UNIT- IV

Prototype :- A prototype is a product built to test ideas and changes until it resembles the final product.

→ Innovators use Prototype to determine what truly need to improve and fix in their design.

Other Def^{n} ⇒ A prototype is an early simple, model or release of a product built to test a concept or process.

Why Prototype :- Prototyping allows you to build simple, small-scale prototypes of your products, and use them to observe, record and assess user performance levels or the user's general behaviour & reactions to the overall design.

→ Protoyping allows us to accurately test the usability of a design the materiality, functionality, performance and Ultimately the feasibility of a product.

→ A prototype is built to test ideas and changes until it resembles the final product.

Rapid Prototype Development Process:

→ Rapid prototyping is ~~the~~ ~~group~~ an iterative approach for (user interface) design that can help you to test and validate ideas early in the design process, it includes prototyping and testing a design solution with users and stakeholders, and quickly refining and iterating on that soln until final product is ready for development.

→ Rapid prototyping includes three steps:

(a) Prototyping
(b) Testing
(c) Refining

→ Benefits :-

1. Explore new Concepts & ideas
2. Minimize development costs on iteration
3. Launch Successfully

→ Types of Prototypes:-

1. Low fidelity
2. Medium fidelity
3. High fidelity (3D printing, CAD)

Ref:- maze.co

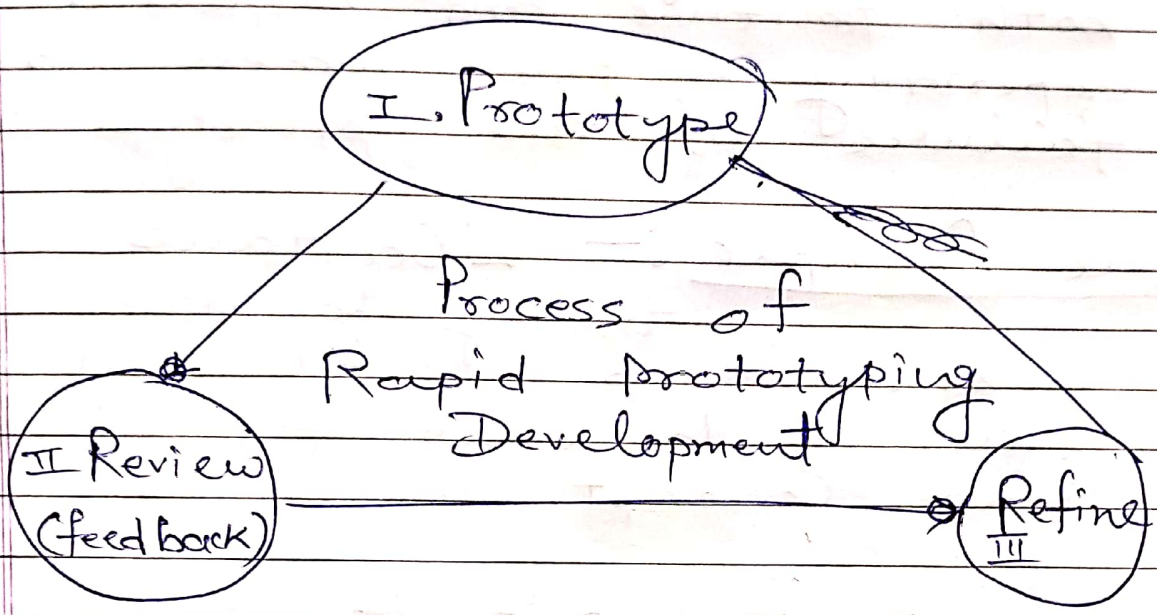
Scanned with OKEN Scanner

Rajshree
PAGE NO:
DATE:

* RP Development Process :-

Tips

(I) Make it quick :-
(II) Test with real users
(III) Establish a test goal
(IV) Include stakeholders



Testing :- It helps to explore possible flaws, gain valuable insights and make amends if needed.

→ Testing phase is when the final sol^n of a product is tested on a full scale.

→ It helps to evaluate whether a solution might or might not work.

Scanned with OKEN Scanner

Ref. → qedge.com

→ The prototype that considered best after considering the feedback from customers and end-users is implemented.

→ The testing stage can provide both positive and negative results depending on the success and failure of the prototype stage.

Sample Example :- L'Occitane used testing to assess its in-store soap refill station. Later it launched the Sustainable Soap Concept.

Test Group :- is the name given to the entire group of users who will be analyzed as part of a study.

→ The test group will remain throughout the study

Test Marketing :- is a method that aims to explore consumer response to a product or marketing campaign by making it available on a limited basis to test markets before a wider release.

Scanned with OKEN Scanner

Rajshree
PAGE NO.:
DATE:

→ It's important to Note that customers exposed to the product or campaign may be part of a test group without the customer's knowledge.

Celebrating the Difference :-

* Understanding the individual differences and uniqueness ⇒

(I) Understand individual's biases ⇒

→ We all have biases, whether conscious or unconscious, that affect how we perceive and interact with others.

→ Biases can limit our ability to empathize with the users, to explore different options, and to challenge our assumptions

→ To include diversity in your design thinking process, you need to be aware of your own biases and how they might influence your decisions.

→ To identify and address

Scanned with OKEN Scanner

Rajshree
PAGE NO.:
DATE:

your biases, seek feedback from others who have different backgrounds and experiences than you, and listen to their perspective with open mind.

(II) Involve diverse Stakeholders:-

→ One of the key principles of design thinking is to involve the users and other stakeholders throughout the process.

→ This means not only conducting user research, but also co-creating, co-designing and co-testing with them. Ensure you,

→ Give equal voice to participate all users and stakeholders

→ Use methods like empathy maps, journey maps or stakeholders map to understand and engage with diverse stakeholders.

Scanned with OKEN Scanner

✱ Group Discussions and activities to encourage the understanding :-

→ Apart from memes

→ Platforms like Open IDEO or Design for change to connect and collaborate with diverse communities around the world.

✱ Acceptance and appreciation of individual differences:-

Scanned with OKEN Scanner