
Erasmus+

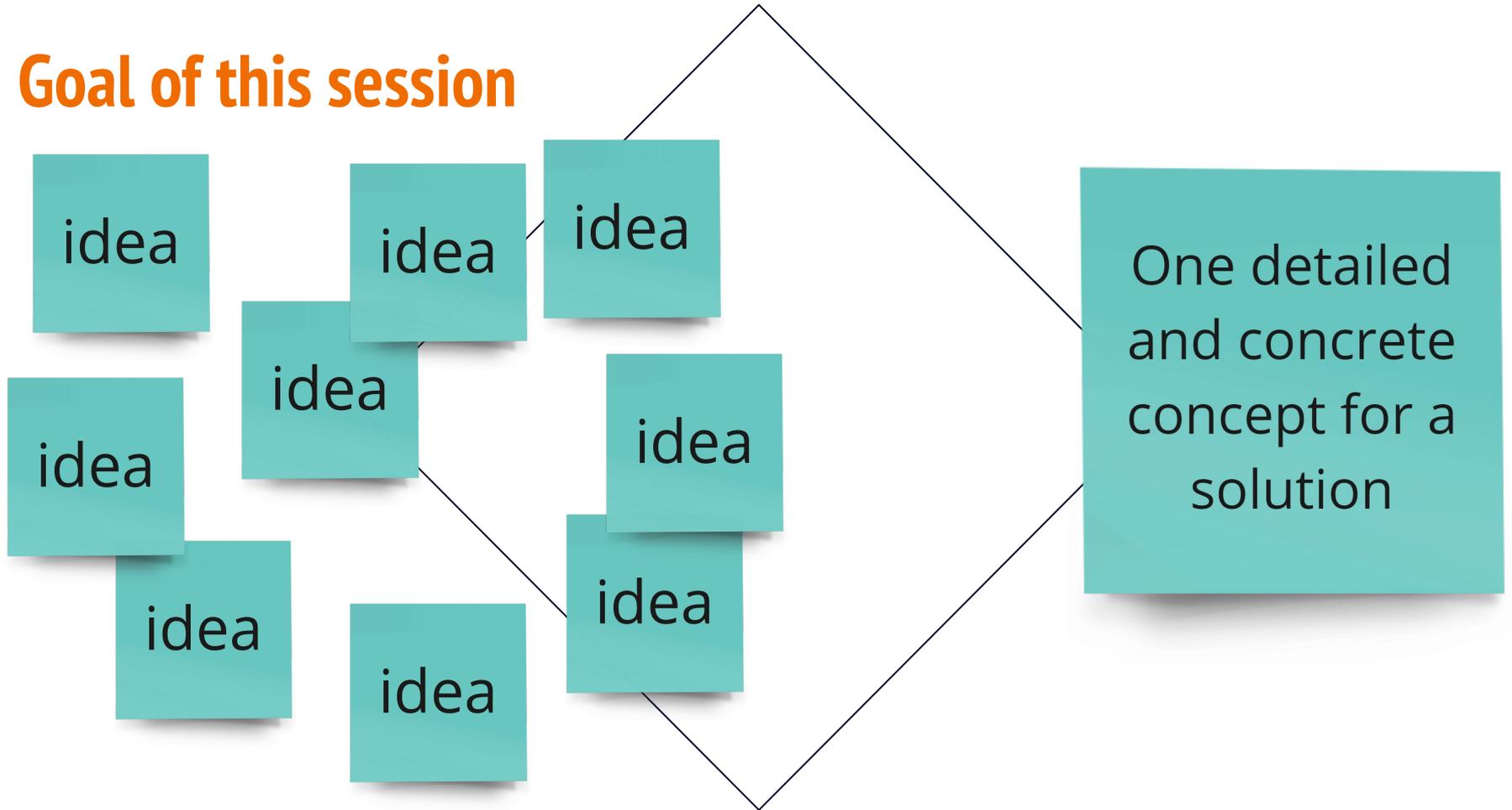
Capacity Building for Higher Education

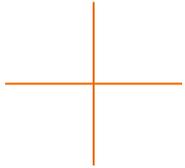
— Session 4: Ideate phase II —
WP3 Student Competition

Before we start: How are you?

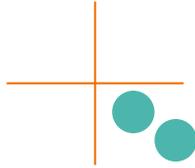
- Points of pain
- 'How might we' questions
- organize HMW questions
- prioritize HMW questions
- Pick a target
- Benchmarking
- Lightning demos
- Lotus Blossom

Goal of this session





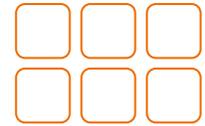
COCD box



Dot voting



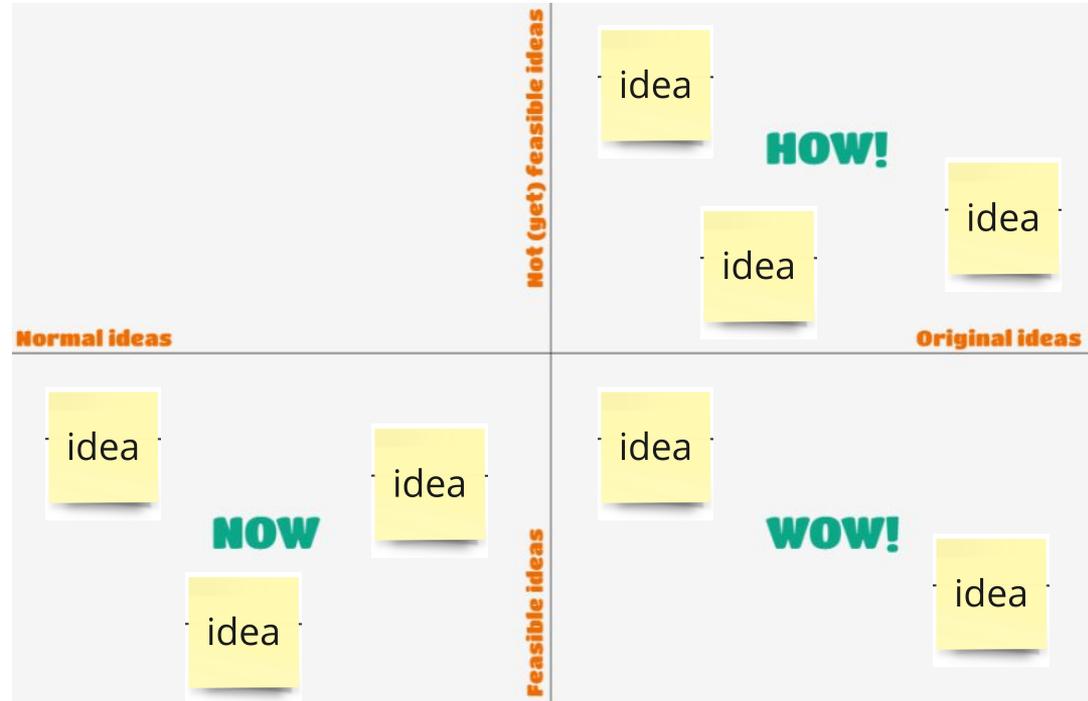
idea canvas



storyboard

1) COCD-box

The COCD box is a **selection method** for reducing the large number of ideas from a divergence to a number you can oversee. It is a way to add structure and relief to your chaos of ideas.

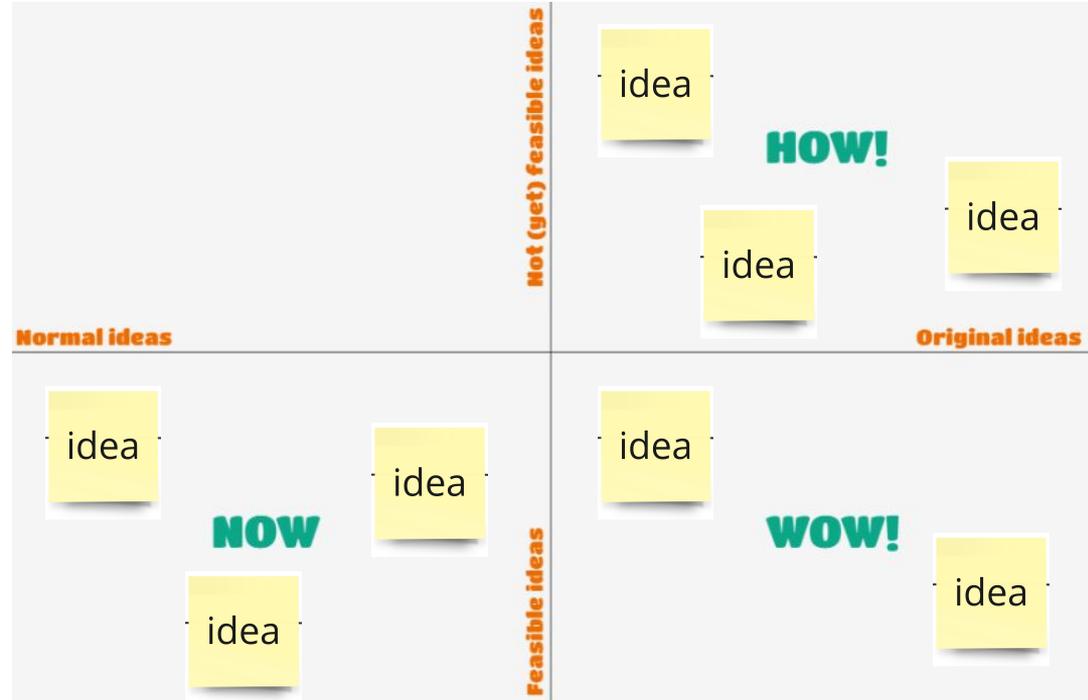


1) COCD-box

NOW: not particularly original but perfectly executable, short-term results;

WOW: original and feasible, you notice a certain appeal, gives a "WOW" feeling;

HOW: very original but not clear (yet) how to implement it, ideas for the future.



Normal ideas

Not (yet) feasible ideas

HOW!

- for the future
- challenges/dreams
- visionary
- pioneering
- red ideas for tomorrow

Original ideas

NOW

- Easy to realise
- Examples are available
- Little risk
- broadly supported
- requires little effort

Feasible ideas

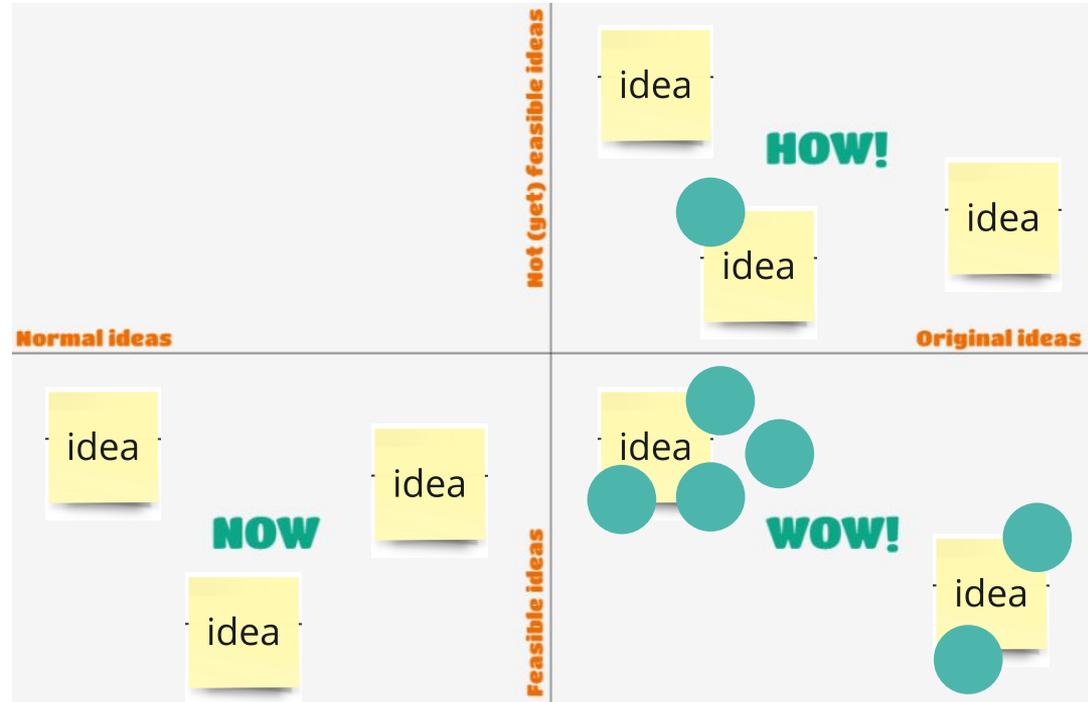
WOW!

- Innovative ideas
- groundbreaking
- exciting
- differentiating
- gives energy



2) Dot voting

- 1) Each person has 5 votes they can stick to their favorite ideas.
- 2) Discuss the ideas with the most votes in group and decide on which idea you'll continue working (this does not necessarily have to be the idea with the most votes)



3) Idea canvas

Get more in depth, reflect and align details among team member.

Idea canvas

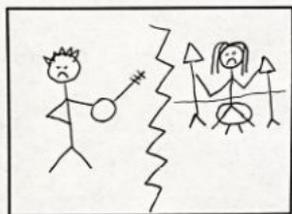
Fill in the project canvas with your idea

Fancy name for your idea

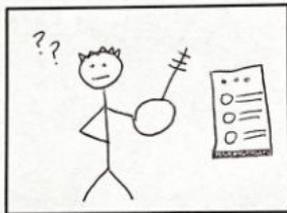
1. Problem / issue	What problem do you want to tackle with your idea?	Who is your target audience?
2. Idea	Describe your idea	
3. Impact	What impact do you intend to have with your idea? What are the benefits?	
4. Pitfalls	What pitfalls does your idea have?	What can be a potential solution for these pitfalls?
5. Stakeholders	Which stakeholders are necessary to realize your idea?	What role do these stakeholders fulfill?

4) Storyboard

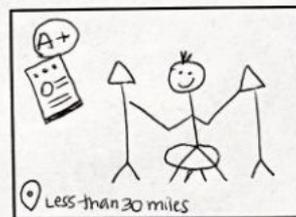
A storyboard is a **visual chronological representations** of all the different steps users go through when interacting with your product/service.



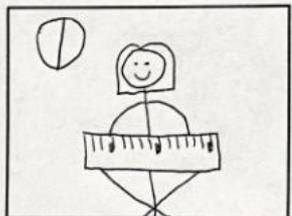
The drummer in Dan's band quit, so he needs to find a replacement.



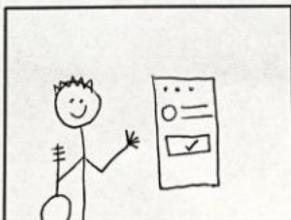
Dan finds and opens the app.



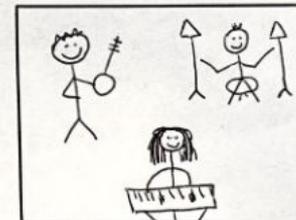
Dan scrolls through the app & finds an experienced drummer who lives nearby.



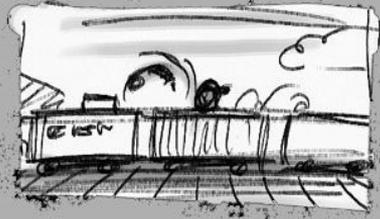
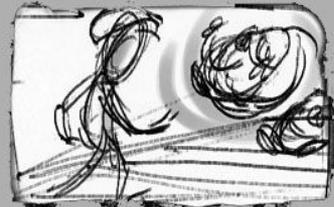
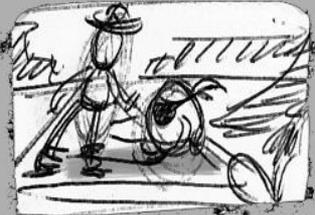
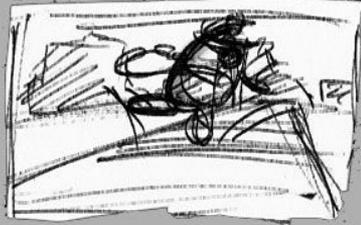
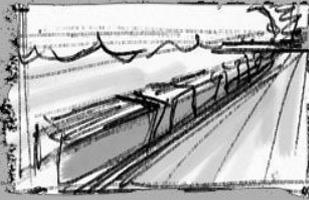
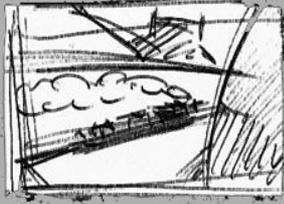
A former band member did not have experience with rock music so having relevant experience is important.



Dan selects a drummer and taps submit to schedule an interview.



Dan is happy and his band schedules several gigs.



Why a Storyboard?

- **Spot problems and points of confusion** before the prototype is built -> saving time and resources.
- **Alignment** Amongst Team Members
- Puts the Focus on **User-Centric Design**
- Can be used as a **visual communication tool** for stakeholders. (images > words)

Guidelines for Storyboarding

- The **interaction between the user and your product**/service is the central theme (we do not yet worry about the aesthetics of the product).
- Highlight **user emotions**.
- Thoroughly consider your **opening scene**, you might need some frames to display the context even before your solution enters the scenes.
- A storyboard can be **quick and dirty**.
- Include **text** where needed.
- Make it **chronological**.
- Test for **clarity**. Can someone random understand it without receiving any additional information?

User Lands on Home Page



The success of this page is determined by SEO strength. Problems with this page indicate problems with traffic

User Navigates to Desired Info Page



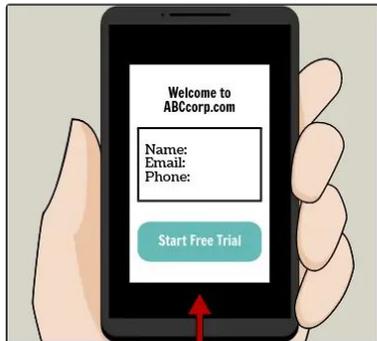
The success of this page is determined by the UI of the home page. Can people find what they're looking for?

User Clicks on Call to Action



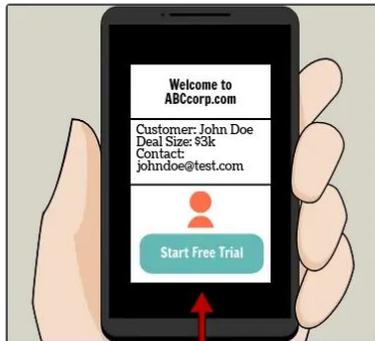
The success of this page is determined by CTA placement and UI. Are people clicking your CTAs?

User Enters Info and Starts Free Trial



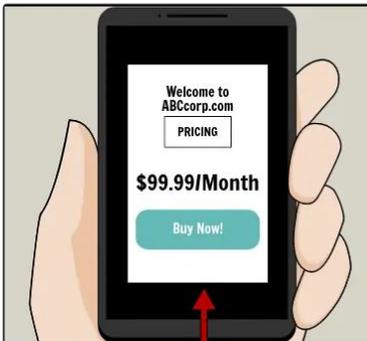
Are you asking user the right questions and receiving the info you need to pursue them as leads?

User Interacts with Product

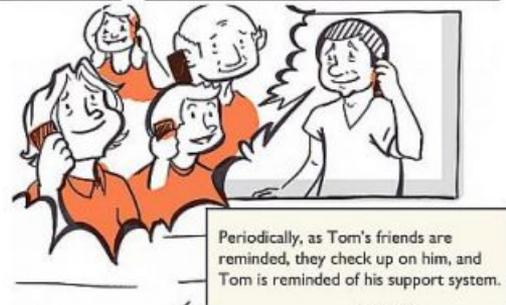
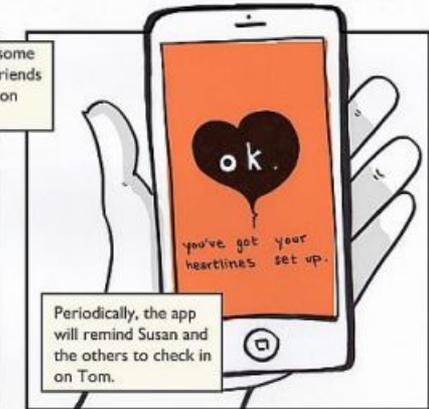
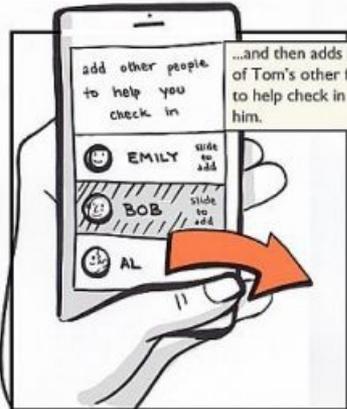
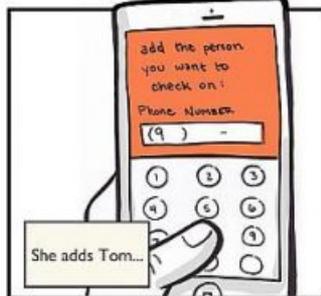
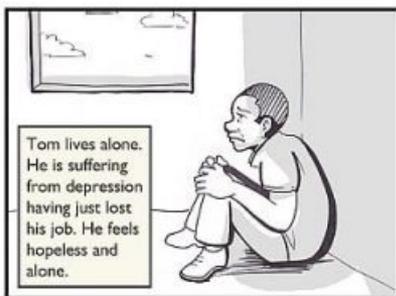


Does your product actually solve the problem that your customers are experiencing?

User Purchases Product



Do you have a clear and easy path to allow the user to complete their purchase without the need for assistance?





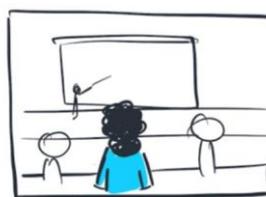
Sarah joins grad school and is excited to be here!



She enjoys the classes and works too hard to take notes and be on track.



But the campus is too big and there are too many class.



She goes to the next class, and the next class.



By evening she is exhausted as she hardly gets time to grab lunch between her classes.



She consults a nutritionist who educates her about proper diet.



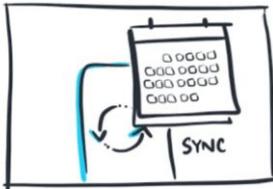
She wants to achieve her nutrition goals, but there's too much to do!



It looks impossible for her.



Then she comes across EatRight. It is a cross platform application with a wearable to assist.



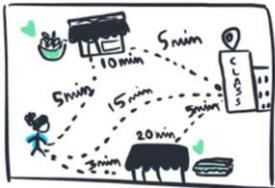
She can sync her calendar.



set her goals.



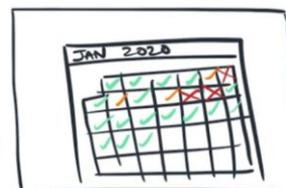
and be notified discretely.



She can find convenient food options on her way to her classes.



She can now focus on her classes and be energetic at the same time.



She can also track and visualize her food habits.



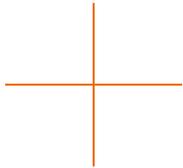
Her nutritionist says she is doing great!

55' in total to complete these exercises (due by 10:15)



Do not forget to document every step

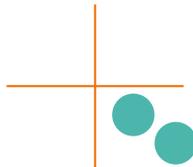
20'



COCD box



5'



Dot voting



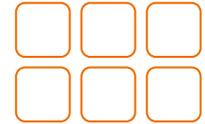
15'



idea canvas



15'



storyboard



Special guest, out supercoach for today:

Prof. Johanna Renny Octavia

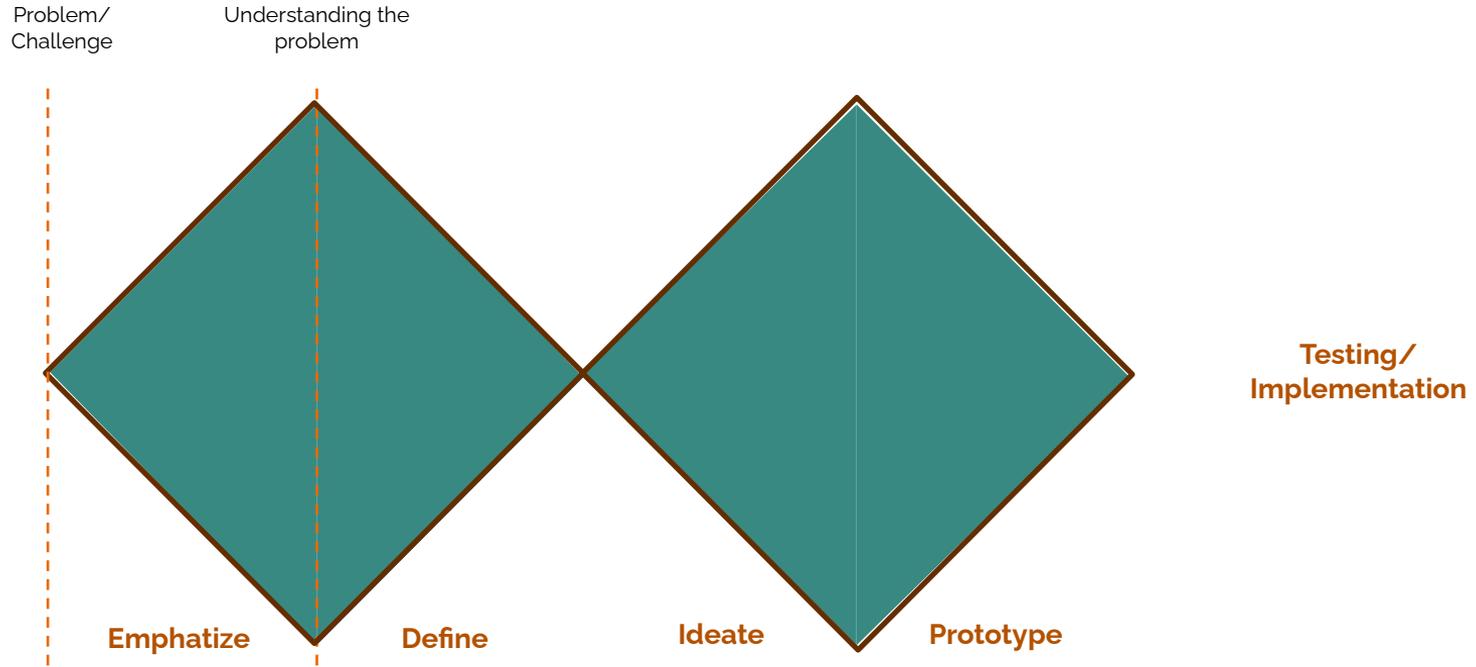
of Parahyangan Catholic University

Erasmus+

Capacity Building for Higher Education

— Session 7: Prototyping —
WP3 Student Competition

Where are we in the DD-model?



What is a prototype?

A prototype is an **early sample, model, or release of a product** that is built to **test a concept or process**. It is typically used to validate the product's design and functionality and gather **end-user feedback before investing in mass production**.

Characteristics of a prototype

- A prototype serves to **simulate a product's appearance** and/or function
- First **tangible** version
- Not a final product
- The form and execution of the prototype **depend on the test** that will be performed

Why prototyping?

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

Tom Kelly, IDEO

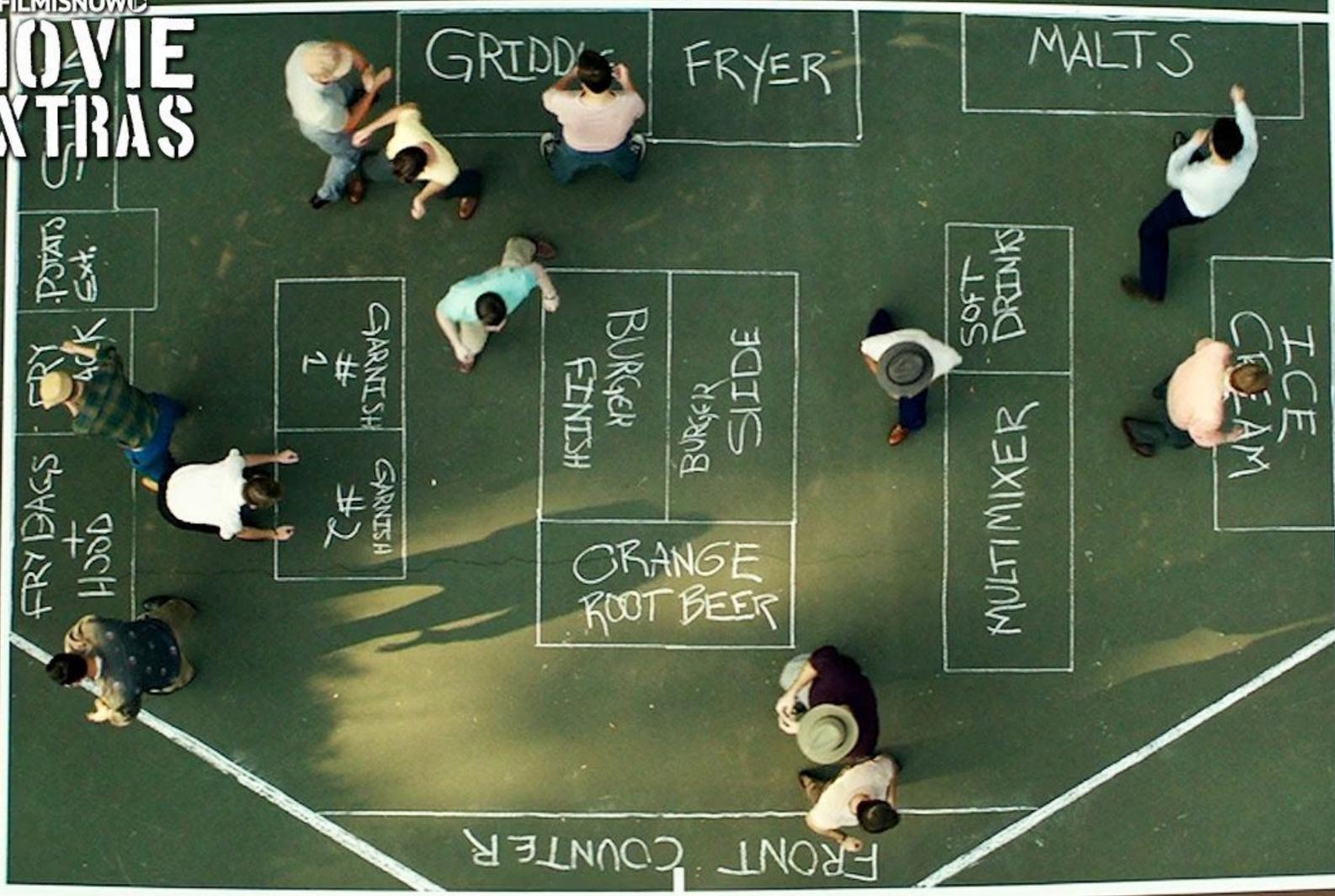
prototype > images > words







MOVIE EXTRAS









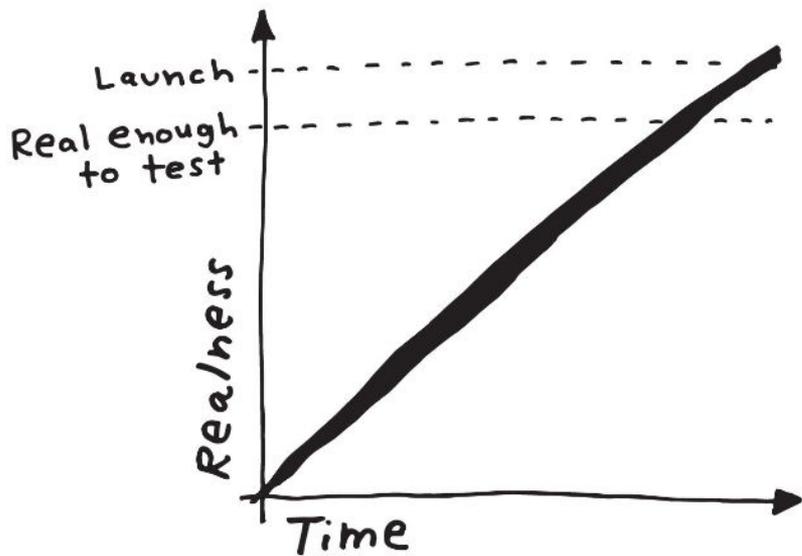
Building a facade

Sources of examples

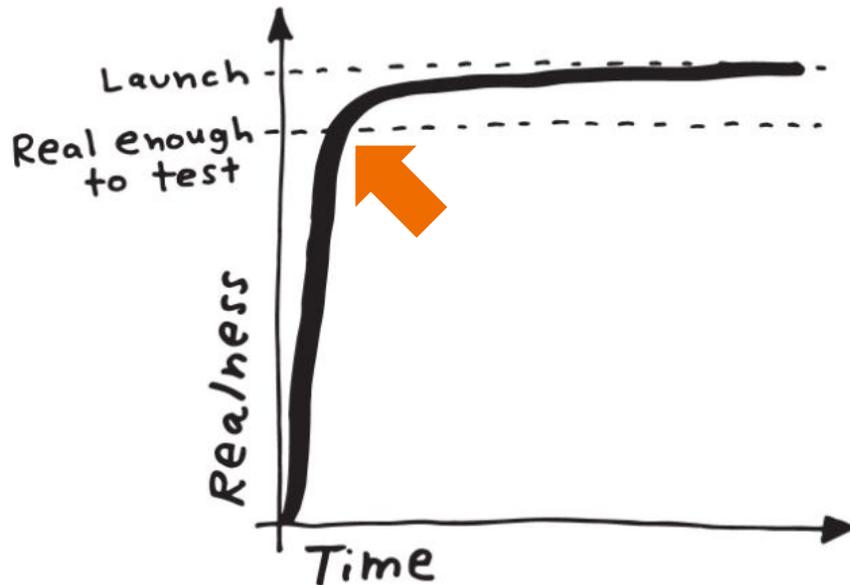
- Speaker: <https://the-dots.com/projects/ikea-radioe-227343>
- Clay car: <https://www.carscoops.com/2022/05/in-the-digital-world-why-do-car-companies-still-make-clay-models/>
- UX: <https://careerfoundry.com/en/blog/ux-design/design-thinking-stage-four-prototyping/>
- McDonalds: <https://www.youtube.com/watch?v=jTageuhPfAM>
- Lufthansa: https://www.researchgate.net/figure/Users-testing-new-service-prototypes-for-Lufthansa-Photo-courtesy-of-IDEO_fig12_306097249
- Facade: <https://petapixel.com/2016/01/13/this-video-makes-paris-look-like-the-fake-world-of-a-movie-set/>

Why prototyping?

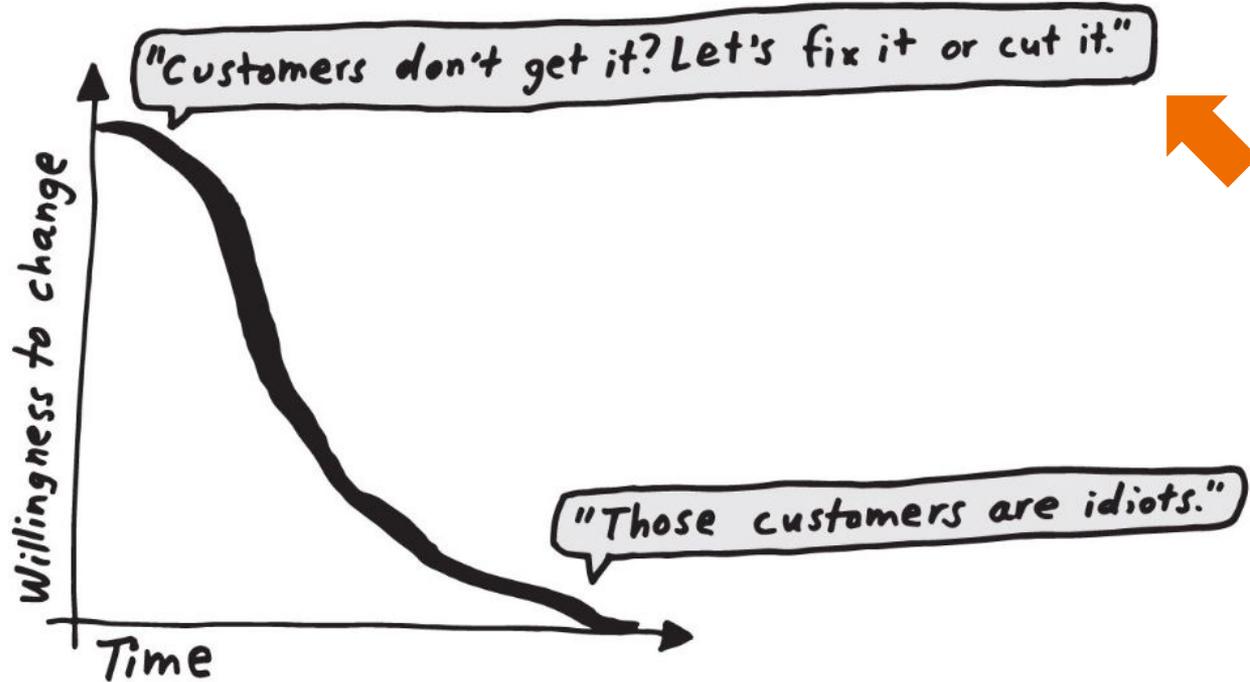
Building a real thing



Building a façade



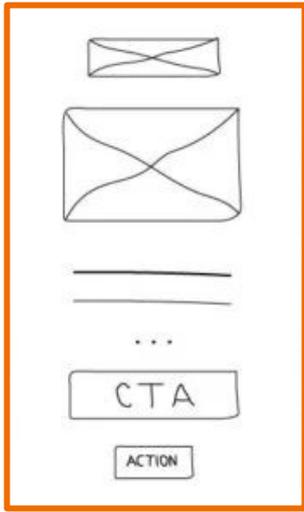
Why prototyping?



Why prototyping?

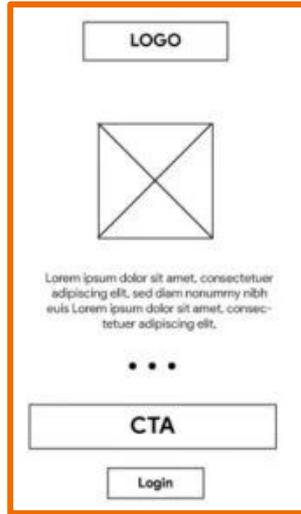
The longer you spend working on something — whether it's a prototype or a real product — the more attached you'll become, and **the less likely you'll be to take negative test results to heart.**

-> thoroughly consider the amount of time you spent on your prototype and decide on a suiting **fidelity level.**

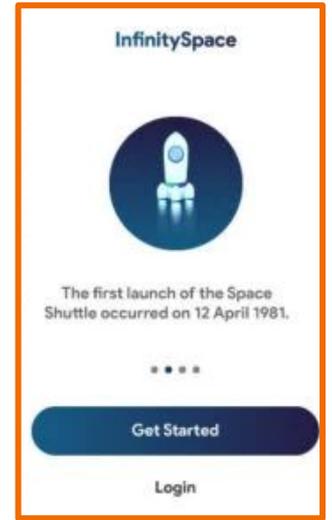


Low fidelity

- + fast
- + easy to create
- + easy to adapt
- + cheap
- hard to test interactions



Medium fidelity



High fidelity

- + realistic and detailed
- + more convincing towards stakeholders
- + testing interactions
- time consuming
- demands certain skills



Low fidelity

Medium fidelity

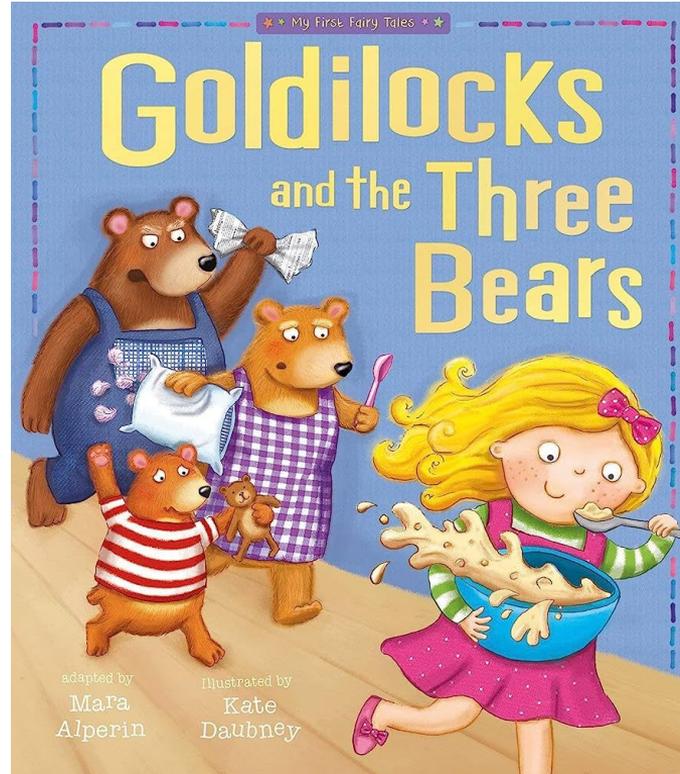
High fidelity

How to decide on the fidelity level?

Ask yourself:

1. What aspects of our product do you want to **test** later?
2. What is the minimum you need for this test to gain valuable insights from the users test?

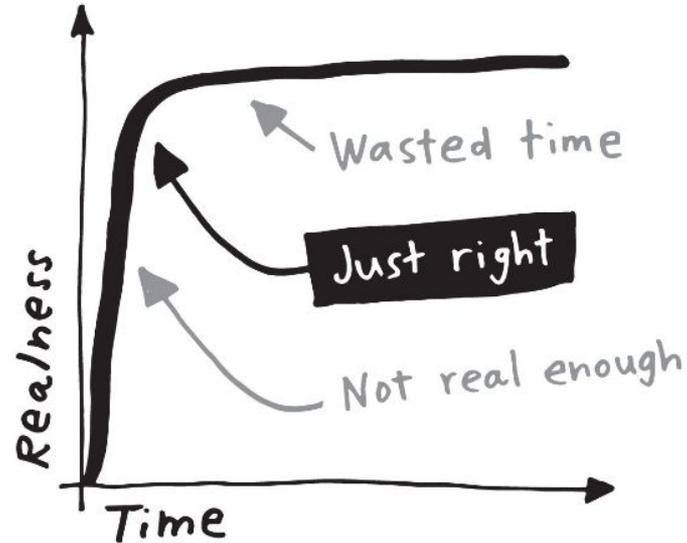
How to decide on the fidelity level?



How to decide on the fidelity level?

The "**Goldilocks Quality**" means to create a prototype with just enough quality to evoke honest reactions from customers.

Goldilocks quality



How to decide on the fidelity level?

Don't prototype anything you aren't willing to throw away.

BUT

To get trustworthy results in your test, **you can't ask your customers to use their imaginations**. You've got to show them something **realistic**. If you do, their reactions will be genuine.

Prototyping techniques

Physical prototypes

- foam modelling
- cardboard prototyping
- 3D printing, lasercutting, arduino

Digital prototypes

- Paper prototypes
- Clickable wireframes: Figma
- Websites: Framer (AI)

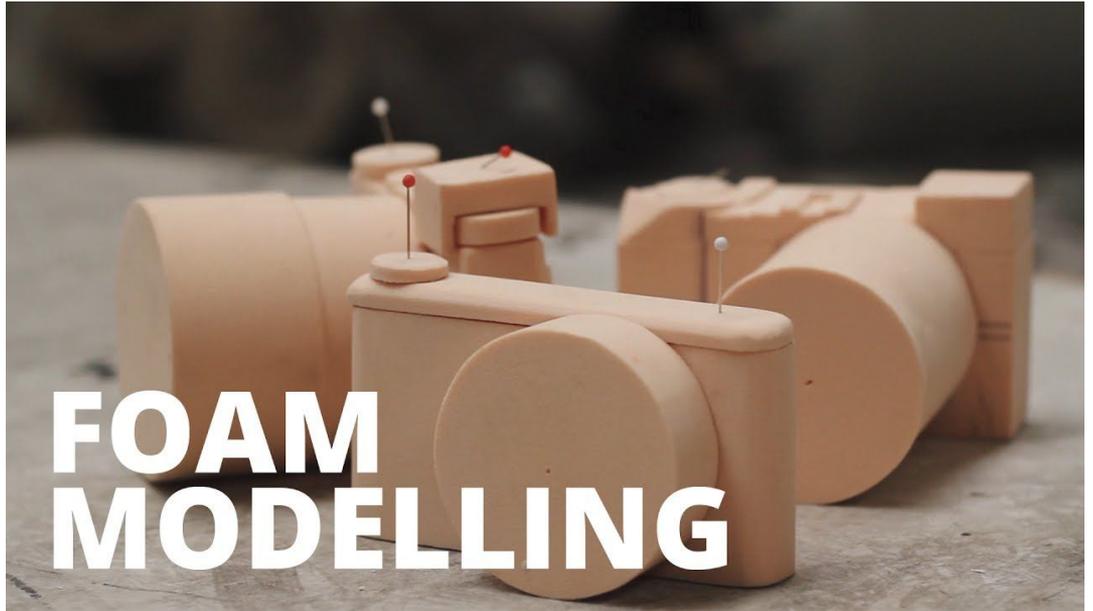
Service design

- Wizard of Oz

Foam modelling

- + easy
- + fast
- + suitable for visual evaluation

- rarely suitable for functional testing
- fragile



<https://www.youtube.com/watch?v=g6xG-5YtesU>

Cardboard prototyping

- + easy
- + fast
- + suitable for visual evaluation
- + a good first tryout

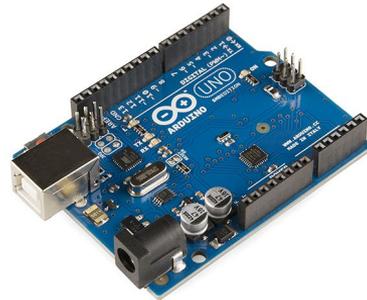
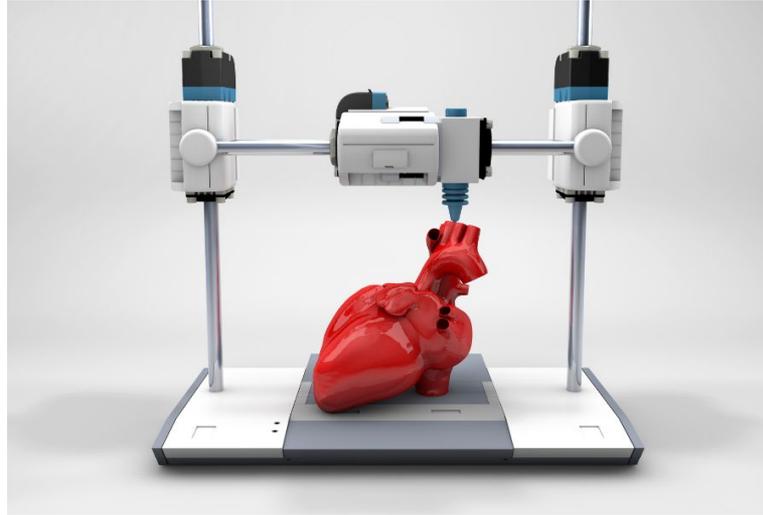
- rarely suitable for functional testing
- fragile



https://www.youtube.com/watch?v=k_9Q-KDSb9o

Others

- 3D printing
- lasercutting
- arduino
- ...



Figma

Demo

<https://www.figma.com/file/rdOXhPAf23igpHn3p4c4rR/Prototype?type=design&node-id=0%3A1&mode=design&t=VGoPDDH1bBMbGvV2-1>

Framer

Demo

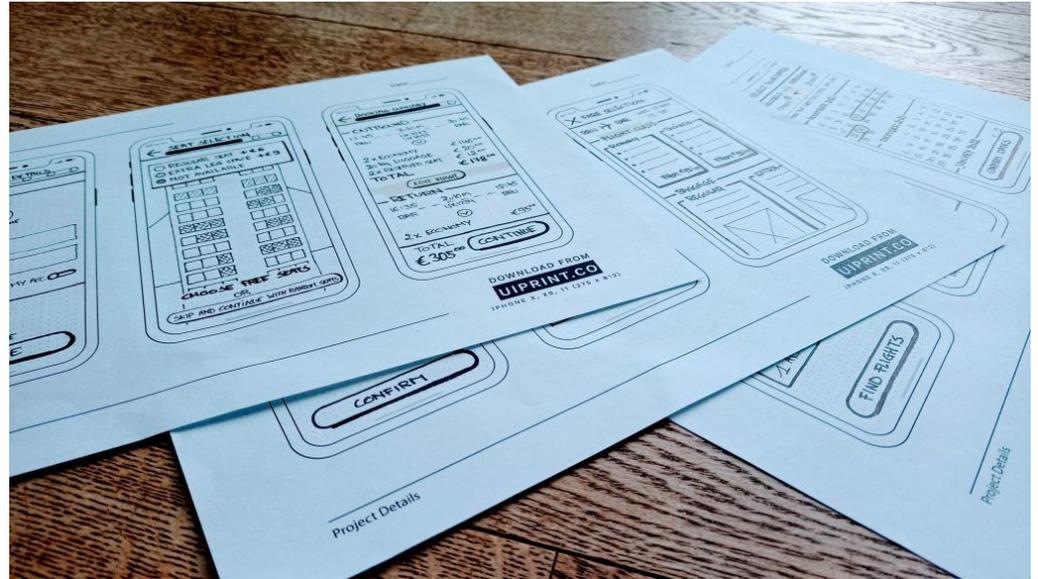
<https://framer.com/projects/In2Food-Demo--YX7R42Ydwz16Xd2LKIZ0-cNwRL?node=augiA20ll>

Backup:

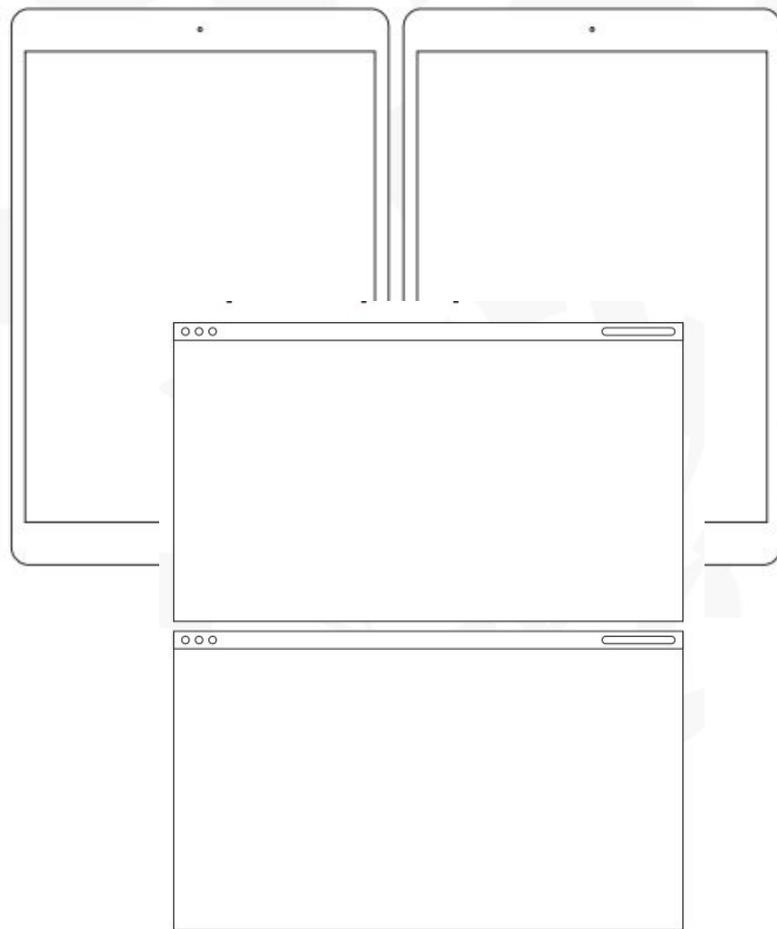
https://ugentbe-my.sharepoint.com/personal/bastiaan_baccarne_ugent_be/_layouts/15/stream.aspx?id=%2Fpersonal%2Fbastiaan%5Fbaccarne%5Fugent%5Fbe%2FDocuments%2FProfessioneel%2FOnderwijs%2FThesissen%2F2023%2D24%2FRani%20Dams%2Fframer%20AI%20example%2Emkv&ct=1691689299132&or=OWA-N-T&cid=a3a0271f-d635-3dc1-93af-8bd741d72589&ga=1&WSL=1

Sketching

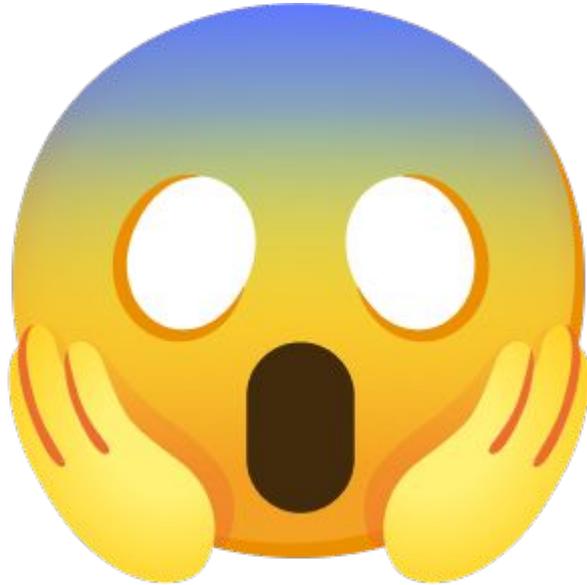
If you are creating an app or website, always start with sketching before you start using any other tool!



Templates available upon request



Help our prototype is technically too difficult too built within this given timeframe.



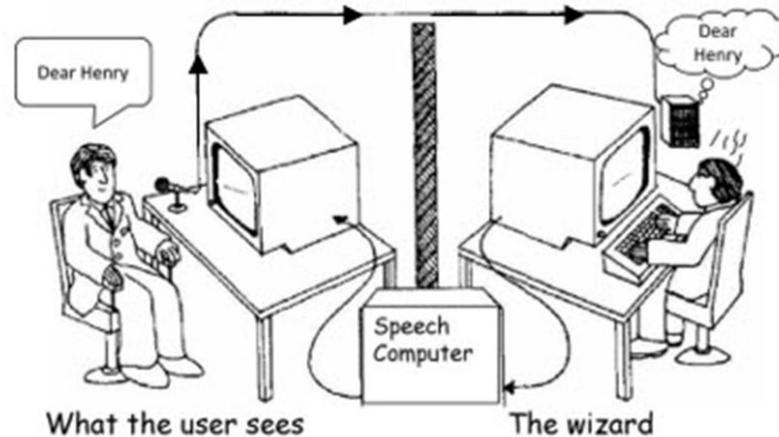
The **WIZARD**
of **OZ**



Wizard of Oz prototyping

The **Wizard of Oz** method is a moderated research method in which a user interacts with an interface manned by a human who controls the system responses.

Wizard of Oz testing – The listening type writer IBM 1984





<https://medium.com/@leegina/wizard-of-oz-prototyping-a6-1feb745e8813>

Your turn

Prototyping canvas

how will you prototype your idea?

1. your idea

The idea you came up with is...

2. your riskiest assumption

The riskiest assumption about the idea is that...

**What do you
want to test?**

3. your prototyping approach

How will you prototype your idea to test that assumption?

this depends on ...

1. your prototype

What tools will you use to build it?

Prototype sketches

What features will have it?

How will you gather feedback?

