From Prototype to Innovation II
Exploring the Field

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PROTOTYPING CARD SET
**Prior Research on Prototyping**

Contextual sensitivity towards **different stakeholders**:

“Different prototypes foster different interactions with stakeholders”

(Rhinow, Köppen, Meinel, 2012)
Prior Research on Prototyping

Contextual sensitivity towards **different stakeholders**: “Different prototypes foster different interactions with stakeholders” (Rhinow, Köppen, Meinel, 2012)
Practical & Theoretical Observation

RESEARCH: EXPERT INTERVIEWS WITH CORPORATE DESIGN THINKERS & COACHES (n=51)
Practical & Theoretical Observation

Research:
Expert Interviews with Corporate Design Thinkers & Coaches (n=51)
Conclusions from our Research

**Research:**
- User experience tests \((n=12)\)
- Quantitative questionnaire \((n=14)\)
- First team survey during project
Conclusions from our Research

- **Our beginners don’t have much time for prototyping.**
- **Our beginners get to know new prototypes by cards and they like it.**
- **Our beginners enjoy doing cards during the first time.**
- **Our beginners are hardly aware of specific classification of different prototypes.**
- **Our beginners are not satisfied with the current phase.**
- **Colour spectrum is hard to use.**
- **Handling with our cards requires direction about what prototypes actually are.**

HPI – Stanford
Design Thinking Research Program
Design Thinking beginners embrace cards as a **source of inspiration** and to **efficiently navigate through different options**.

“The prototyping cards are...”

- self-explanatory!  
  $M=5,1$

- adequate with details!  
  $M=5,8$

- a useful mix of pics & txts!  
  $M=5,6$

Strongly agree  
Strongly disagree
Design Thinking beginners mix different prototypes unintentionally.
Design Thinking beginners are hardly aware of the specific limitations of prototypes to learn via testing.
Our adjusted Research Interest

Contextual sensitivity towards different intentions for testing:

“Different prototypes enable different learnings via testing.”

(Rhinow, Köppen, Meinel, 2013)

Holger Rhinow, Eva Köppen, and Christoph Meinel: Prototypes for innovation - Facing the complexity of prototyping. CADCM, Cambridge, UK, September 2013.
Share your **insights about prototypes**, their limitations and the intentions to build them.

1. Please take three cards out of the deck.

2. Choose the one prototype that is most familiar to you.

- What kind of idea did the prototype reflect?
- What did you or the team test with this prototype?
- What is it, that you cannot test with this prototype?