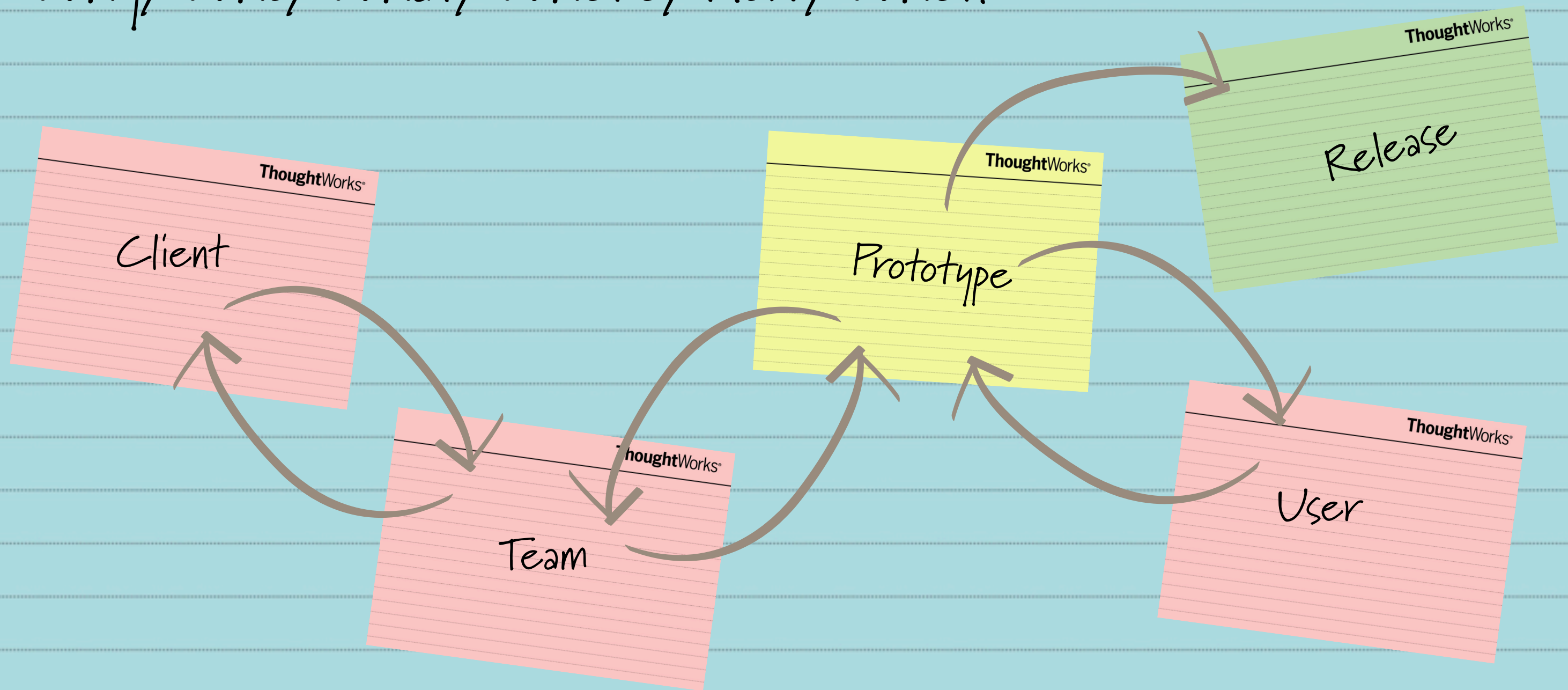


# RAPID PROTOTYPING

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Why, Who, What, Where, How, When



I loved this..





I hated this...



- Can't move it
- Can't hold it
- Cable too short
- Hard to click
- Hard to clean

Simples!

Real users need to use it so they can tell us that they can't use it!





I was having a shower this morning...



Remind you of anything?





I AM REALLY SCARED OF THIS GUY...

...ASSUMPTION





# ThoughtWorks®

WHEN YOU ASSUME YOU

MAKE AN **ASS**

OUT OF **U**

AND **ME**

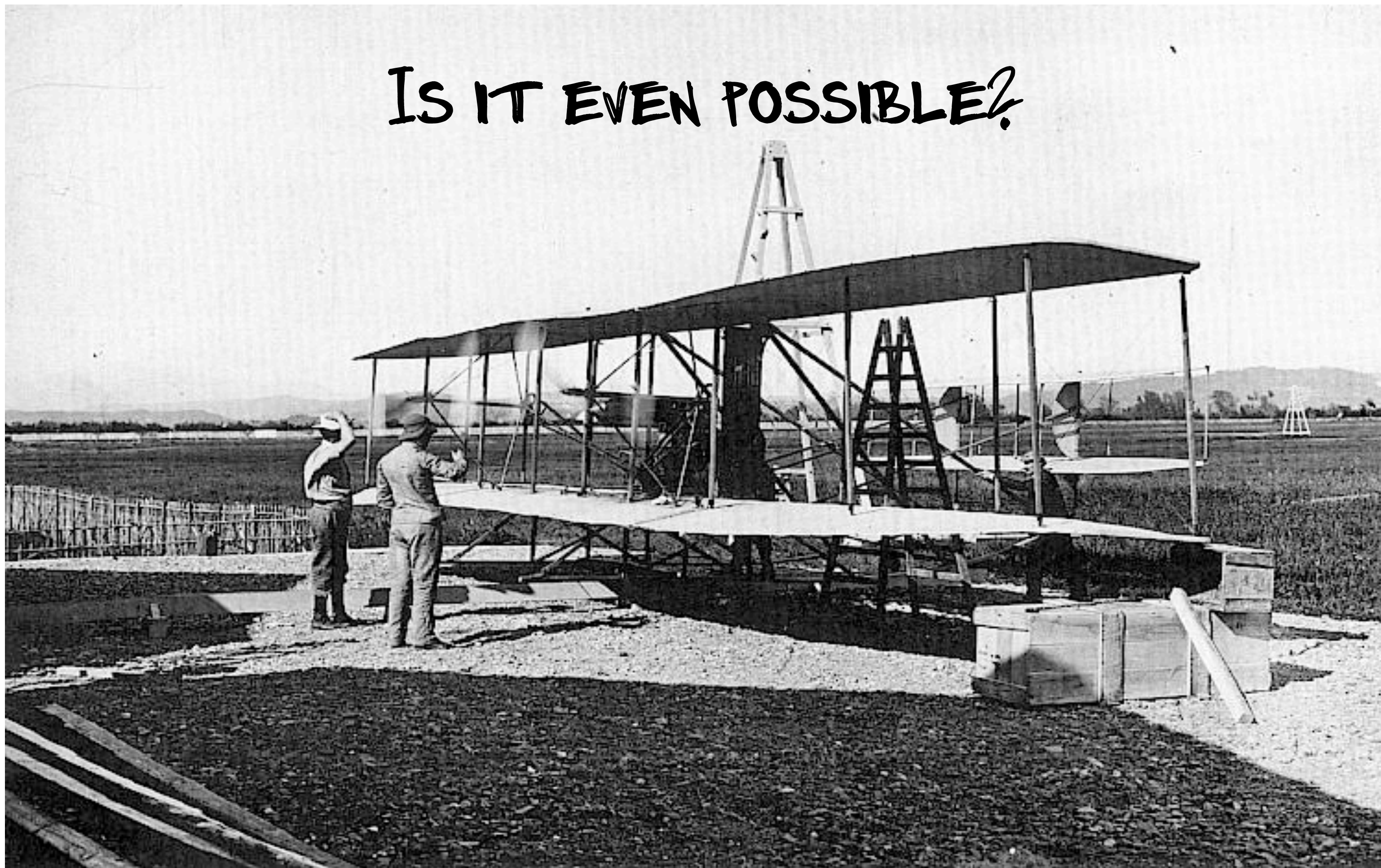


STILL NEED CONVINCING?

WHY DO IT?



IS IT EVEN POSSIBLE?



WILL THEY LIKE IT?





DOES THIS LOOK RIGHT?

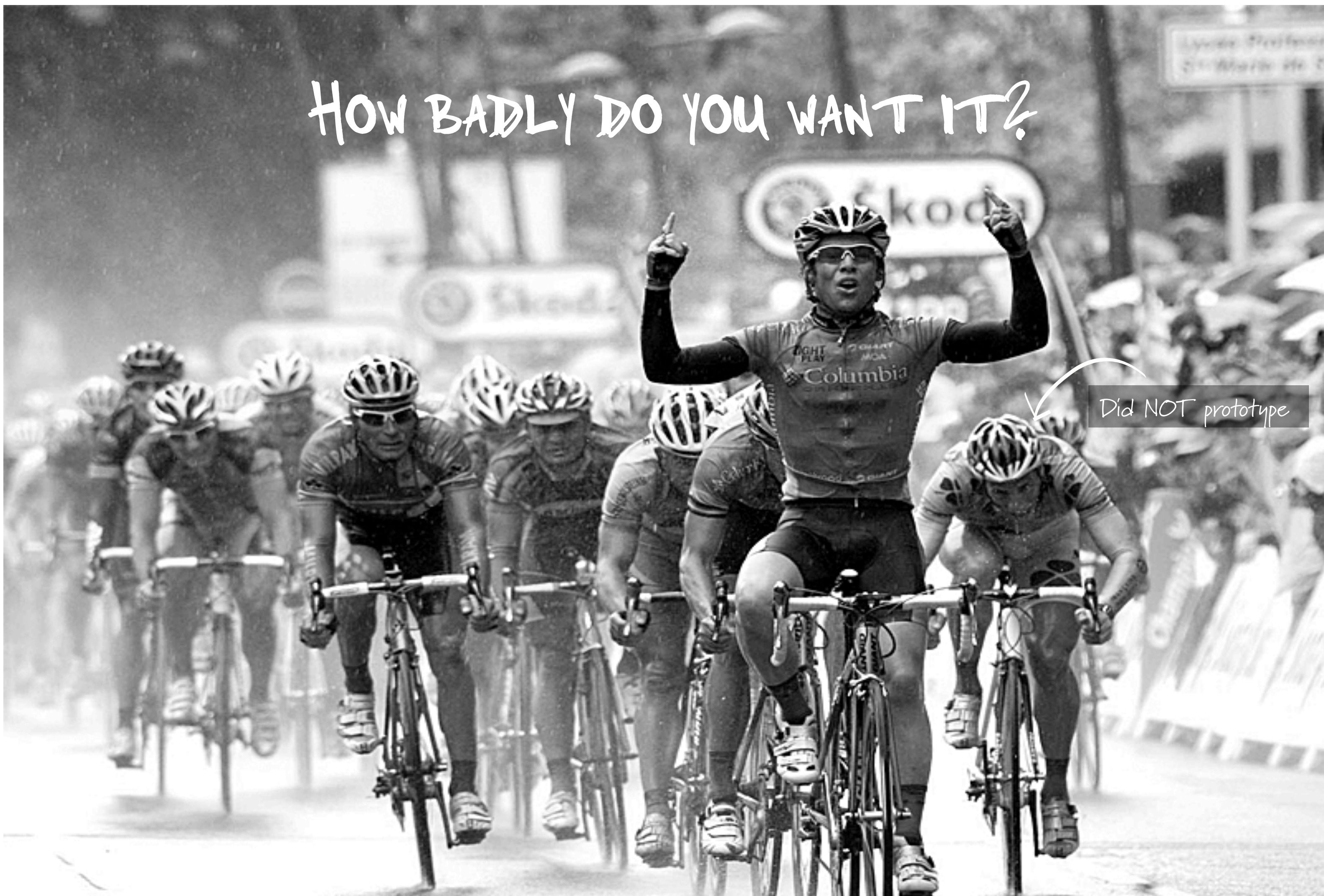
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HOW BADLY DO YOU WANT IT?

Did NOT prototype





WHO IS IT FOR?

POLICE DEPARTMENT

3

4

# THE UN-USUAL SUSPECTS

Graphic Designer

UI developer

Client

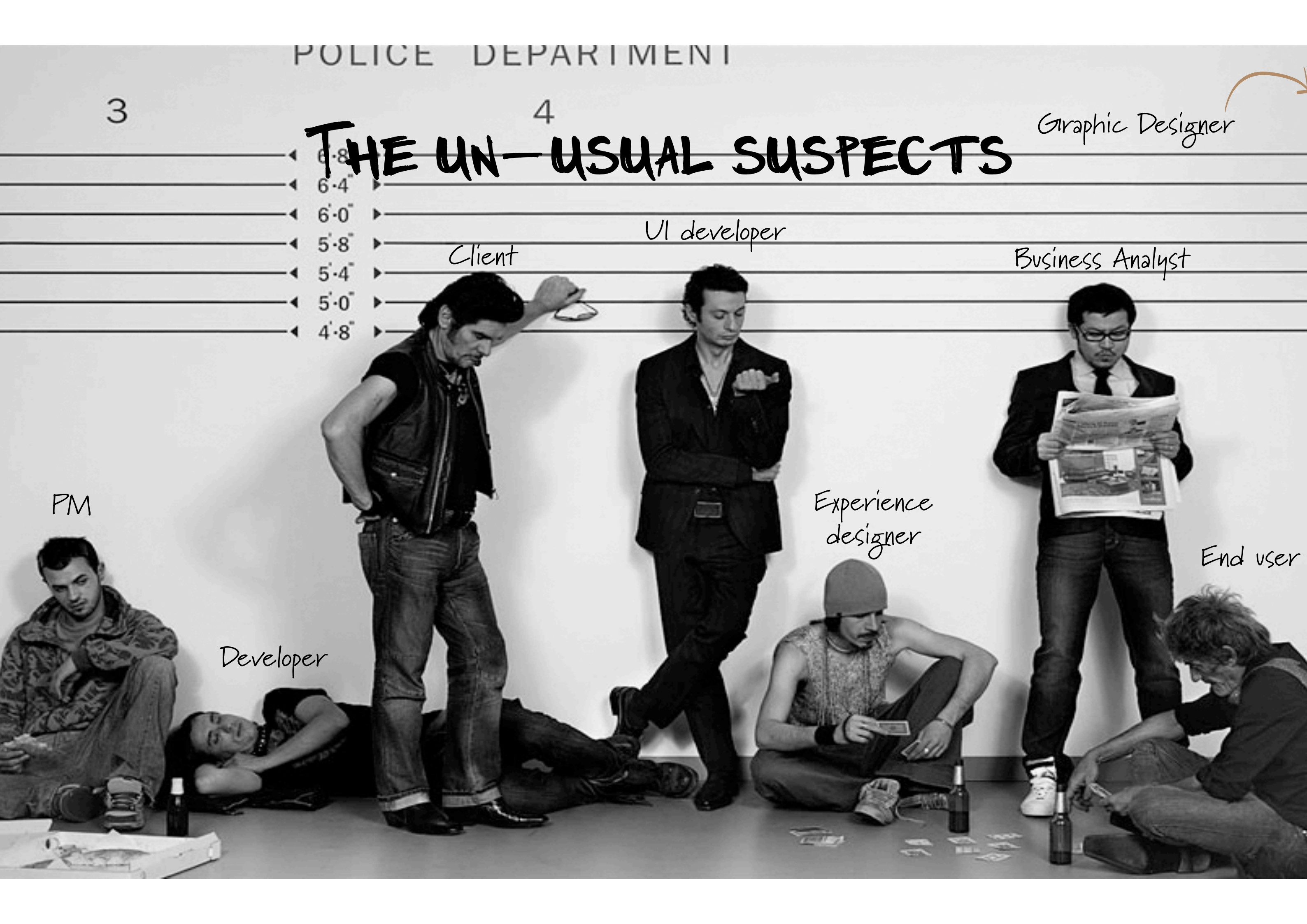
Business Analyst

PM

Experience designer

End user

Developer

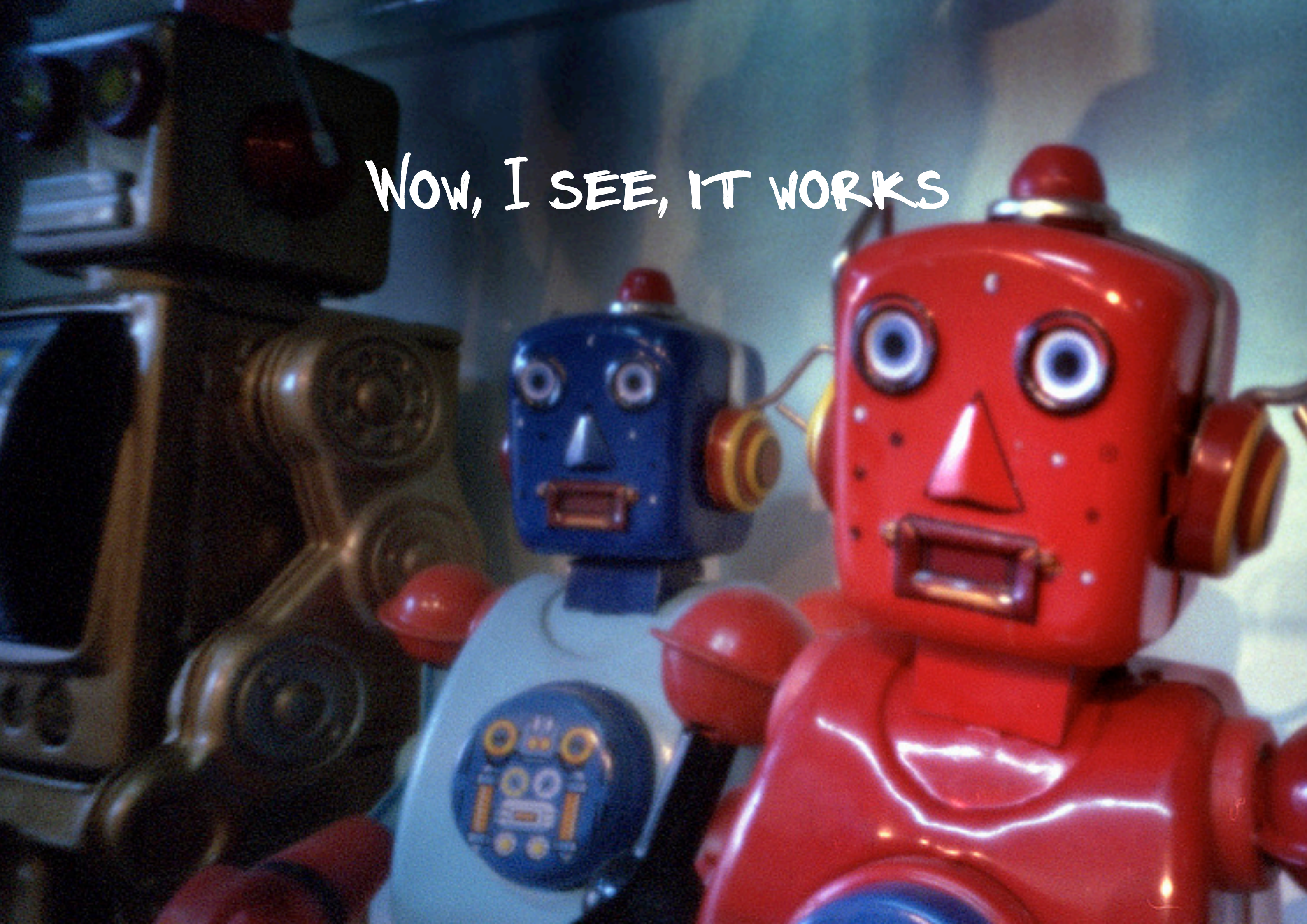




WHERE DOES IT FIT?



Wow, I SEE, IT WORKS





# WOW THE CLIENT

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RESEARCH (twitter, trends, personas, stories)

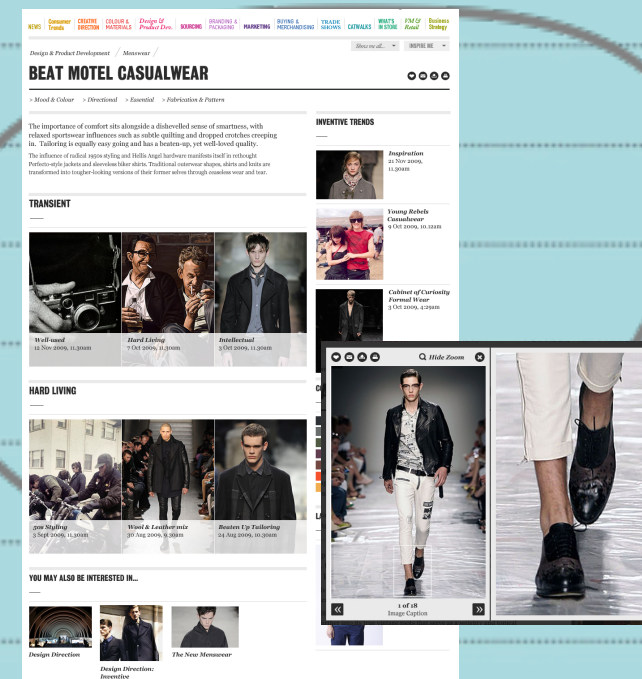
IDEATE



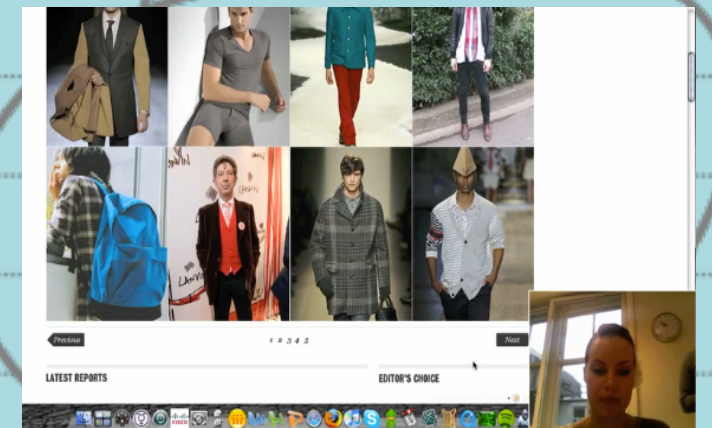
SKETCH



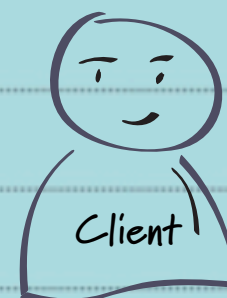
PROTOTYPE



USABILITY TEST



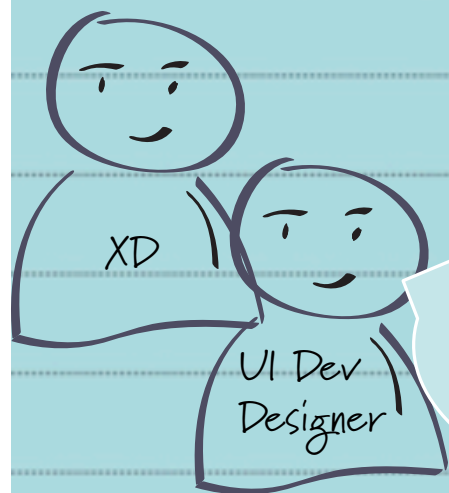
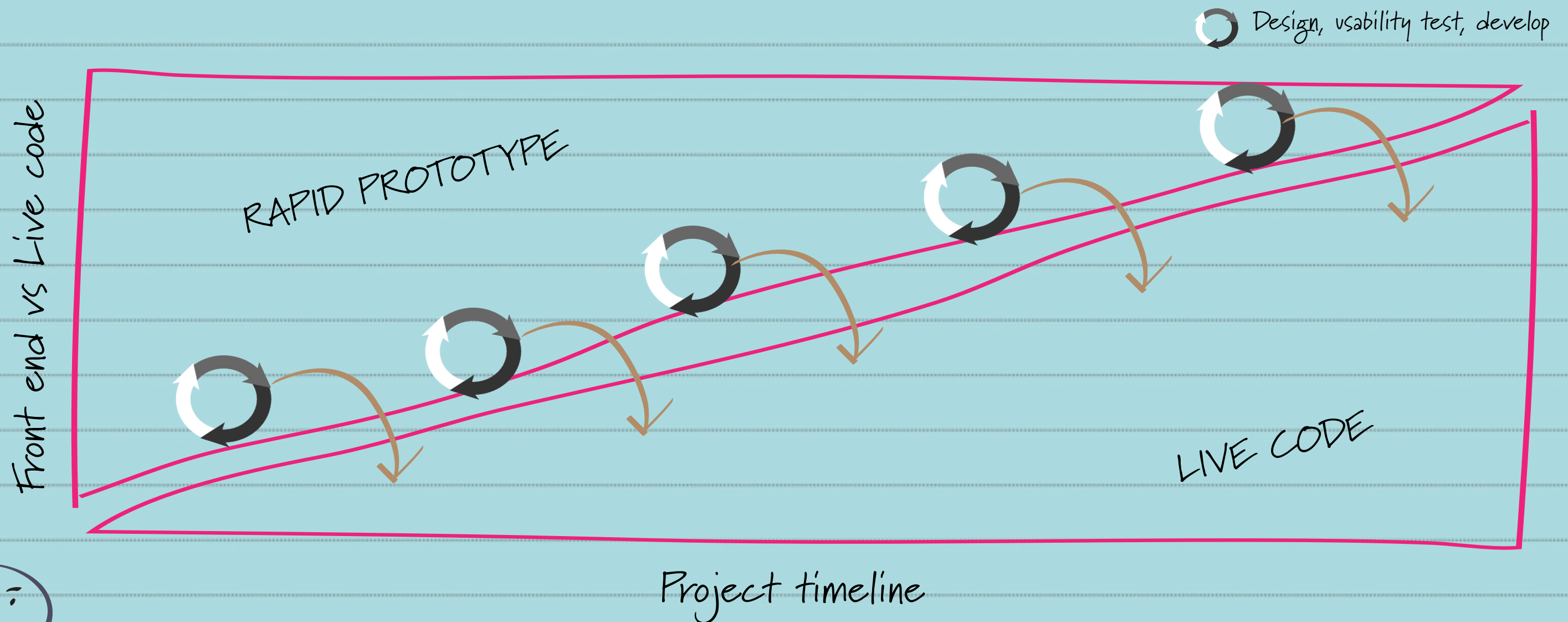
- Skills capability and technology feasibility
- Business understanding early
- Win the gig



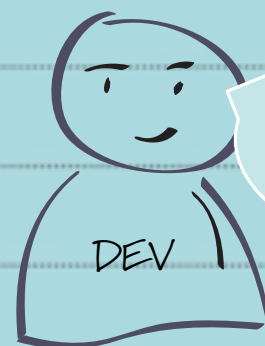
Wow, that is amazing.  
Let's get you to build it!

# SHARE A COMMON VISION

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Here is how it should look



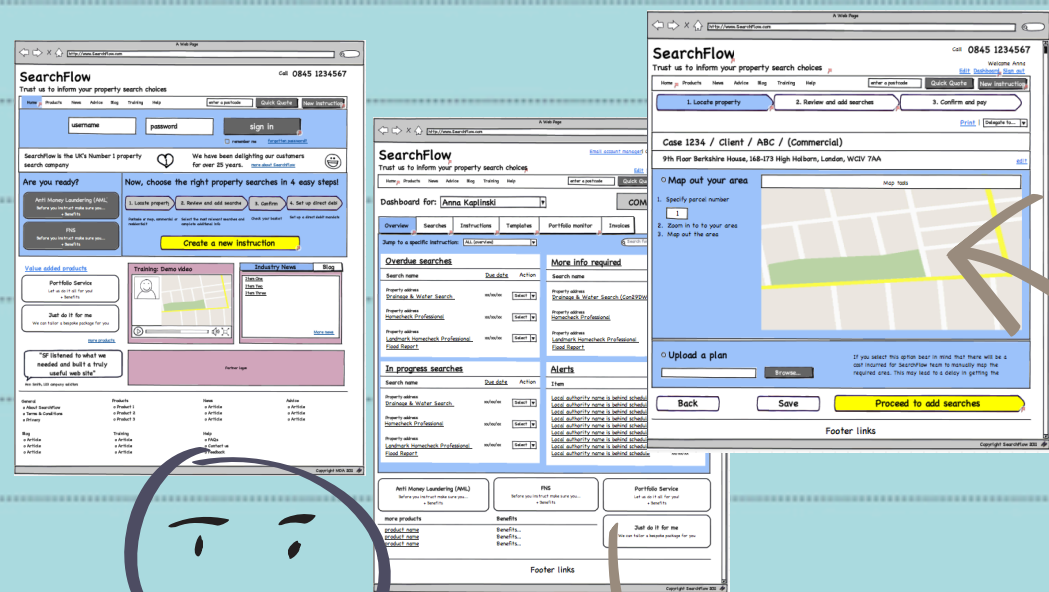
I see. Thanks!

Build the right thing!



# USABILITY TEST

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UI Dev  
Designer

Dev

Iterate

XD

Don't need that

It would be great if it...

Wow, it works!

User

Feedback

Guerilla

Lab

Low fidelity

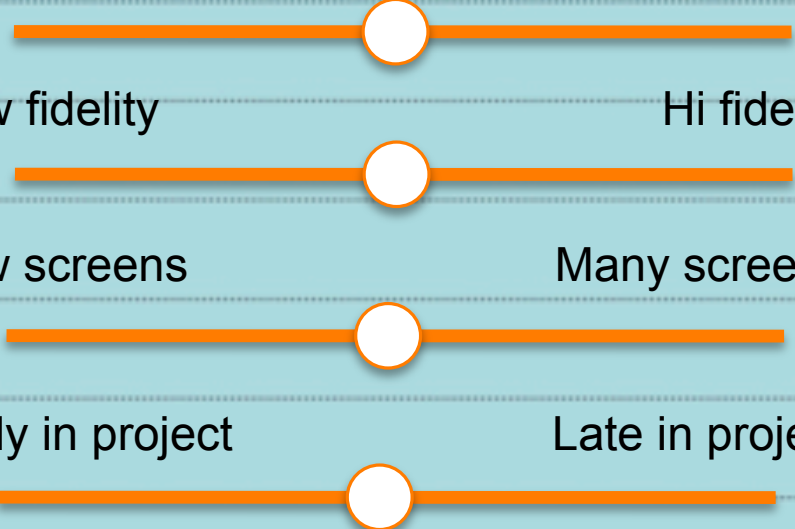
Hi fidelity

Few screens

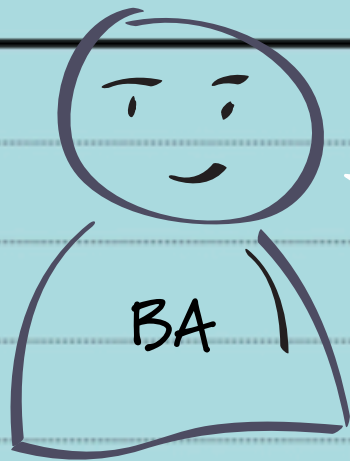
Many screens

Early in project

Late in project



# REACT TO USABILITY FEEDBACK

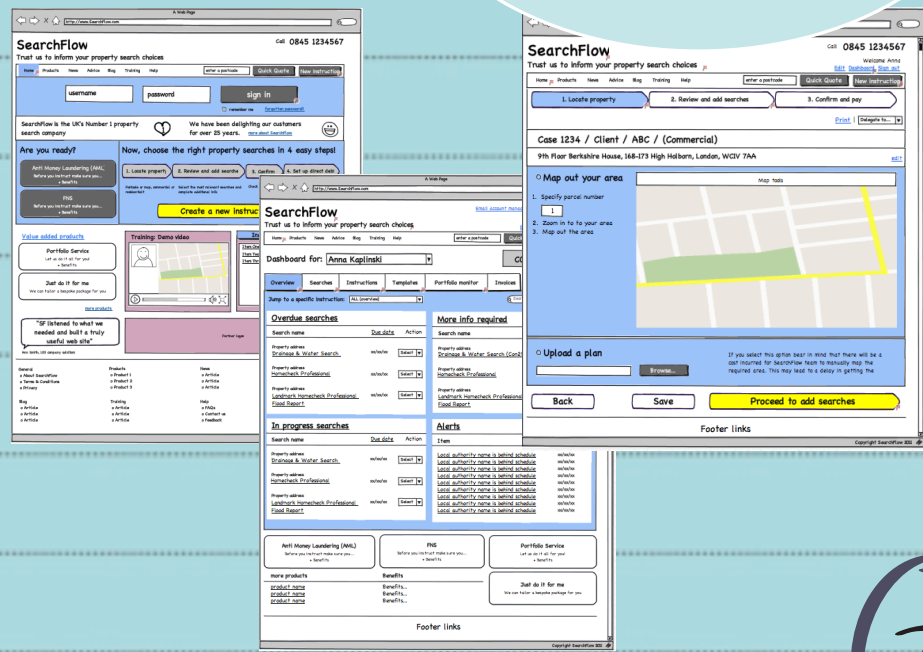


Prioritise these based on this key Business drivers

I'm worried about this issue



I like that option



Here's how it might look

Users are struggling with this



I suggest we do this



This is A cheaper alternative

That's going to be expensive



# RESOURCES

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## WIREFRAME

### SKETCH

Markers  
Paper/card  
Stickies

Omnigraffle  
Balsamiq  
Mockflow.com  
Gnomockingbird.com

### GRAPHIC DESIGN

365psd.com  
Smashingmagazine.com  
Iconfinder.net

### UI DEV

960 gs  
css3please.com  
css-tricks.com/snippets

### USABILITY

Silverback (mac)  
Adobe connect  
Skype  
Smart phone

### SHARING

Dropbox  
Jing  
Skype  
Sit together

### PICS

Flickr.com  
Google images  
Istockphoto.com  
Your own!

# REMEMBER...

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1. Be quick, gut feel is best
2. Experiment
3. Do whatever it takes to get feedback
4. Make constant improvements
5. Get good stuff into the next release
6. Ask: Does it meet business & user needs?
7. Wow the client so they choose you
8. Designers and Devs may have different solutions in mind. Share a common vision

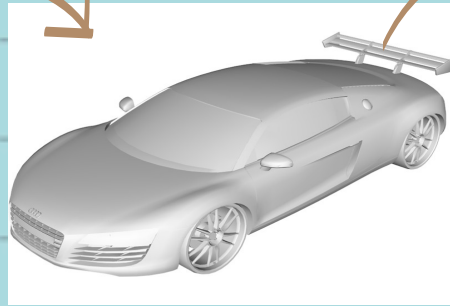
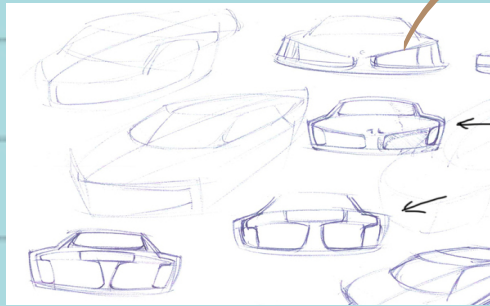




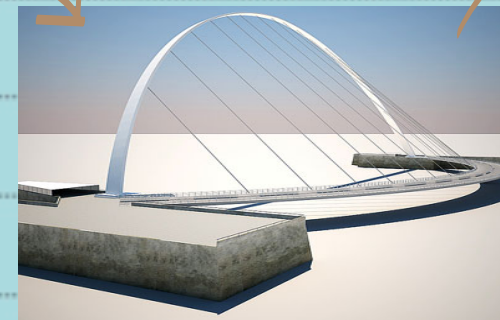
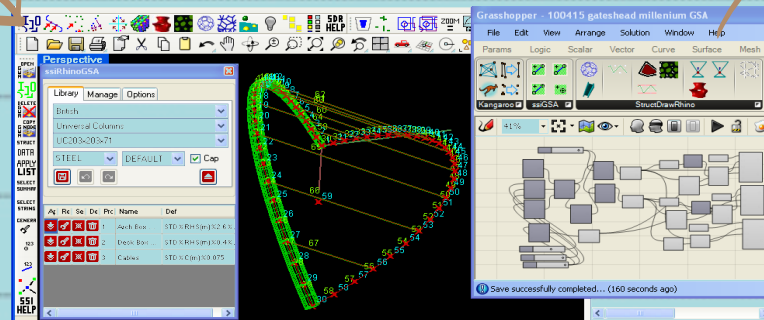
# EVERYONE DOES IT

# ThoughtWorks®

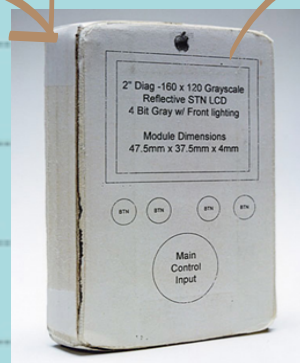
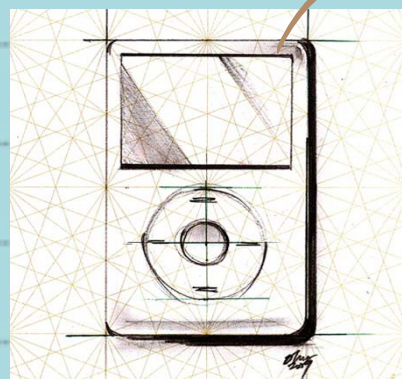
## automotive, architecture & product design



RESULT!



RESULT!



RESULT!

But it can take a long time...

THANKS

Eewei Chen, Nick Bailey  
ThoughtWorks XD team

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