

Design Thinking for SDGs

Session 1 Prototype
Session 2 Prototype & Test

Friday August 14, 2020

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Prof Younah Kang



Today's agenda

- 1) DT Step 1: Empathize
 - Empathize with your P, issues in Sustainable Development
 - Activity: Empathize recap
- 2) DT Step 2: Define your problem
 - Activity: How Might We question and Problem Statement
- 3) DT Step 3: Ideate
 - Find a right solution
- 4) DT Step 4: Prototype
 - Visualize your idea



Today's agenda

- 10:00 - 10:40 Presentation on 'solution statement' from each team
- 10:40 - 10:55 DT Step 4: Prototype
- 10:55 - 11:55 Group working session
- 11:55 - 12:00 Wrap-up

Before we begin

Let's have a brief presentation from each team.

What is your solution **statement**?

(Starting with Group 1, two minutes each)

Session 1

Prototype

Prototyping

The way to get ideas out of your head and **bring to life**.

30%

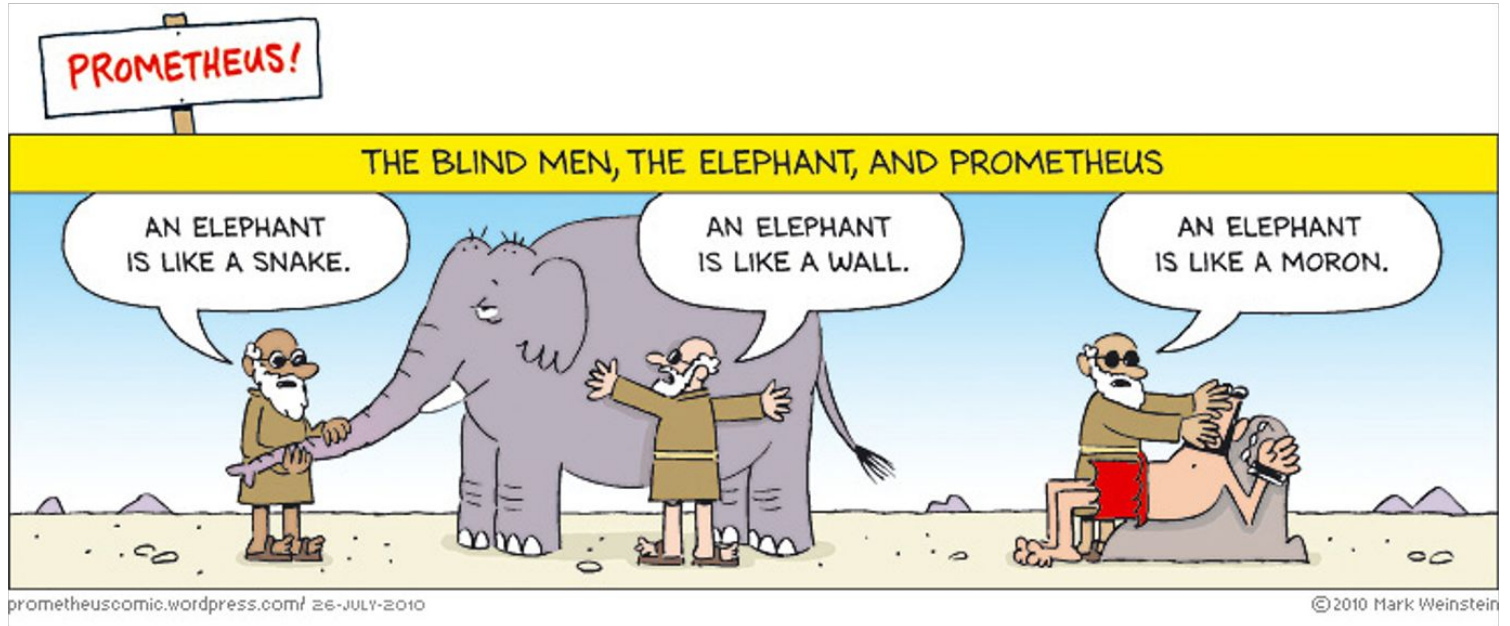
of our cortex is devoted to vision

65%

of people are visual learners

“Show, don't tell”

The Blind Men and The Elephant



Why is it important?

1. **You** can fully understand your idea.
2. **Team members** can communicate more effectively.
3. **Stakeholders** can see, hold, interact with a prototype more easily.
4. **Users** can test out and give feedback.

CO-CREATION

Things to remember:

- Make your hands **BUSY**
- **QUICK & DIRTY**
- Remember the **PROBLEM**
- Be **OPEN-MINDED**
- Remember the **USERS**

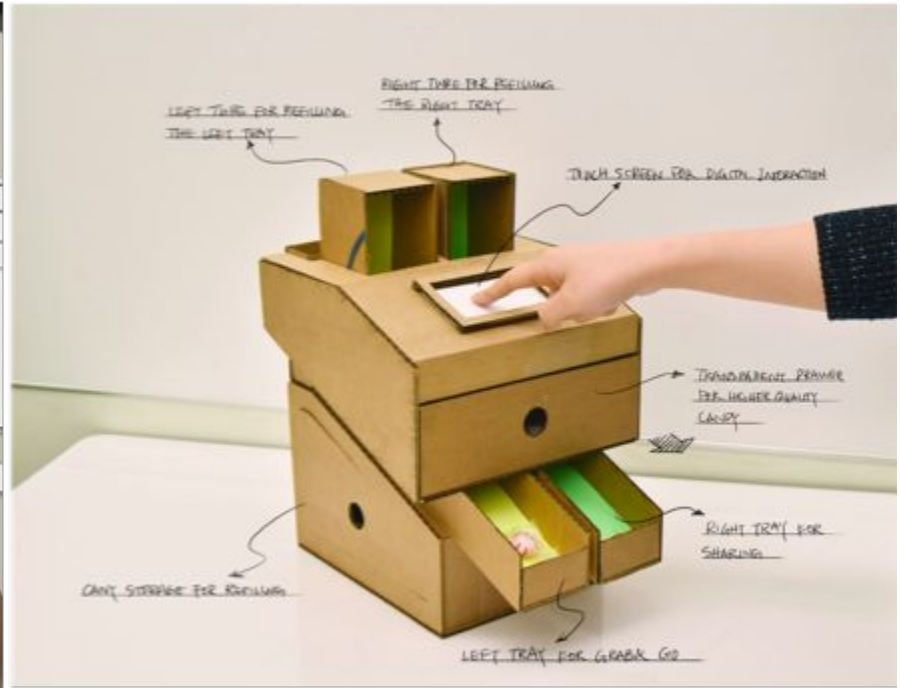
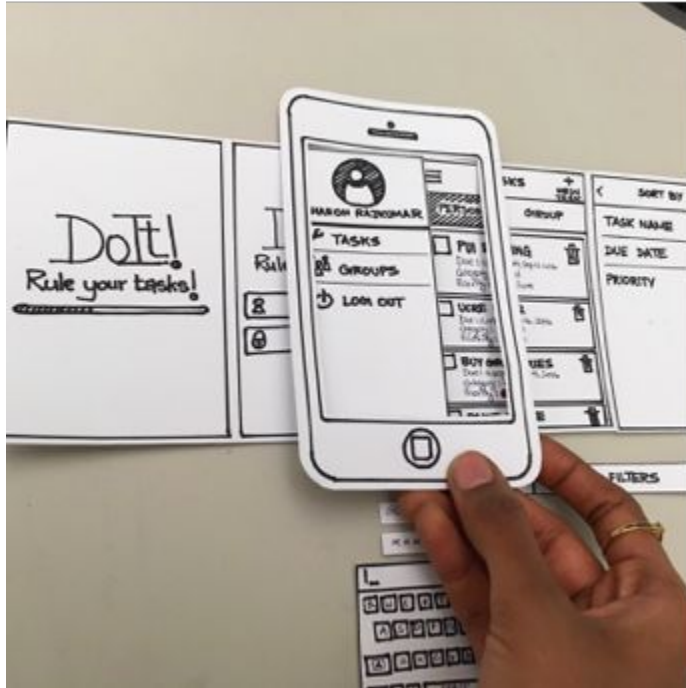


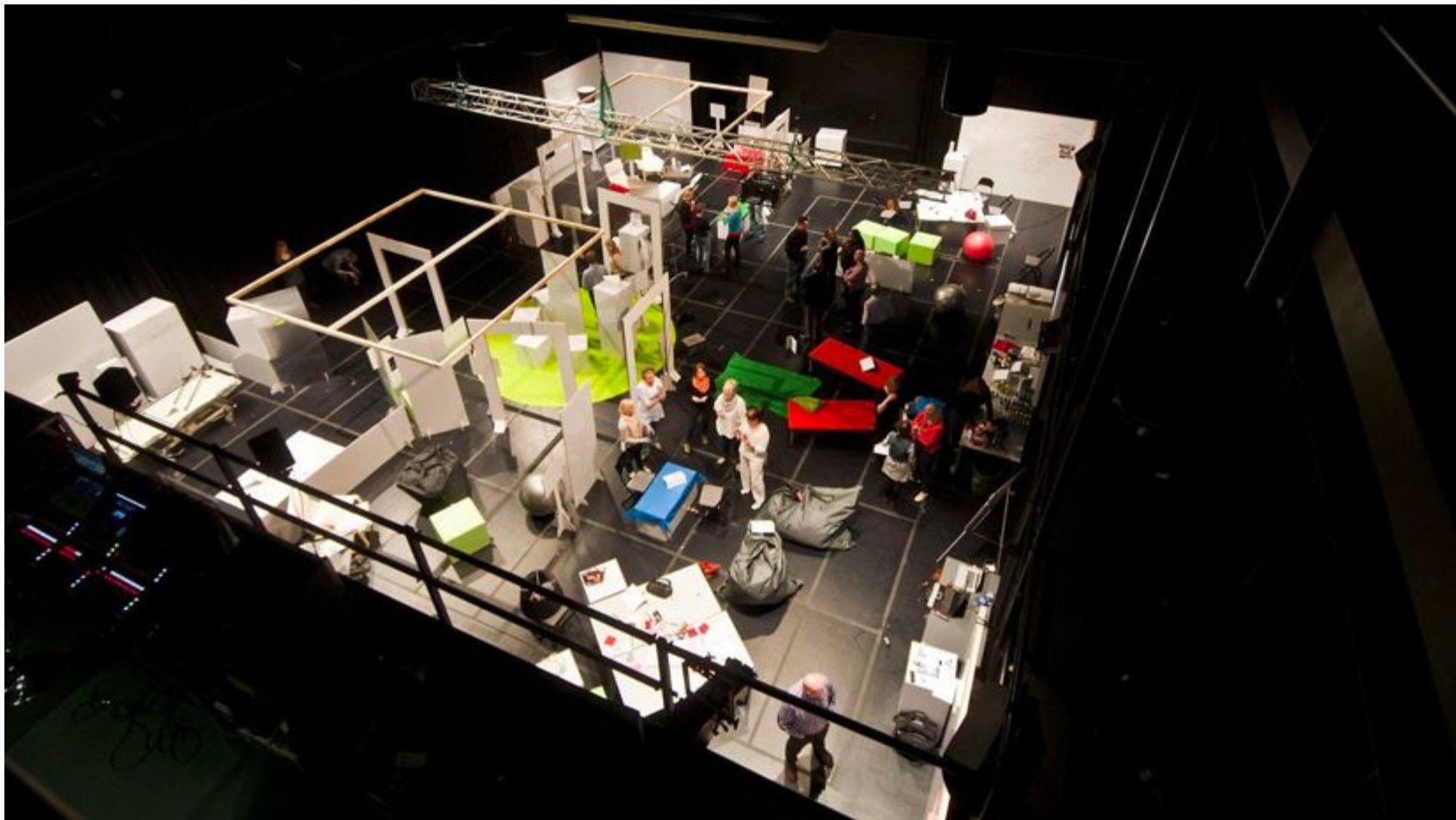
1. PHYSICAL(RAPID) PROTOTYPING (FROM LOW-FI TO HIGH-FI)

Physical prototyping

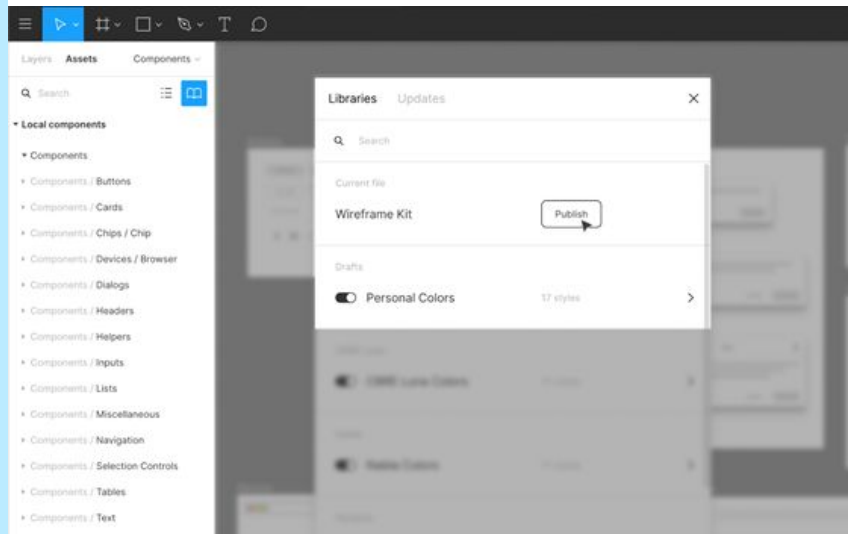
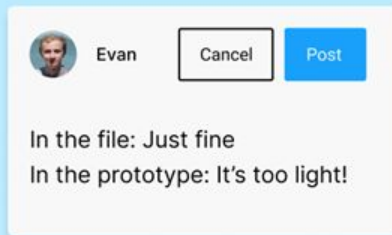
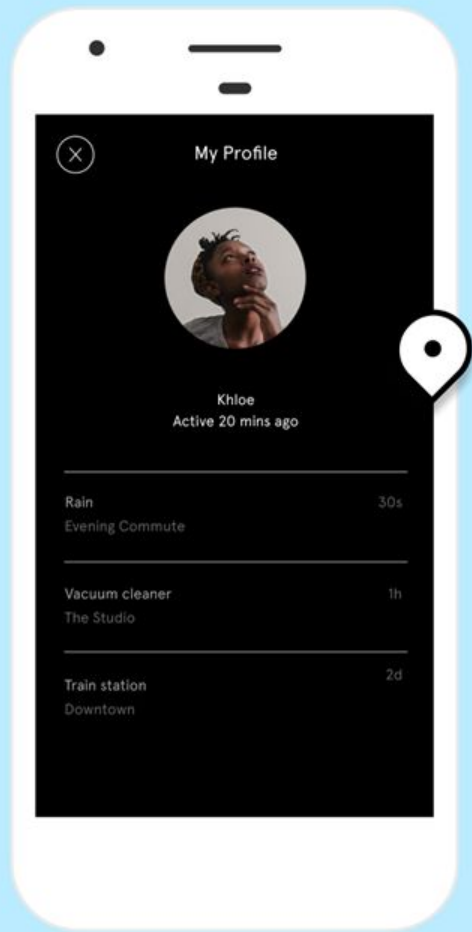
1. Paper Prototyping
2. Digital Prototyping
3. Native Prototyping

PAPER PROTOTYPING



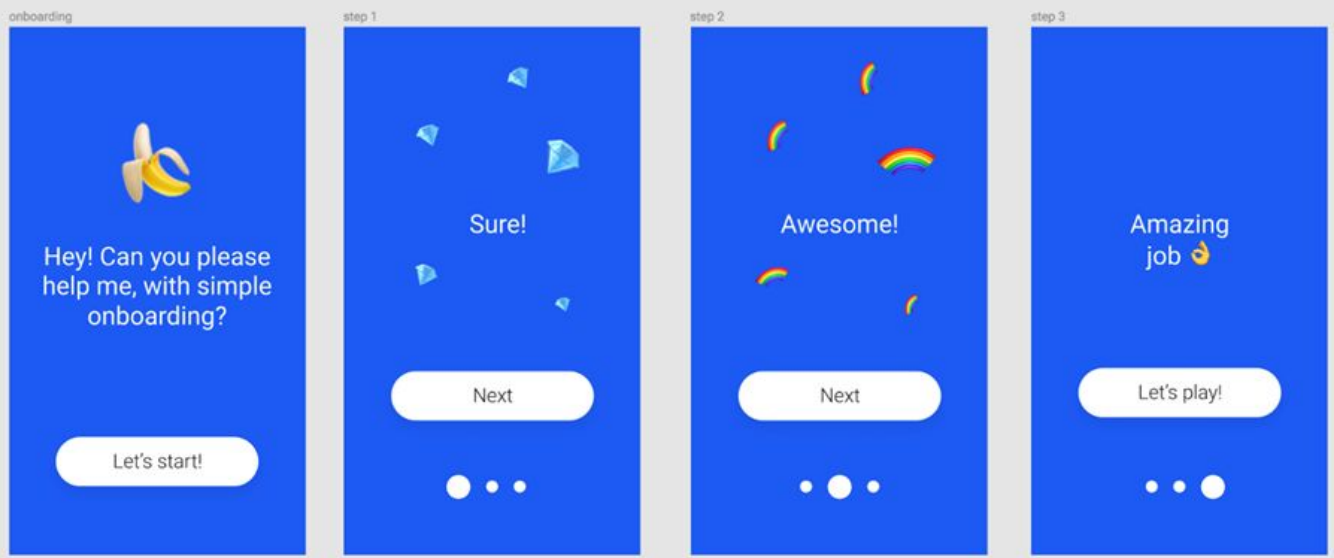


DIGITAL PROTOTYPING



Search Menu (M/)

- Ellipse
- Ellipse
- Ellipse
- Rectangle 2
- step 1
 - Ellipse
 - Ellipse
 - Ellipse
 - ◇ Group
 - T Next
 - ▭ Rectangle
 - T
 - T
 - T
 - T
 - T
 - T Sure!
 - Rectangle 2
- ◇ Group
 - T Button
 - ▭ Rectangle
- onboarding
 - ◇ Group
 - T Let's start!
 - ▭ Rectangle
 - T



DESIGN PROTOTYPE CODE

BACKGROUND

#E5E5E5 100%

Show in exports

PIXEL PREVIEW

Pixel Preview 1x

Pixel Grid

EXPORT

Click + to add an export setting

- Layers
- Assets
- 03. Prototyping ▾
- Pages +
- 00. Low Fidelities
- 01. Inspiration
- 02. Medium Fidelities
- ✓ 03. Prototyping
- 04. Revision
- 05. More Exploration
- Figma Week/UI Kit
- Visual Design Inspiration
- 07. High Fidelities
- Random
- T Like icon and Comment icon is dis...
- T Number of likes and comments is ...
- T Text in post is prioritized
- T Friends Section with user icon pre...
- T Media is centered and large
- T Post button is placed at the bottom
- T Share icon next to like icon
- T Exploration 1: Share Song V1
- T Interactions Assignment: Prototyp...

Interactions Assignment: Prototyping

Exploration 1: Share Song V1

Share icon next to like icon
Post button is placed at the bottom
Media is centered and large

Exploration 2: Share Song V2

Share to community is placed within the 3 dots with the other options
Post is on the top right
Media is minimized and left aligned
User icons and usernames is shown

Exploration 3: View Community & Comment V1

Friends Section with user icon preview
Text in post is prioritized
Number of likes and comments is displayed
Like icon and Comment icon is displayed for replies
Profile of post within comments
Comment section with filter
Send icon

Exploration 4: View Community & Comment V2

Post and Friends have their own tabs
Media in post is prioritized
Friends that like a post are shown next to the number of likes
Like icon and reply icon are removed with text
The post isn't within comments
No filter
Post text button

Exploration 5: Find Friends & their View Profile V1

Friends and Posts are together in one page
Preview of friends [icon]
List of Friends is within view all
Profile view recent posts

Design **Prototope** Code

Device

None ▾

Background

■ 000000

Starting Frame ⓘ

Entry ▾

Removing A Connection ✕

✕ To delete a connection, click and drag on either end.

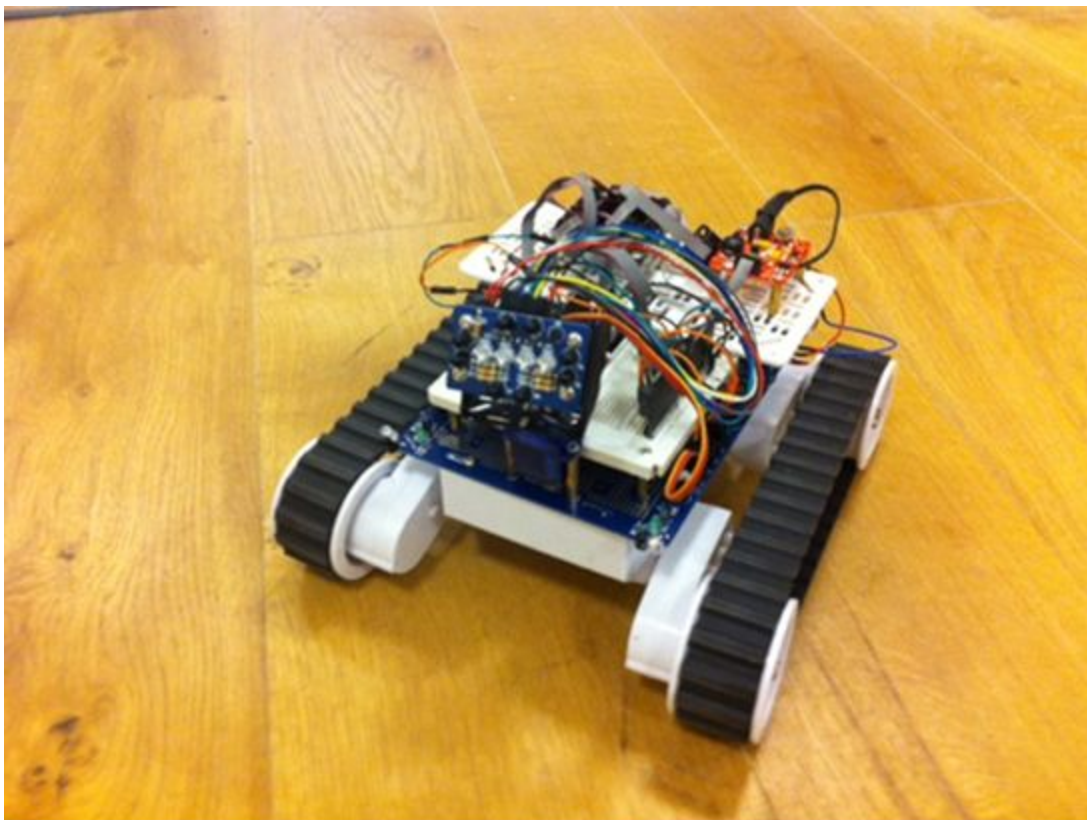
Running Your Prototype ✕

▸ Use the play button in the toolbar to play your prototype. If there are no connections, the play button can be used to play a presentation of your frames.

?

<https://www.figma.com/blog/how-students-who-design-set-up-figma-in-their-online-classroom/>

NATIVE PROTOTYPING (Working prototype)



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http://files.channel9.msdn.com/wwimages/ae054c0b4d7b402ab1239e6800c0220f/image_thumb-64.png

2. LOGICAL PROTOTYPING

Logical prototyping

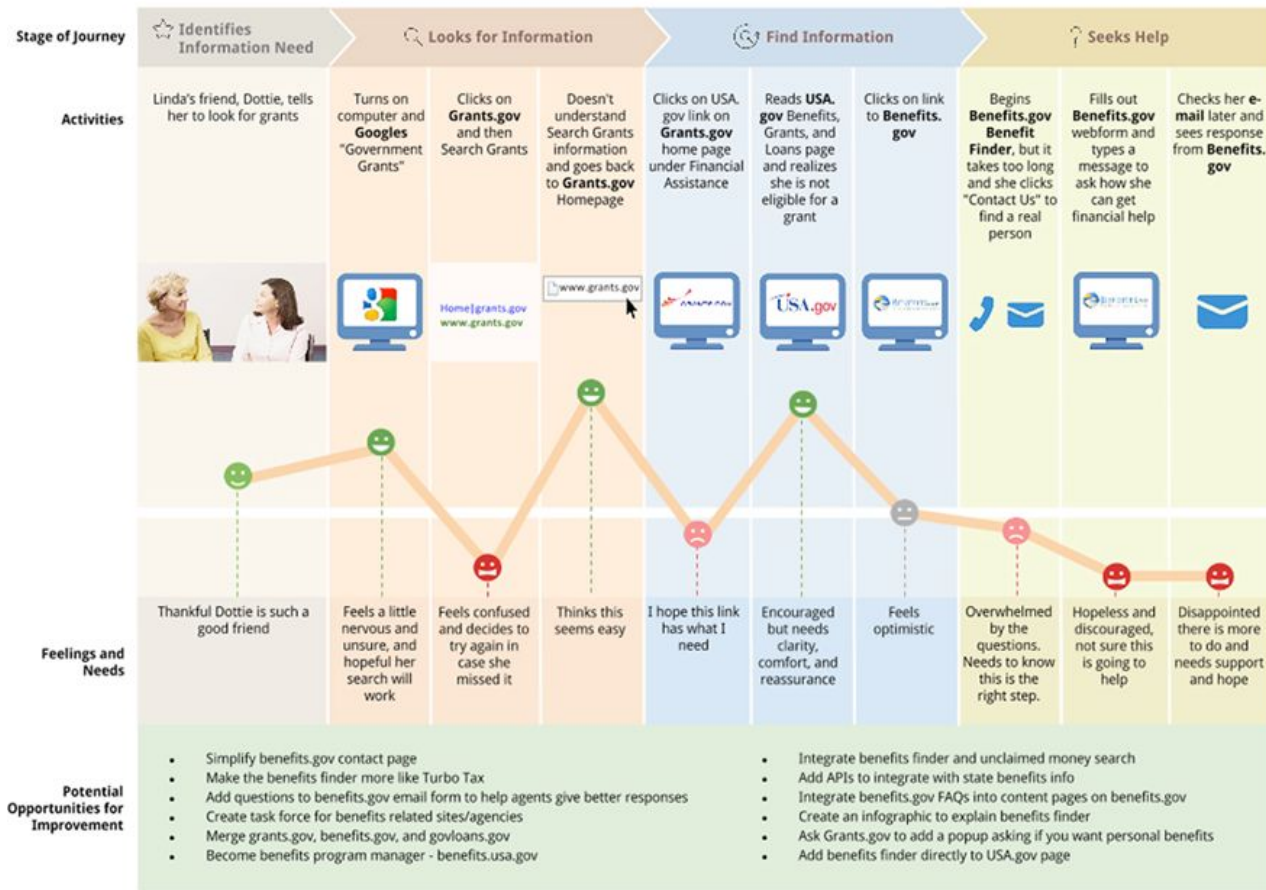
1. Journey Map
2. Role Play
3. Storyboarding

JOURNEYMAP



Linda's Journey Map

Browse information or learn more on a general topic



ROLEPLAY

Yonsei TAD Capstone Project 2018 DFK

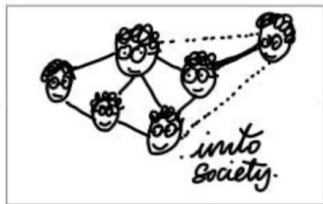


STORYBOARDING

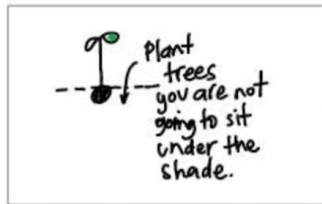


what is this young lady doing on this side of the storyboard?

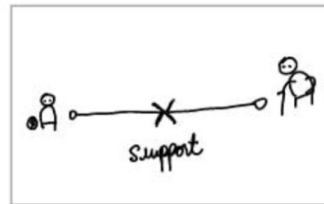
Storyboarding



Dysfunctional beliefs are not generative
Everyone contains more aliveness than one lifetime allows for



Pursue latent wonderfulness

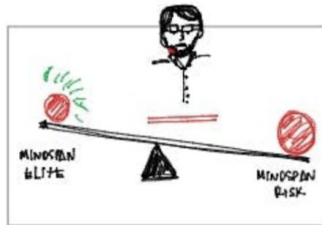


Talk to people: get the stories
Interested is interesting - curiosity works

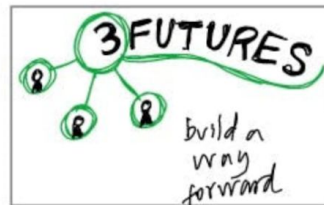
this might end up here somehow



It's never too late
There are lots of great yous



How many lives are you?
Get curious, talk to people, try stuff



Engineering thinking: solve your way forward

or maybe this will end up right here

but probably not, nope, most likely it won't be here

SYSTEMS

wealth = wellbeing



Exercise

Test

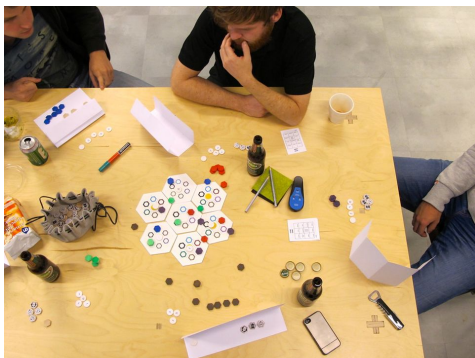
“Testing is an opportunity to learn about your solution and your user.”

Testing is the chance to refine our solutions and make them better. The test mode is another iterative mode in which we place our low-resolution artifacts in the appropriate context of the user’s life.

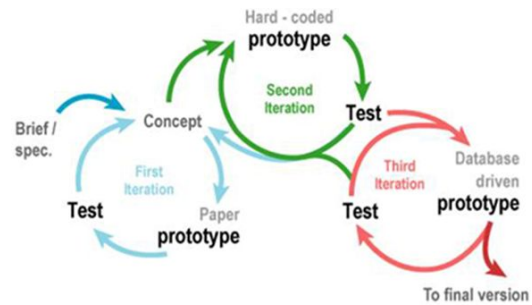
Do the homework!

- Show your prototype and get their feedback.
- Observe and take notes. Ask follow-up questions.
- Validate your concept.

Test



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<https://www.flickr.com/photos/1234567890/>



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https://www.museumsandtheweb.com/mw2007/papers/brown/brown_figure1.jpg

WHAT TO DO NEXT?

In the next session,
each team will have a feedback
session with the faculty team

Due beginning of the 1st session on Monday