

**MOBILE PROTOTYPING DESIGN WORKSHOP:**

*Sketching Your  
Way to Better UX*

## WORKSHOP FLOW

- Introduction & Objectives
- Use Case Descriptions
- Idea Generation
  - *How might we....*
  - *Creative Matrix*
- Prototyping Options & Exercise
- User Testing
- What really happened...

# IDEA GENERATION



## STATEMENT STARTERS

An approach to phrasing problem statements that invites broad exploration

*How might we....*

*In what ways might we...*

## USE CASE: VETERANS READJUSTMENT AND EMPLOYMENT

**How might we ensure information is readily available to Vets?**

**In what ways might we identify existing community resources?**

**How might we help Vets find employment?**

**In what ways might we provide readjustment counseling to Vets and their families?**

**How might we prepare Vets for civilian employment before they leave service?**

**In what ways might we leverage Vet camaraderie during readjustment?**

## use case selection & statement starter (2 min)

- Select a use case and move if needed
- Review the use case
- **Confirm your 'how might we...' statement**

# MATRIX CONSTRUCTION

A format for sparking new ideas at the intersection of distinct categories

COLUMNS (Related to People)

- Market Segments
- Service Touchpoints
- Problem Statements

ROWS (Enablers)

- Emerging Tech
- Cultural Drivers
- Market Trends

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				■ ■
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How might we help people track wages earned?

Hourly Employees

Employers

DOL  
State

2/12

## Technology

Imagine ways to leverage current or emerging technologies.

Think about...

- Mobile devices
- Gaming & simulations
- Social media
- Knowledge management systems

Voice Recognition  
SIRI

GPS to target work location

Mobile Notifications

LIVE Q+A EVENTS

Registration API

Mobile App

## Video & Audio

Imagine ways to utilize the power of audio/visual media.

Think about...

- Live performances
- TV & radio programming
- Public service ads
- Viral internet videos

DEMO VIDEO

WEB CHATS

INFO POSTS  
NO HANDS

LABOR UNIONS

Rosanne  
FIRST-PERSON EXPERIENCES

ILO

Forbes Best Employer

## Superstars

Imagine ways to leverage different personalities.

Think about...

- Highly esteemed leaders
- Famous entertainers
- Celebrated athletes
- Hometown heroes

Young: Instagram  
Older: email

BREAK ROOMS @ OFFICES

## Hot Spots & Hangouts

to utilize spaces and the places people

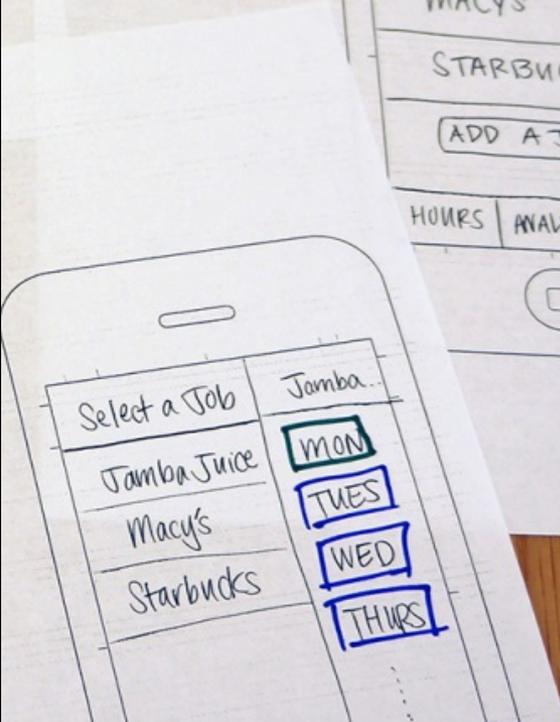
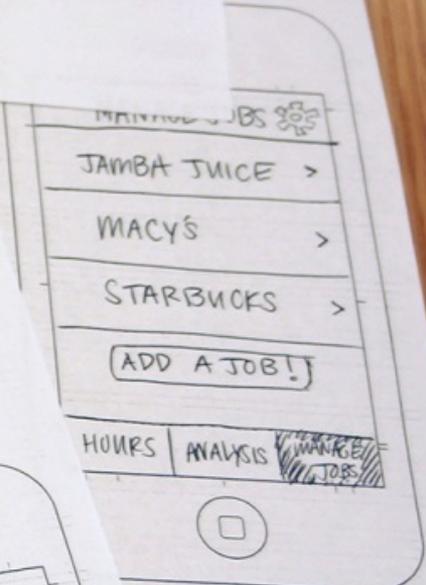
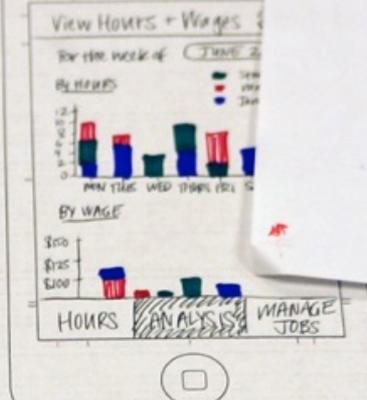
## creative matrix (5 min)

- Post your “How might we...” statement in the corner
- (1 min) Designate your columns (categories related to people)
- Each person gets a sharpie and sticky note pad
- **Follow sticky note etiquette (one idea per note, legible, all caps, sharpie)**
- (2 min) In silence ideate at the intersections of the grid.
- (2 min) As a group fill all sections of the grid with ideas
- Challenge yourself - Draw pictures of the ideas
- **Tally your ideas, tally the notes with images**

## develop your mobile product concept (10 min)

- Read over all the ideas
- Each person select up to 3 of your favorite ideas, they do not have to be your own
- Place those together and discuss how you might incorporate these ideas into a mobile product for your challenge

# RAPID PAPER PROTOTYPING

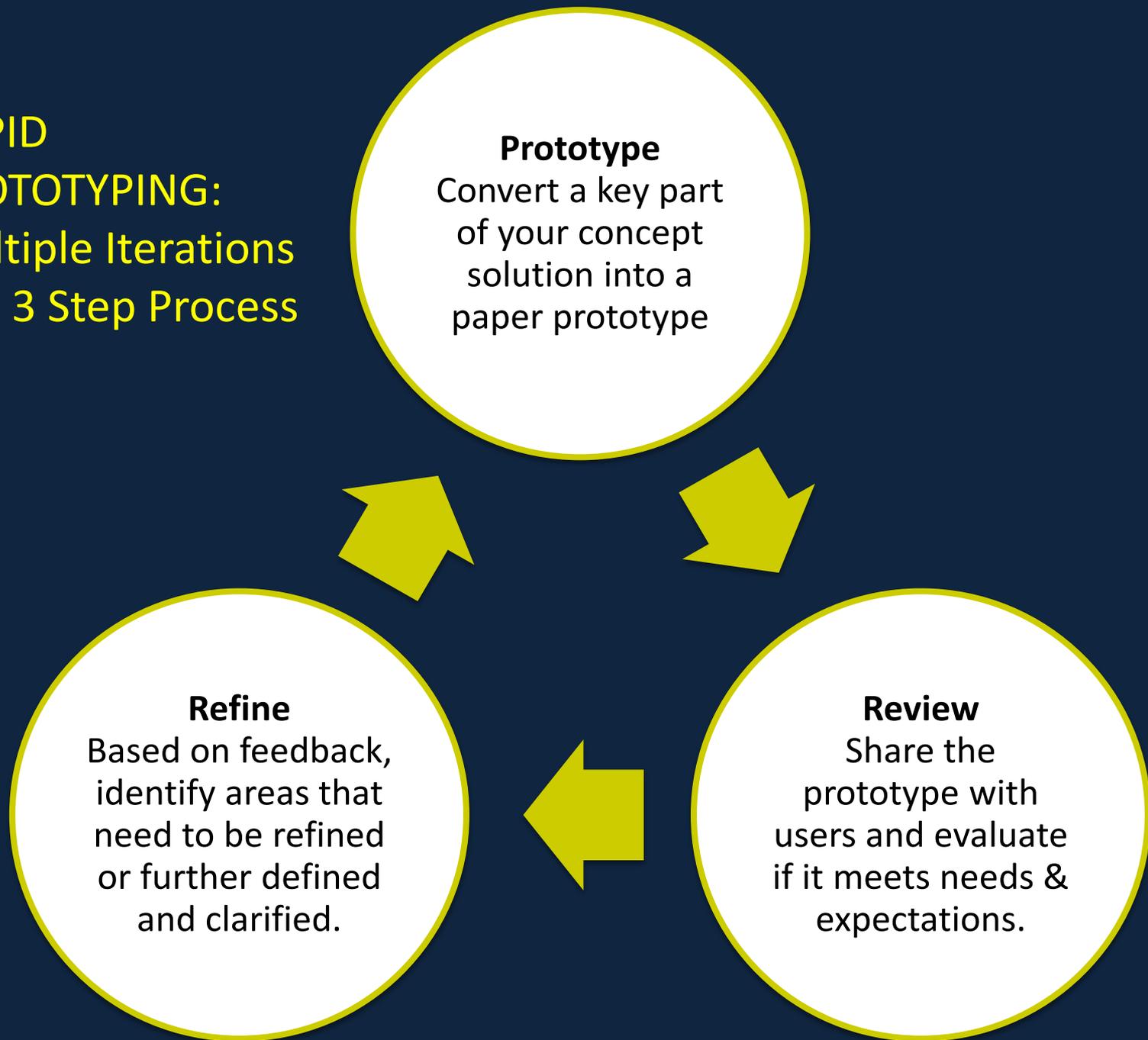


## RAPID PROTOTYPING

The process of quickly mocking up the future state of a system, be it a website or application, and validating it with a broader team of users, stakeholders, developers and designers.

Fail fast, succeed faster.

**RAPID  
PROTOTYPING:  
Multiple Iterations  
of a 3 Step Process**



Rapid prototypes are not intended to evolve into fully functional solutions, but are meant to help users visualize and craft the user experience of the final product.

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*What needs to be prototyped?*

New functionality, changes in workflow, technology or design, complex interactions

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*How much should be prototyped?*

Focus on 20% of the functionality that will be used 80% of the time.

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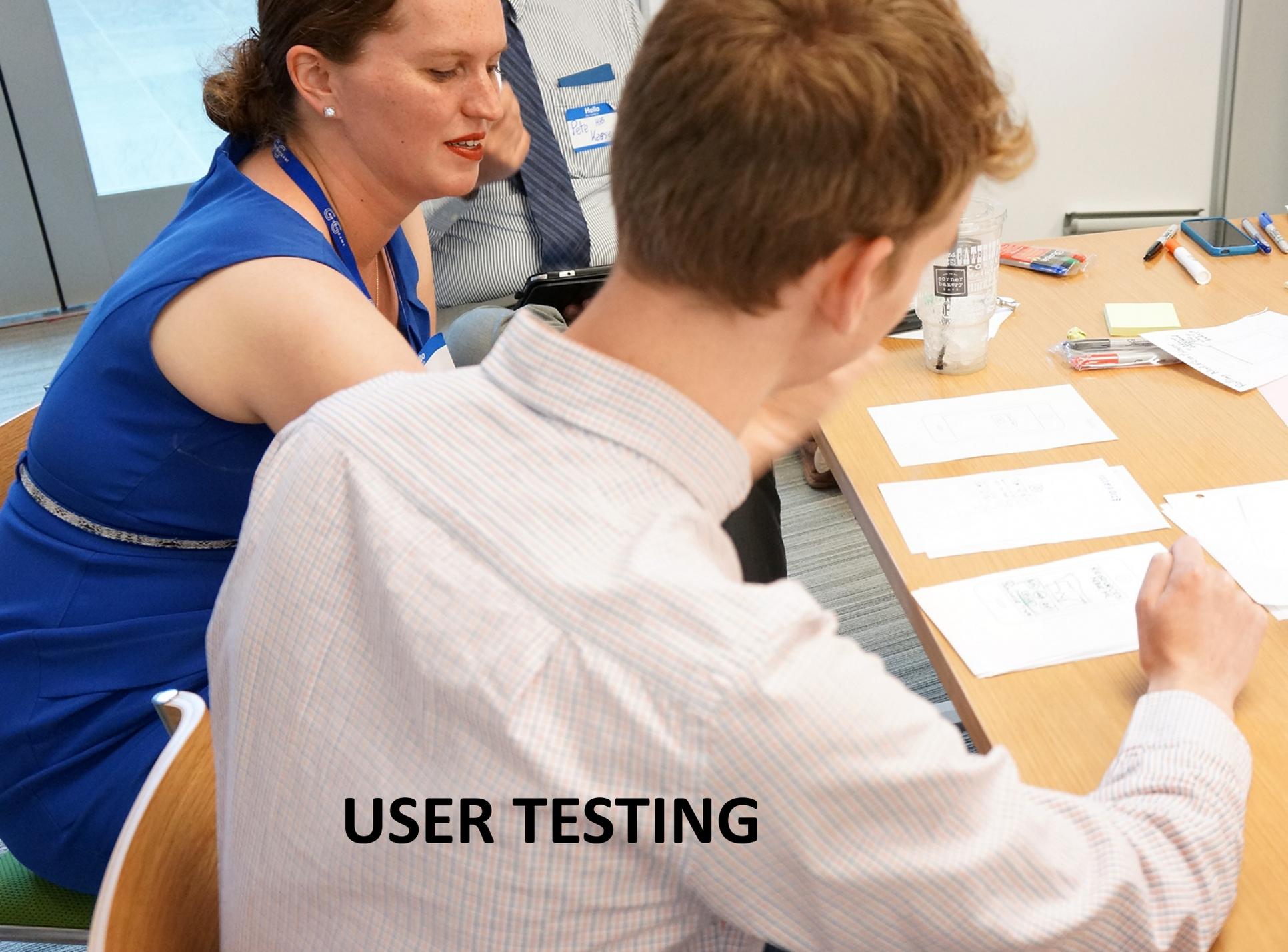
*Find a story*

Weave the functionality into one or more scenarios.

## paper prototyping (30 min)

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- Sketch out your idea
- Select a scenario and a few key interactions to focus on.
- Build a rough approximation of the concept.
  - Sketch screen layouts
  - Lay out the workflow/sequencing
  - Get creative!
- Simulate as much functionality as possible.
- Include some realistic and readable content.
- Provide a signal for the areas that are incomplete



# USER TESTING

## user testing (25 min)

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- **(5 min) Develop a user testing plan**
  - Briefly confer with your team and identify your test approach
  - Identify your roles: “technology”, narrator, observer
- **Identify the team you are testing**
- **(10 min) Run the user test or participate as user**
- **(10 min) Switch roles with other team**

## reflection & discussion (25 min)

- **(5 min) Discuss your observations with team**
  - Identify 3 insights and a question
- **(15 min) Group discussion, share your insights and question, ~ 3 min each**

**WHAT REALLY HAPPENED**