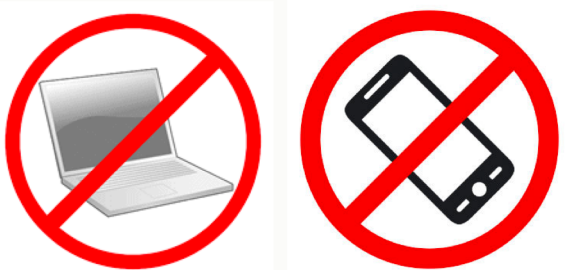


Running Low-Fi Prototypes

No screens



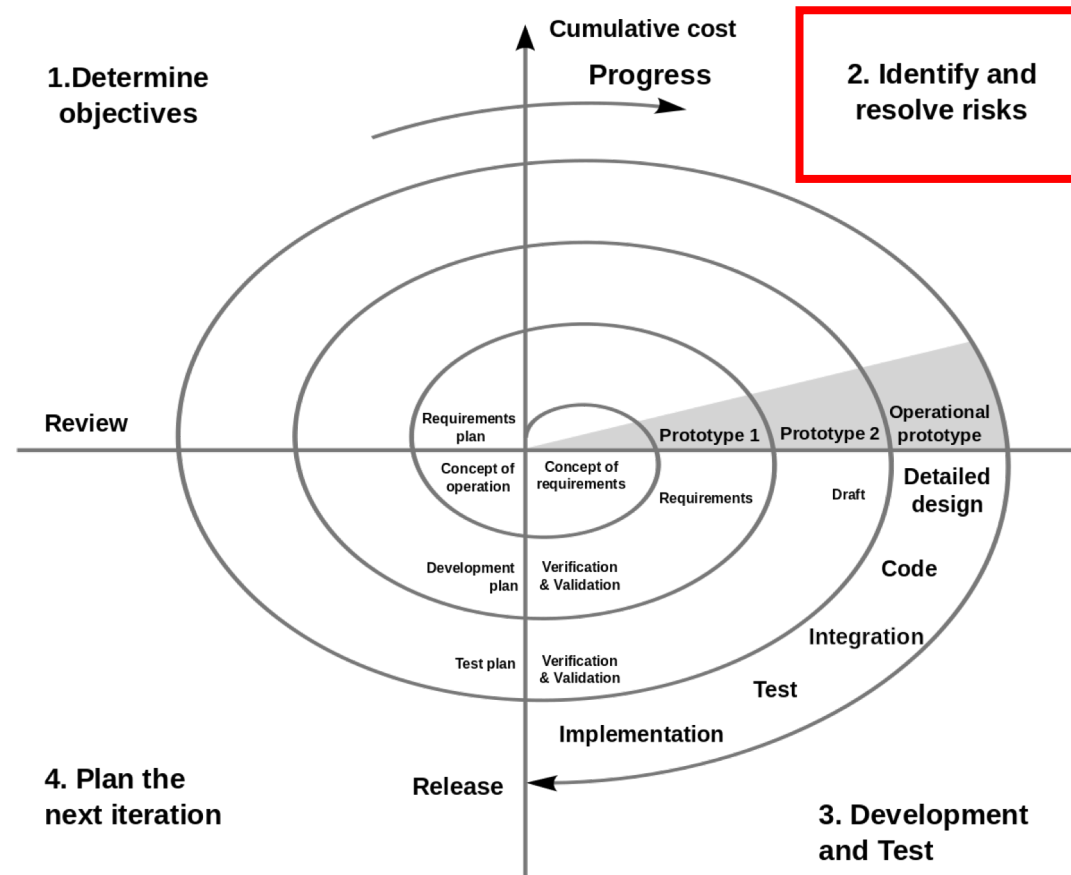
Prof. Lydia Chilton
COMS 4170
8 April 2020

Say your name



Low-Fidelity Prototypes

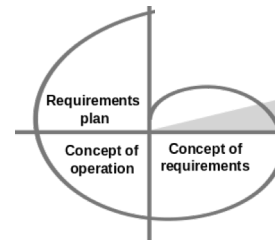
Iterative Design is good because it minimizes risk



The first iteration should be as low-fidelity as possible

1. Determine objectives

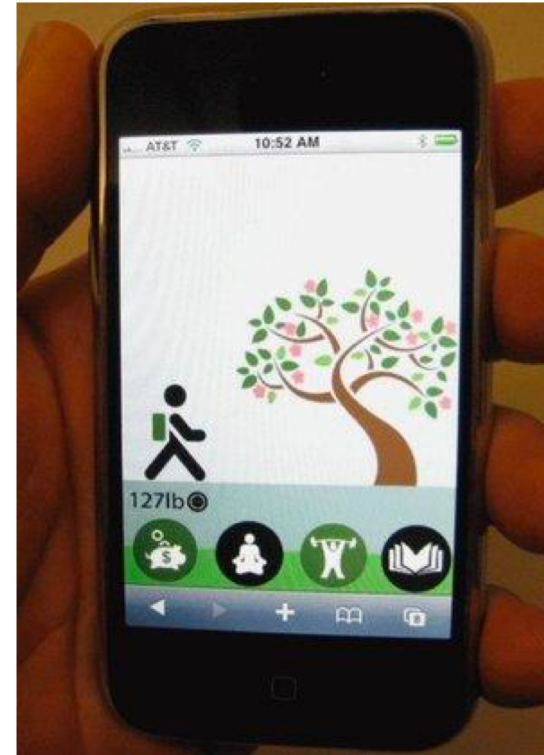
2. Identify and resolve risks



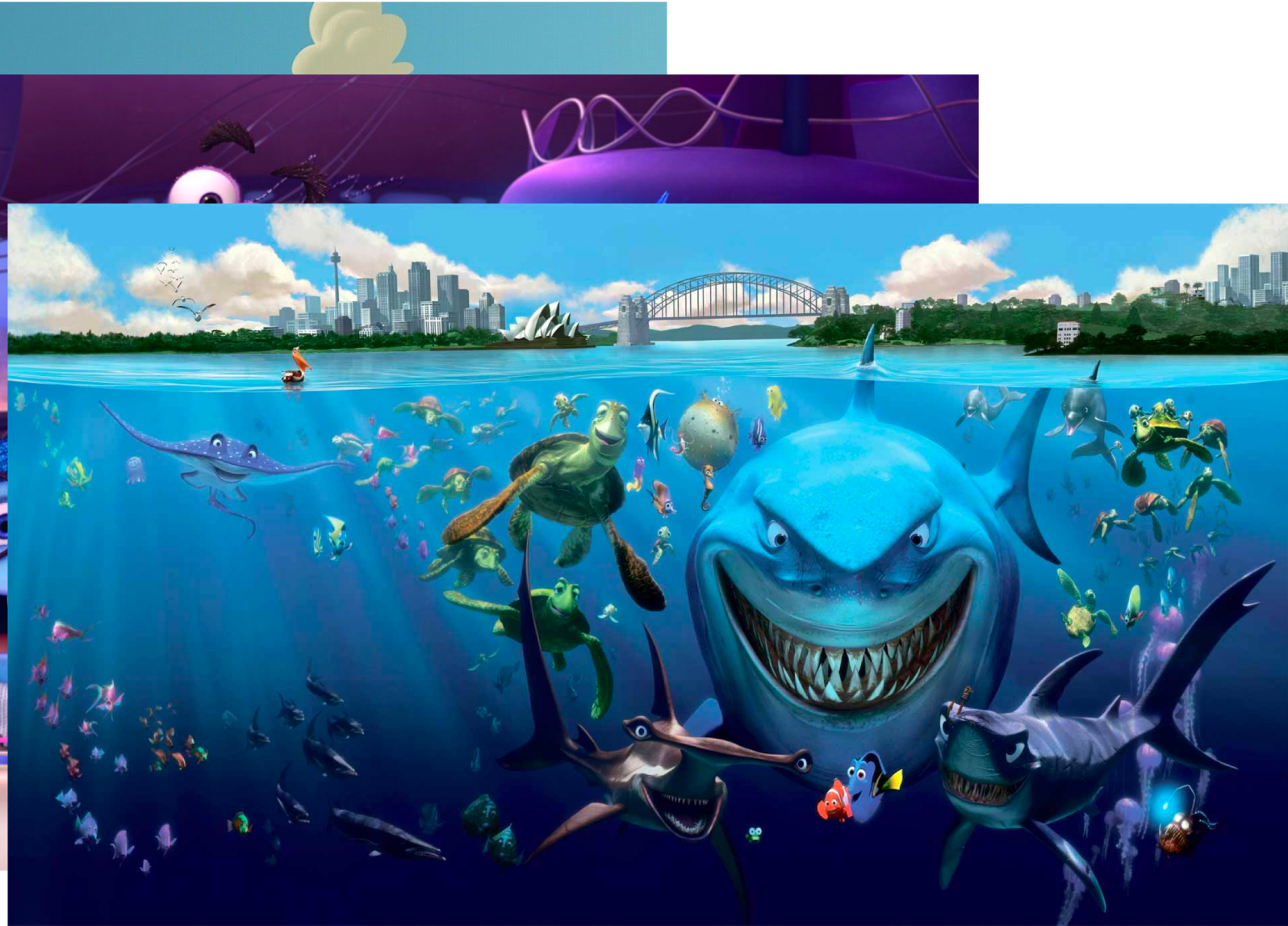
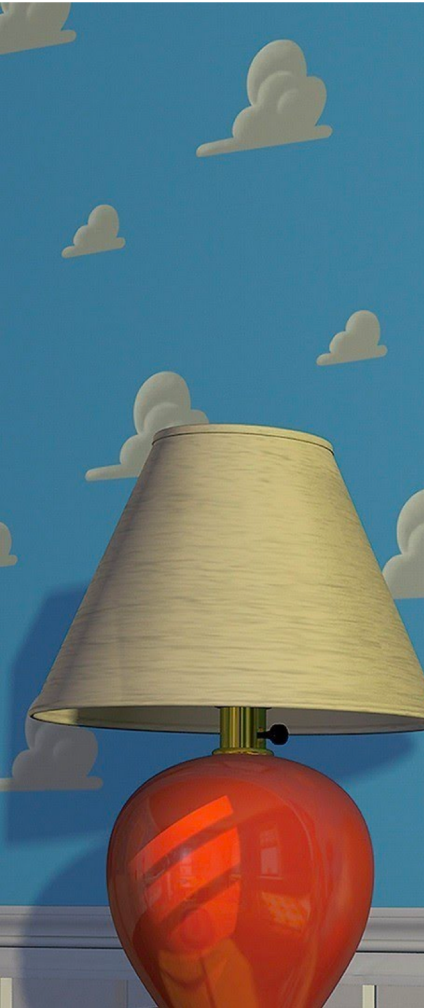
4. Plan the next iteration

3. Development and Test

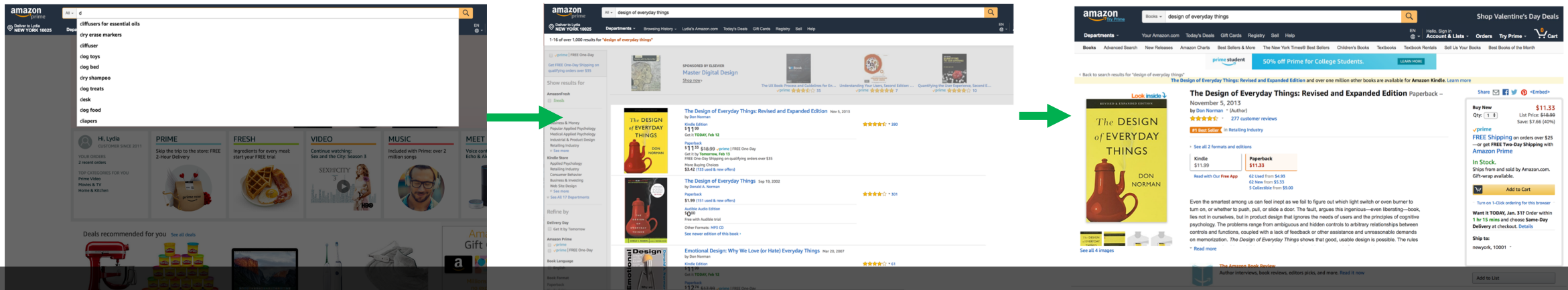
Start with a paper prototype. Why?



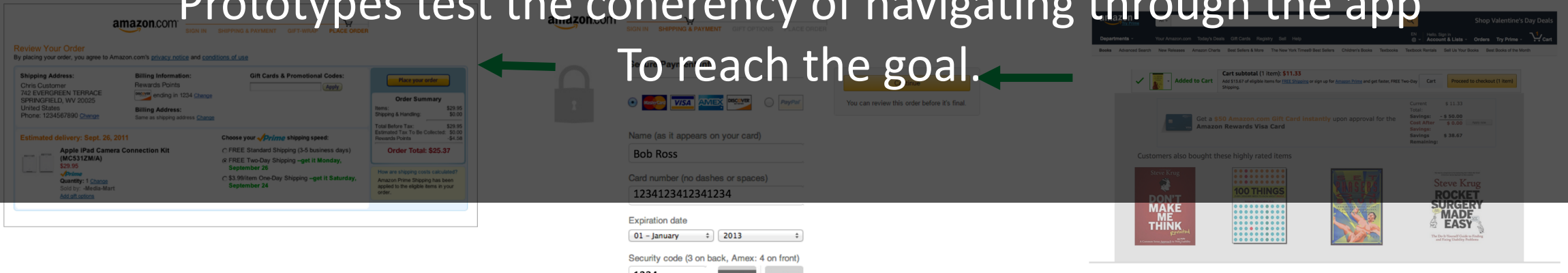
Pixar makes detailed and beautiful films



For complex goals, break the task into states, options, and transitions to new states.

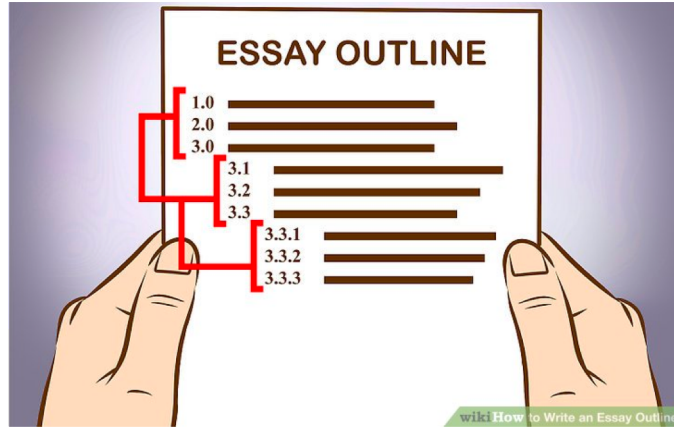


Prototypes test the coherency of navigating through the app To reach the goal.



Other domains with low-fi prototypes

Essays: outlines



Acting: Table reads



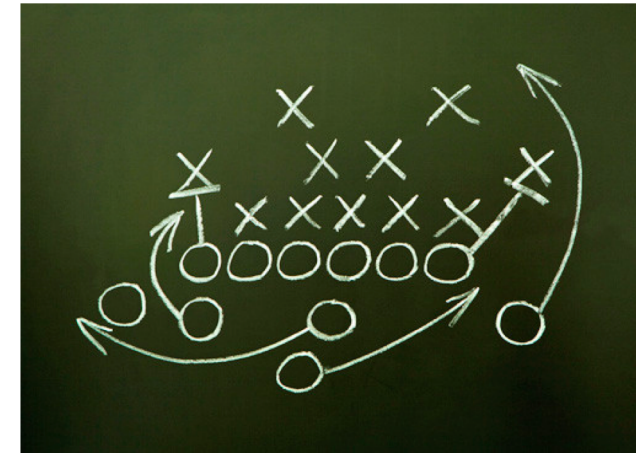
Painting: Sketches



Fashion: Sketches



Sports: Diagram "plays"



Write down a **Persona:** **Person**, a high level **Goal**, 4 or 5 subgoals

- **Idea:** Zumba playlist maker

- **Person:**

- You are Katie - a Zumba instructor in New York City.

- **Goal**

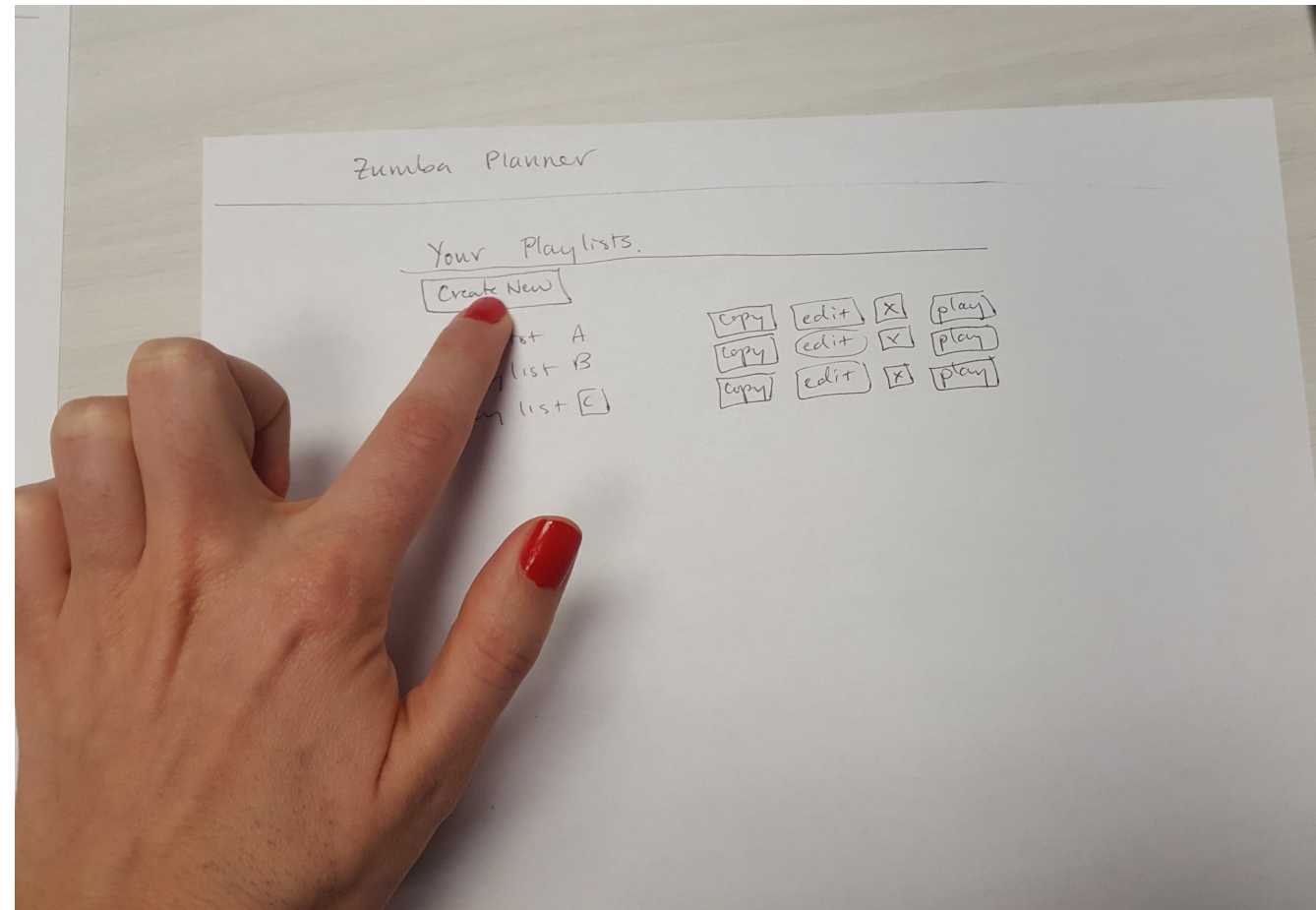
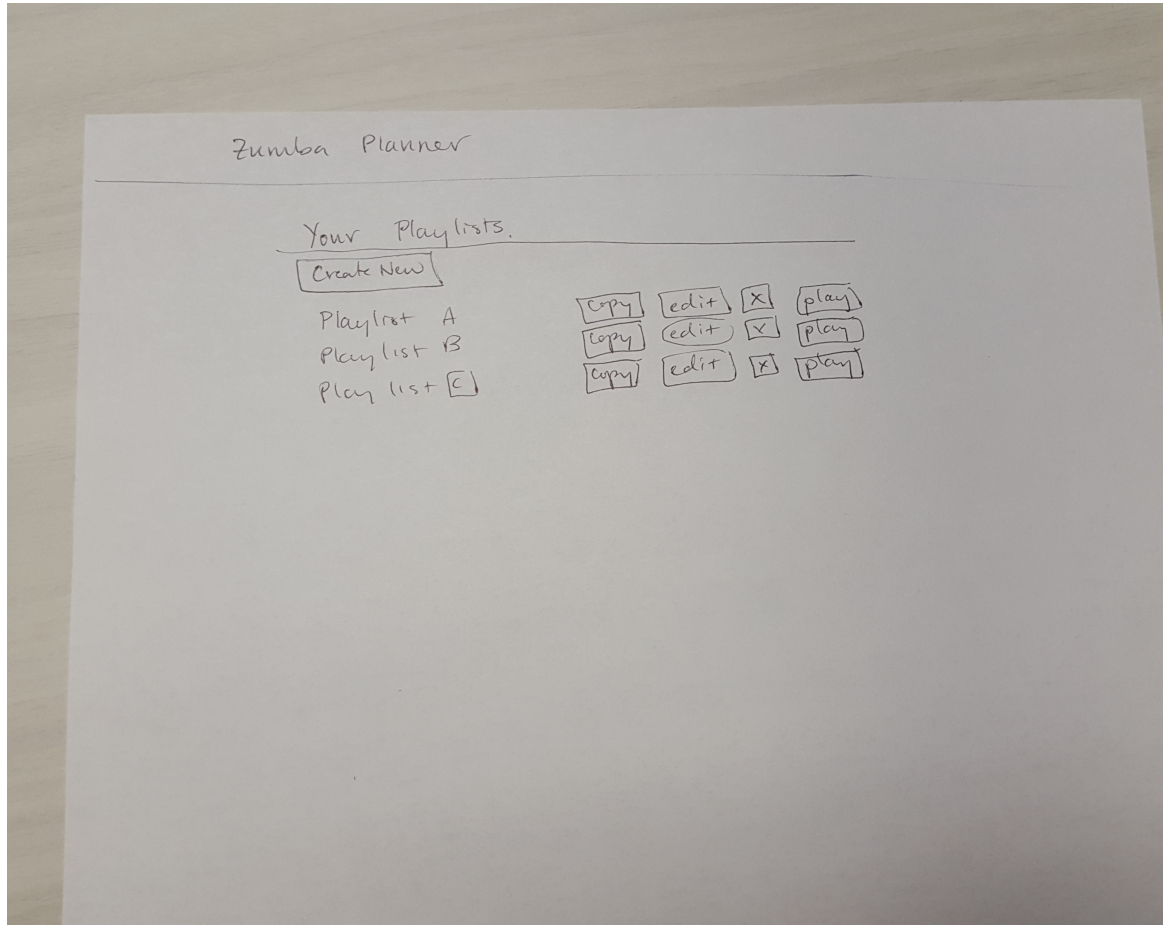
- Your goal is make a playlist of dance songs that last 20 minutes (at least 19 minutes and at most 21 minutes)

- **Subgoals:**

- 1. Create a new playlist
 - 2. Add a song to the playlist
 - 3. Add songs to the playlist until the play list is at least 20 minutes long
 - 4. If the playlist is too long, remove a song
 - 5. Play the playlist

Subgoal 1:

Create a new playlist



You will probably learn as much from
making the prototype,
as you will from **running** it.

Running Prototypes



- Put your low-fi prototype in front of users.
- Read them their goal, and ask them to
- Ask them to think out loud as they do the task
- Don't interrupt them.
- Don't lead them.
- Observe **“critical incidents”**
 - Times they are unsure
 - Times they did something you did not intend
- Write it down, take screen shots.

Write down a **Persona:** **Person**, a high level **Goal**, 4 or 5 subgoals

- **Idea:** Zumba playlist maker

- **Person:**

- You are Katie - a Zumba instructor in New York City.

- **Goal**

- Your goal is make a playlist of dance songs that last 20 minutes (at least 19 minutes and at most 21 minutes)

- **Subgoals:**

- 1. Create a new playlist
- 2. Add a song to the playlist
- 3. Add songs to the playlist until the play list is at least 20 minutes long
- 4. If the playlist is too long, remove a song
- 5. Play the playlist

You get the best feedback when you are observing and listening. Not instructing:

- Give the user a **subgoal**:
 - “Log into the system and post on somebody’s wall”
 - “Search for tweets using the most popular hashtag”
 - “Add a new slide with two column template”
 - “Edit a post”
- **Observe** what they do
 - Encourage people to think-aloud
 - Look for “critical incidents.”
 - Times were users are unsure what to do, do the wrong thing
 - Resist the temptation to “rescue” them or tell them what to do.

TODAY: everyone tests a prototype on a classmate.

- I demonstrate with 3 volunteers: Layne, Annie, Evan. (THANK YOU!!!)
- I will put you in groups of 4. Let's practice now!
 - Name yourselves person A,B,C,and D.
 - Assign these alphabetically based on your Zoom screenname
- Running paper prototypes
 - One person runs their prototype
 - One person tests the prototype
 - One observer writes notes of "critical incidents" (take a screen shot if you can)
 - One observer reminder the Prototype runner not to say too much,
 - Please say "**Give the user a chance to figure it out.**"
 - AND runs the discussion of critical incidents afterwards.
- Break you group into 2 groups of 3 people:
 - **15min**: Person A runs prototype, B tests, C, observes, D runs the discussion
 - **15min**: Person B runs prototype, C tests, D observes, A runs the discussion
 - **15min** : Person C runs prototype, D tests, A observes, B runs the discussion
 - **15min** : Person D runs prototype, A tests, B observes, C runs the discussion

HW10

- Run both HW9 prototypes on at least one person.
- Write down your reflections.
- Iterate on both of the Google Slide Prototype:
 - It should have all the media the eventual application will use.
 - If you can't find or make all the media in the next week, you have to pick a different idea.
- Test them on two people each (iterative between in person if you need to)
- Decide which one you will implement.

Fill out participation with one thing you learned from prototyping (from your own or others)

Columbia University

User Interface Design

COMS 4170 · Spring 2020

[Home](#)

[Grading](#)

[Syllabus](#)

[Piazza](#)

11

APRIL 6

MW group sessions with TA

APRIL 8

Homework 9 due @ 4pm
[Participation Form](#)

APRIL 10

Lecture: Running Prototypes
Friday group sessions with TA