



The ITI Program @ SC&I Presents

DESIGN **AND** PROTOTYPING WORKSHOP

ATTENTION!!!

macOS Catalina Users

Indigo Studio is not supported on Catalina.
Sign-in for a loaner laptop.

Please

- *Pick up handouts*
- *Find a seat*
- *Set-up your laptop or get a loaner*
- *Launch Indigo Studio (see handout for instructions)*
- *Complete “Getting in the Design Frame of Mind” activity - directions are on your table*

*All materials and presentation are available at <https://itishowcase.rutgers.edu/workshop-materials>

AGENDA

8:30 to 8:50 - Design Thinking Overview & Mockups vs. Prototypes* & Indigo Studio Video Follow Along

8:50 - Scenarios

9:00 - Group Design Exercise

9:10 to 9:35 - Make your prototype linkable

9:35 - Share prototypes

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WHAT IS DESIGN THINKING?

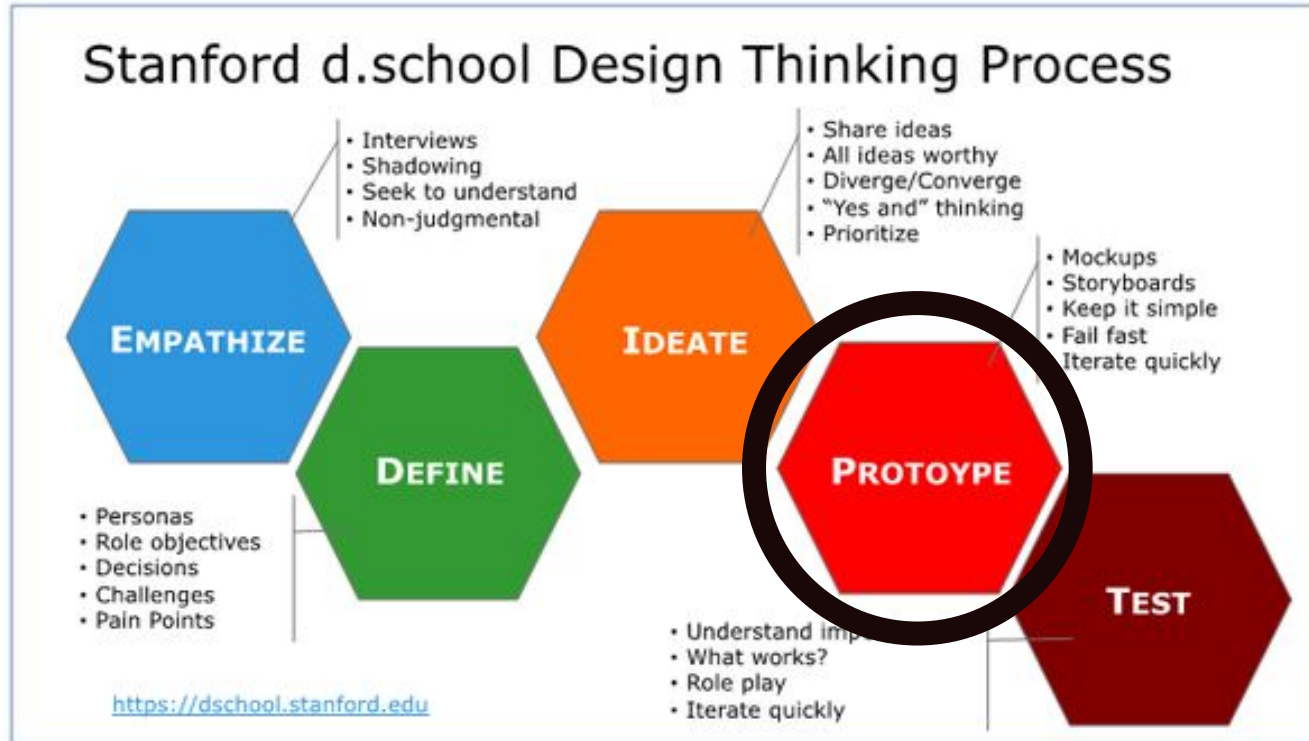
A way of thinking and doing that takes a creative, iterative and hands on approach to solving problems

IT IS ALWAYS

- About the creative process
- Open to new ideas
- About building up and iterating on ideas
- Participatory and team-based
- Linked to an improved future

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The 5 Stages





What are...

MOCKUPS & PROTOTYPES?

WHAT IS A...

MOCKUP: a visual way of representing a product. It shows the way a product will look and is **not** interactive (clickable).

PROTOTYPE: representation of the final product which is meant to simulate user interaction. It is **interactive** (clickable).

SOURCE

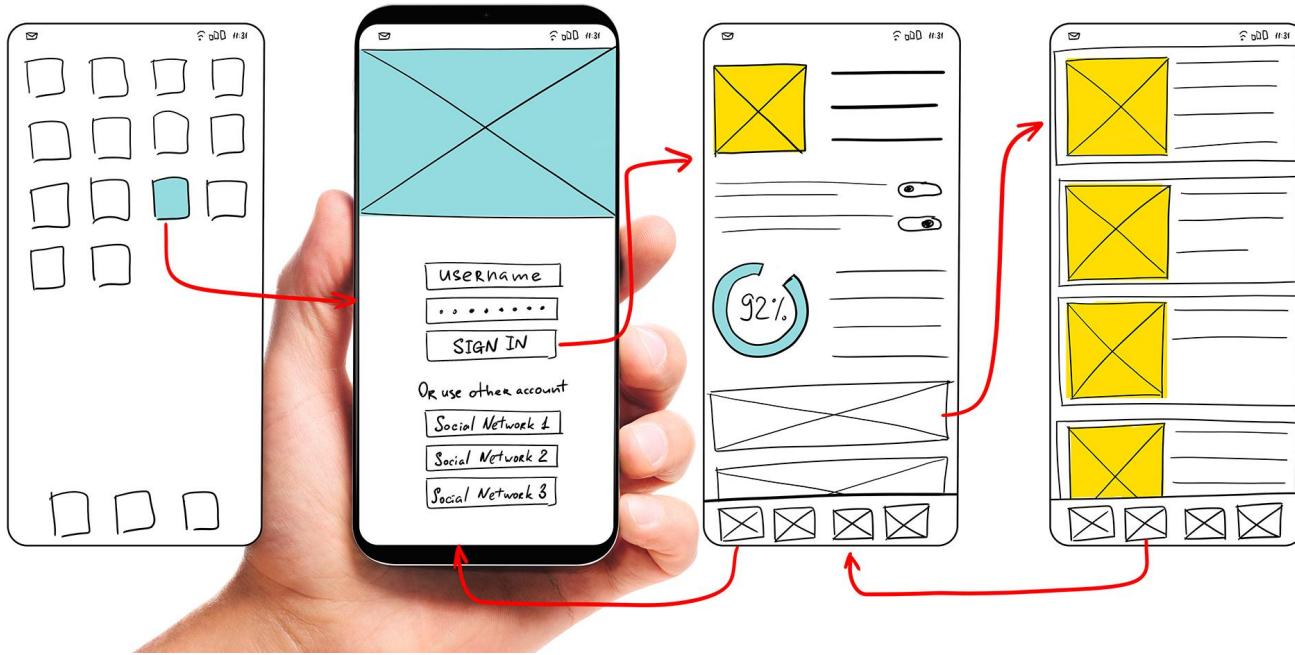
<https://uxplanet.org/wireframe-mockup-prototype-what-is-what-8cf2966e5a8b#targetText=Mockup.way%20of%20representing%20a%20product.&targetText=But%20still%2C%20a%20mockup%20is.schemes%2C%20visual%20style%2C%20typography.>

WHAT IS DESIGN FIDELITY

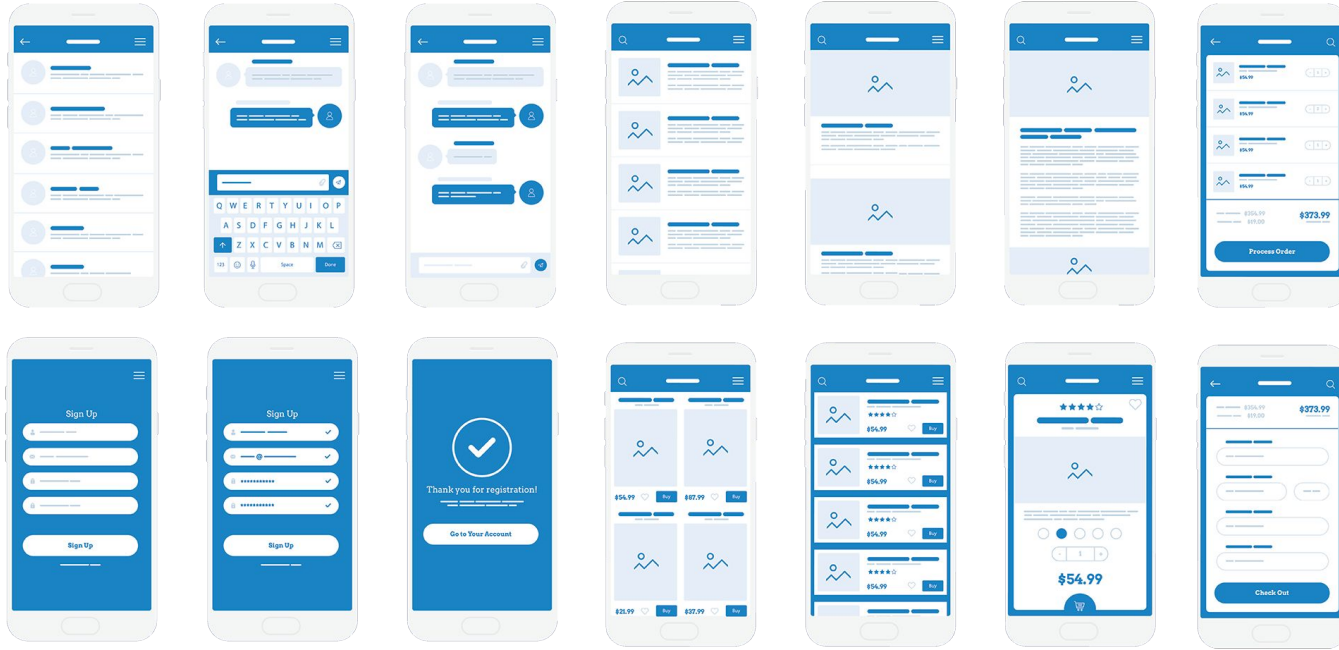
...for mockups and prototypes

*“The level of detail and functionality
built into a prototype”*

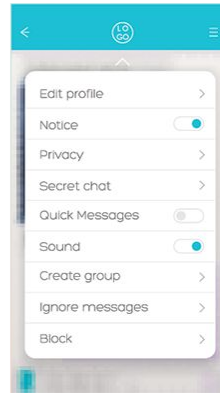
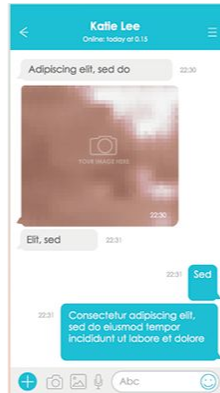
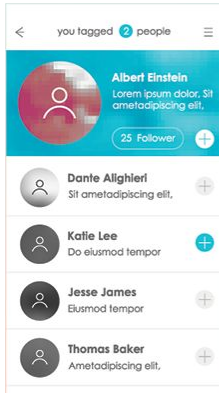
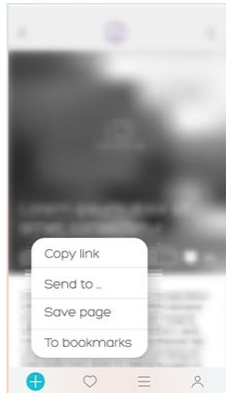
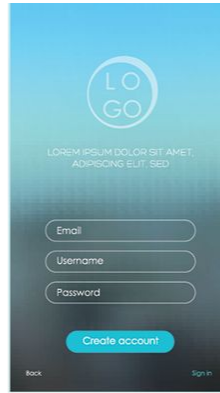
Low-fi = sketches Mid-fidelity = wireframes High-fi = full design



LOW FIDELITY (low-fi)



MEDIUM FIDELITY (mid-fidelity)



HIGH FIDELITY (high-fi)



INDIGO VIDEO

FOLLOW ALONG WITH INDIGO STUDIO DEMO



DESIGN WORK

You are an IT consultant company and have a new client

1. Get in groups
2. Name your consulting firm
3. Create at least 4 interactive screens of your own design based on one of following real world scenarios

CHOICE #1

CLIENT:
JACKOS TACOS & MORE,
CAMPUS FOOD TRUCK

- ▶ What are the problems this business faces?





CLIENT INFORMATION: **CHOICE #1**



NAME: Jack

AGE: 23

EDUCATION: Rutgers, B.A.

GOALS: To use technology to compete with other food vendors and establish a financially successful food truck on the Rutgers Campus

PROBLEMS:

- ▶ Long ordering lines
- ▶ Wait times for getting order
- ▶ Advertising location (geolocation)



CHOICE #2

CLIENT:
REPURPOSE IT!
POP-UP FLEA MARKET

- ▶ What are the problems this business faces?





CLIENT INFORMATION: **CHOICE #2**



NAME: Jill

AGE: 23

EDUCATION: Rutgers, B.A.

GOALS: To use technology to be a unique pop-up flea market with RU students as both vendors and customers

PROBLEMS:

- ▶ Simple signup for new vendors
- ▶ Accepting payment for table rental
- ▶ Advertising goods being sold
- ▶ Advertising location (geolocation)

IN YOUR GROUPS

Pick one of the two clients and...

JACKOS TACOS

1. Jack is the client, but think about his food truck customers. You are designing for them.
2. Discuss his business problems
 - ▶ Long ordering lines
 - ▶ Wait times for getting order
 - ▶ Advertising location (geolocation)
3. Sketch a low-fi prototype on the paper handout.
4. Recreate the screens in Indigo Studio.
5. Add links - Make the prototype interactive.

REPURPOSE IT!

1. Jill is the client, but the flea market vendors are her customers. You are designing for them.
2. Discuss her business problems
 - ▶ Simple signup for new vendors
 - ▶ Accepting payment for table rental
 - ▶ Advertising goods being sold
 - ▶ Advertising location (geolocation)
3. Sketch a low-fi prototype on the paper handout.
4. Recreate the screens in Indigo Studio.
5. Add links - Make the prototype interactive.

**TIME TO
SHARE
YOUR
SOLUTIONS**

