



IIT ROORKEE



NPTEL ONLINE  
CERTIFICATION COURSE

# INTRODUCTION TO INTERACTION DESIGN

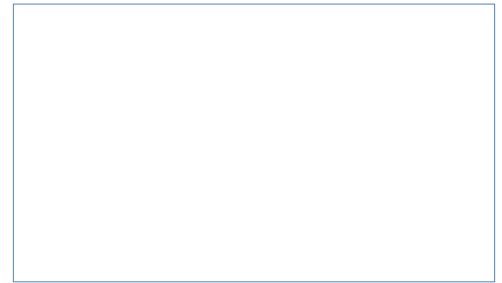
## Lecture 15

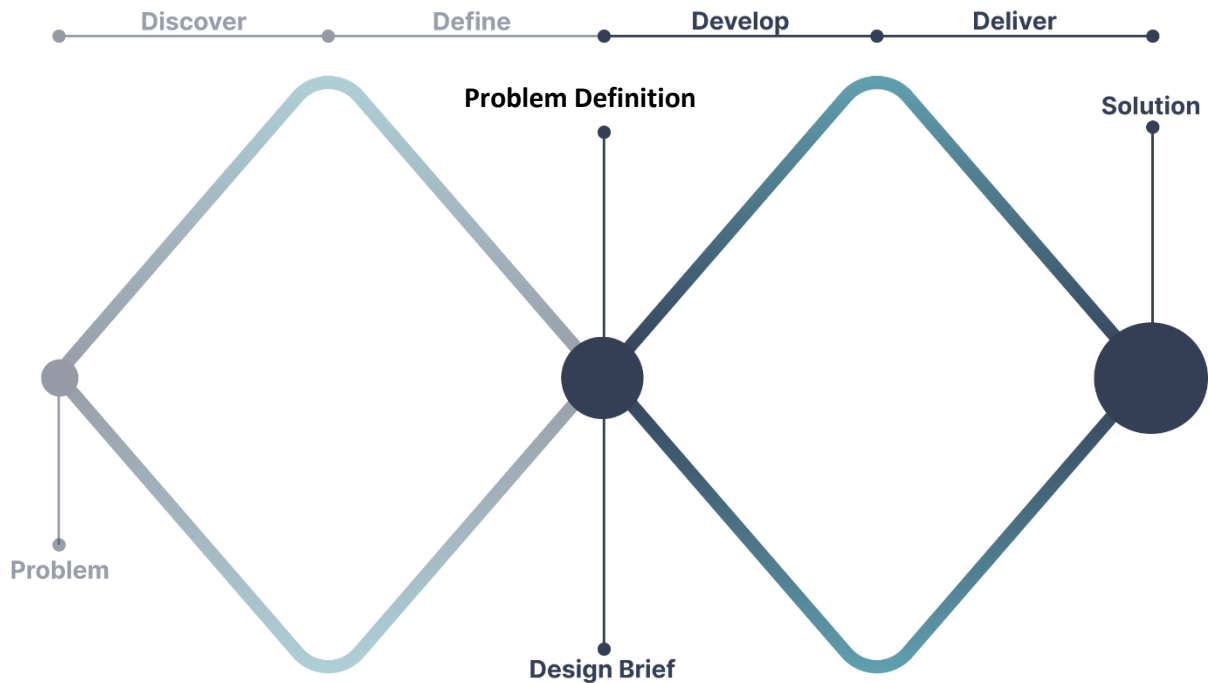
### Design and prototyping (Part 01)

Prof. Sonal Atreya  
DEPARTMENT OF DESIGN

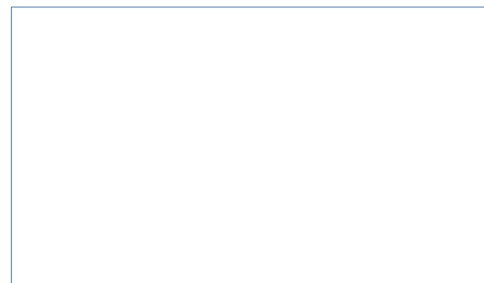


# Design and Prototyping



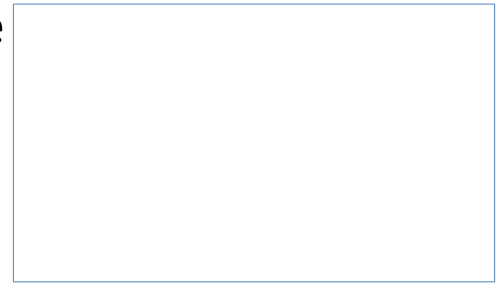


Design, prototyping, and construction fall within the Develop phase of the double diamond of design, introduced in “The Process of Interaction Design”

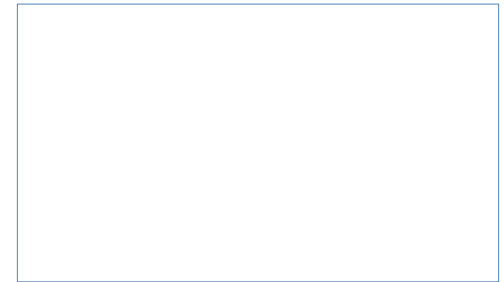


There are several steps involved in creating a prototyping model in design, including:

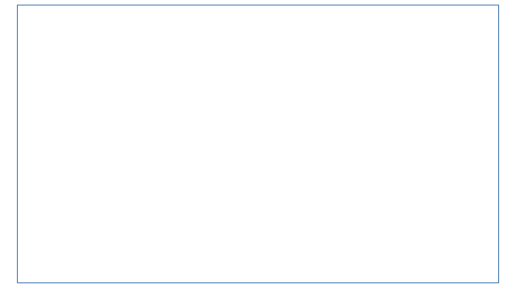
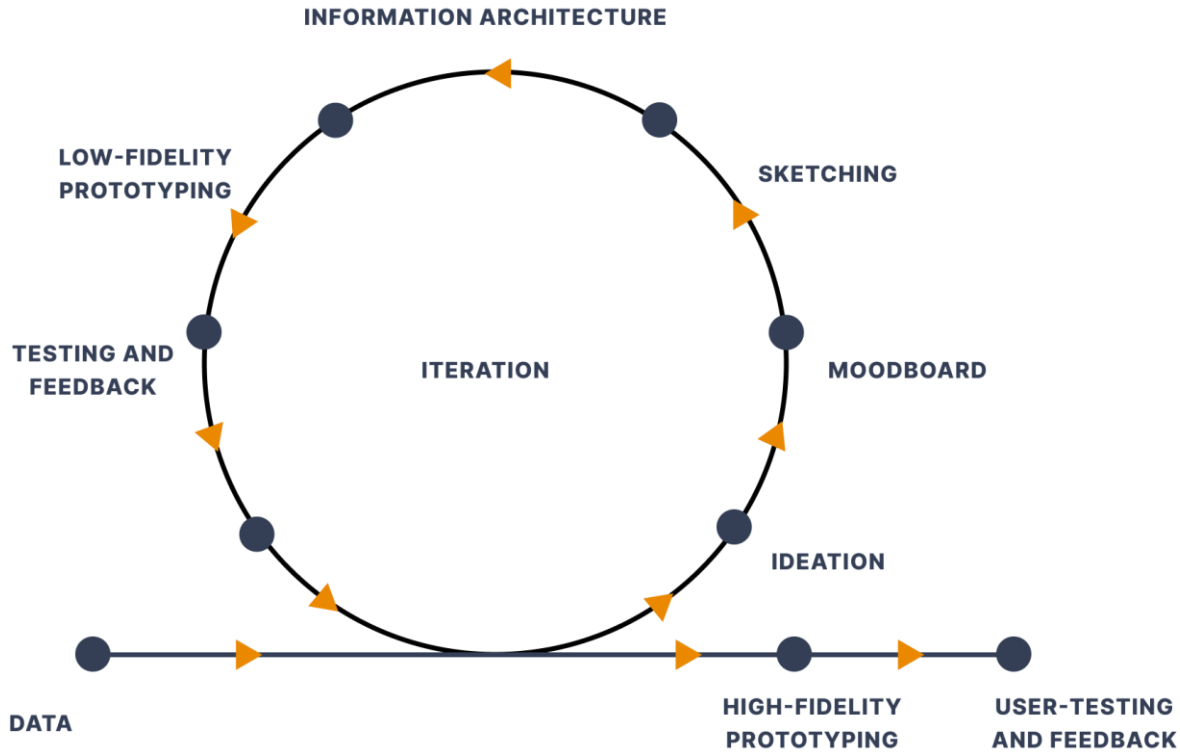
1. **Ideation:** Brainstorming and generating ideas for the product or system.
2. **Moodboard:** a visual tool used to collect and organize ideas, concepts, colors, textures, images, and other visual elements that represent a particular theme, mood, or design direction.
3. **Sketching:** Creating rough sketches or drawings of the design.
4. **Information Architecture:** It refers to the way information is organized, structured, and presented within a system, website, application, or any other information-based environment. It involves designing the organization, navigation, labelling, and categorization of information to facilitate user understanding and efficient access to content.



5. **Low-fidelity prototyping:** Creating a basic, low-cost model of the product or system, such as a paper or cardboard mockup.
6. **Testing and feedback:** Testing the low-fidelity prototype with users and stakeholders to gather feedback and identify potential design issues.
7. **Iteration:** Refining the design based on feedback and creating a higher-fidelity prototype.
8. **High-fidelity prototyping:** Creating a more detailed and functional model of the product or system, using materials such as 3D printing, CAD software, or other tools.
9. **User testing and final feedback:** Testing the high-fidelity prototype with users and stakeholders to gather final feedback and make any necessary design revisions before moving on to final production.

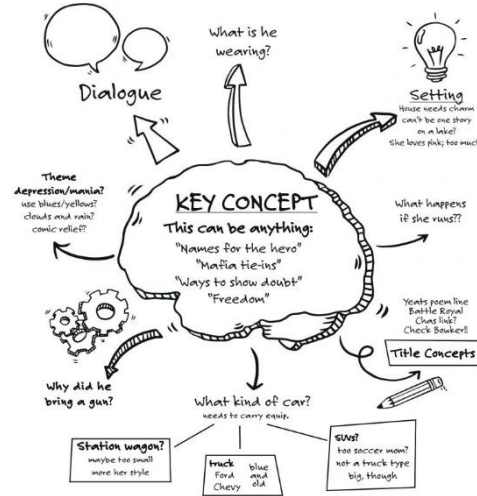
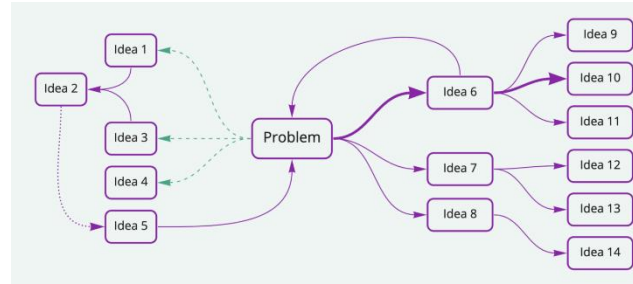


# Prototyping Model

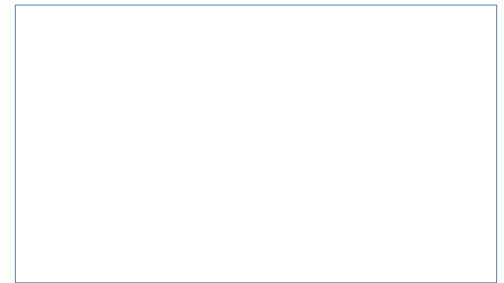


# Ideation

- Mind mapping
- Brainstorming
- Brainwriting
- Storyboarding
- Provocation
- others



Source: Google images



# Moodboard

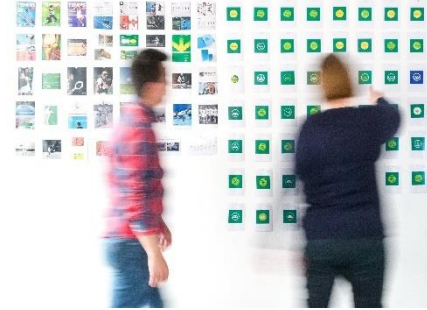
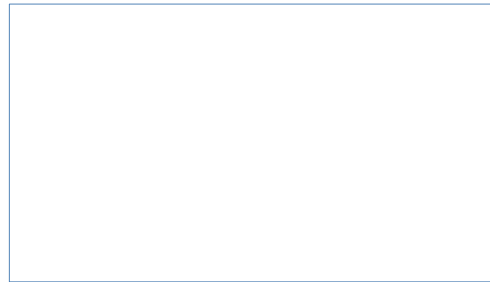
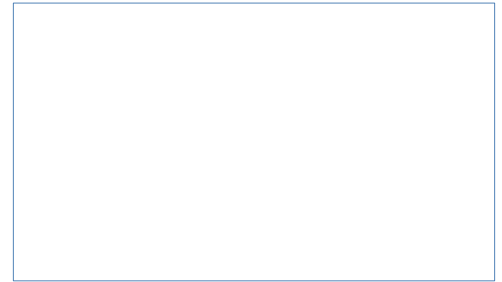
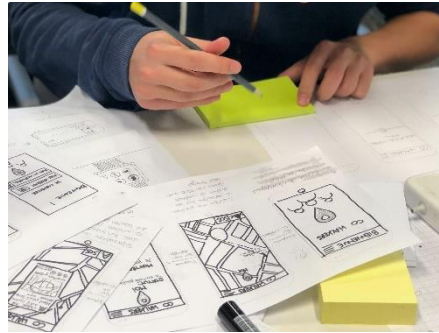
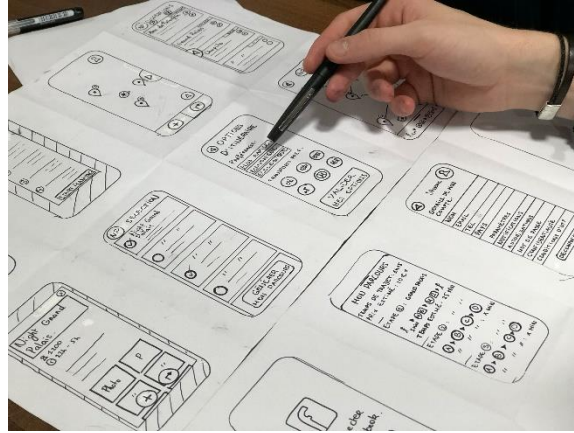


Image by coolvector on Freepik

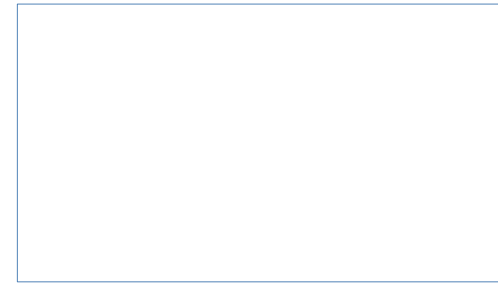
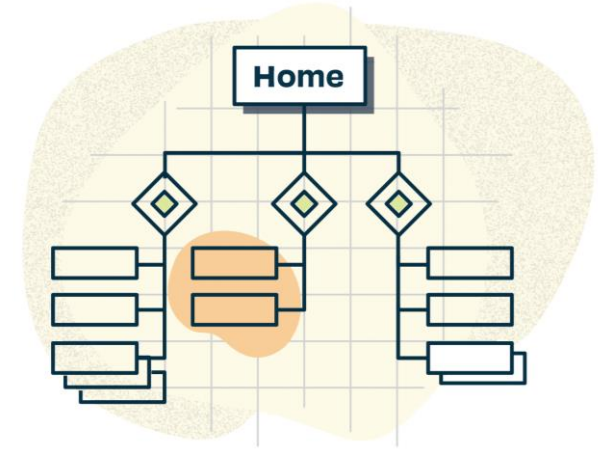
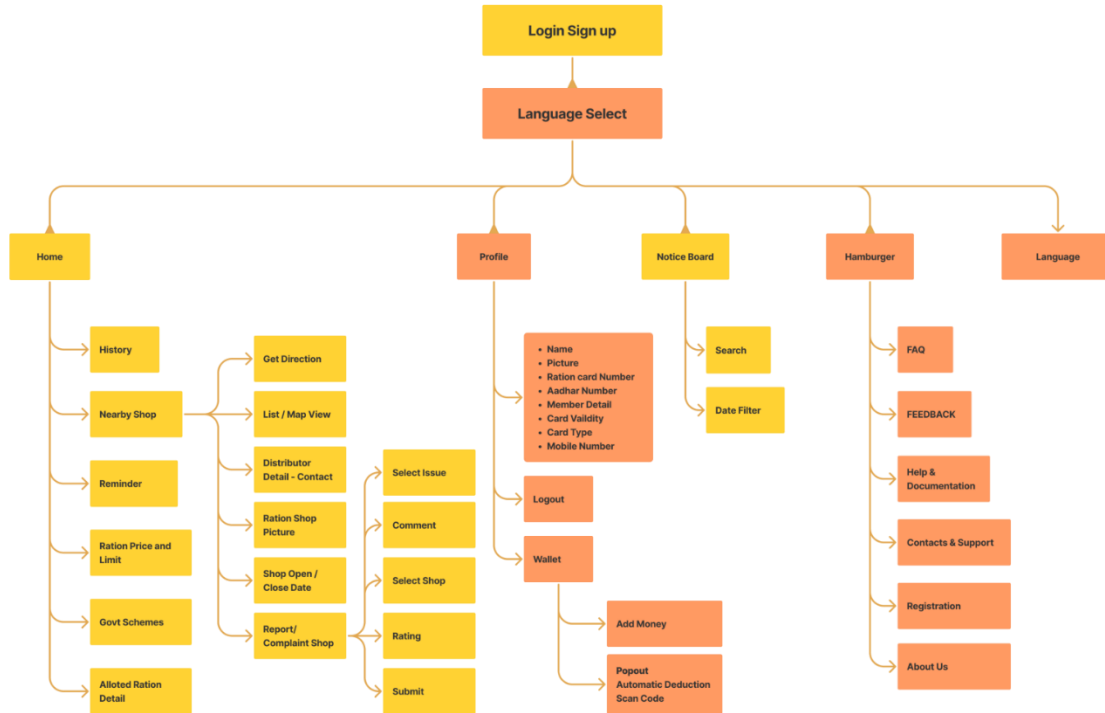




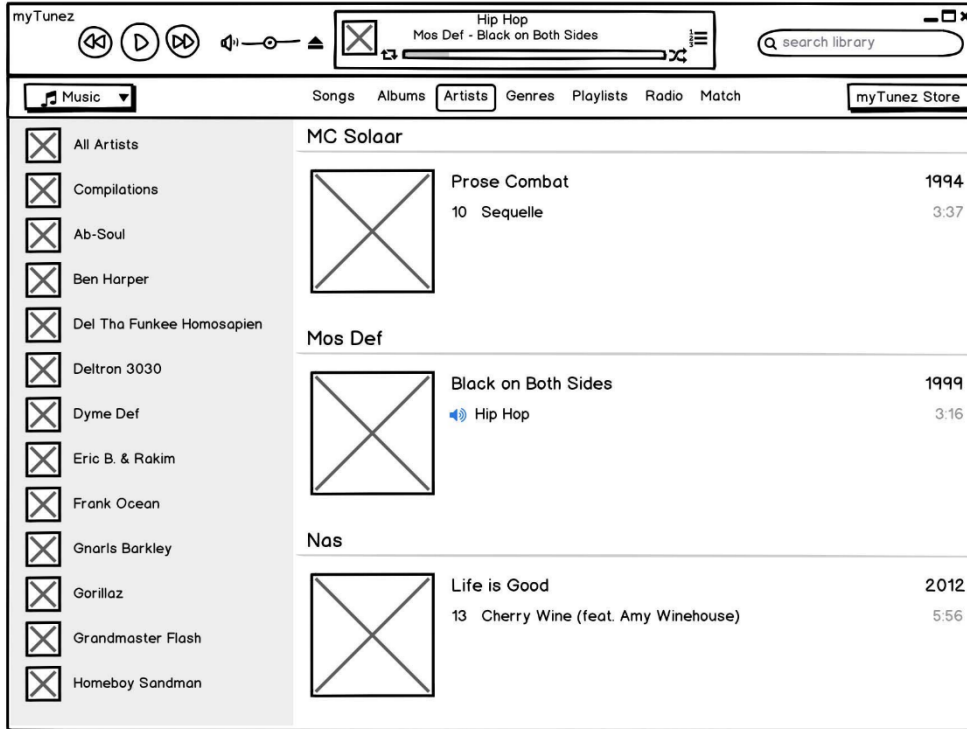
# Sketching



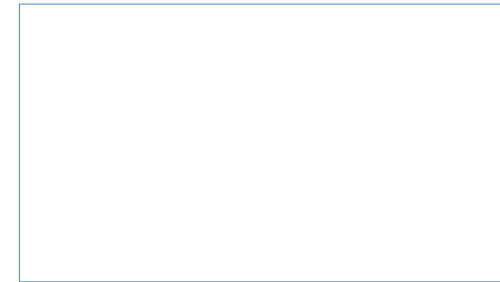
# Information Architecture



# Low-fidelity prototyping



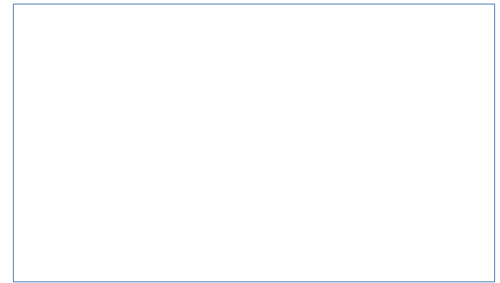
Source: Balsamiq



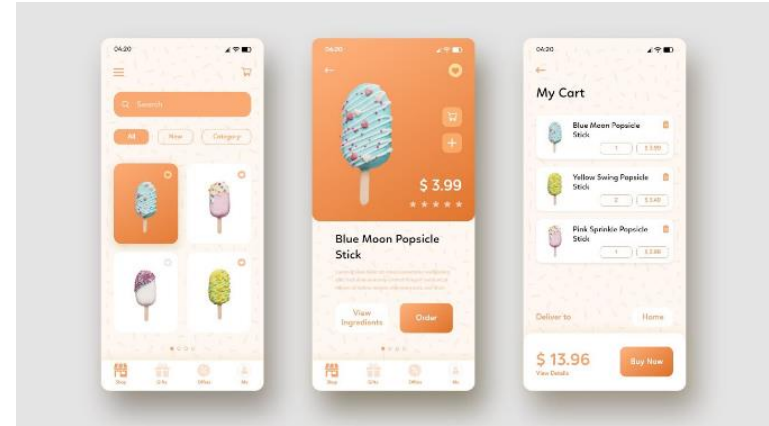
# Testing and feedback



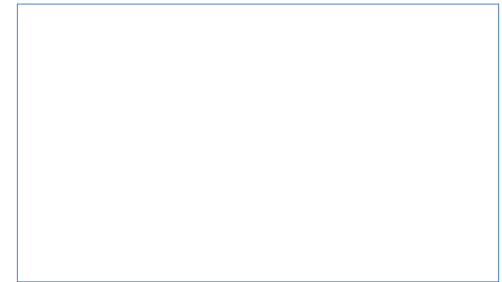
Source: Google images



# High-fidelity prototyping



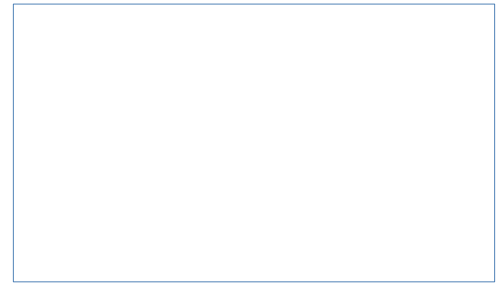
Source: Google images



# User-Testing and feedback



Source: Freepik, Unsplash



# Thank You

