

# PROTOTIPADO DE EXPERIENCIAS EN EL MARCO DE LA INNOVACIÓN

¿Cómo en un proceso de investigación, desarrollo  
e innovación es indispensable prototipar?

**De la idea al producto**

**i**

**Experiencias**

**ex**

**Pruebas**

**p**

**Los valores del prototipado**

**v**

 Observación

 Idea

 Concepto

 Diseño

 Desarrollo

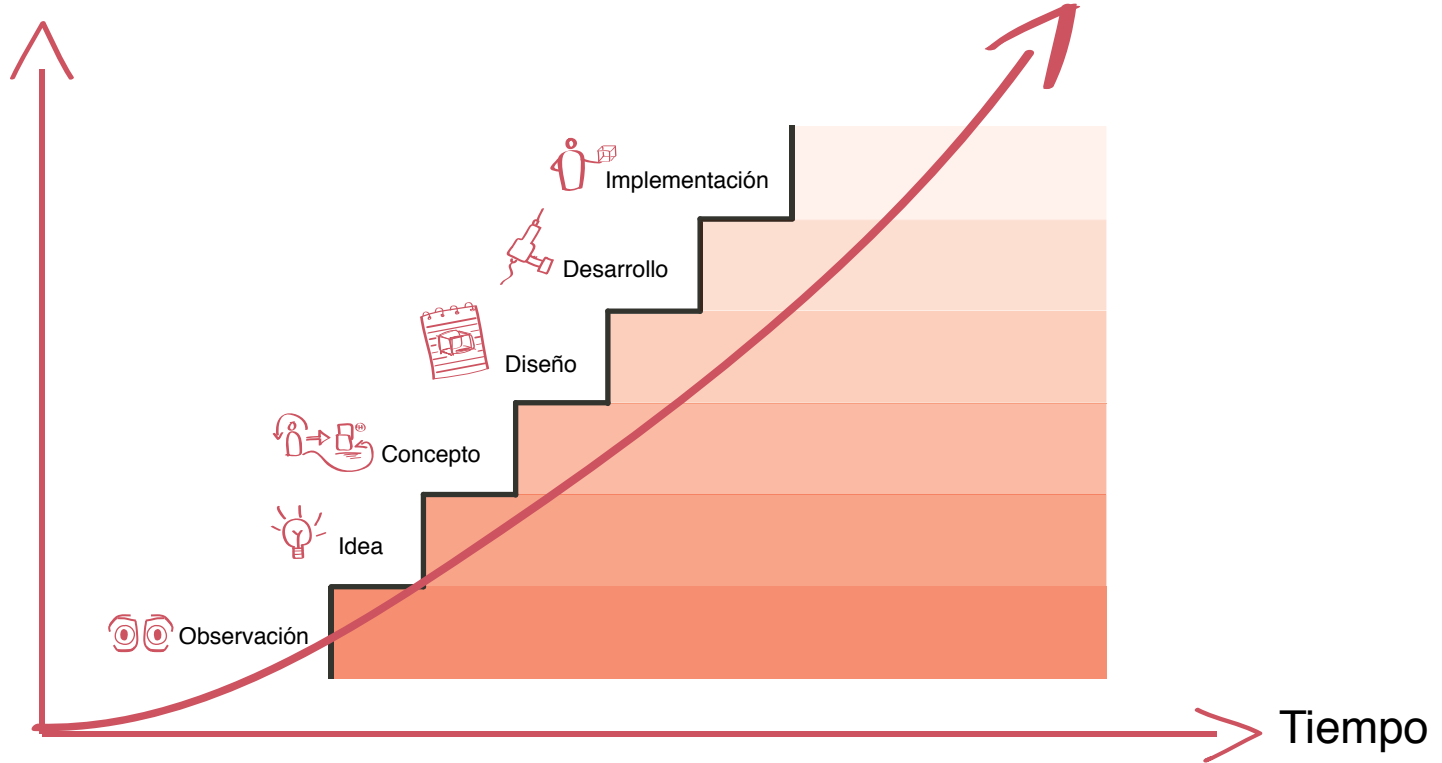
 Implementación

LA ESCALERA DE LA INNOVACIÓN

i ex p v

Recursos

Riesgo



LA ESCALERA DE LA INNOVACIÓN

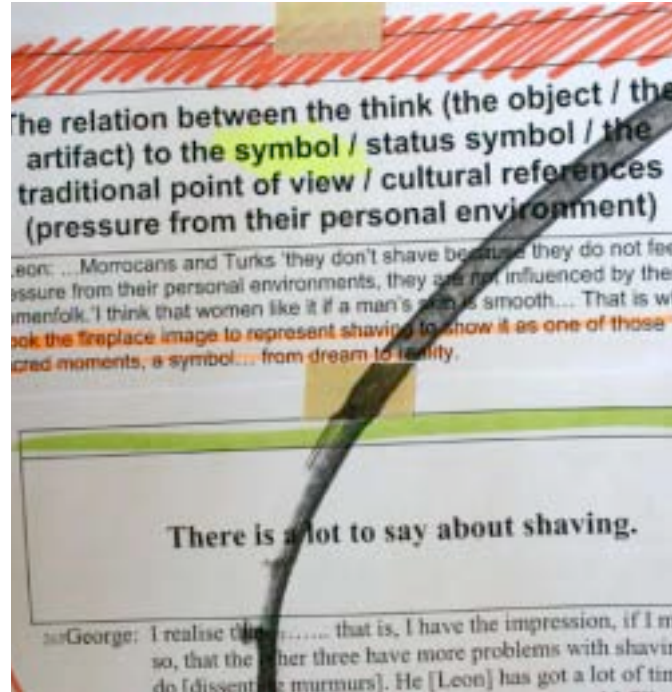
i ex p v

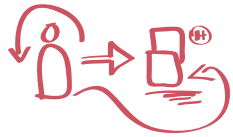
# Observación





Idea



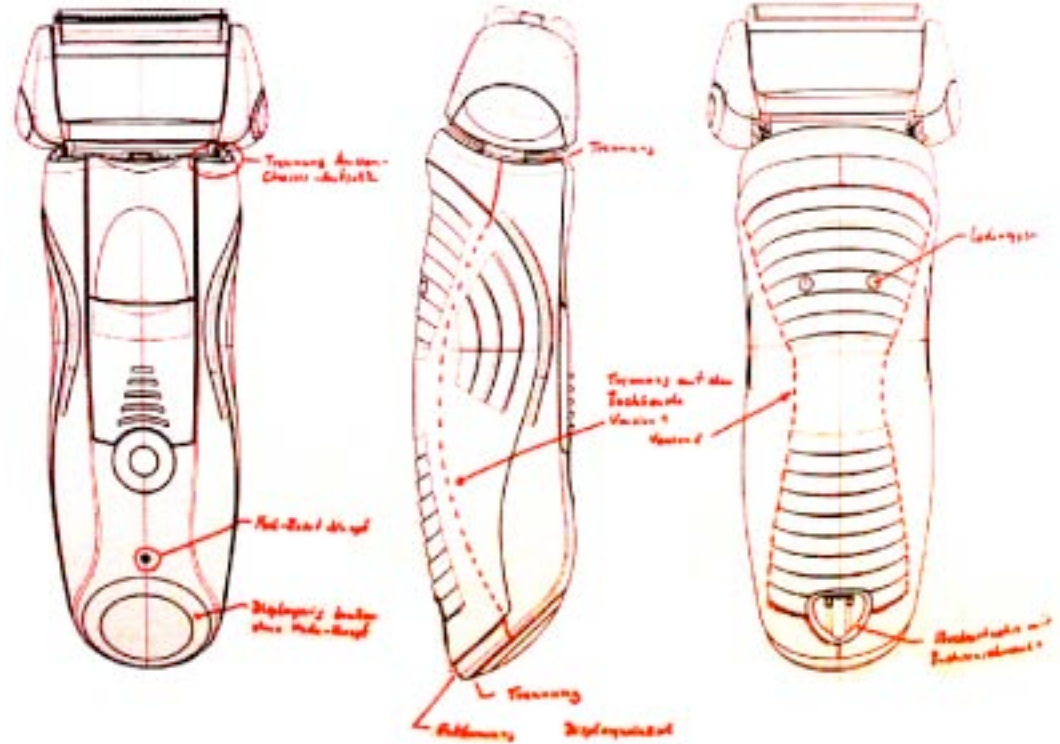
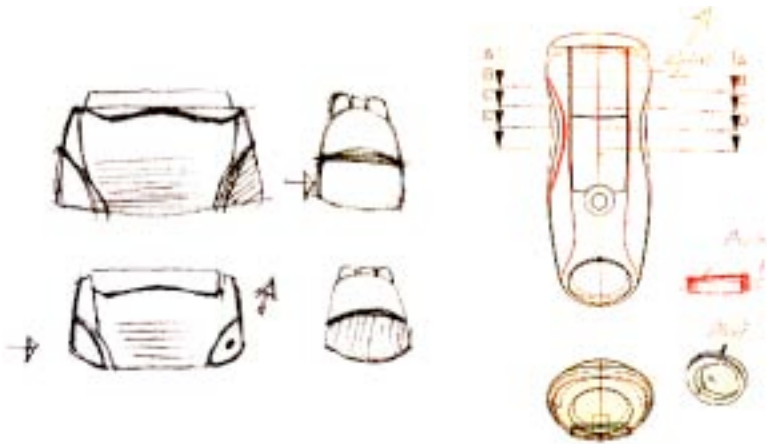


# Concepto





# Diseño

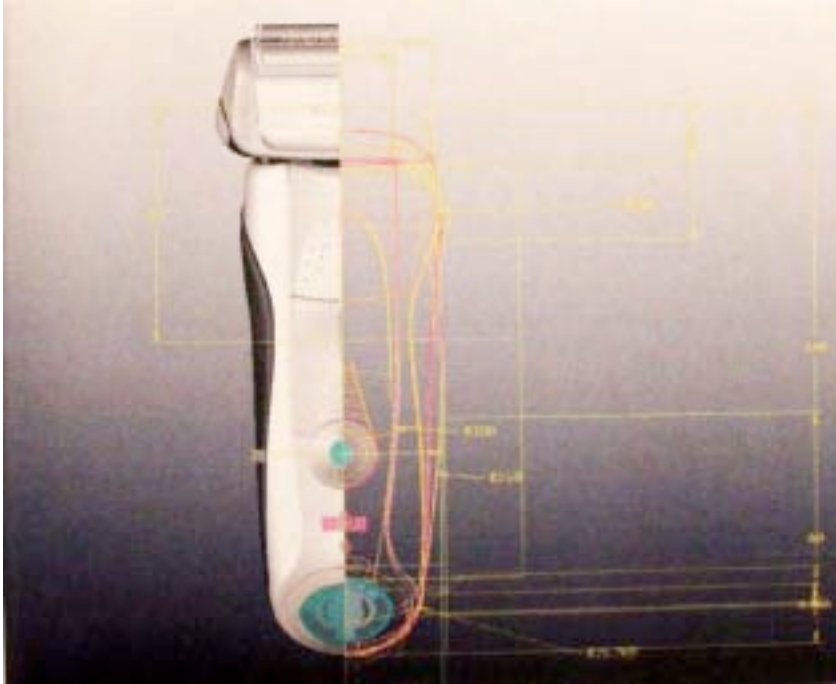






## Desarrollo





LA ESCALERA DE LA INNOVACIÓN

i ex p v



Implementación



LA ESCALERA DE LA INNOVACIÓN

i ex p v



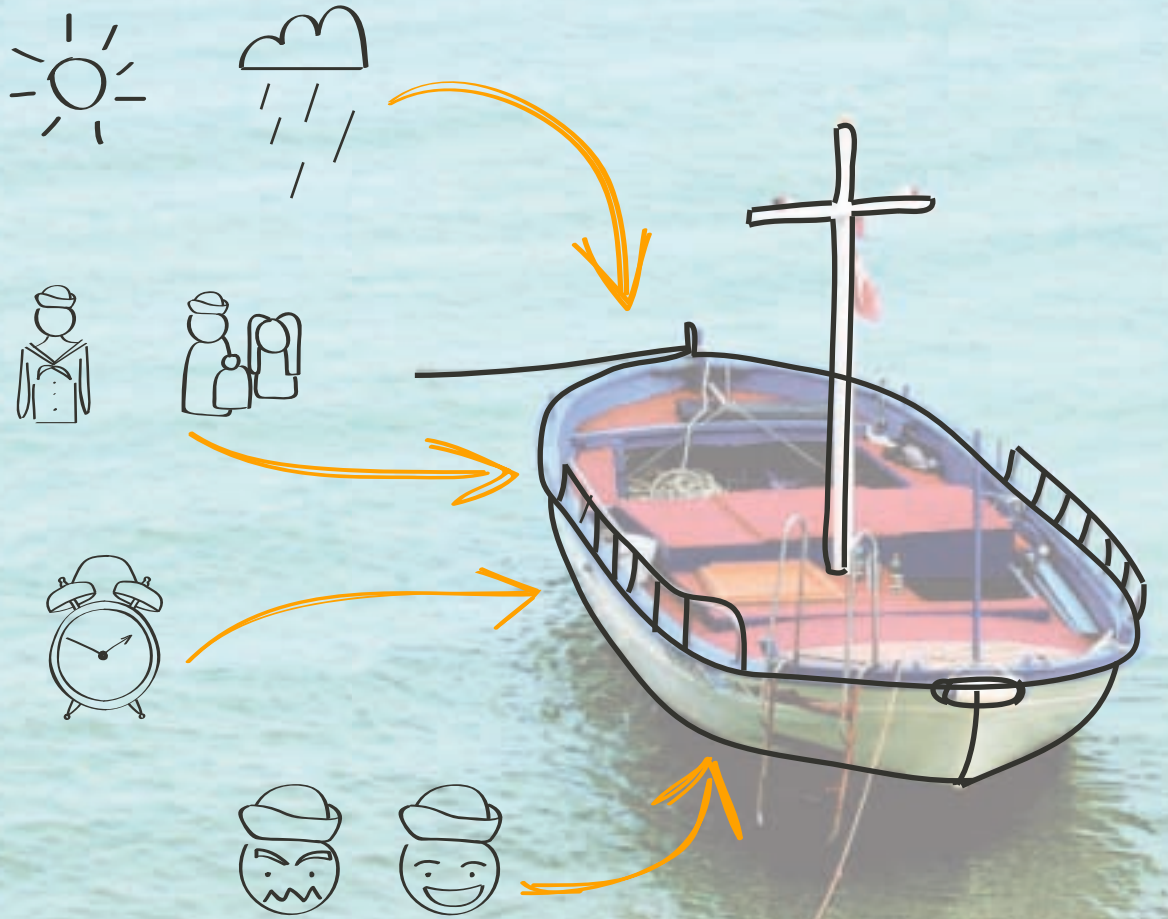
LA ESCALERA DE LA INNOVACIÓN

i ex p v



EXPERIENCIAS

i ex p v



EXPERIENCIAS

i ex p v



EXPERIENCIAS

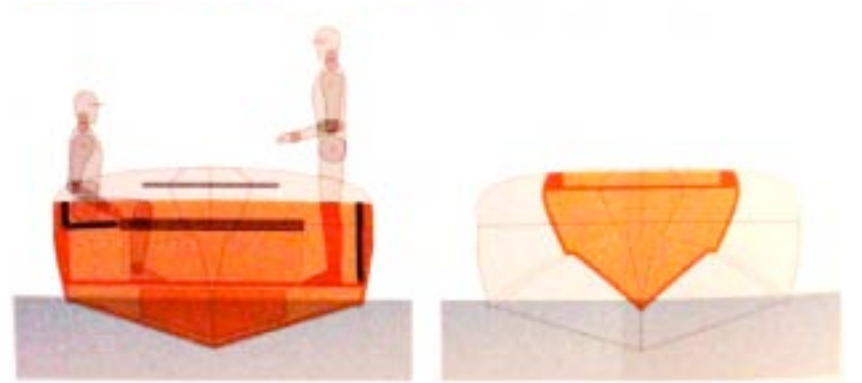
i ex p v



EXPERIENCIAS

i ex p v







BOATS4RENT

Select Location: Oceanside Newport/Balboa Long Beach Marina del Rey Tempe Town Lake



## What's SUP?

Stand Up Paddleboarding is all the rage - join the fun and work your core like never before.

Oceanside

Newport/Balboa

Long Beach

Marina del Rey

Tempe Town Lake



EXPERIENCIAS

i ex p v

ENTENDER  
COMUNICAR  
EXPLORAR

# Movilidad

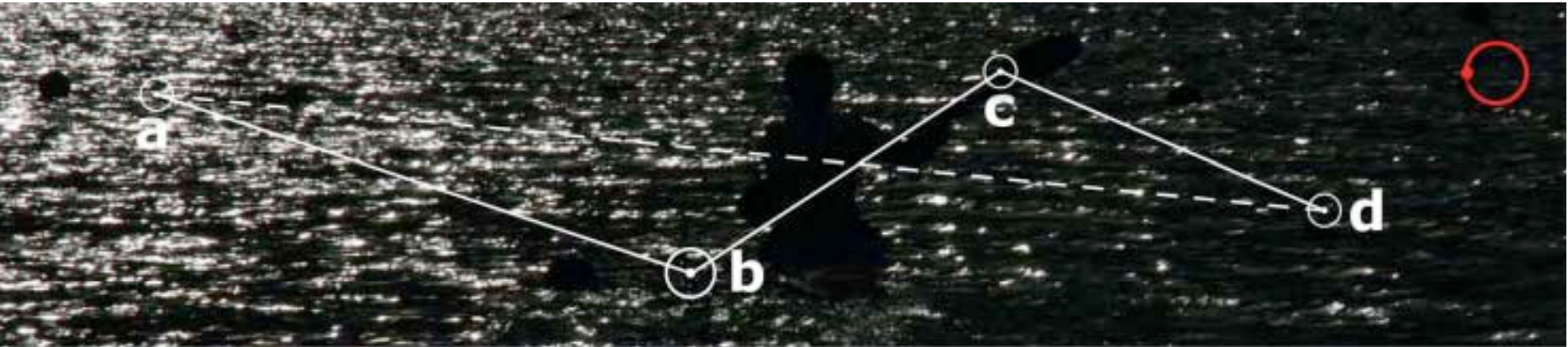
Tema



LOS VALORES DEL PROTOTIPADO

i e x p v

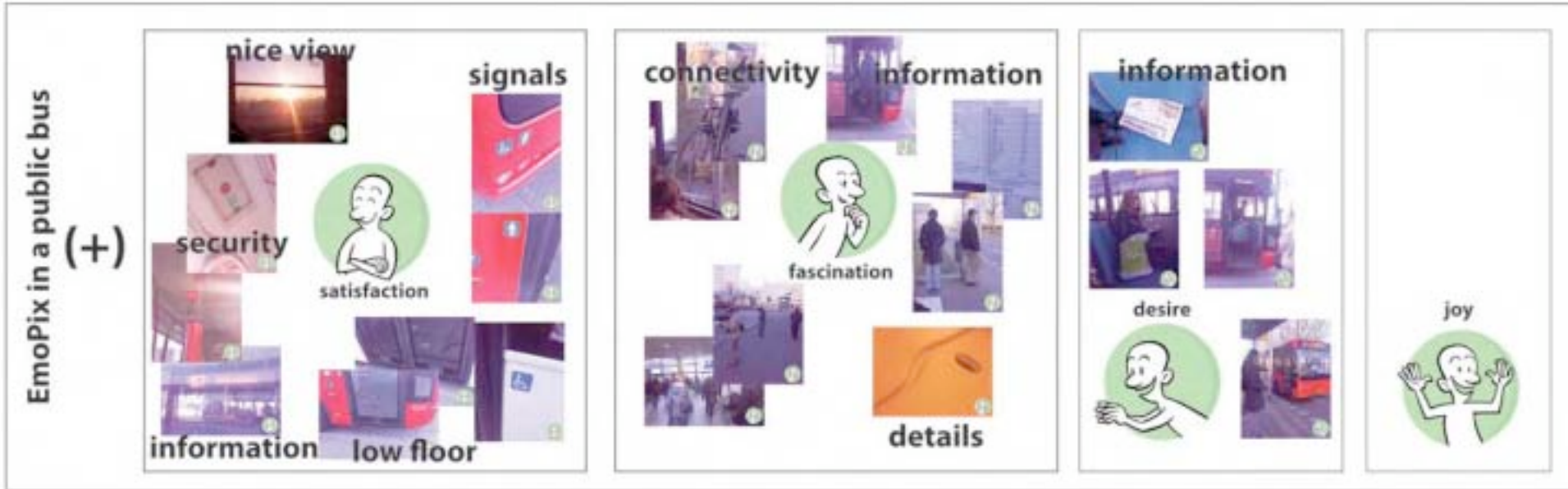
# Aproximación



LOS VALORES DEL PROTOTIPADO

i ex p v

# Emopix



Diario de movilidad



LOS VALORES DEL PROTOTIPADO

i ex p v



# Focus groups



LOS VALORES DEL PROTOTIPADO

i ex p v

# PERSONAS

**Wahid, Juhel, Remya and Praveen Datta**  
 Conditions at Rotterdam: Citizen  
 Age: 40-50 (2 years old), 40-50 (2 years old) and 1 year (10 years old)  
 Nationality: Indian and French and French and Indian (French)  
 Market: Cruise, Boatman

Wahid (She is a scientist and studies at MIT) at Rotterdam School of Management (I know 3 languages), Praveen is a self-employed who works at Shell in the R&D department researching about renewable energy. Wahid is in the 3rd grade at the 3rd grade.

Other details: Wahid is a social trader at Praveen's company. Praveen usually uses private car because he works for Shell, but when he is unable to go to the Shell office at Rotterdam he takes a public bus. Juhel usually goes to their school by their own bicycles. Praveen usually goes to a garage to practice basketball with his friends.

**Top Memory:**  
 Wahid: Rotterdam 11/02/10  
 Praveen: Thomas a Kumpansen 22 Rotterdam  
 Juhel: Station Rotterdam Central Rotterdam 16 minutes  
 Remya: Rotterdam backpack

**Icons:**  
 Shell, KLM, a bag, a briefcase, a suitcase, a backpack, a bicycle, a wheelchair.

**Real Polaris**  
 Conditions at Rotterdam: Cruise visitor  
 Age: 11 years old  
 Nationality: British  
 Market: Cruise, Elevated (cruise), variety of a busy get around (city)

Real Polaris Product Manager at British Airways at Rotterdam and Curacao  
 Real Polaris visit Rotterdam for a attending a company meeting, where he had a fully sponsored transportation, including airport and transferring over the Canal to Shell at the Sea Center from London UK  
 Staying for 2 weeks  
 Working: Partly

Other details: He is the first time visit his city, and he has some experience with the intermodal passenger transport at the Rotterdam. He is currently arranged the transportation and transportation facilities. He doesn't speak Dutch.

**Top Memory:**  
 Rotterdam, 8/1/10  
 From Curacao Ferry Hotel 21/10 Rotterdam  
 To London from Rotterdam 1/12/10 Rotterdam  
 Activities: 22 activities  
 Luggage: 1 briefcase

Logos: U, Unilever, Magnum, EDEN

**Mika Linn and Fabian Mauer**  
 Conditions at Rotterdam: Cruise  
 Age: 16 (10 years old) and 16 (only 10) years old  
 Nationality: Japanese  
 Market: Cruise, France

Real Polaris: They plan to visit and to visit their parents in Rotterdam, Sweden  
 Coming from Osaka Japan  
 Staying for 2 days  
 Working: No

Other details: Mika and Fabian are backpackers traveling around Europe. Rotterdam is their second destination after Paris and they plan to visit Amsterdam for four days. They don't speak Dutch and they have a little bit of English. They are staying in a hotel in Rotterdam. They want to visit lots of places, including museums, shopping centers, galleries and Rotterdam.

**Top Memory:**  
 Rotterdam 11/02/10  
 From Rotterdam 11/11/10 Rotterdam  
 To La Roche Sur Yvon 17 Rotterdam  
 Duration: 20 minutes  
 Luggage: 100 backpacks

**Sophy Boman**  
 Conditions at Rotterdam: Citizen  
 Age: 42 years old  
 Nationality: She is Turkish (she speaks) and Dutch  
 Market: Cruise, visitor

Real Polaris: She worked at the hospital at home  
 Other details: She had a long time and mostly visit her friends during the weekends. She needs a wheelchair and she has a problem of mobility.

**Top Memory:**  
 Rotterdam 10/12/10  
 From Rotterdam 10/12/10 Rotterdam  
 To The Hague 10/12/10 Rotterdam  
 Duration: 20 minutes  
 Luggage: 1 medium bag

Logos: Priceline, a wheelchair.

## Sesiones creativas



LOS VALORES DEL PROTOTIPADO

i ex p v

## Juegos de rol



LOS VALORES DEL PROTOTIPADO

i ex p v

# Prototipos de baja resolución



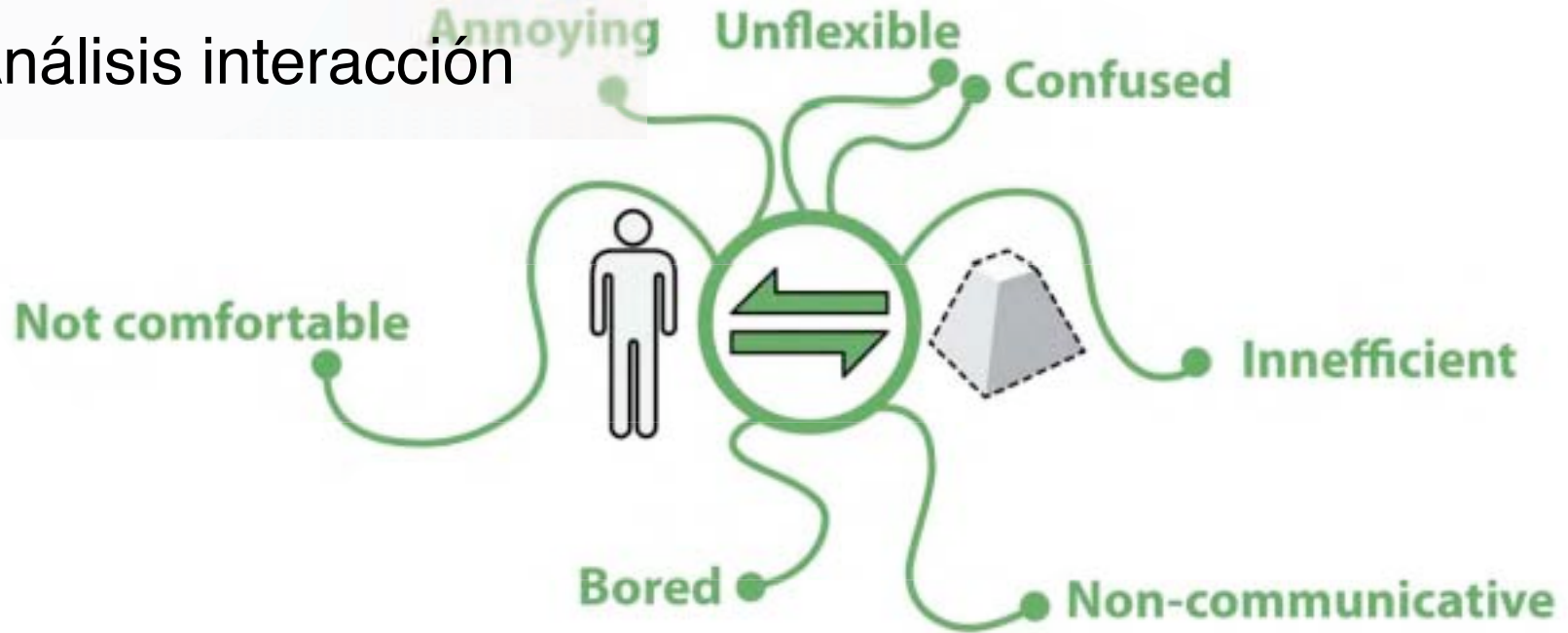
LOS VALORES DEL PROTOTIPADO

i ex p v

# Descubrimiento



# Análisis interacción



# Análisis contexto



**selected city**  
**Rotterdam**



# Escenario futuro



LOS VALORES DEL PROTOTIPADO

i ex p v

# Fases del concepto

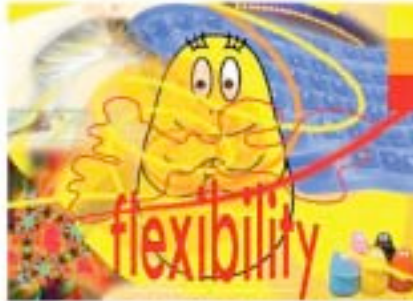
freedom



efficiency



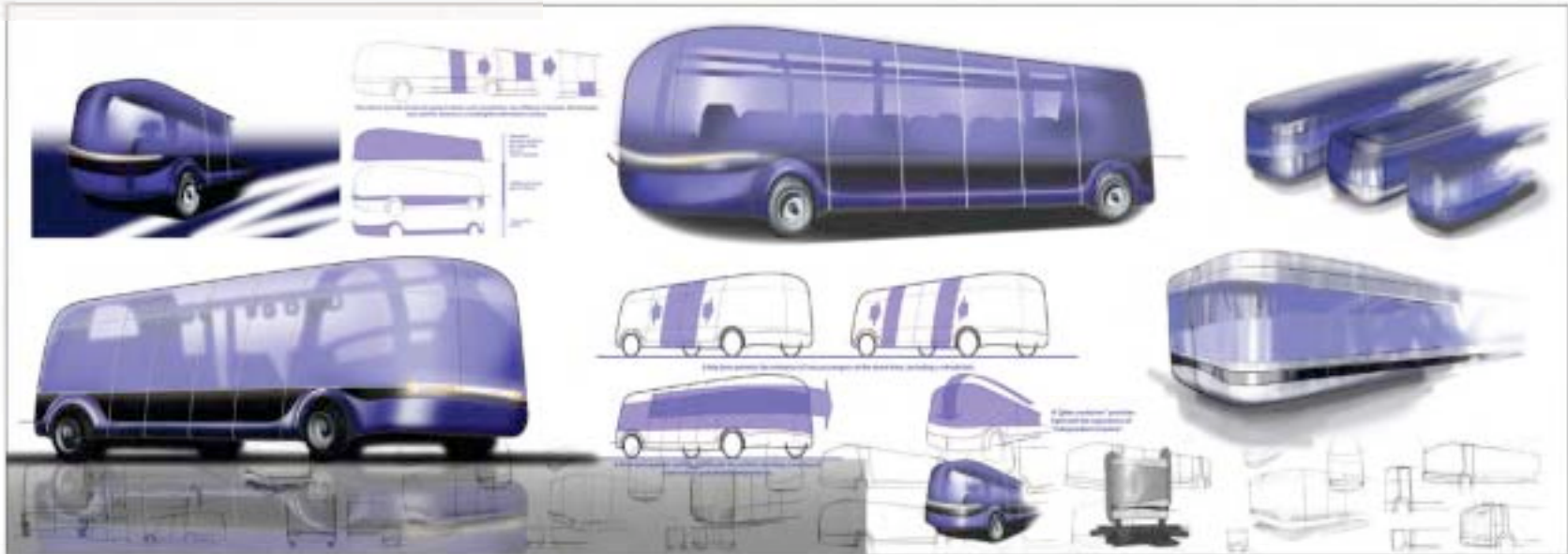
flexibility



comfort



# Bocetación



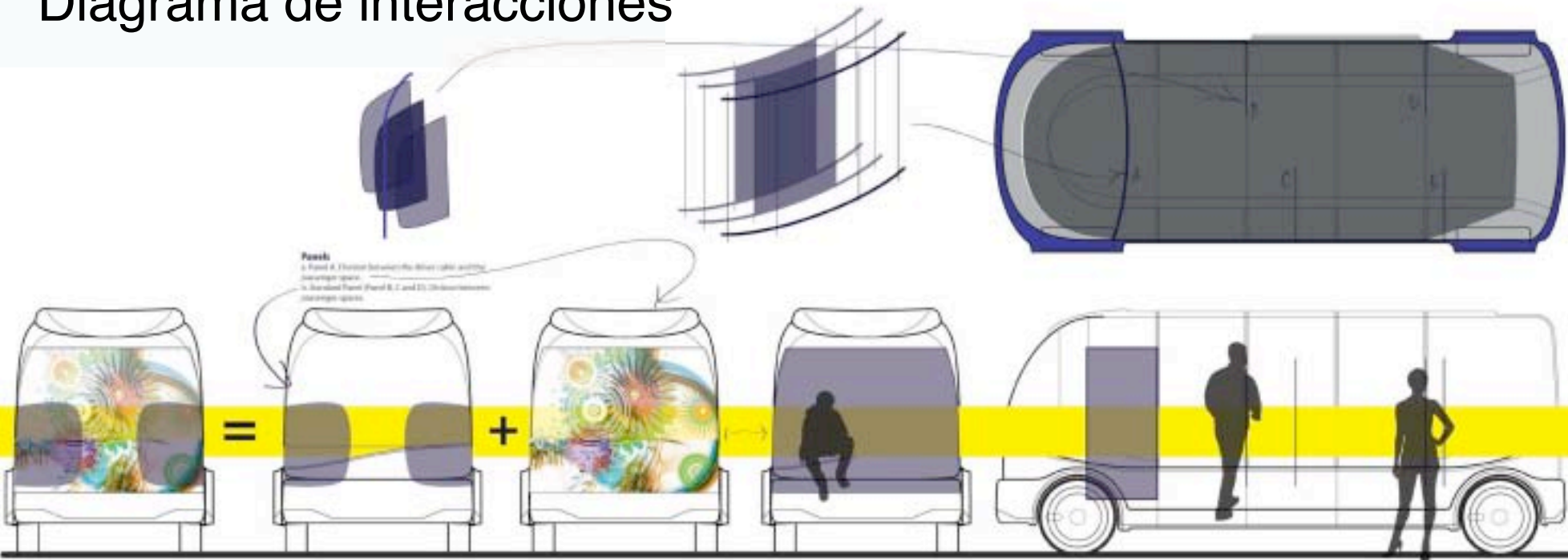
## Bocetación final



LOS VALORES DEL PROTOTIPADO

i e x p v

# Diagrama de interacciones



## Feria con niños

