Experience Prototyping for Connected Products

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Hello

I’m an independent design consultant & co-founder of Rain Cloud.

Previously:
- FJORD  
  (Digital strategy, UX, Service design)
- Random International  
  (New media art, physical-digital)
- Frog Design  
  (Industrial design, Design research)
Designing Connected Products

I’m a co-author of ‘Designing Connected Products’.

I’ve written two chapters: One about industrial design and one about interface types.

This talk includes much of the work from my co-author Elizabeth Goodman’s chapter 14.
This talk

- Prototyping VS. Experience prototyping
- What’s the point of experience prototyping?
- Examples and techniques
“PROTOTYPE”

Experiment designed to answer specific questions.
This is a prototype main logic board of the PalmPilot®, which revolutionized the capability, flexibility and popularity of handheld computers.

This 1996 professional version of the PalmPilot can store memos and e-mails and run for 8–12 weeks on six ounces and has a display 160 pixels by 160 pixels.

PalmPilot wooden model, Jeff Hawkins, 1995

Jeff Hawkins tested the PalmPilot’s design with this model, using a chopstick for a stylus. He took pretend notes in meetings, and counted the steps it took to perform common tasks.

Gift of Jeff Hawkins, 102619074
This is a prototype main logic board of the PalmPilot*, which revolutionized the capability, flexibility and popularity of handheld computers.

From the collection of The Computer Museum, History Center.

This 1996 professional version of the PalmPilot could take memos and e-mails and run for 8-12 weeks on six ounces and had a display 160 pixels. It had a separate handwriting recognition.

PalmPilot wooden model, Jeff Hawkins, 1995

Jeff Hawkins tested the PalmPilot’s design with this model, using a chopstick for a stylus. He took pretend notes in meetings, and counted the steps it took to perform common tasks.

Gift of Jeff Hawkins, 102619074
Building the thing right.

Building the right thing.
<table>
<thead>
<tr>
<th>PROTOTYPE</th>
<th>EXPERIENCE PROTOTYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Building the thing right.</td>
<td>Building the right thing.</td>
</tr>
<tr>
<td>What are the tech challenges we will face?</td>
<td>Would people use this?</td>
</tr>
<tr>
<td>Can we actually make this work with the tech we have?</td>
<td>How would it have to work to be desirable?</td>
</tr>
<tr>
<td>Will it meet the requirements?</td>
<td>Should we build this at all?</td>
</tr>
<tr>
<td></td>
<td>What would it feel like to use this?</td>
</tr>
</tbody>
</table>
Product development

(*) Marcus Gosling (Highway1) at ThingsCon
Product development

You don’t want to be asking big, fundamental questions here.

Are we building the right thing? Are we building the thing right?

COST

STAGE IN YOUR DEVELOPMENT
<table>
<thead>
<tr>
<th>PROTOTYPE</th>
<th>EXPERIENCE PROTOTYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td></td>
</tr>
<tr>
<td>significant</td>
<td>negligible</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td></td>
</tr>
<tr>
<td>weeks</td>
<td>hours or days</td>
</tr>
<tr>
<td><strong>Answers</strong></td>
<td></td>
</tr>
<tr>
<td>few &amp; precise</td>
<td>many &amp; rough</td>
</tr>
</tbody>
</table>
Even electronics prototyping platforms can sometimes distract and waste time.

“Uh-oh! I've just spend an entire day getting a certain library to work.”
IBM & SPEECH-TO-TEXT

Let’s not bet the company on it...

Prototyping techniques

Media from the future
Storyboards
Physical props
Wizard of Oz
Video prototypes
Prototyping techniques

Media from the future
Storyboards
Physical props
Wizard of Oz
Video prototypes
Questions

- Can this service, idea or product be plausibly conveyed?

- Are we able to convey the idea in simple terms?
Press release

- Forces you to clearly and simply convey the value and why anyone should care.
- Can be iterated quickly.


Writing structures to get started

Inverted pyramid

- MUST KNOW FACTS
- NEED TO KNOW FACTS
- NICE TO KNOW

Doug McGill's Four-Box structure

- ANECDOTAL LEAD
- NUT GRAF / WHY SHOULD I CARE
- BODY
  - STATISTICS, QUOTES, ANECDOTES,...
- THE KICKER

- Press release
- Audience might stop reading any time

- Feature article
- Reader is persuaded in by a compelling narrative
- Nut Graf: Nutshell Paragraph, why should you care?
Sketch-the-box / Sketch an advert

Questions

- Why should people care?
- How do you persuade them?
- How can you proof your claims?

Design the box: http://www.gamestorming.com/games-for-design/design-the-box/
Reading sequence of a shopper

THE SHOPPER:

1. Notices the package
2. Asks “What is it?”
3. Wonders “Why should I care?”
4. Wants to be persuaded
5. Needs proof

The Brand Gap - http://www.slideshare.net/OrlandoKen/the-brand-gap-by-marty
NOTE

Once you’re happy with what you produced, these media can also be a great way to capture the vision behind a project.
Media from the future: Summary

- “If you can’t explain it simply, you don’t understand it well enough yet”
- Test if an idea can be plausibly explained or conveyed
- Iterate quickly
- Capture the ambition/vision of the project
Prototyping techniques

Media from the future

**Storyboards**

Physical props

Wizard of Oz

Video prototypes
Storyboards: Summary

- In making it, you work through how different systems work together.
- Forces you to think about context of use
- Useful foundation for video prototype.
Prototyping techniques

Media from the future
Storyboards

**Physical props**
Wizard of Oz

Video prototypes
Physical props / 1:1 mockups

Credit: Stimulant

Credit: D-LABS
Physical props / 1:1 mockups

Credit: UsTwo http://ustwo.com/blog/our-experience-approach-to-hmi-design/
Physical props: Summary

- Work in 1:1 scale to experience the context and uncover ergonomic considerations.

- Don’t waste time over-designing them. This also risks drawing attention to the wrong areas.

- Adapt working devices instead of building custom electronics prototypes.

- Internal to iterate, but also a great foundation for user research, Wizard of Oz, or Video Prototypes.
Prototyping techniques

Media from the future
Storyboards
Physical props
**Wizard of Oz / Mechanical Turk**
Video prototypes
Wizard Of Oz

- A (hidden) human plays the role of the system or technology.
- The user can experience and react to a product concept even though its technology is unproven.

User experiencing the prototype.

Credit: Ericsson Labs, Marcus Nyberg

Behind the scenes triggering based on user action.
Lessons about the UX can inform the technical requirements, not the other way round.
Experience prototyping in research

Wizard of Oz: Summary

- (Hidden) human simulates part of the system

- Can be used in a few ways:
  - Live enactment to test with users
  - Demonstrate to onlookers / stakeholders
  - Across multiple days and locations to do user research.
  - Filmed and turned into a video prototype showing the experience in a plausible way
Prototyping techniques

Media from the future
Storyboards
Physical props
Wizard of Oz

Video prototypes
These are NOT video prototypes.
(These are concept videos... )
Vine prototype

Choose an instrument:

- Turkish Ney
- Trumpet
- Flute

(video)

Credit: Alexandros Kontogeorgakopoulos and Ant Mace / From a workshop run by Tom Metcalfe
Video prototyping

http://www.superflux.in/work/sketch-move
Video prototyping

http://www.superflux.in/work/sketch-move
This can be a powerful way of capturing the ambition and uniting a team. The video then becomes inspiration and goal post during the further development.
Rough prototypes inspired by the initial video prototype

Video prototyping

(video)

More info: http://www.cooper.com/journal/2008/12/economizer
A storyboard or video prototype can guide the tech requirements

More info: http://www.cooper.com/journal/2008/12/economizer
Video prototyping: Summary

- Builds on Physical props and Storyboards
- Can be:
  - Live action role playing
  - Stop motion with Lego, etc
  - Still montages turned into a film
- Keep it sketchy: Don’t over-design or mis-direct attention.
- Helps you experience the physical context.
- Can be a vision to inspire and unite the team.
- Can be used to derive tech requirements.
<table>
<thead>
<tr>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigating and iterating interactions with specific touch points.</td>
</tr>
</tbody>
</table>
| Investigating how many systems play together across time and contexts. | · Storyboards  
· Media from the future |
| Testing if an audience understands an idea and sees value in it. | · Media from the future  
· Wizard of Oz  
· Video prototypes |
| Describing and sharing an idea easily. | · Props based / Wizard of Oz demonstration  
· Video prototypes |
| Documenting the vision for a product to set the goal. | · Media from the future  
· Video prototypes |
| Informing technology requirements and decision making. | · Breaking down Wizard of Oz, Videos or Storyboards into key moments that require particular technology. |
Further reading

• Designing Connected Products (esp. Chapter 14)
• Sketching User Experiences - Bill Buxton
• Pretotype It - Alberto Savoia (Free ebook)
• About Face 3 - Alan Cooper
Thank you.

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