

PROTOTIPOS PARA OBSERVAR, IDEAR, CONCEPTUALIZAR, DISEÑAR

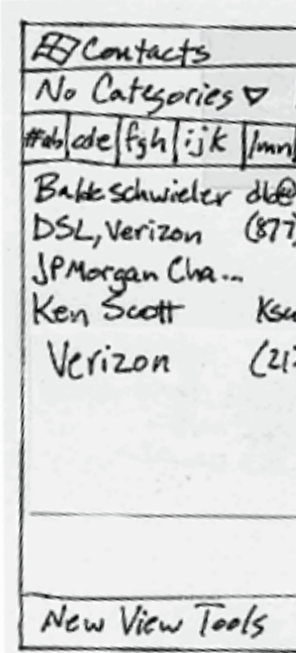
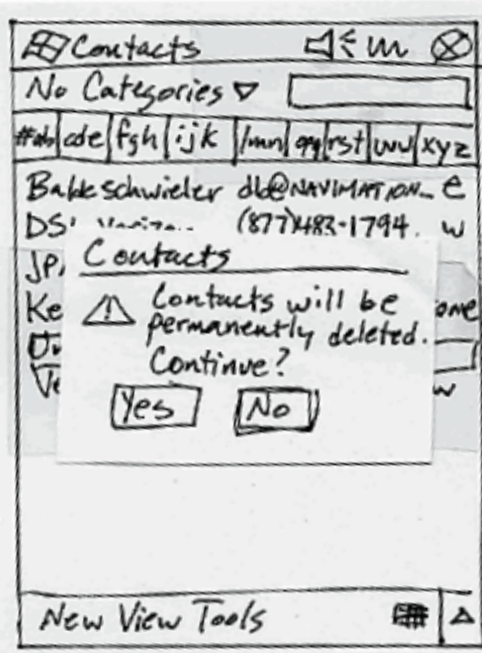
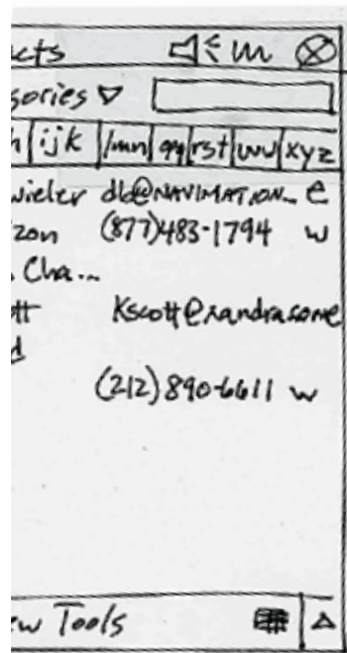
Algunos casos de aplicación

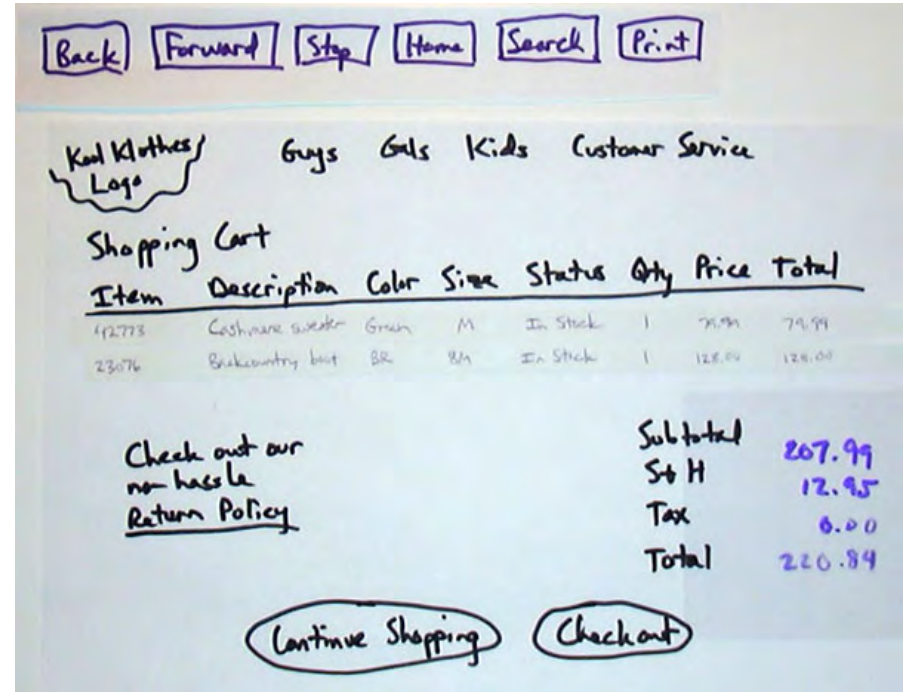
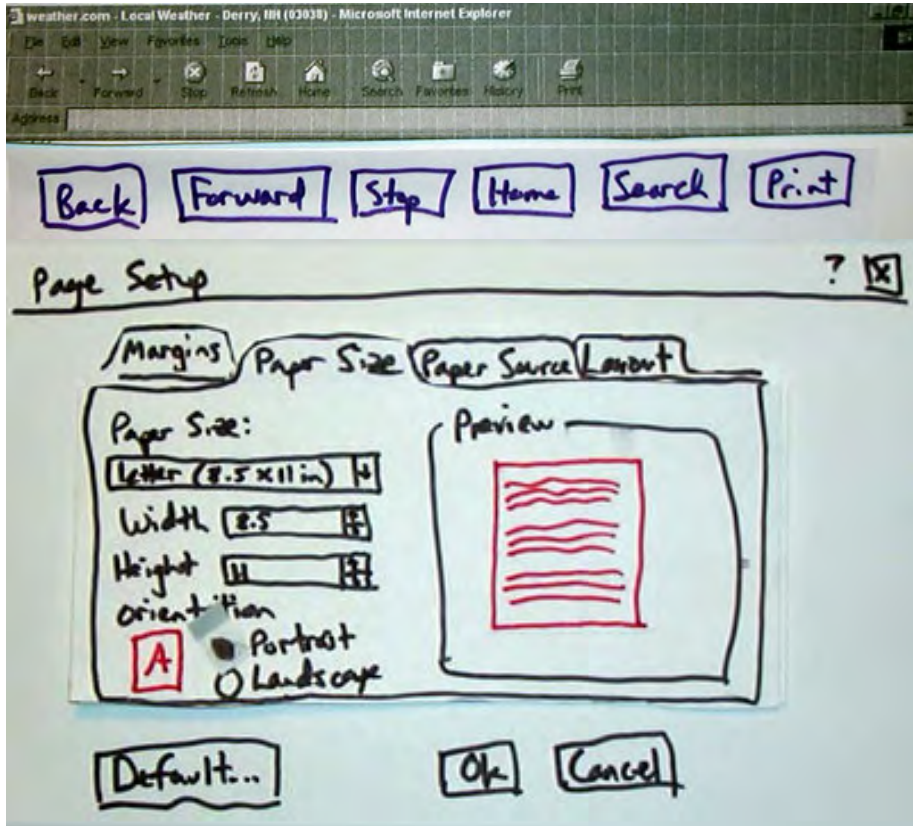
アイデアを誘発・協創する
Business Origami
→ 詳しくは...

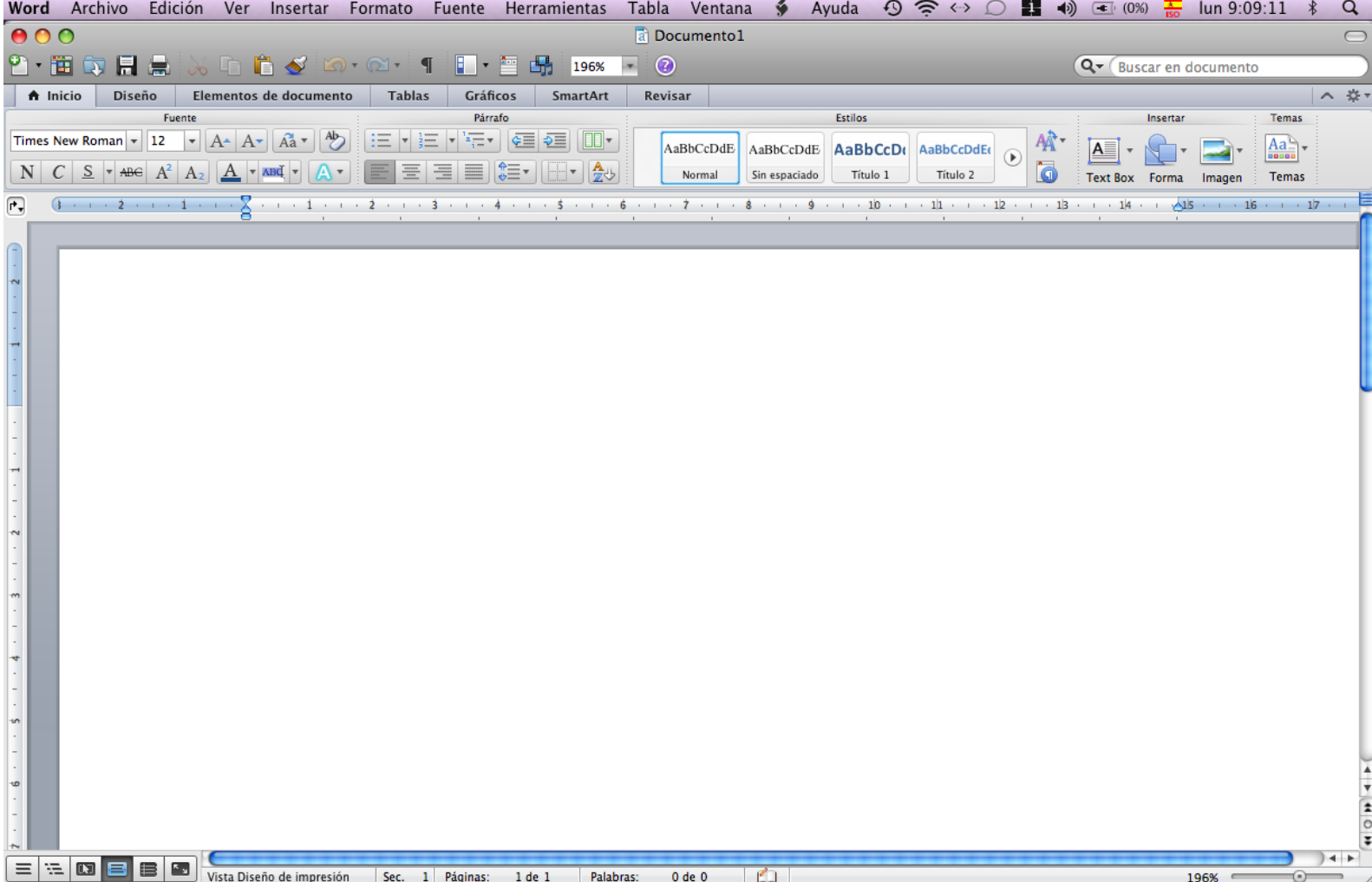
PROTOTIPADO EN PAPEL



Software, servicios, componentes o experiencias de un producto



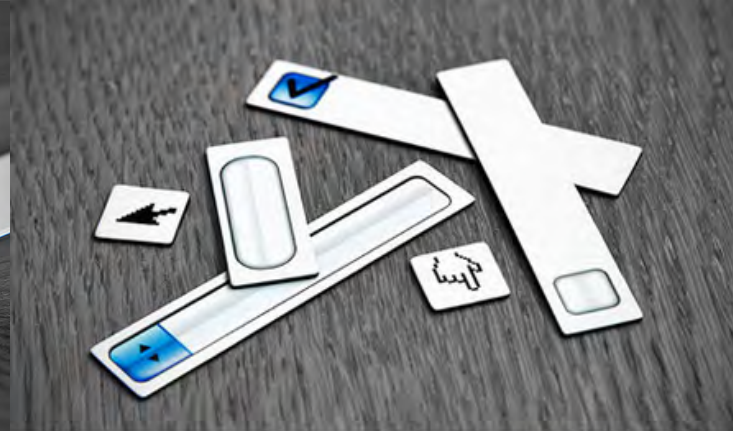




PROTOTIPADO EN PAPEL // Microsoft word

<http://www.youtube.com/watch?v=Bq1rkVTZLtU&feature=related>

PROTOTIPADO CON IMANES





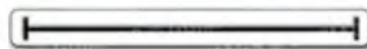
(pen not include)



Tab control
[selectable]



Tab control
[selected]



Slider Control



Scrollbar



Numeric Input
Control



Radio Button
+ label



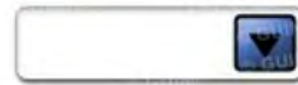
Input Box



Button

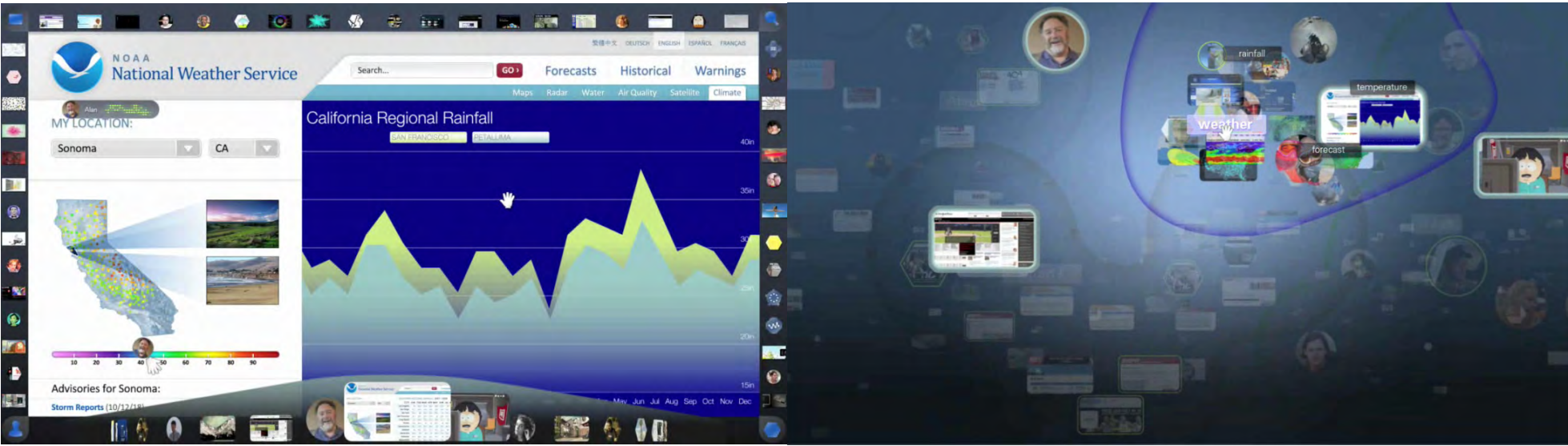


Checkbox
+ label



Dropdown
Menu





Prototipado con imanes // Software, servicios



Prototipado con imanes // Software, servicios



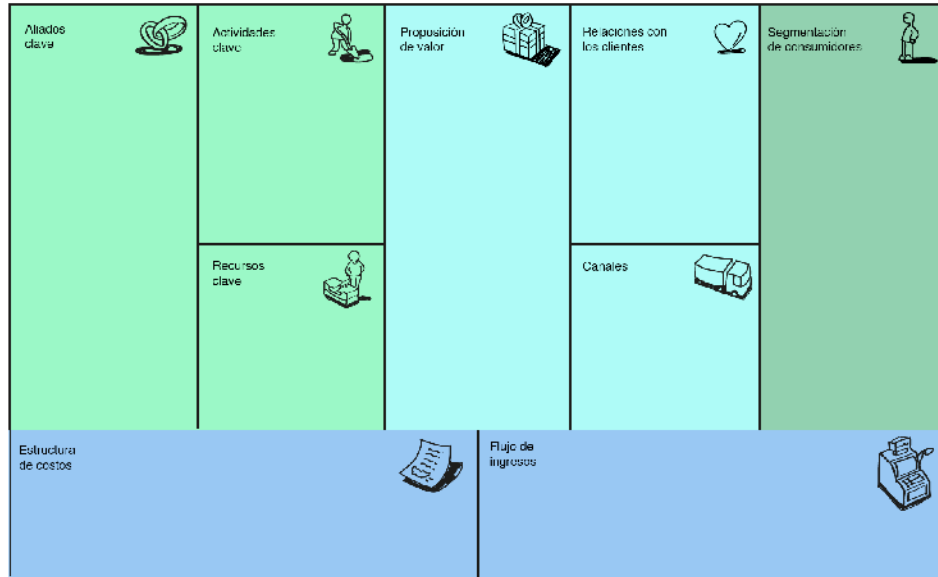
Prototipado con imanes // Software, servicios

<http://vimeo.com/1347289?pg=embed&sec=1347289>

SERVICIOS Y NEGOCIOS EN ORIGAMI



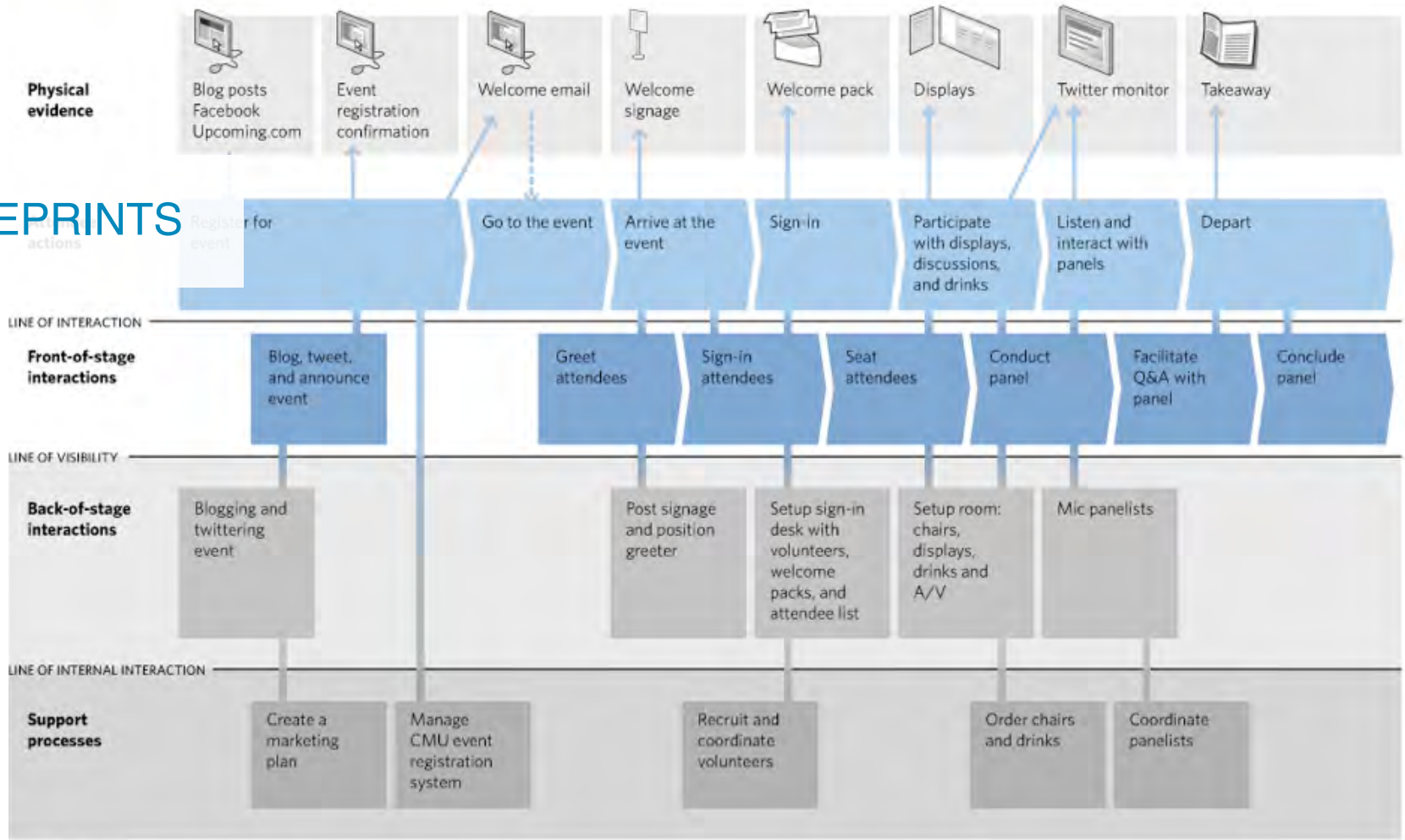
Software, servicios, componentes o experiencias de un producto



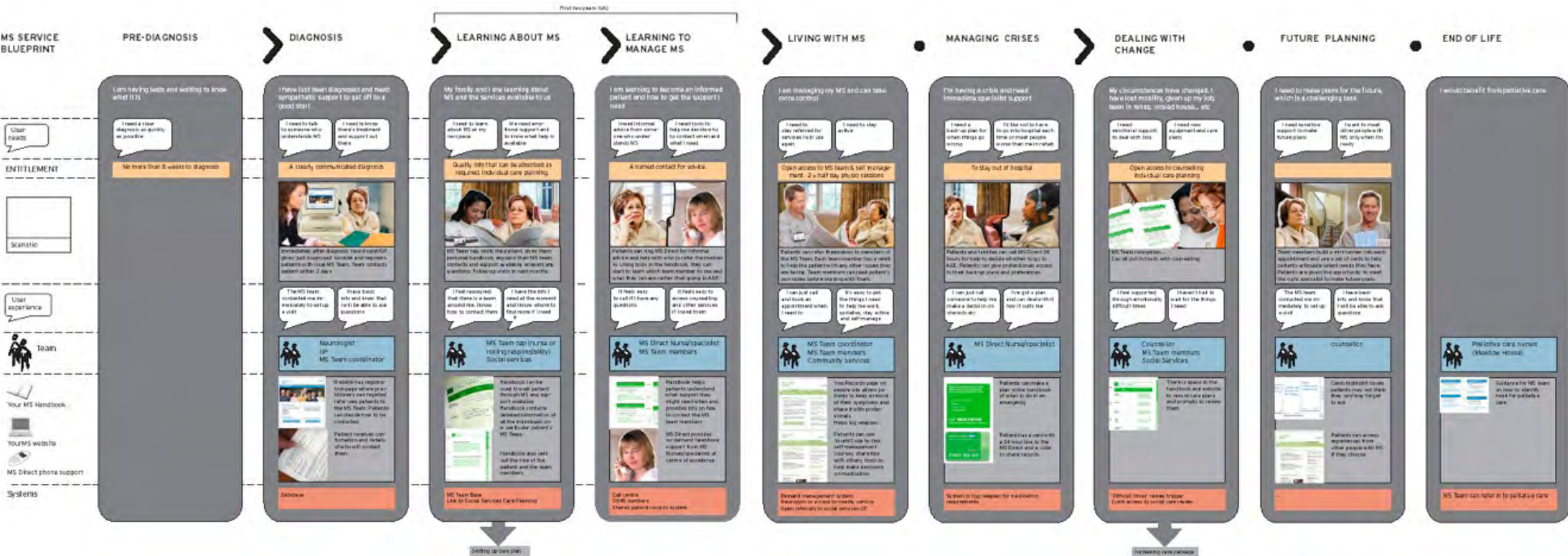


Prototipado con origami

BLUEPRINTS



Software, servicios, componentes o experiencias de un producto





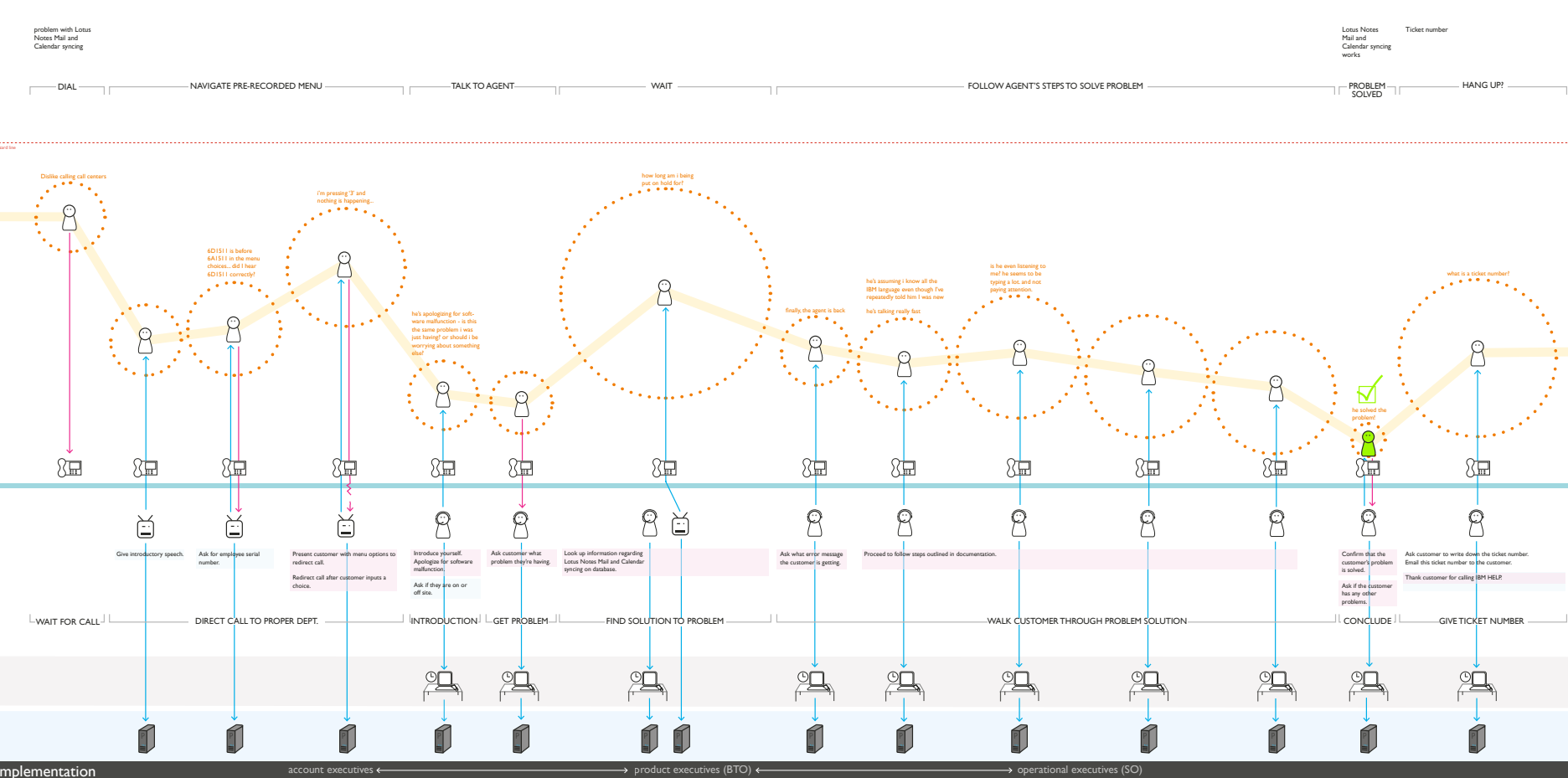
HEART MONITOR



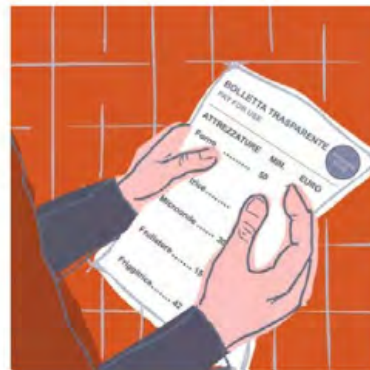
Objectives, scope & journey type	Track the process experienced by jurors to improve levels of service			Customer segment	Jurors		
Moments of truth							
Key journey steps	Receive summons	Jury selection	In court pre-trial	In court – during trial	Deliberation	Delivery of verdict	Post trial
	Receive letter – looking forward to it	Judge was 'professional'	Expenses 'a hassle'	Trial was impersonal	Judge thanks jury + much appreciated	Finishing was a relief	
	Easy to change date by email	Slow selection process	Late start most days	Only small amount of evidence useful	Locked in	Victims family start to cry – 'lowest point'	Not sent information about sentencing
Levers for solution hunting	Comms: Manage expectations Channel: 24 hour access	Customer face: Explain delays Environment: Make the wait as painless as possible	Process: Simplify expenses system Look at time-keeping	Comms: Make jurors aware of role played by all the evidence	Environment: Provide adequate facilities Comms: Brief on verdict delivery	Customer face: Talk to jurors – stress the importance of what they've done	Comms: Ensure follow-up letter goes out re sentencing

© Oxford Strategic Marketing

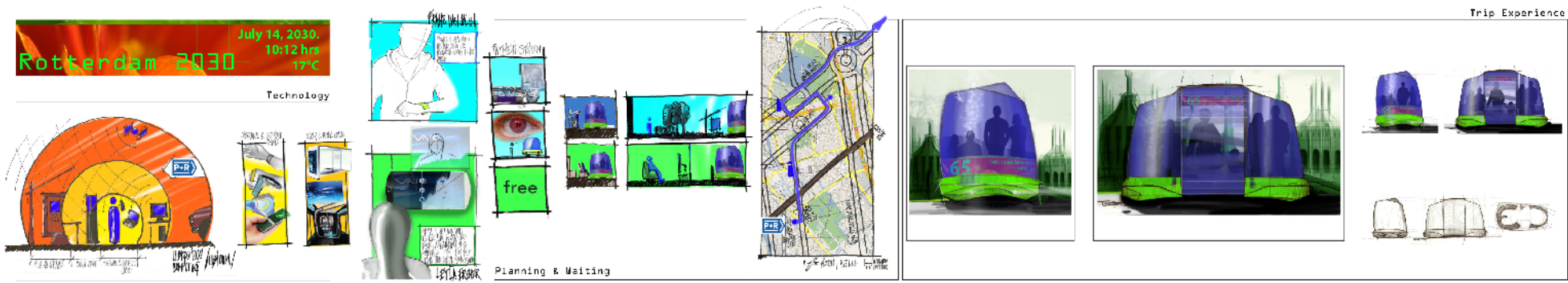
onstage
 customer's journey
 line of visibility
 backstage
 provider's steps
 implementation



STORYBOARDS



Software, servicios, experiencias de un producto



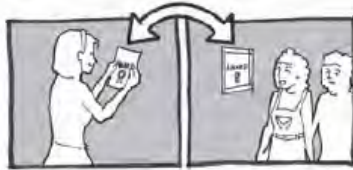
01. Umma Watches Sam Eat



02. How Much Can Umma See?



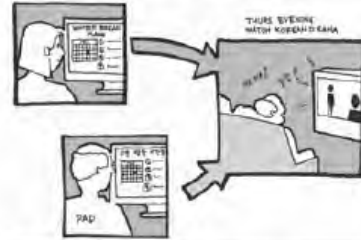
03. Let Umma Show Off



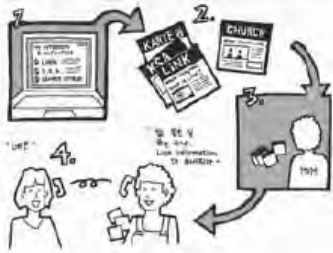
04. Giving a Progress Report



05. Scheduling for Break



06. Showing My Interests



07. American Pastimes



08. Learning from Dramas



09. Choosing a Gift



10. Expressing in Korean



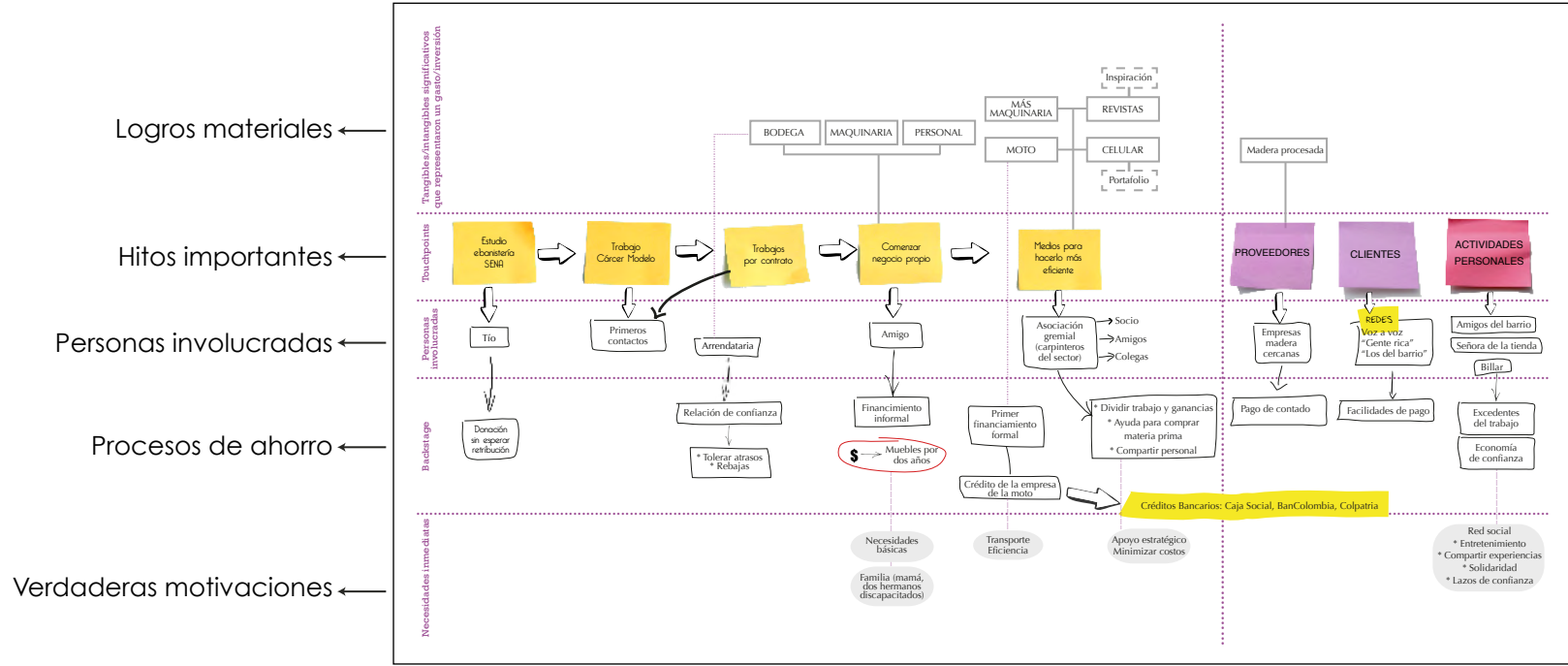
<http://vimeo.com/6955834>

CASO DE ESTUDIO

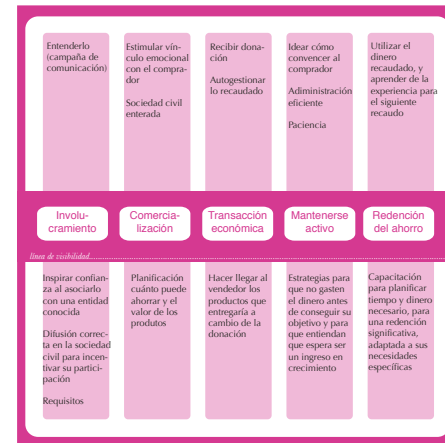
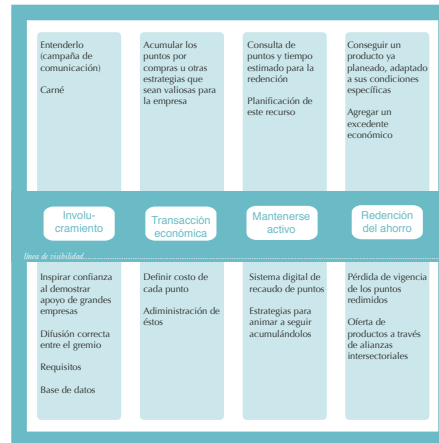
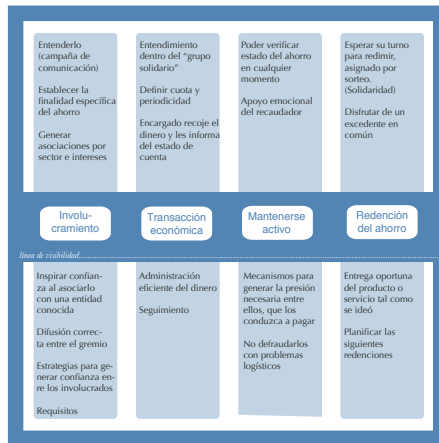
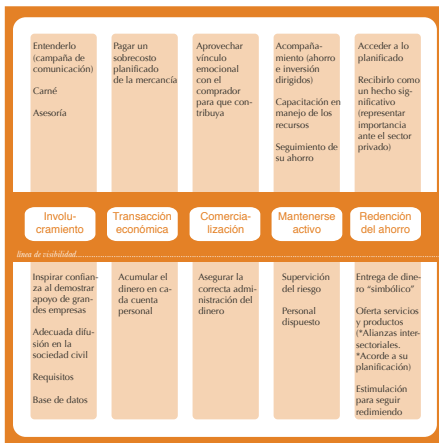


Los vendedores ambulantes y el ahorro





Visualización de las historias de vida



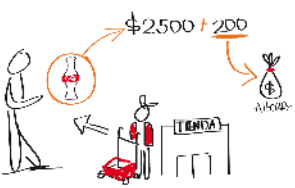


Entrevista estructurada

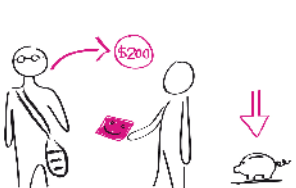


Dinámica de inversión

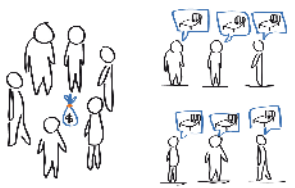
SOBRECOSTO MERCANCÍA



AHORRAR LAS VUELTAS



AHORRO COMUNITARIO

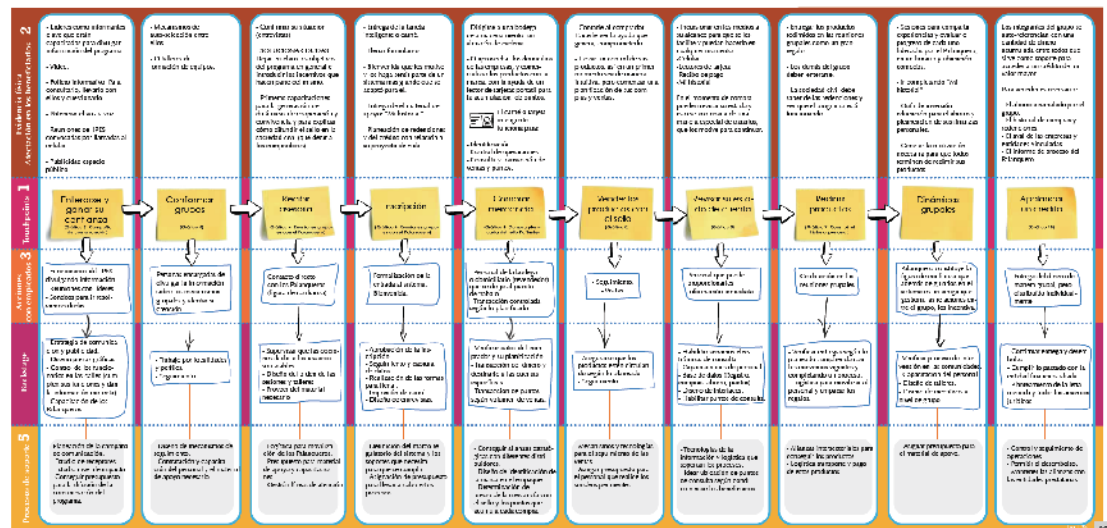


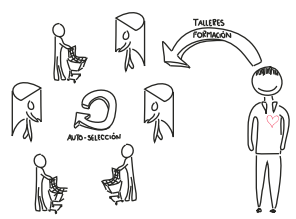
ACUMULAR PUNTOS



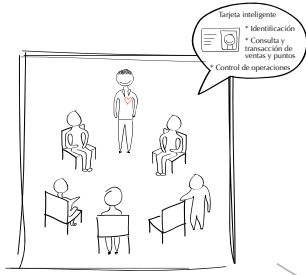


Prototipos en otras ocupaciones

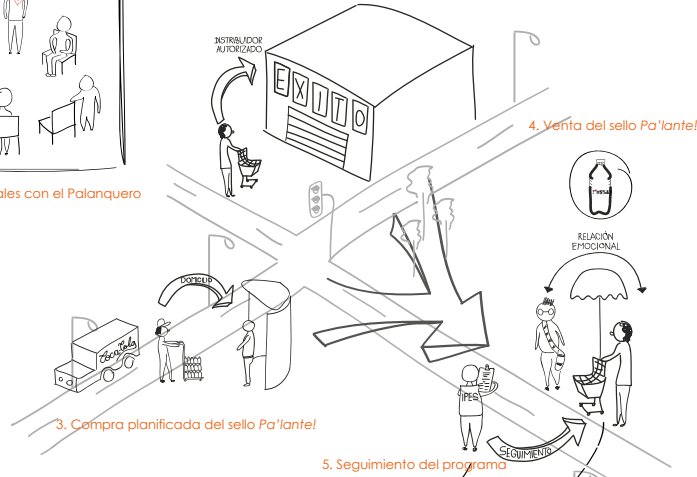




1. Conformar grupos para entrar al sistema



2. Reuniones grupales con el Palanquero



4. Venta del sello Pa'lante!

3. Compra planificada del sello Pa'lante!

5. Seguimiento del programa

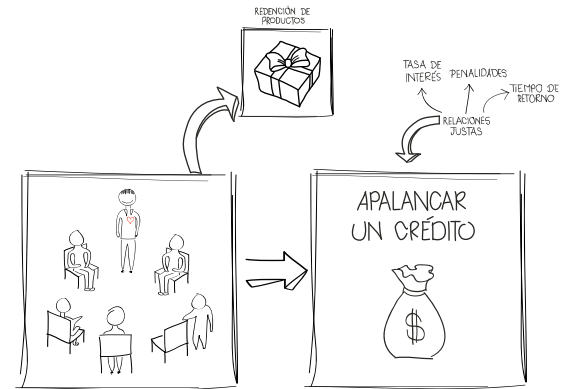
HISTORIA QUE CONTAR

SOCIEDAD CIVIL

OTROS VENEDORES



6. Consulta del estado de cuenta



7. Construir el historial personal

8. Apalancar un crédito

P' lante!
Ahorrando juntos...

Rafael Arias Gutiérrez

c.c. 51.677.233 B1a
Localidad: Suba
Afiliado desde: Agosto de 2011

¡Ni se le ocurra prestar esta tarjeta!

Presente cada vez que compre para acumular su ahorro y sus puntos. Así, pondrá en su progreso. Pídale su estado en los centros de consulta. Beneficio al 250% cuando sea en un comercio a una tienda de campo.

Líneas de atención: 01 8000455555
Reciba asistencia gratuita en los chat de IPES y en la línea del Vendedor Ambulante.

BIENVENIDO!

Y COMO QUÉ?

Rafael Arias Gutiérrez

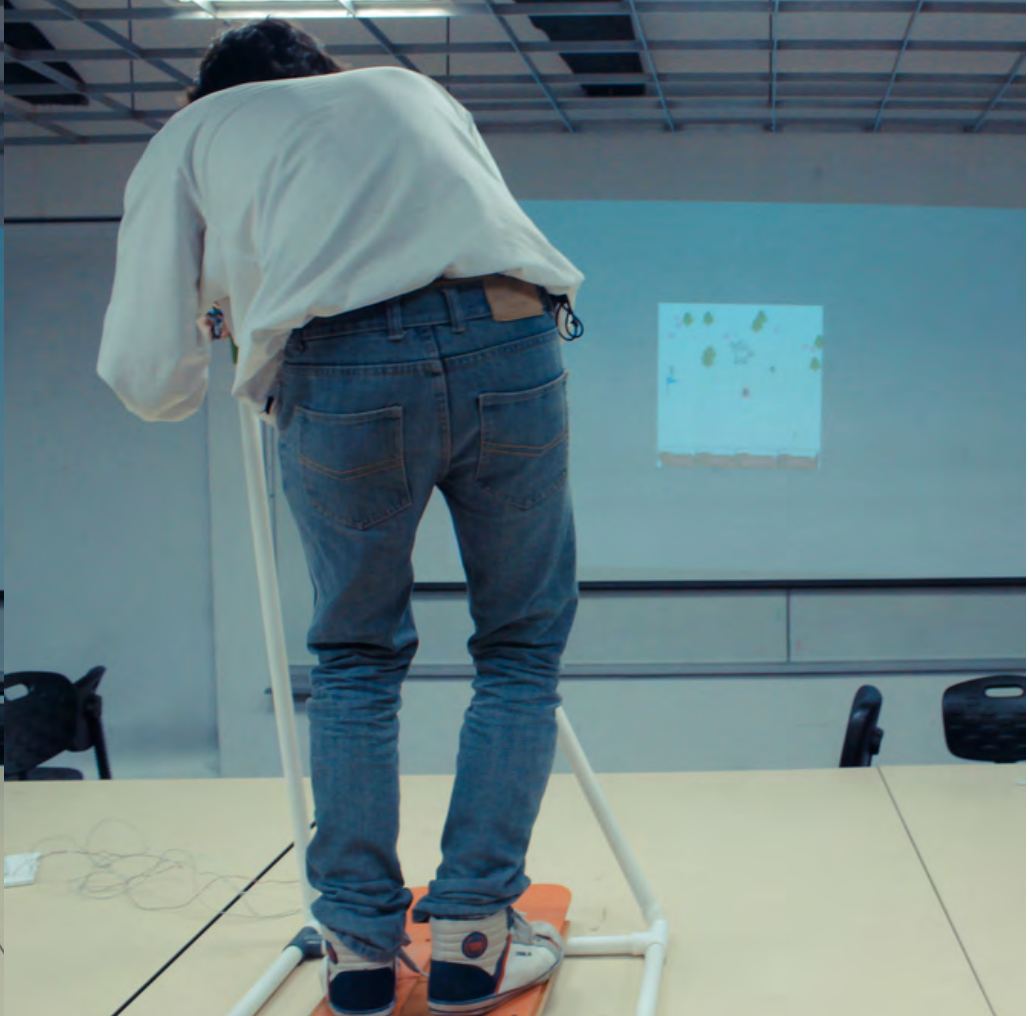


Puntos de contacto materializados



PROTOTIPOS LOW-FI

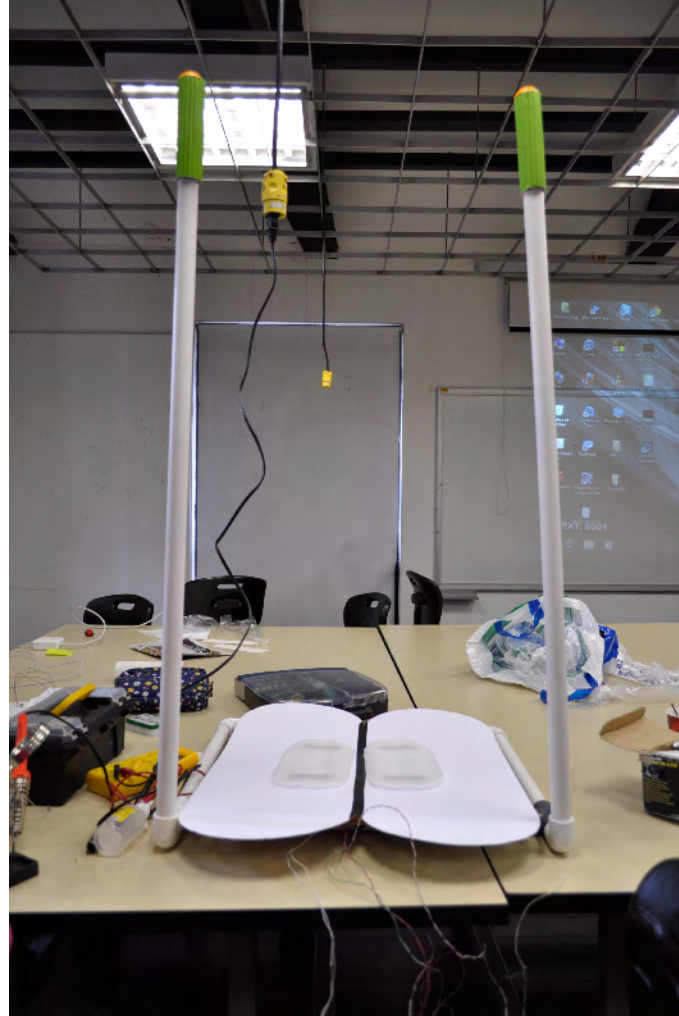
Productos, experiencias, artefactos



PROTOTIPADO LOW-FI // Scooter



PROTOTIPADO LOW-FI // Scooter

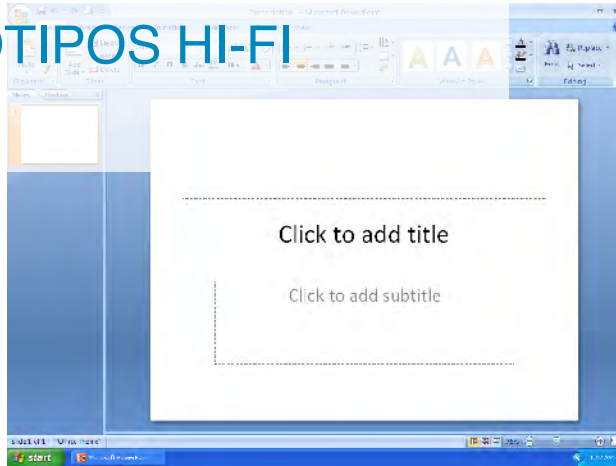


PROTOTIPADO LOW-FI // Scooter

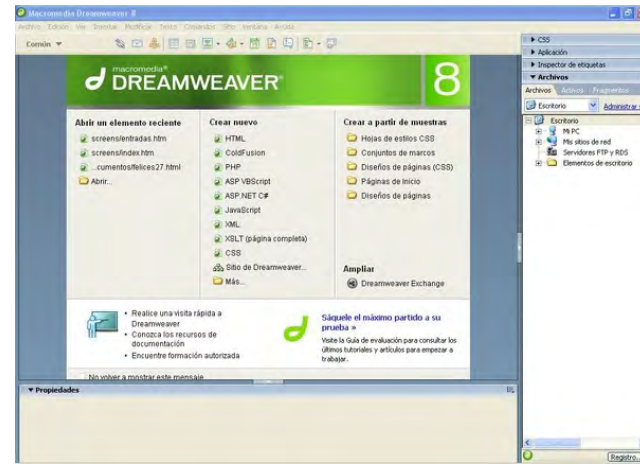
<http://www.youtube.com/watch?v=qm9fu6gmBrQ>

<http://www.youtube.com/watch?v=GkvgsTCV3tE&feature=related>

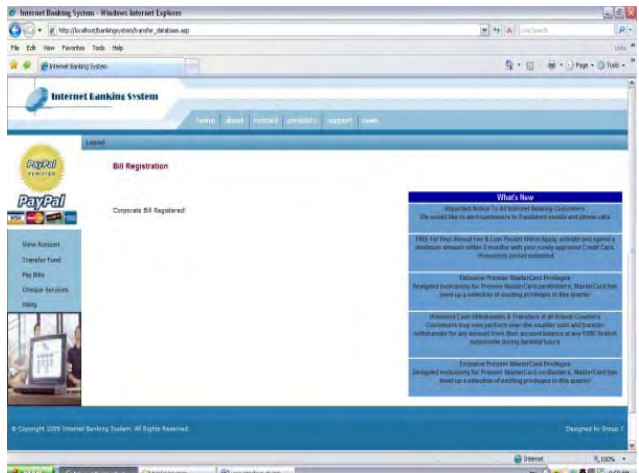
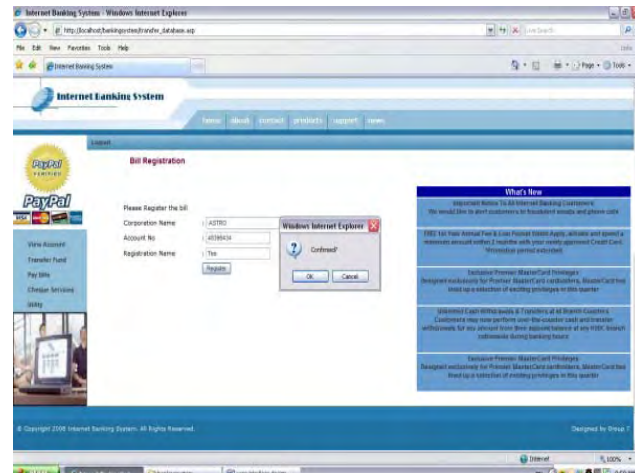
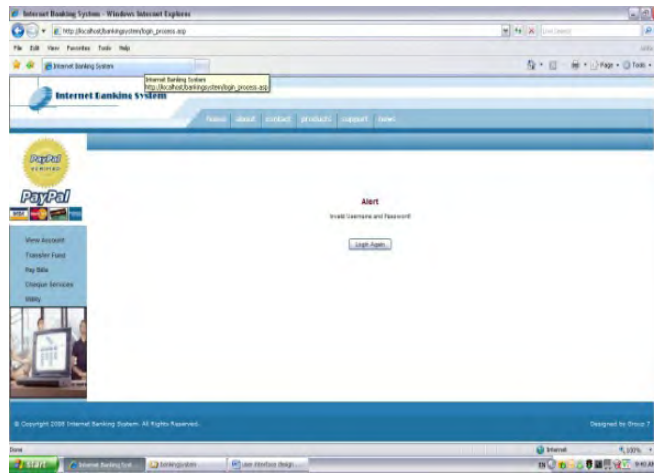
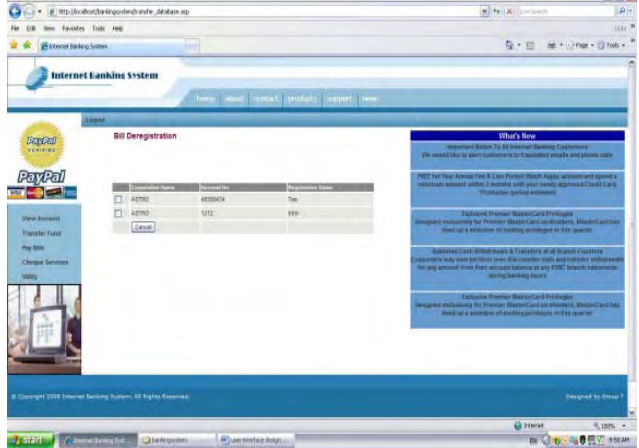
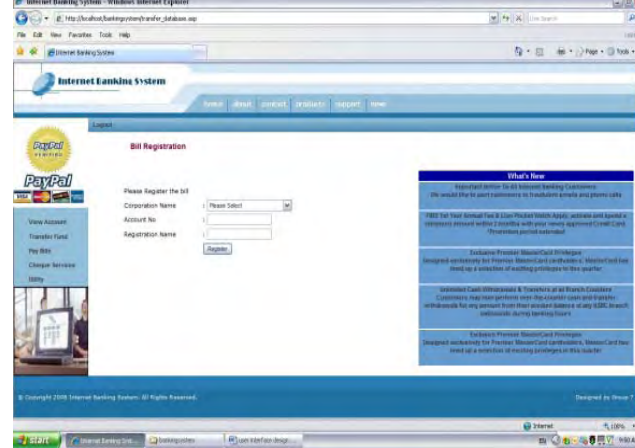
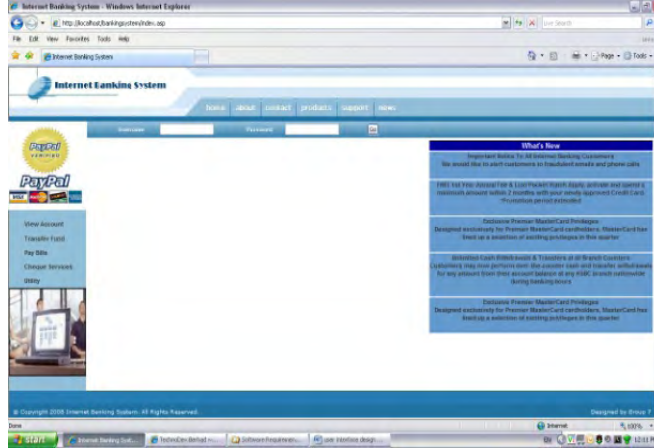
PROTOTIPOS HI-FI



PowerPoint



Dreamweaver



PROTOTIPADO DE SOFTWARE // Royal Bank of Scotland Group RBS



RBS Savings, find the perfect home for your money

Discover a straightforward collection of savings accounts and make the most of your money

[Find out more](#)

Digital Banking

[LOG IN](#)

[Tell me more](#)

RBS Group info
Careers, corporate information and more
[RBS Group website](#)

Services for you and your money

▶ Personal Banking

Everyday banking, extraordinary service.



- ▶ Current accounts
- ▶ Credit cards
- ▶ Mortgages
- ▶ Loans
- ▶ Savings
- ▶ Investments & financial planning
- ▶ Insurance
- ▶ Travel & international
- ▶ MoneySense
- ▶ Digital Banking
- ▶ Careers
- ▶ Affiliates

▶ Private Banking

Exclusive service - and a Private Banking Manager as standard.



- ▶ The service
- ▶ Current accounts
- ▶ Loans & credit cards
- ▶ Savings & investments
- ▶ Mortgages
- ▶ Insurance
- ▶ Tax & wills
- ▶ Members
- ▶ Careers

Services for your business finances

▶ Business Banking

Up to £1m turnover? Everything you need to grow.



- ▶ Banking with us
- ▶ Current accounts
- ▶ Borrowing
- ▶ Savings & deposits
- ▶ Cards & payments
- ▶ Insurance
- ▶ International
- ▶ Careers

▶ Corporate Banking

Over £1m turnover? Get personal service with global reach.

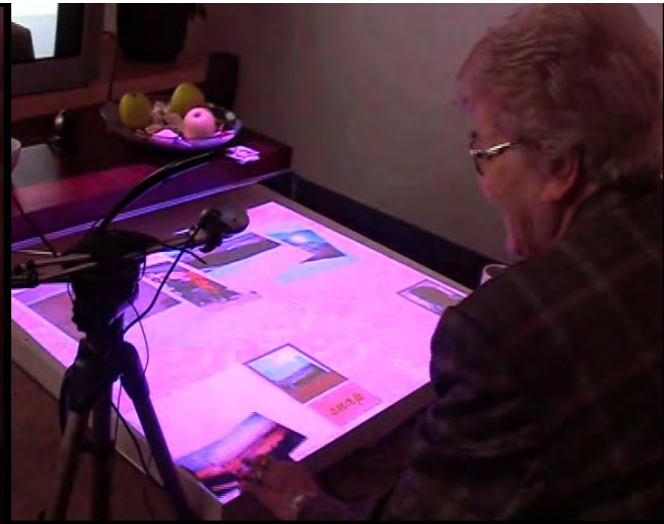
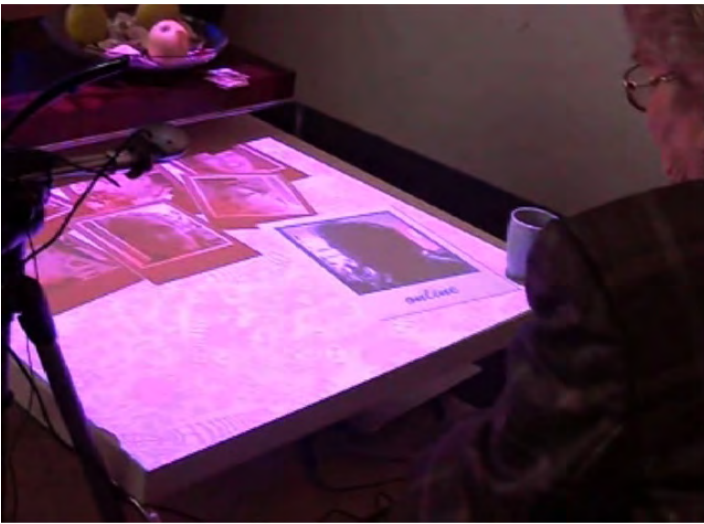


- ▶ Banking with RBS
- ▶ Online services
- ▶ Insight and research
- ▶ Sector expertise
- ▶ Corporate Finance
- ▶ Deposits & investments
- ▶ Payments
- ▶ International
- ▶ Contact Us
- ▶ Careers

PROTOTIPADO CON PROYECCIONES



Software, servicios, componentes o experiencias de un producto

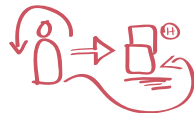


Prototipado con proyecciones // Software, servicios



Prototipado con proyecciones // Software, servicios

<http://www.youtube.com/watch?v=sKSPxQjPOm0>



Observación

Ideación

Concepto

Diseño

Desarrollo

- Emopix
- Diarios de movilidad
- Focus groups
- Personas
- Etnografía
- Entrevistas
(estructuradas, no estructuradas, en contexto, a profesionales)
- Bag mapping
- Test de conflicto
- Test de privación
- Estado del arte

- Sesiones creativas
- Juegos del rol
- Co creación
- Origami
- Papel
- Imanes
- Storyboards
- Mapas mentales
- Touchpoints
- Pensamiento visual

- Blueprints
- Prototipos Low-fi
- Prototipos Hi-fi
- Desarrollo de la experiencia
- Plan de negocios
- Especificaciones técnicas
- Balances
- Testear escenarios