

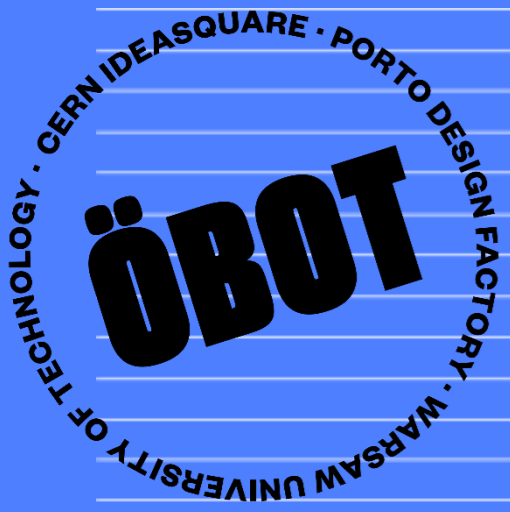
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Idea^s





WHY, HOW, WHAT to TEST



0 1 Prototype

0 2 Test

0 3 Learn

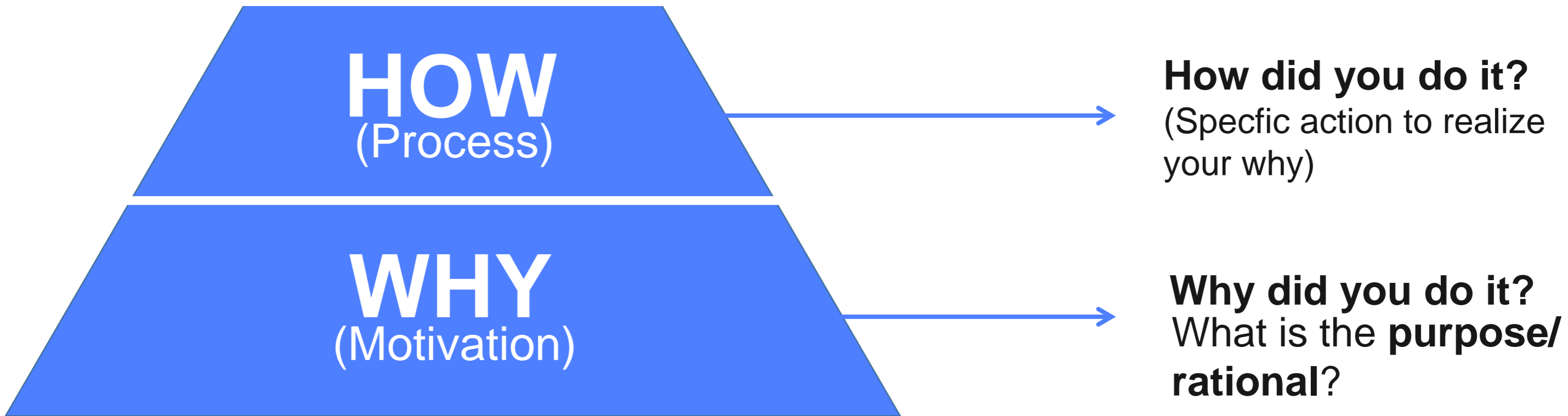
TYPE

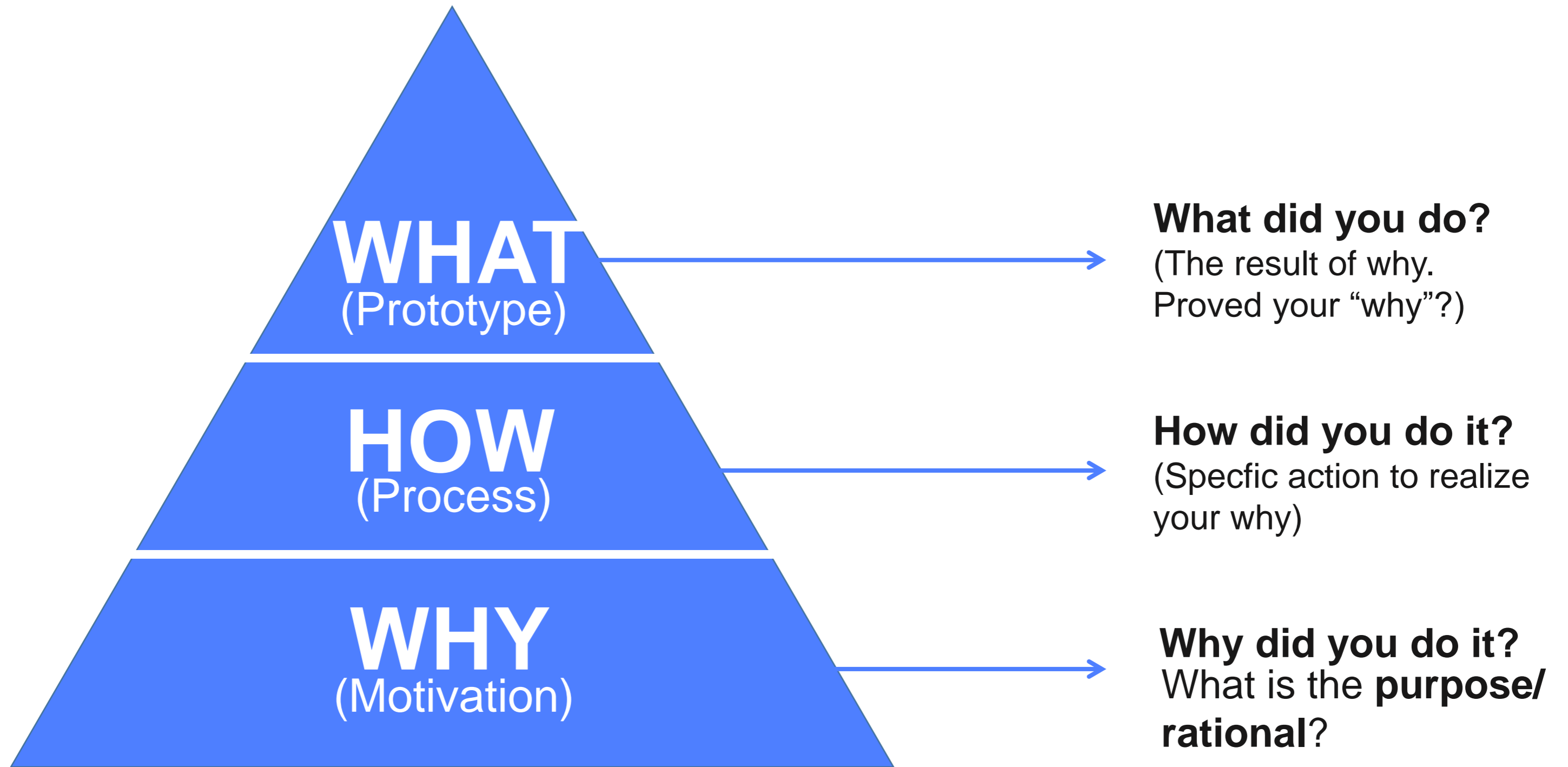
**Don't think to build
Build to think**

WHY
(Motivation)



Why did you do it?
What is the **purpose/**
rational?





PROTOTYPE

**“You can prototype just about anything.
What counts is **moving the ball forward**,
achieving some part of your goal.
Not wasting time.”**

(Kelly and Littman 2001)



TO GET FEEDBACK

Validation

Evaluation

Inspiration to improve

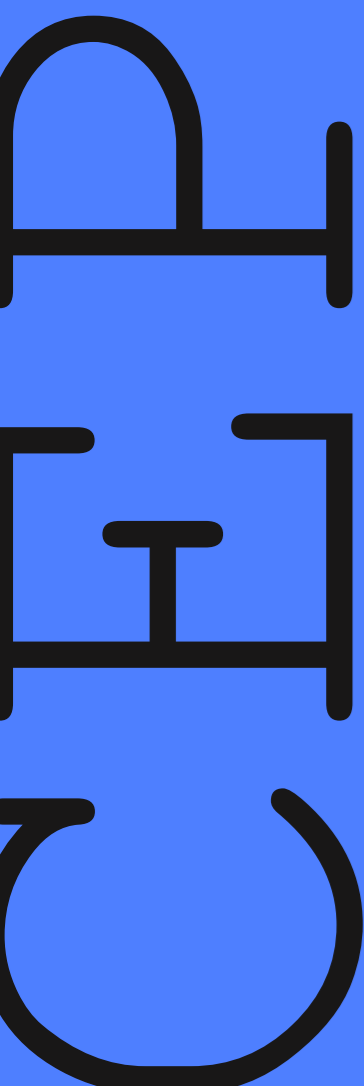
Extract interactions

**LEARN
FROM
THE
H**

By doing

**To improve functionality
and the user experience**

Build the mindset



REMINDER

To improve functionality
and the **user experience**



Validation



Decision making

N'T FALL IN LOVE WITH YOUR PROTOTYPE

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