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

THE BLIND MEN, THE ELEPHANT, AND PROMETHEUS

AN ELEPHANT IS LIKE A SNAKE.
AN ELEPHANT IS LIKE A WALL.
AN ELEPHANT IS LIKE A MORON.

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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
My Profile

Khloe
Active 20 mins ago

Rain
30s
Evening Commute

Vacuum cleaner
1h
The Studio

Train station
Downtown

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Evan
Cancel
Post

In the file: Just fine
In the prototype: It's too light!
Hey! Can you please help me, with simple onboarding?

Sure!

Let's start!

Awesome!

Next

Let's play!
NATIVE PROTOTYPING
(Working prototype)
2. LOGICAL PROTOTYPING
Logical prototyping

1. Journey Map
2. Role Play
3. Storyboarding
JOURNEYMAP
ROLEPLAY
Yonsei TAD Capstone Project 2018 DFK

NOT THAT PLEASANT TO WATCH
STORYBOARDING
Storyboarding

- Dysfunctional beliefs are not generative
- Everyone contains more wisdom than one lifetime allows for
- Pursue latent wonderfulness
- Talk to people: get the stories
- Interested is interesting - curiosity works
- What is this pray this doing on the top of the storyboard?
- If you are not going to sit under the shade.
- Support
- ELDERS, WOMEN OF COLOR
- It's never too late. There are so many.
- How many lives are you?
- Get curious, link to people, try stuff.
- Engineering thinking: solve your way forward
- 3 FUTURES: build a way forward
- POVERTY
- MONOCULAR BLINDNESS
- MONOCULAR BLINDNESS
- SYSTEMS weath = well being
- Learn more: www.luma-institute.com
Exercise
"Testing is an opportunity to learn about your solution and your user."

Do the homework!

- Show your prototype and get their feedback.
- Observe and take notes. Ask follow-up questions.
- Validate your concept.
WHAT TO DO NEXT?
In the next session, each team will have a feedback session with the faculty team.