METHOD

Prototype to Decide

WHY prototype to decide

Often during the design process, it's unclear how to proceed forward, particularly when a team reaches a fork in its decision tree. A prototype can frequently resolve team disagreements and help a team decide which design direction to pursue without having to compromise. The best way to resolve team conflicts about design elements is to prototype and evaluate them with users. Making and evaluating a prototype can be the best way to inform design decisions. If an idea has been prototyped and passes muster with the group, it's a good sign that the idea is worth pursuing further.

HOW to prototype to decide

Staying as low-resolution as possible, develop models of potential design candidates. Be sure to distill the design problem down to discrete elements so you can isolate and be mindful of the variable you are testing. Then try out the prototypes within your team, outsider peers, or, even better, take your prototypes to users and get their feedback.