BUAD 317 · SLIDE NOTES

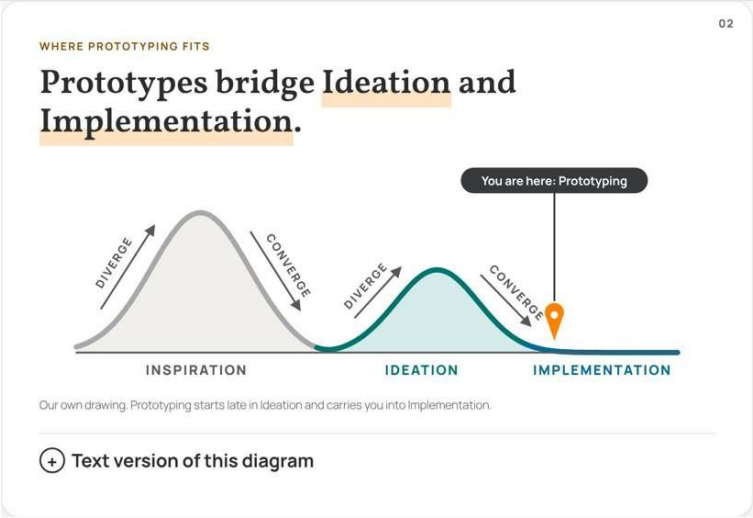
Rapid Prototyping and Street Feedback

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/buad-317/rapid-prototyping-feedback/



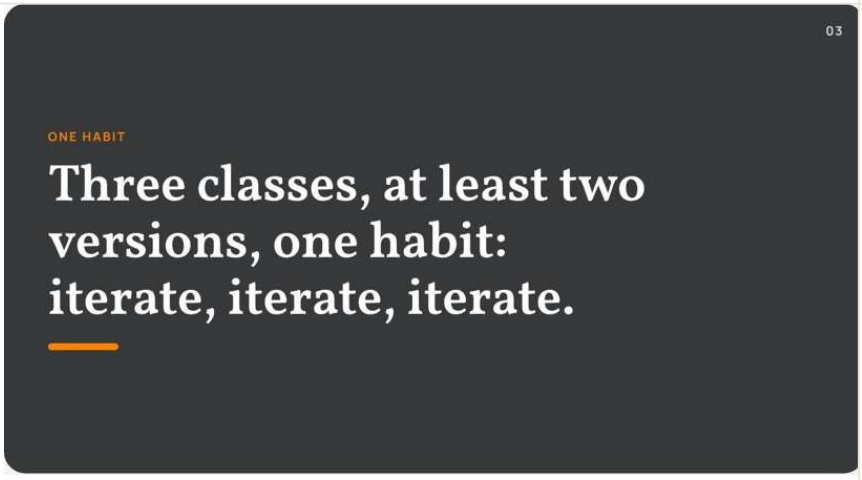
Slide 1

My notes



Slide 2

My notes



Slide 3

My notes

04

REFRESH FROM IB 407

London gave you the basics. BUAD 317 adds four more.

From IB 407

Basics: Kinds of prototypes

Testing with real people

Keep, change or kill

"I like, I wish, what if"

Review them on Prototype and Test (IB 407).

+

New in BUAD 317

Adds: Four lenses

Morville's seven pillars

Feedback interviews with 7 to 10 people

Report-outs

Slide 4

My notes

05

WARM-UP: 30 CIRCLES

Three minutes. Thirty circles. How many things?



10 of 30 done. Keep going: what else is round?

Our own drawing of the 30 Circles warm-up from the course slides. Turn as many blank circles as you can into recognizable objects, then compare sheets.

⊕ Debrief: what the exercise teaches

Slide 5

My notes

THE PROTOTYPING MINDSET

Don't fall in love with version one.

1. **Relax**
   It is a question, not a final exam.
2. **Be flexible**
   Expect the street to change your idea.
3. **Consider viewpoints**
   Each teammate sees a different risk.
4. **Think outside the circle**
   The answer may not be an app.

⊕ Each habit in full, and one move to try



Slide 6

My notes

07

THE PROTOTYPING LOOP

Build to learn, not to finish.

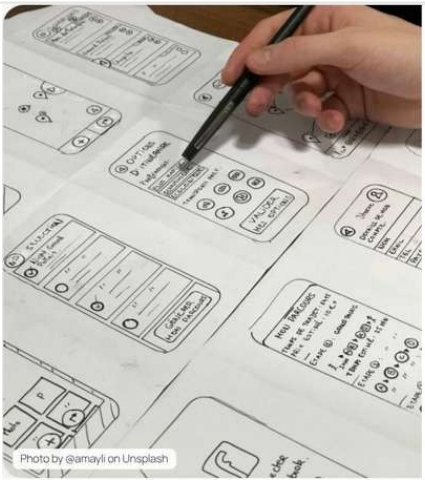


Our own drawing, based on the steps of prototyping in the course slides.

⊕ Text version of this diagram

Slide 7

My notes



08

WHAT PROTOTYPING IS FOR

Bring ideas to life, quickly.

"Prototyping is about bringing ideas to life quickly." IDEO.org, quoted in the course slides

Three habits: Make it tangible

Get feedback often | Keep improving

⊕ Why all three matter

Slide 8

My notes

09

START WITH A STORYBOARD

Break the idea into moments.



Our own drawing: a four-frame storyboard template with an example. It shows how a person might interact with your idea over time.

⊕ How to draw one, and a text version

Slide 9

My notes

10

WAYS TO BUILD RAPID PROTOTYPES

Physical, digital, environments, services.



Our own drawing. A prototype does not have to be an object: pick the form that lets people experience your idea fastest.

⊕ Text version, with an example of each

Slide 10

My notes

11

FOUR LENSES: DESIRABLE, FEASIBLE, VIABLE AND SUSTAINABLE

Weigh three lenses together. Add a fourth when it fits.

Desirable, feasible and viable are the must-haves. Sustainable is an optional fourth lens: use it when the long run matters to your idea.

Desirable
Does it meet real needs and wants of the people you design for?

Feasible
Can it be built and run with the resources, technology and skills that exist?

Viable
Does it fit the organization's goals: money, market fit, growth?

Sustainable (optional)
Will it stay valuable, maintainable and ethically responsible over time?

⊕ Street evidence for each lens

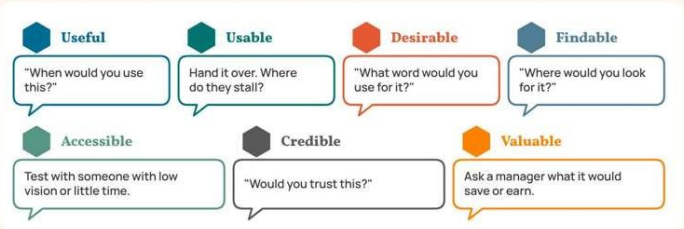
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My notes

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MORVILLE'S SEVEN PILLARS OF USER EXPERIENCE

Seven pillars, seven things to ask or watch for.

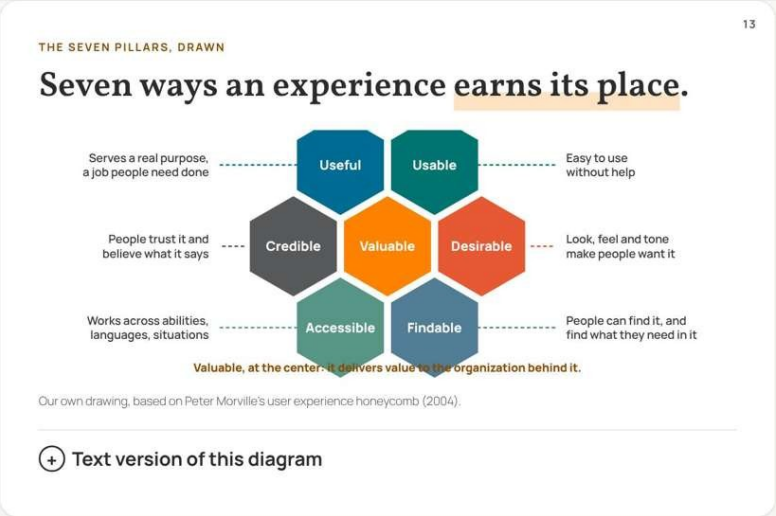


Our own wording. Morville wrote the pillars for websites; the questions work for any prototype.

⊕ The seven pillars as feedback interview questions, and the source

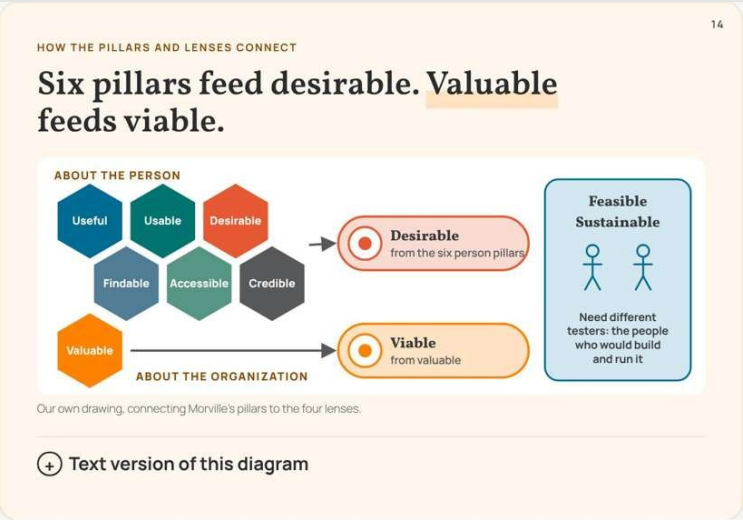
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My notes



Slide 13

My notes



Slide 14

My notes



Slide 15

My notes

02

FOUR WAYS TO GET FEEDBACK

Four channels. Strong teams mix at least two.

- **G** **Group interview** — Bring back a few Part A interviewees and let them react together.
- **I** **Intercept interview** — Stop people where the problem happens and ask for five minutes.
- **E** **Expert interview** — Show it to someone who knows the system: a clerk, a nurse manager, a planner.
- **C** **Co-creation session** — Invite people to change it with you: cut, draw, rename, rearrange.

⊕ When to choose each, and what to watch out for

Slide 16

My notes

03

PEOPLE PRAISE TO BE NICE

"I love it" tells you nothing. Make criticism easy.

TESTER
"Oh, I love it!"

YOU
"Thanks. It's a rough tool for learning, and we want honest, even negative, feedback. What would you change first?"

TESTER
"Well... I got stuck on the second screen. I didn't know what to tap."

YOU
"Where did you get stuck? What would make you stop using it?"

Most people do not want to hurt your feelings. Write down what they do, not only what they say.

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My notes

04

A FIVE-STEP FEEDBACK INTERVIEW

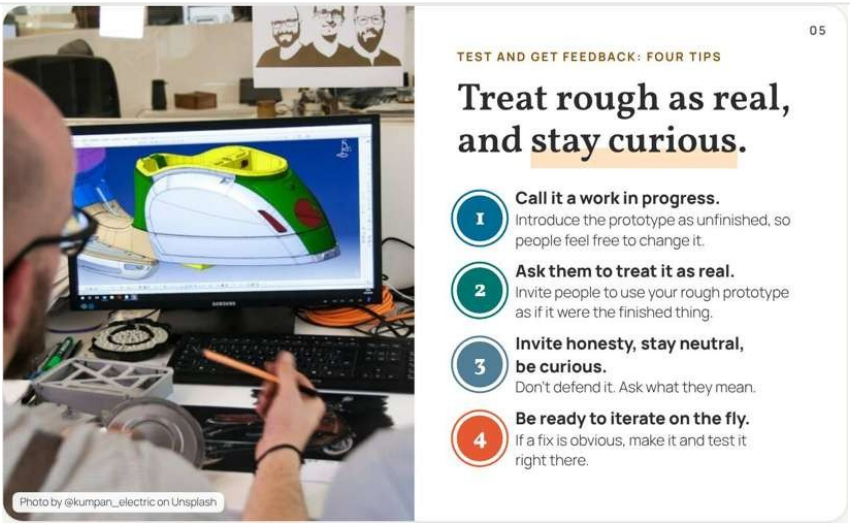
Hand it over, stay quiet, then ask why.

1. **Set it up** — You capture: who they are, by role, with no names.
2. **Hand it over with a task** — You capture: where they hesitate, skip or work around it.
3. **Stay quiet, then ask why** — You capture: exact quotes.
4. **Walk the lenses** — You capture: evidence for each lens.
5. **Push the idea further** — You capture: one change idea and one new tester.

⊕ What to say and do at each step

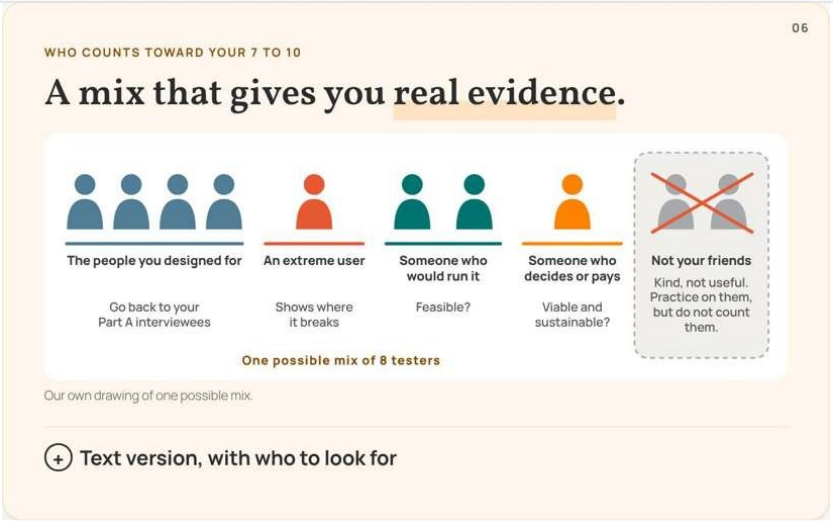
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My notes



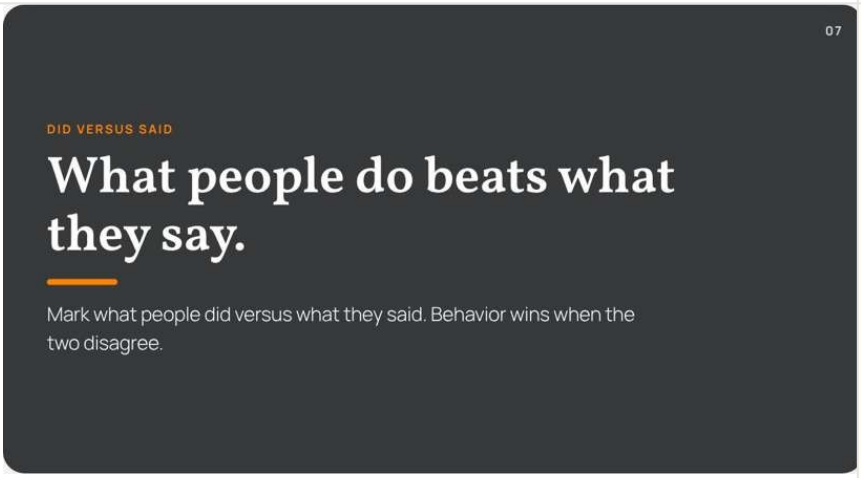
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My notes



Slide 20

My notes



Slide 21

My notes

08

FROM FEEDBACK TO THE NEXT VERSION

How to turn a pile of notes into one change.

1 **Note it**
Within a day, each tester's notes go on sticky notes, one idea per note, just like your Part A download.

2 **Sort by lens**
Sort the notes by lens (desirable, feasible, viable, sustainable). Empty columns show you who to test with next.

3 **Did vs. said**
Mark what people did versus what they said.

4 **Pick one or two**
Pick the one or two changes that answer the most important problems.

5 **Build and retest**
Build the next version, write down what changed and why, and test again.

⊕ Why only one or two changes

Slide 22

My notes

09

INTEGRATE FEEDBACK AND ITERATE

Prioritize, change it, test it again.

Prioritize the key insights from your feedback and build them into the prototype to make it better. Then test it again.



Photo by @greenliustudio on Unsplash

SPEED UP THE LOOP

- **Iterate on the fly**
  Make changes in real time while you are in the field, then test them right away. A marker and tape are enough.
- **Co-create**
  Bring the people you design for into the design process, and give them what they need to make alongside you.
- **Test again**
  Each round should answer a new question, not repeat the last one.

Slide 23

My notes