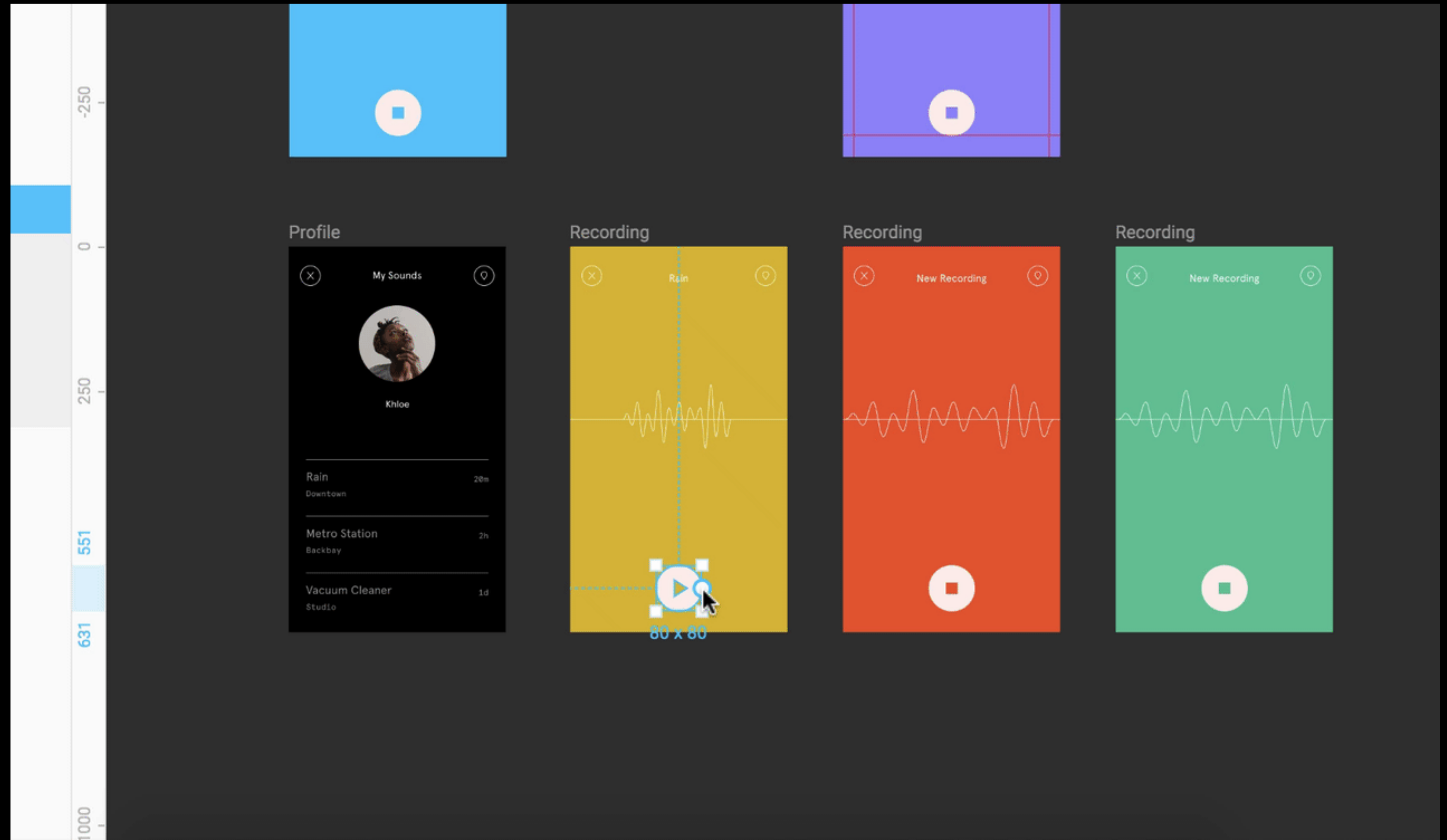
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UI Prototyping

Important Key Features

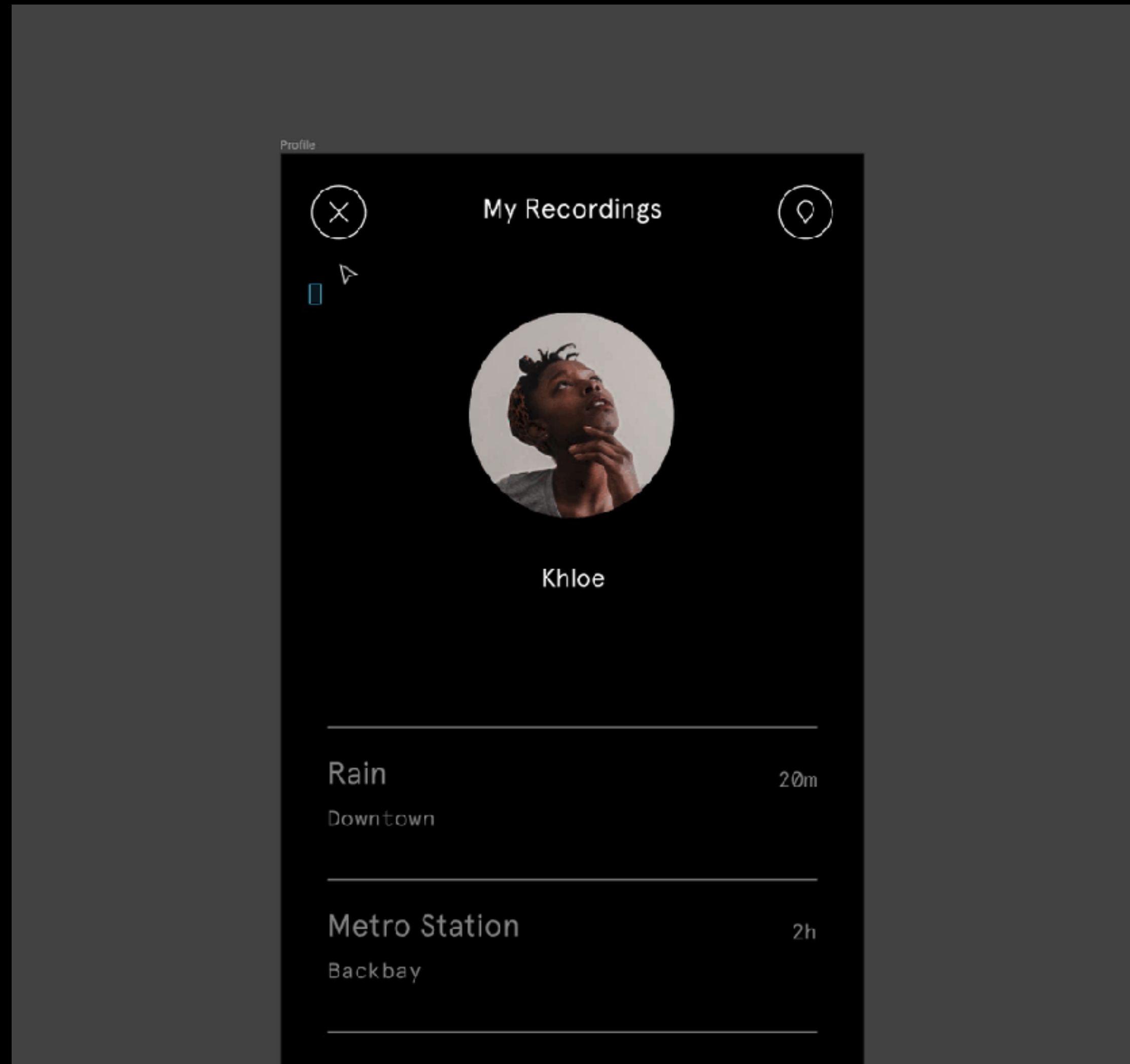
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UI Prototyping

Important Key Features

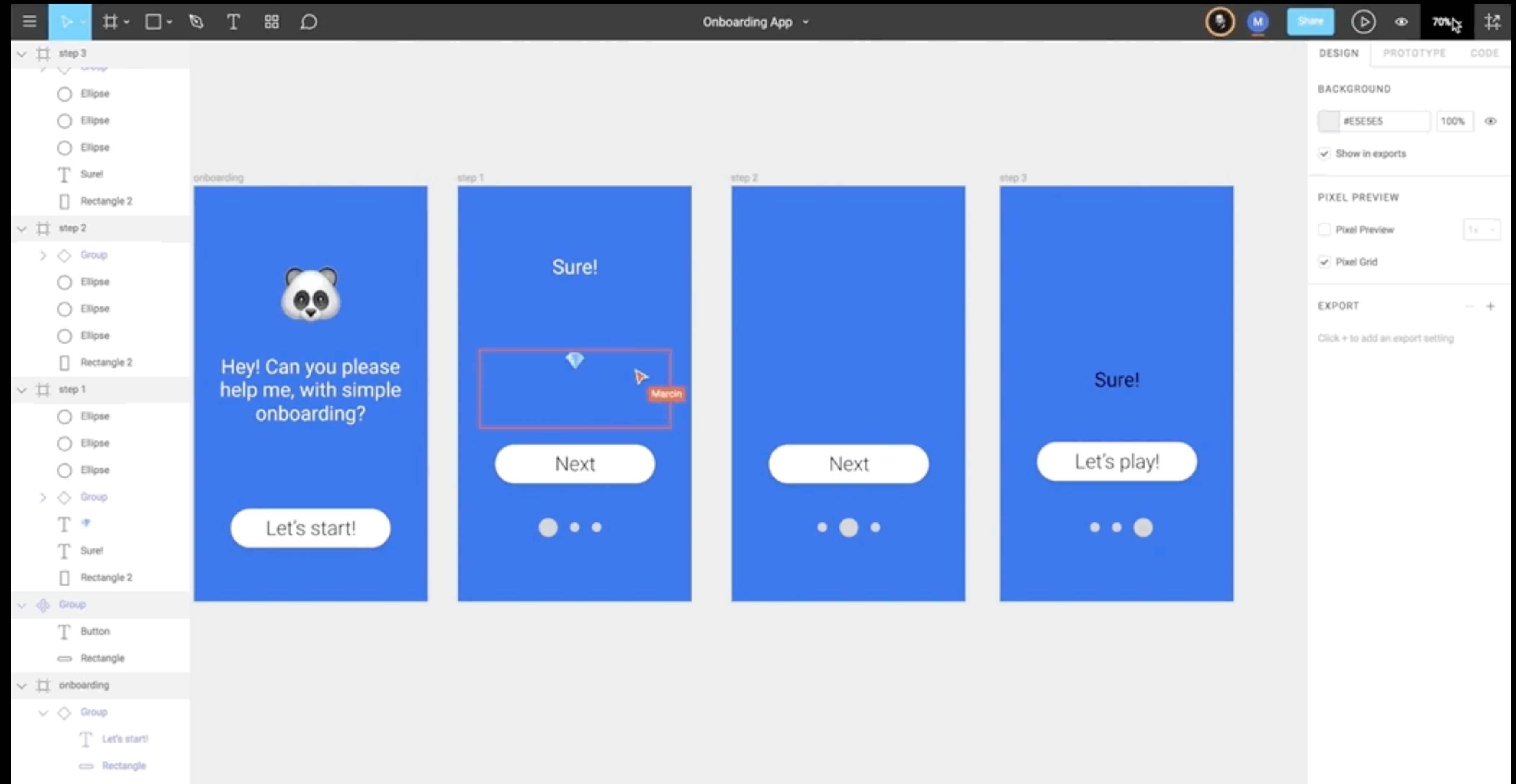
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UI Prototyping

Important Key Features

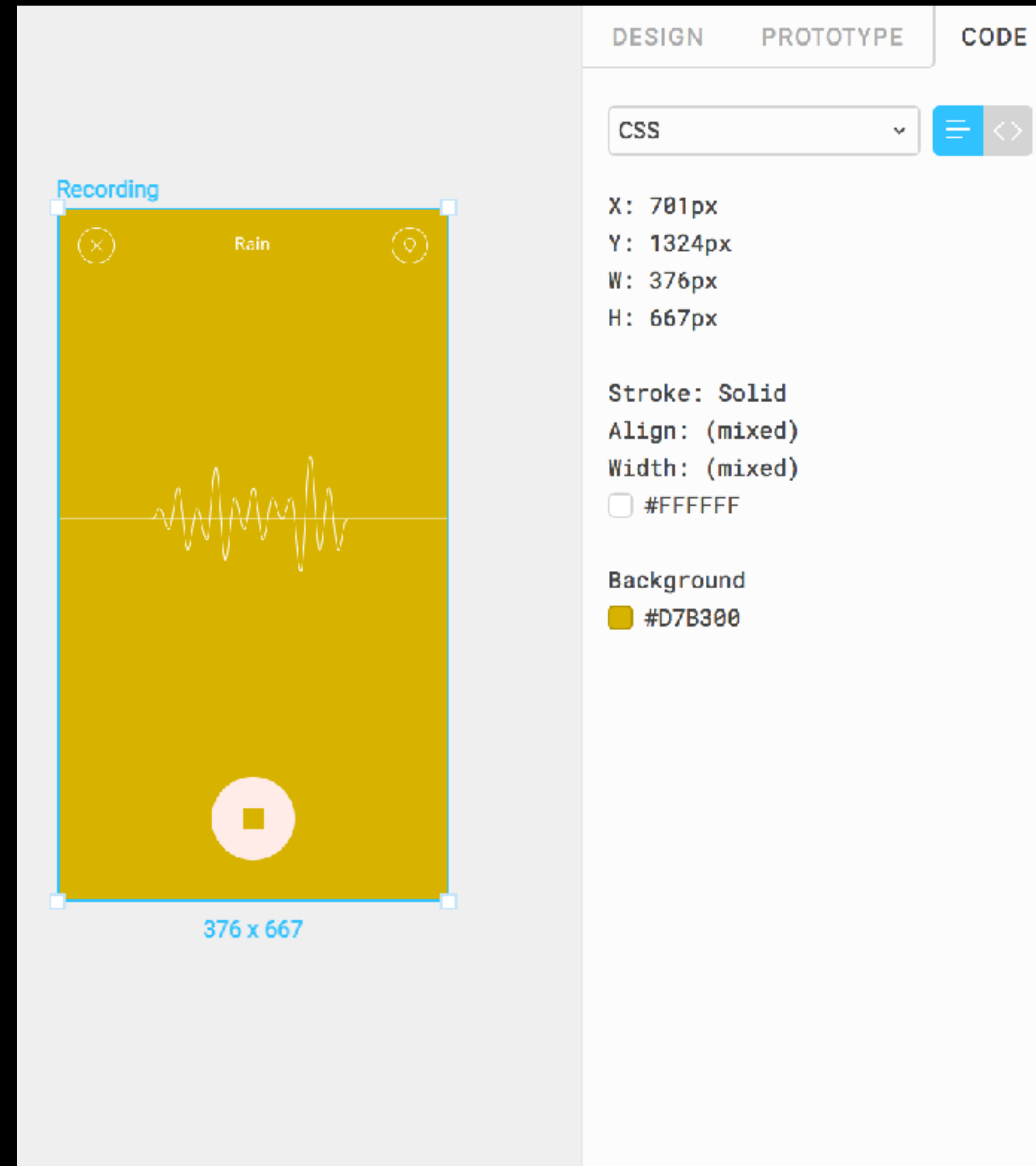
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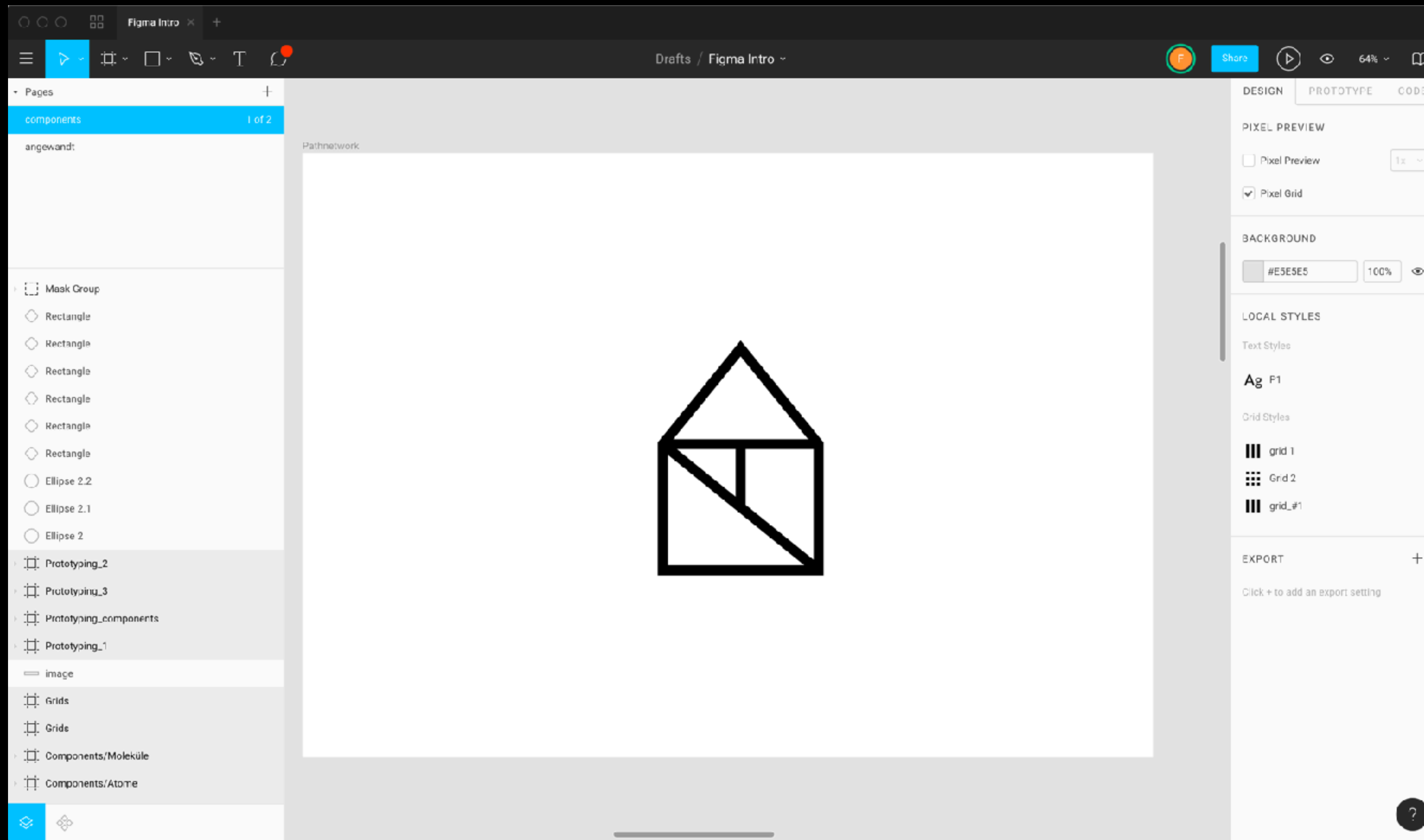


Tools worth exploring

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Tools

Figma



Tools

Flinto for Mac



The screenshot displays the Flinto for Mac interface with a storyboard for a mobile application titled "Jupiter Weather". The storyboard is set against a background image of Jupiter. It features several screens connected by red arrows indicating transitions:

- Welcome**: A screen with the app title and a large image of Jupiter.
- Jupiter-home**: A home screen showing the current temperature (300°F) and a forecast for the week.
- Settings**: A settings screen with options for "Fahrenheit" and "Notifications".
- Thyone**: A screen for a planet named "Thyone" with a temperature of -10°F.
- Kore**: A screen for a planet named "Kore" with a temperature of 1000°F.
- Forecast Screens**: Multiple screens showing detailed weather forecasts for different days (e.g., "Storm Warning", "Thunderstorm") with icons and temperature indicators.

The interface includes a top toolbar with various tools like "Add Screen", "Add Image", "Rectangle", "Group", "Ungroup", "Scroll Group", "Create Link", "Draw Link", "Hide Links", "Zoom", "Units", "Help", "Arrange", "Viewer", "Preview", and "Share". On the left, there is a sidebar with a "Link to" menu and a search bar. On the right, there are panels for "Gestures" and "Properties".

<https://www.flinto.com/>

Tools

ProtoPie



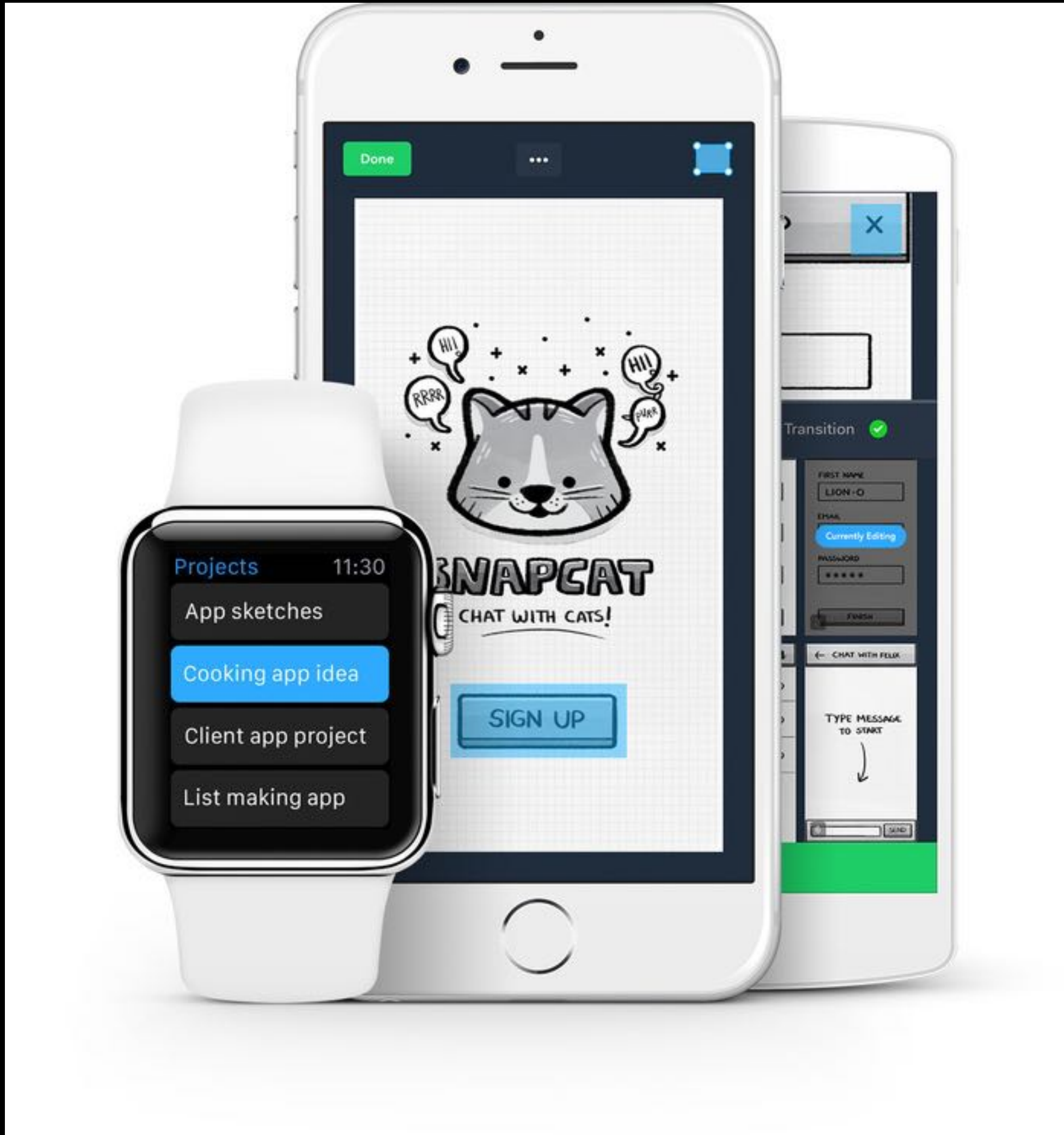
The screenshot displays the ProtoPie software interface for editing a calendar prototype. The main workspace shows a mobile device screen with a calendar for November. The interface is divided into several panels:

- Layers:** Lists the components of the prototype, including 'prototyping_smalltitle', 'prototyping_title', 'prototyping_bg', 'mask layer', 'detail_info' (selected), and 'calender_bg'.
- Interactions:** A list of actions for a 'Tap' event, including 'Scale', 'Move', and 'Opacity'. The 'Move' action is currently selected.
- Properties:** Shows the configuration for the selected 'Move' interaction, including a starting point at (0,667), a target point at (50%,50%), a duration of 0.2 seconds, and a start delay of 0.1 seconds.

The calendar prototype shows events for Friday, November 15th (Prototyping, Design discussion, Work-out with Young, Call mom) and Saturday, November 16th (Climbing, Birthday party, Reading 'Sprint'). A 'WHEN' section at the bottom indicates 'Monday, Oct 20 10:00 - 11:00 AM'.

Tools

Marvel App



Thank you!

Kontakt

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