

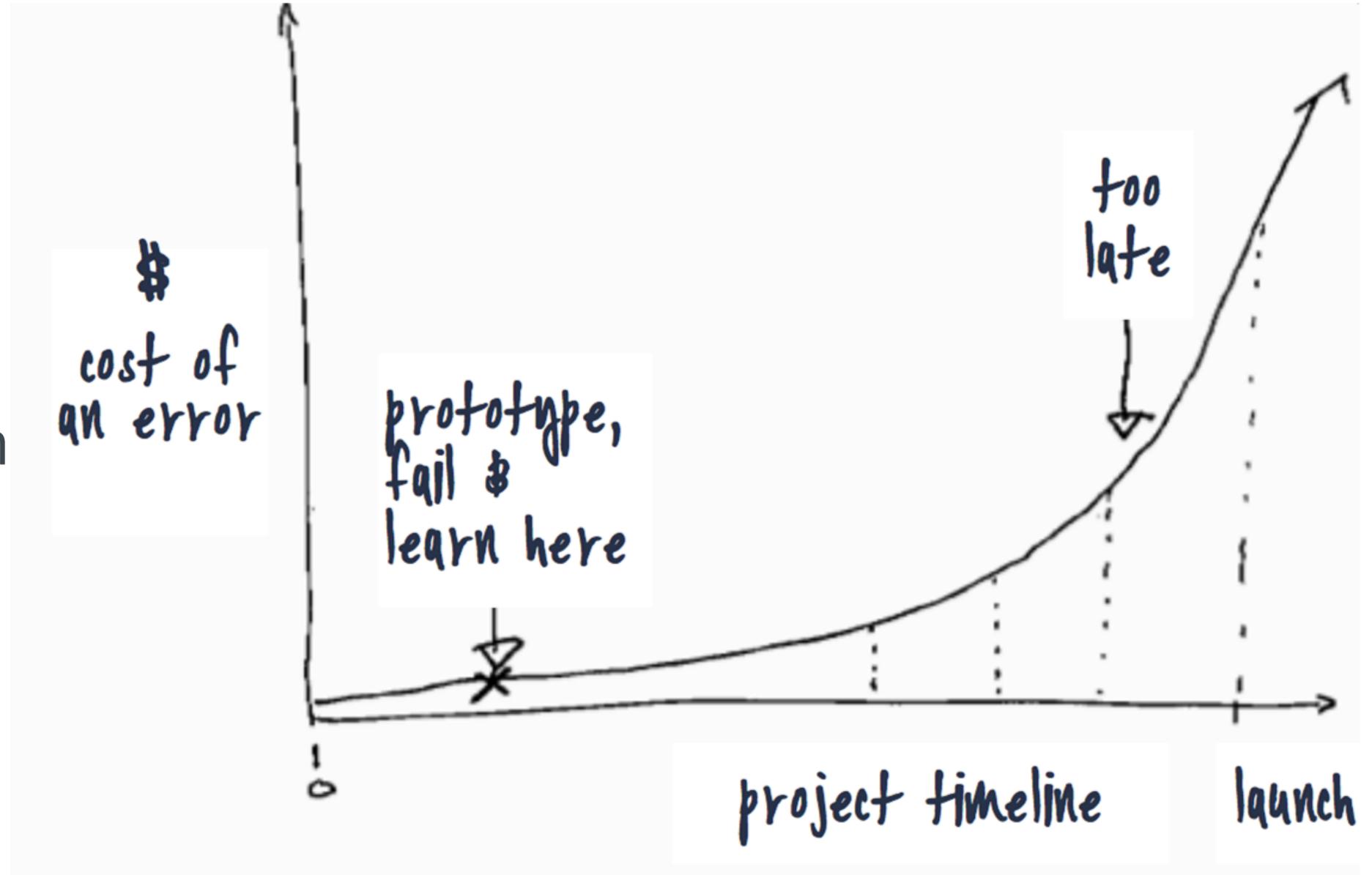
# Prototyping

# What is **prototyping**?

- A useful way to explore ideas for solutions and learn more about the people you are designing for.
- Prototypes make your ideas **tangible** and allow people to **interact** with and respond to your ideas in a *more realistic* way than a written or verbal description.

# Why **prototype**?

- build to think
- build to learn
- opportunity to fail before emotional, financial, or time investment is too high



# Types of **prototypes**

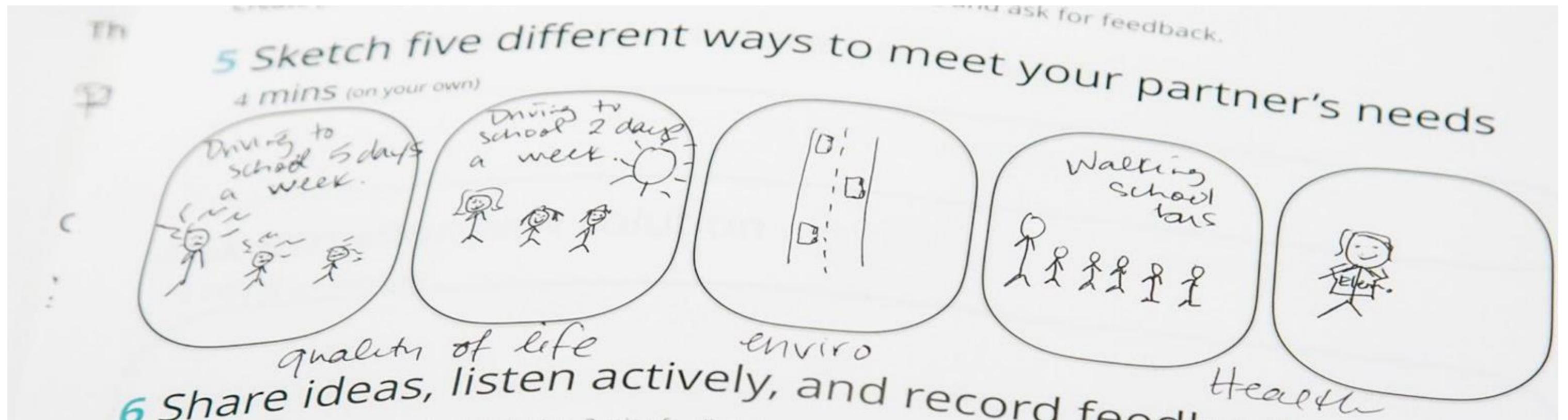
- **Sketching** - a **visual** representation of your solution
- **Building** - a **physical** representation of your solution
- **Experience** - allowing your users to **experience** something about your solution



# Prototype example: **sketching**

## Challenge Statement

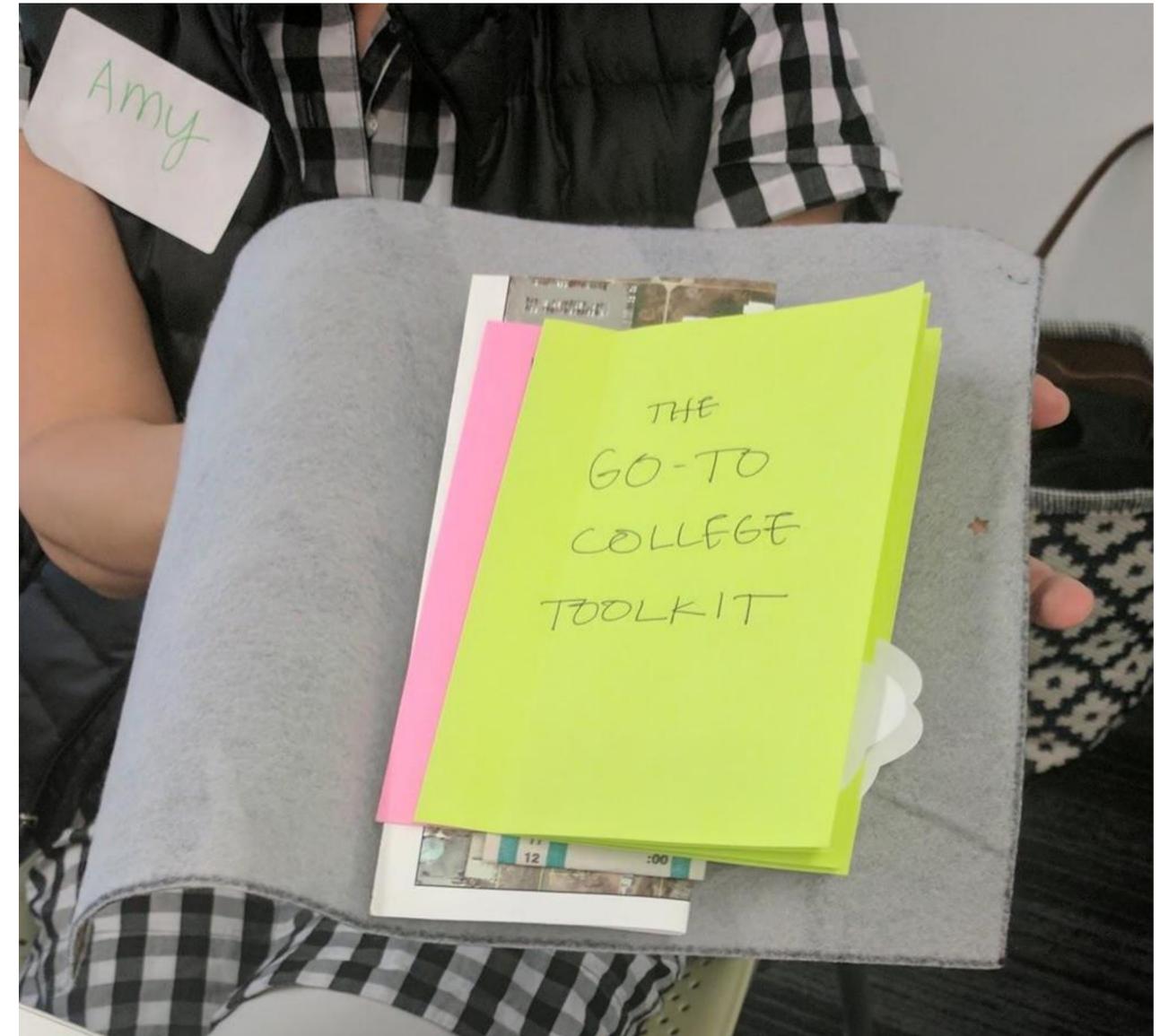
SF Dept of the Environment needs a way to help parents understand the benefits of carpooling and walking to school in order to have more participants in their program.



# Prototype example: **building**

## Challenge Statement

To overcome institutional barriers to higher education, high school students in Stockton, CA need more information and resources about college opportunities.



# Prototype example: **experience**

## Challenge Statement

Fremont Human Services Dept. needed a way to provide information and applications to community members without making them wait in line.



# Prototype **tips**

- Stop planning and just start working with your hands
- Get outside of your head and into the physical world
- “Don’t get ready, get started”

# Prototype and **test**

**TEST:** Go back to your stakeholders and share prototypes

**RECORD:** Record the following feedback to integrate into your design

 What worked:

 What could be improved:

 Questions:

 Ideas:

# Examples from Learning Lab Pilot



# Prototype example: **online form** (building)

## Challenge Statement

Increased illegal dumping in commercial areas is affecting the economic vitality and quality of life for people who work in San Rafael and is causing an excessive allocation of City & business owner resources.

The screenshot shows the top navigation bar of the City of San Rafael website, including the logo and menu items: RESIDENTS, BUSINESSES, VISITORS, EVENTS, DEPARTMENTS, and NEWS. A blue banner below the navigation bar contains a notice: "Community Development Department will be closed Tuesday 1/30/18 from 8:30-11:30 am. Over-the-Counter permitting services will be available on Thursday 2/1/18".

### Protected: Illegal Dumping (Reporting Prototype)

If you see illegal dumping happening, call the Police Department at 415-485-3000 immediately.

Is this on Public or Private property? \*

Public

Did you see it happen?

Select Option

Upload image of dumping

Drop files here or

Select files

If you have a picture of a license plate, illegally dumped materials, etc. please upload them here.

Location of Illegally Dumped Items \*

Street address, cross street, or general area

What kind of items are dumped?

psi://www.cityofsanrafael.org

# Prototype example: **city tour** (experience)

## Challenge Statement

City employees need to connect on a regular basis to learn about what other departments do in order to facilitate collaboration.



## TOUR BOOK GUIDE

Your guide to City of San Rafael Departments, Staff Members, Maps, and More!

