



**SNS COLLEGE OF ENGINEERING**

**(Autonomous)**

**DEPARTMENT OF CSE-IoT (CS &BCT)**



# Creating a Pitch for Design

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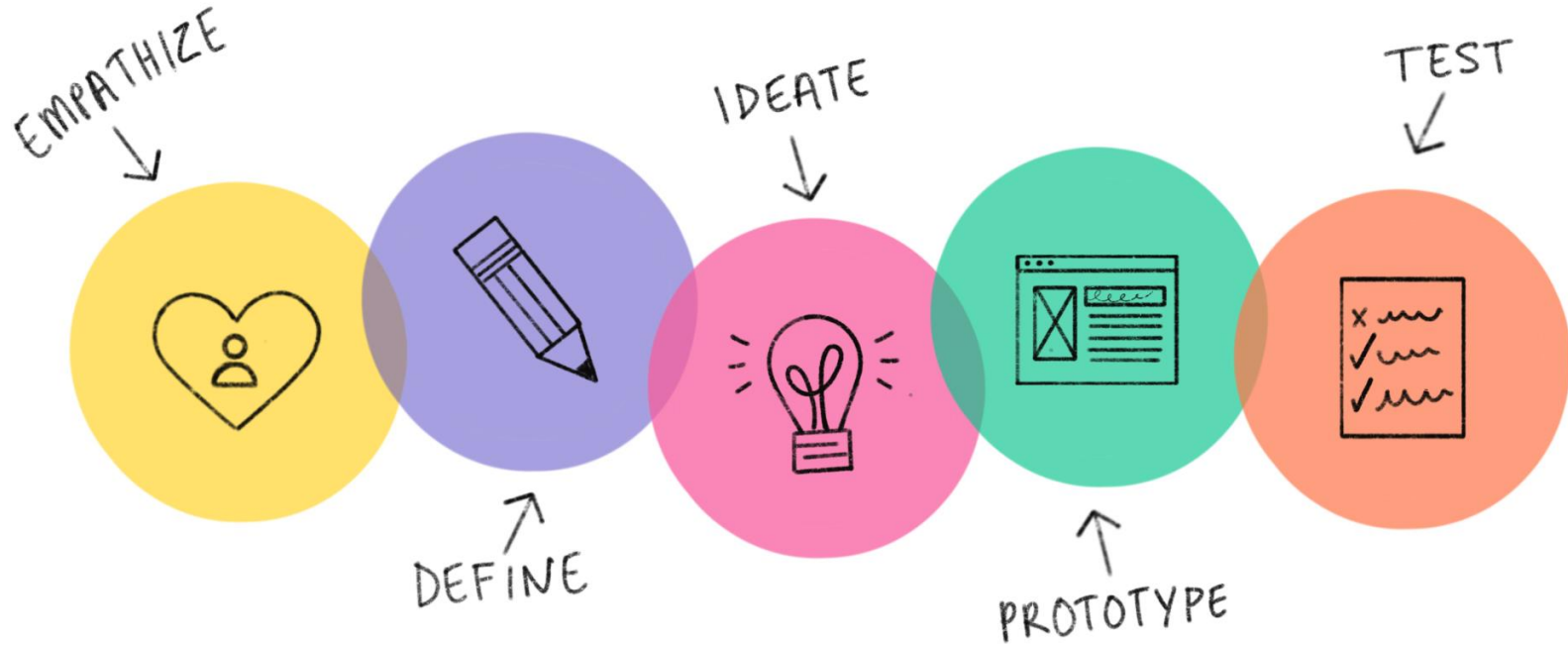
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# Design Thinking

- Process of DT



# Prototype

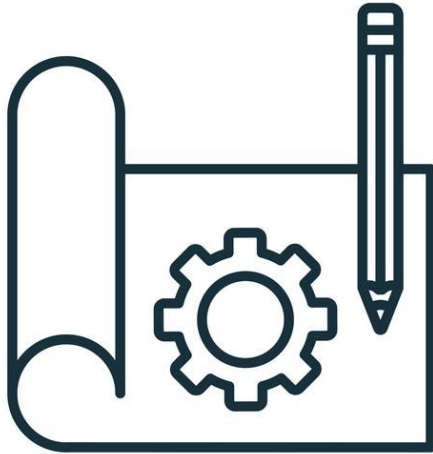


- A prototype is something the user can experience.
- It's a simple, scaled down, cheap early version of the product.
- It can be a storyboard, paper cutout, cardboard, digital mockup, miniature model, etc.,





# What leads to prototype?



## PROTOTYPE

- In “Design Thinking”, all roads lead to prototyping and testing.
- The whole process is biased towards action.
- The ultimate goal is to prototype fast, prototype often, and test it on real users.





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- Fail fast and often, then go back to the drawing board and make improvements where you failed.
- Prototypes go through multiple iterations.
- Prototypes are used to test the feasibility of your ideas

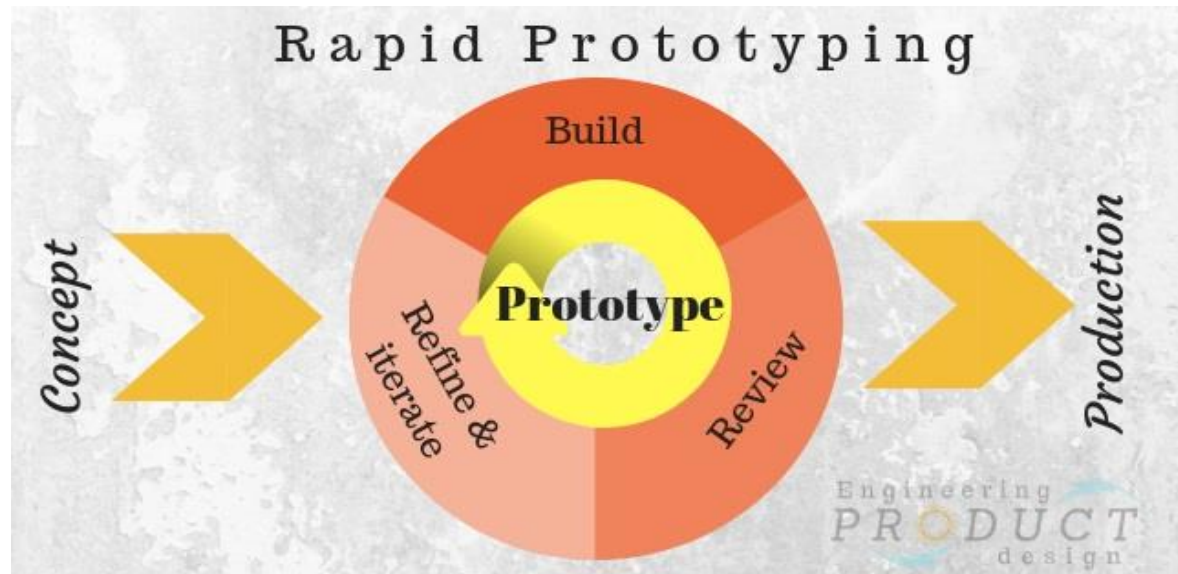




# Why Prototype?



Build a prototype and get it into the hands of users to ensure early and regular feedback. The team will observe, measure, record and judge how the users interact with the prototype.





# Guidelines for Prototyping



## Guidelines for Prototyping

- ✓ Start building immediately.
- ✓ Don't spend too much time on a single prototype.
- ✓ Build with the end user in mind.
- ✓ Build to create an experience. Build something they can see and touch and feel.
- ✓ While building imagine yourself as the user.
- ✓ Break the whole prototype down into different components.





# Testing the Prototype



- ❖ Bring in the end users and have them experience it. Make them speak about their moment-by-moment experience so you can capture every small detail of how they are experiencing it.
- ❖ Actively observe and enthusiastically engage the user throughout their experience.
- ❖ Follow up with the user who had the experience with a set of questions.







# Test



## Types of Prototype

- Functional Prototypes
- Display Prototypes
- Miniature
- Throw away

## Understanding Fidelity

- Low Fidelity
- Medium Fidelity
- High Fidelity





Thank  
you