

Introducción Fase Proponer

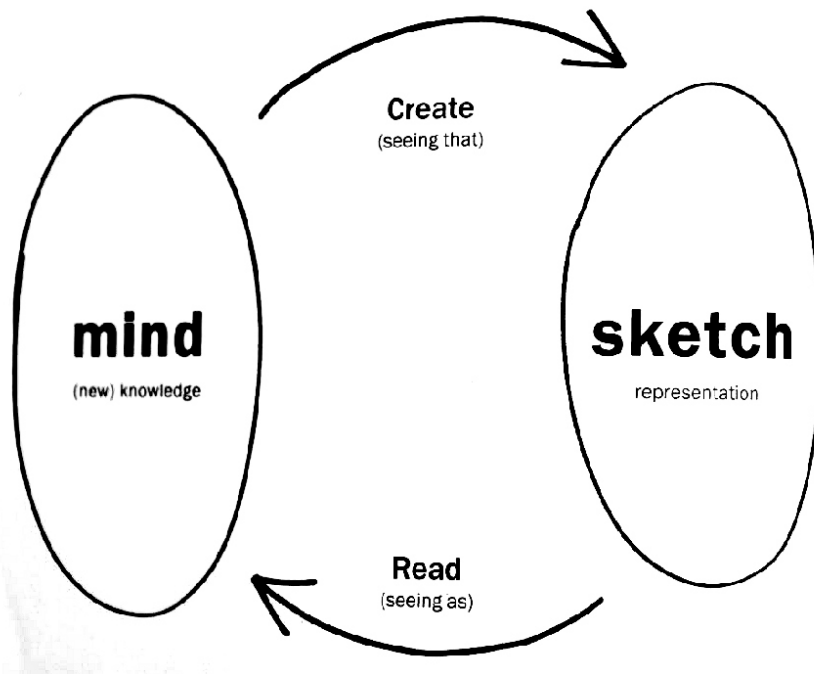
Universidad de los Andes

Segundo semestre 2009



- Proponer es un proceso
- Es una fase que *inicia* con el resultado del análisis en la que se ha definido la *ruta* proyecto.
- *Termina* con la generación de conceptos
- Objetivo: Caracterizar las posibles soluciones, en diferentes escalas.
 - Definir – Evaluar - Redefinir

¿QUE ES BOCETAR?



A sketch of a dialogue with a sketch. Tomado de: Sketching user experiences. Bill Buxton. (2007). Morgan Kaufmann. P. 114. Fig. 41.

Bocetar (sketching) visualizar, explorar y dar forma a las ideas en un medio.

Los bocetos son flexibles

De baja resolución (lo-fi)

Se usan ágilmente

Son una representación sensible y provocadora del problema de diseño.

Un boceto es deliberadamente ambiguo, exploratorio, inacabado.

La habilidad para bocetar es común a todos los diseñadores, así lo hagan de diferentes maneras: lo esencial es la capacidad para presentar una idea y aproximarse iterativamente a su definición.

¿QUE ES PROTOTIPAR?

Los prototipos son representaciones de un diseño hechas antes de que la versión final exista. Informan tanto el proceso de diseño como las decisiones de diseño.

Los prototipos permiten:

Manifiestar rol de un diseño en su contexto

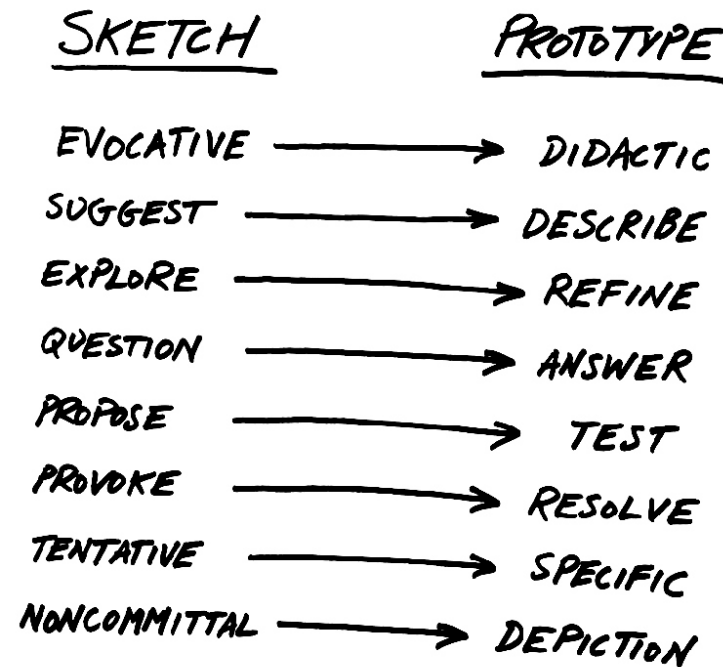
Factores de forma y atributos

Evaluar la experiencia de las personas

Resolver problemas de implementación

Facilitar la comunicación de los

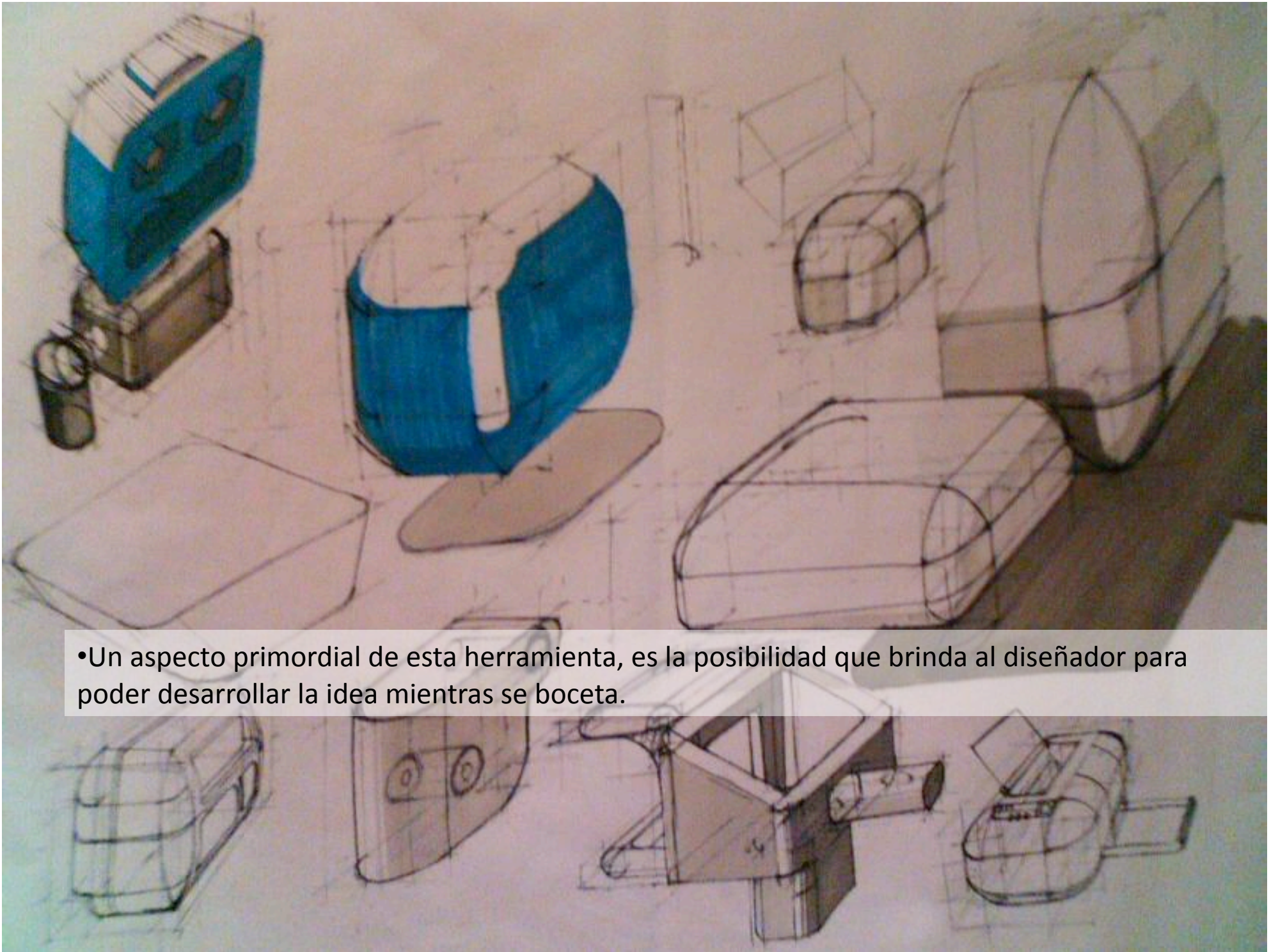
diferentes stakeholders de un proyecto.



The sketch to prototype continuum. Tomado de: Sketching user experiences. Bill Buxton. (2007). Morgan Kaufmann. P. 140. Fig. 52.

MEDIOS

- Gráficos: En esta fase son propósitosivos. Todos los que se usaron en la fase anterior +
 - Bocetos
 - Tabla morfológica
 - Story
 - Mood boards
 - Diagramas de flujo
 - Mapa sistémico
 - ...

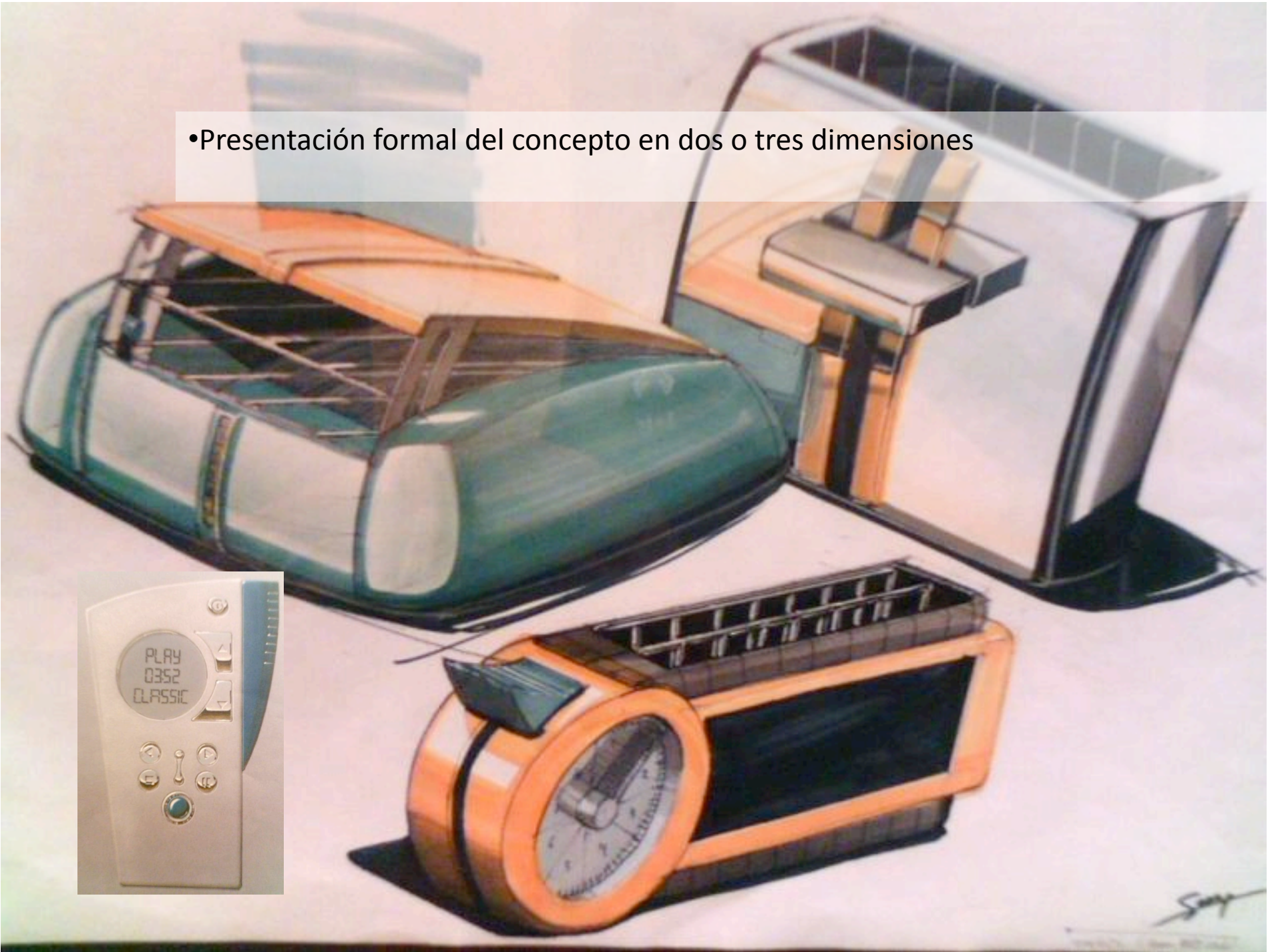


















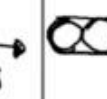






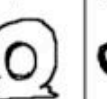


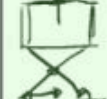




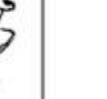















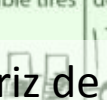
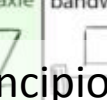




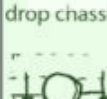








•Un aspecto primordial de esta herramienta, es la posibilidad que brinda al diseñador para poder desarrollar la idea mientras se boceta.

- Presentación explicativa de principios funcionales y relación con el usuario

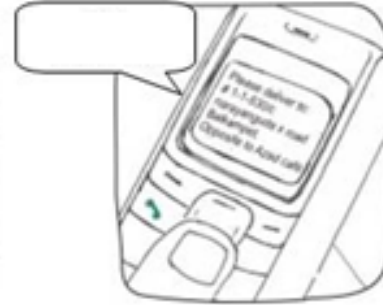


- Presentación formal del concepto en dos o tres dimensiones



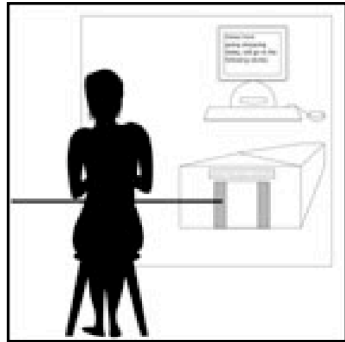
		Components (principles)															
		A	B	C	D	E	F	G	H	I	J	K	L	O	P		
Parameters	Getting energy	PTO 	hydraul 		pneum 	add mo 						= most feasible					
	being as light as possible	materi 	red materi- rial 	rib 	fold 	net 	inflatable 										
	Enable safe/stable transport	rubber 	hinge susp 	bandwidth 	2 axles 	tirepress 	double tires 	move cog 	catapiler 								
	Applying low pressure	xtra feet 		double tires 	2 axles 	tire at back 	tirepress 	catapiller 									
	Lifting mechanism	beammech 	hightip 	tooth 	transp belt 	tilt 	crane 	archimedes 									
	Unloading	 push		tilt 	transp belt 	belt 	archimedes 	balloon 	nest cont 	packaging 	sep. bag 						
	Enable stable unloading	xtra feet 	drop chassis 	cog forw 	move tire 	wide tire 	double tires 	double axle 	bandwidth 	move cog 	catapiler 						
	Enable stable parking	drop chassis 	double axle 	xtra feet 	wide tires 	double tires 	double axle 	catapiler 	tire ress 	move tire 							

•Tabla morfológica Matriz de principios funcionales donde se proponen las posibles soluciones a los problemas de diseño previamente enunciados

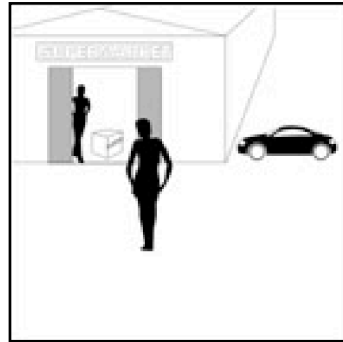


Story Boards: Serie de representaciones graficas, por medio de las cuales se puede observar el concepto presentado y su interacción con el usuario.

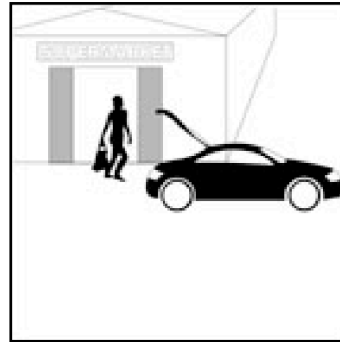
Co-shopping



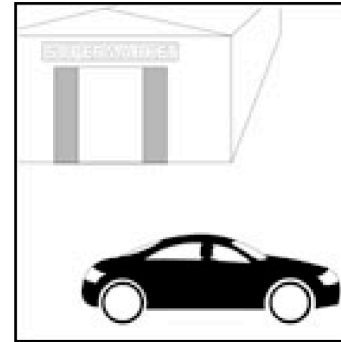
Before leaving work, Kaisa enters her shopping path and time table into the Arabia Intranet and chooses some items from the Co-Shopping list...



...she goes to the local shopping center where she informs the staff of the supermarket about picking up the ordered goods.



After having done her own weekly shopping, Kaisa picks up the goods ordered by her neighbours



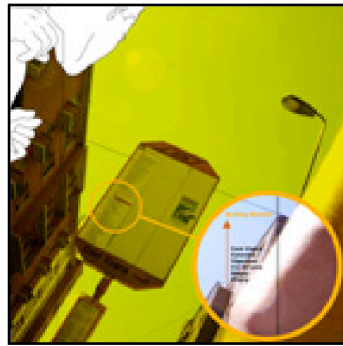
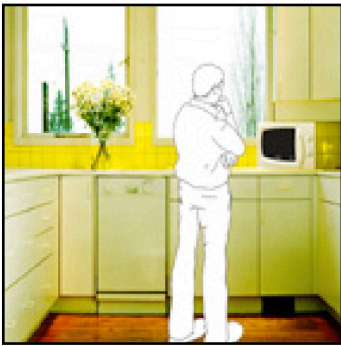
... and, thanks to the community car, she drives back home her shopping and her neighbours'...



...coming back from the shop she puts the groceries for her neighbours in their specified box and confirms the delivery on their mobile.



Rolling market



Takashi has a microwave which he wants to discard, but it is still in a good condition, so he wants to resell it, while Lorenza is looking for a moderate price microwave for her new flat.

After putting his name and contact number on his microwave, Takashi goes to the tram stop to check the timetable of the Rolling Market pick up tram.

During the specified pick up time in the evening hours, Takashi brings his microwave for pick up by the Rolling Market personnel.

After a thorough quality control inspection, Takashi's microwave is on the market for reselling.

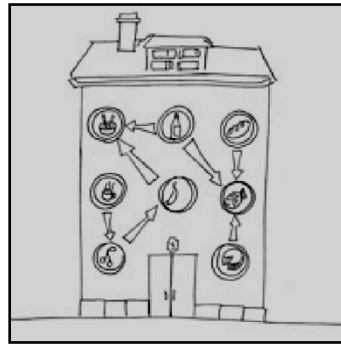
Takashi receives the check from Rolling Market after his microwave has been sold, and Lorenza is at home happy with her new microwave.



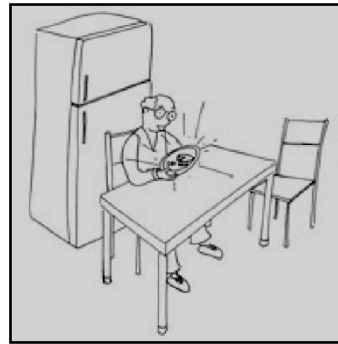
Plate with me



1. Marguerite loves good cheese, and she would like to share her passion with her neighbourhood.

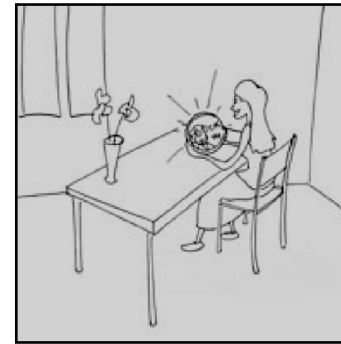


2. In Marguerite's house, an internal network allows her to connect to the other inhabitants.

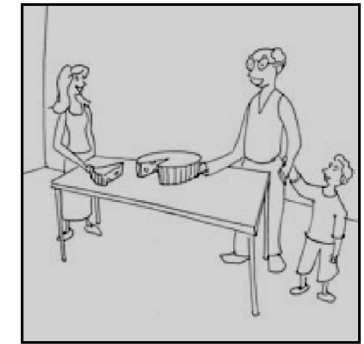


3. In every flat, there is a "digital plate" connected to the internet in order to receive the "cluster

purchase "proposals"



4. A neighbour is interested by Marguerite's proposition. He decides to be a part of the cheese buying, and pre-orders himself a half kilogramm



5. The cheese is delivered directly to Marguerite's house. And everybody come in order to celebrate the arrival of the cheese.



Mood boards: Representación grafica del concepto o conceptos a presentar dentro de un contexto estético, el cual permite la visualización de este en relación con un mundo objetual en el cual debe encajar.

Previous Concepts

Beauty box as a tool in the dairy workday

Tool

Beauty box that gets balance by itself and is carefree

Balance

Fist

Beauty box that boost the male appearance of the trucker

Concepts	Semantic	Function	Shape
Tool	●	●	●
Balance	●	●	●
Fist	●	●	●

Final Concept

Material

Steel 3
Leather 1
Rubber 2
Stainless 4
checker plate

Shape

Basic geometrical shapes

Color

Black Strong-Hard
Red Get Notice-Action
Chrome Pride-Recognition

Semantic

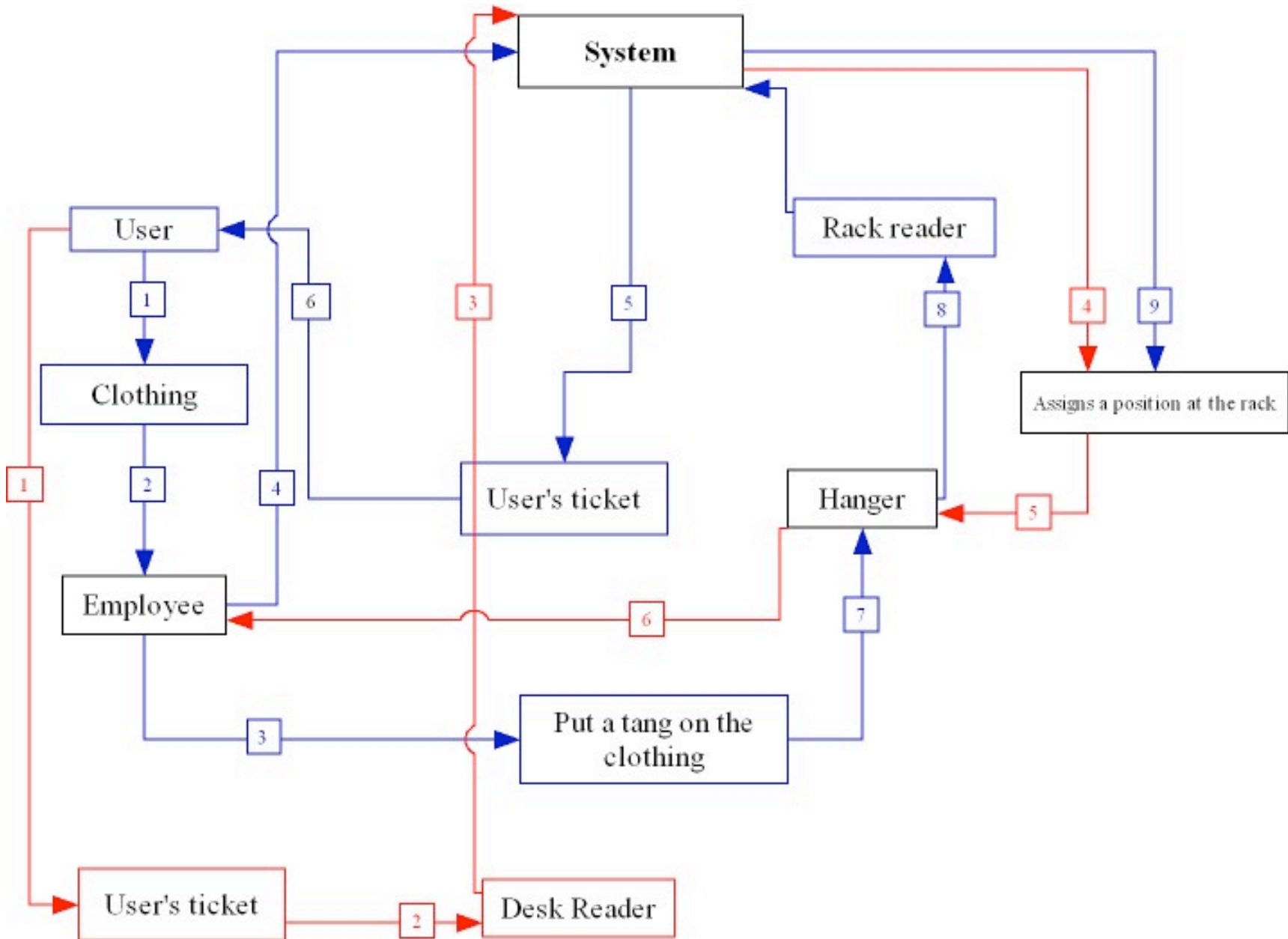
Being the beauty box an object of proud, was designed to be notice while gives a more male appearance to the trucker with its fist shape

Function

The beauty box takes care of itself

- getting balance in any position permitting a nonchalant usage
- resist shocks with its parts in rubber
- resisting heavy work with its steel structure

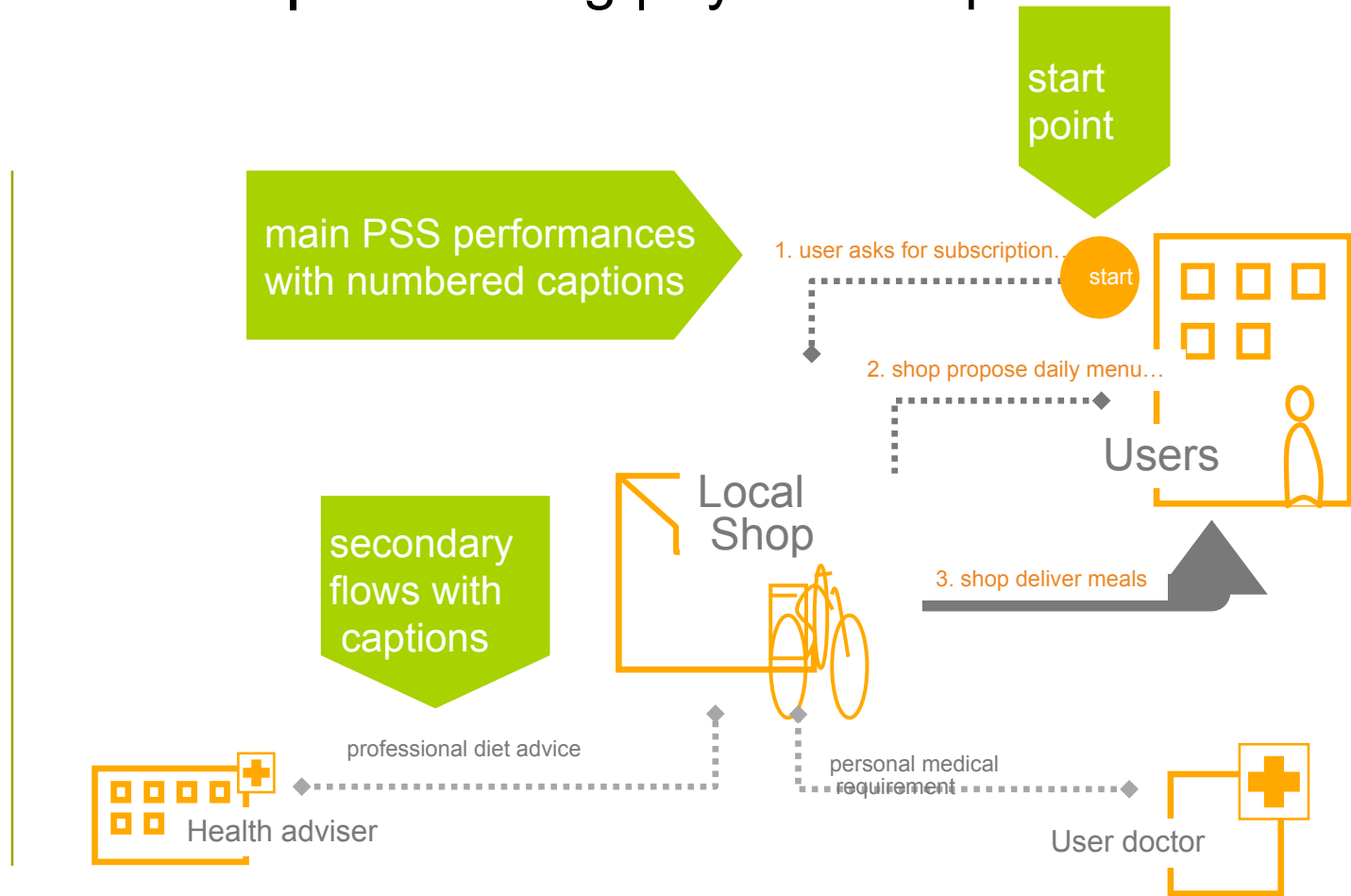
Juan David Bernal
1291610



• **Diagramas de flujo** Gráfico explicativo del recorrido de elementos en un sistema.

Business model | Networking | System map

only main / consistent flows are indicated at this stage to prevent from confusion...



•**Mapas sistémico:** Gráfico explicativo de los diferentes elementos e interacciones que componen la propuesta.



MEDIOS

Otros: En esta fase es fundamental incluir otros tipos de bocetación / prototipado

– Modelos

- De forma
- Función

– Escenarios

- Gráficos (apoyados en los story boards)
- Video escenarios

Nokia 888 Design



•**Videos** Por medio de estos se puede mostrar el concepto propuesto, con la ventaja de poder observar la interacción del usuario con el producto o servicio en forma continua. Se pueden emplear herramientas tales como animaciones , filmaciones, o montajes cuadro por cuadro.



★★★★★ 985 ratings

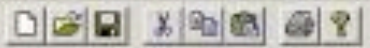
1,486,845 views

<http://www.youtube.com/watch?v=D3dF44XtHek&feature=related>

PROTOTIPOS

Varían según del objetivo que se quiera lograr con su uso:

- Prototipos funcionales: comprueban el o los principios operacionales del concepto.
- Prototipo formal: el cual esta destinado a presentar o comprobar principios estéticos involucrados en el concepto.
- No son necesariamente físicos, ya que también se puede prototipar por medio de software.
- Prototipo de experiencia: el cual esta destinado a visualizar, comprobar u observar las diferentes experiencias vividas durante la interacción con un producto o servicio.

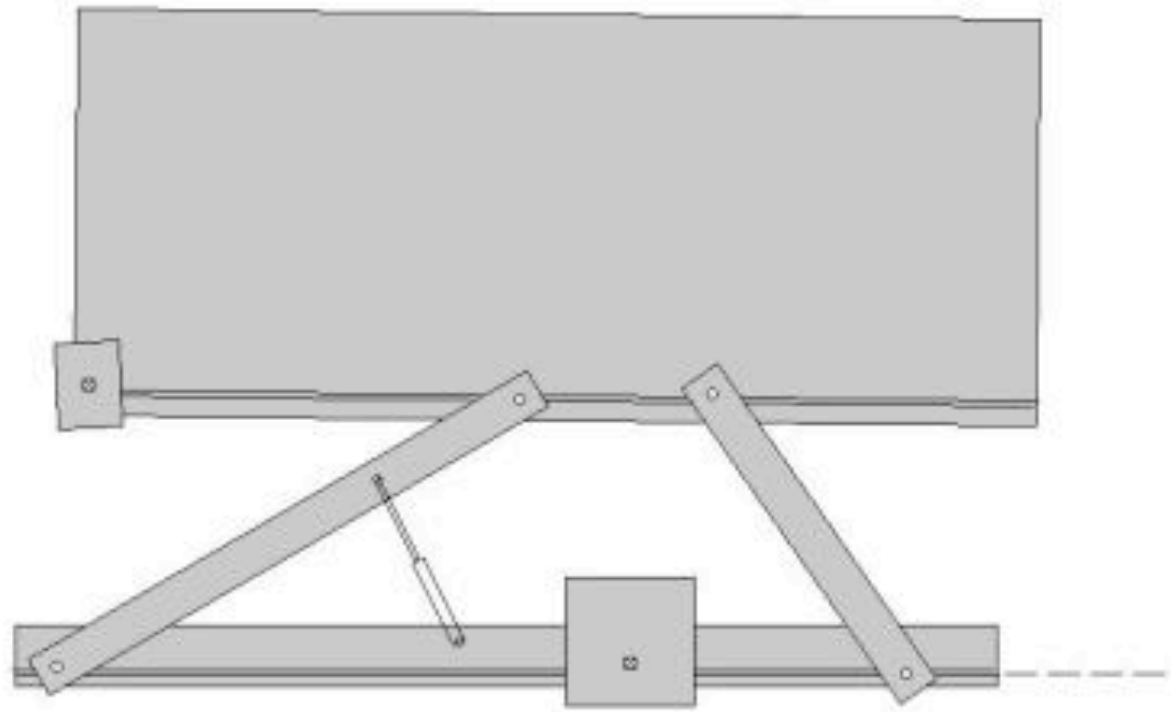


Run Stop Reset



Join

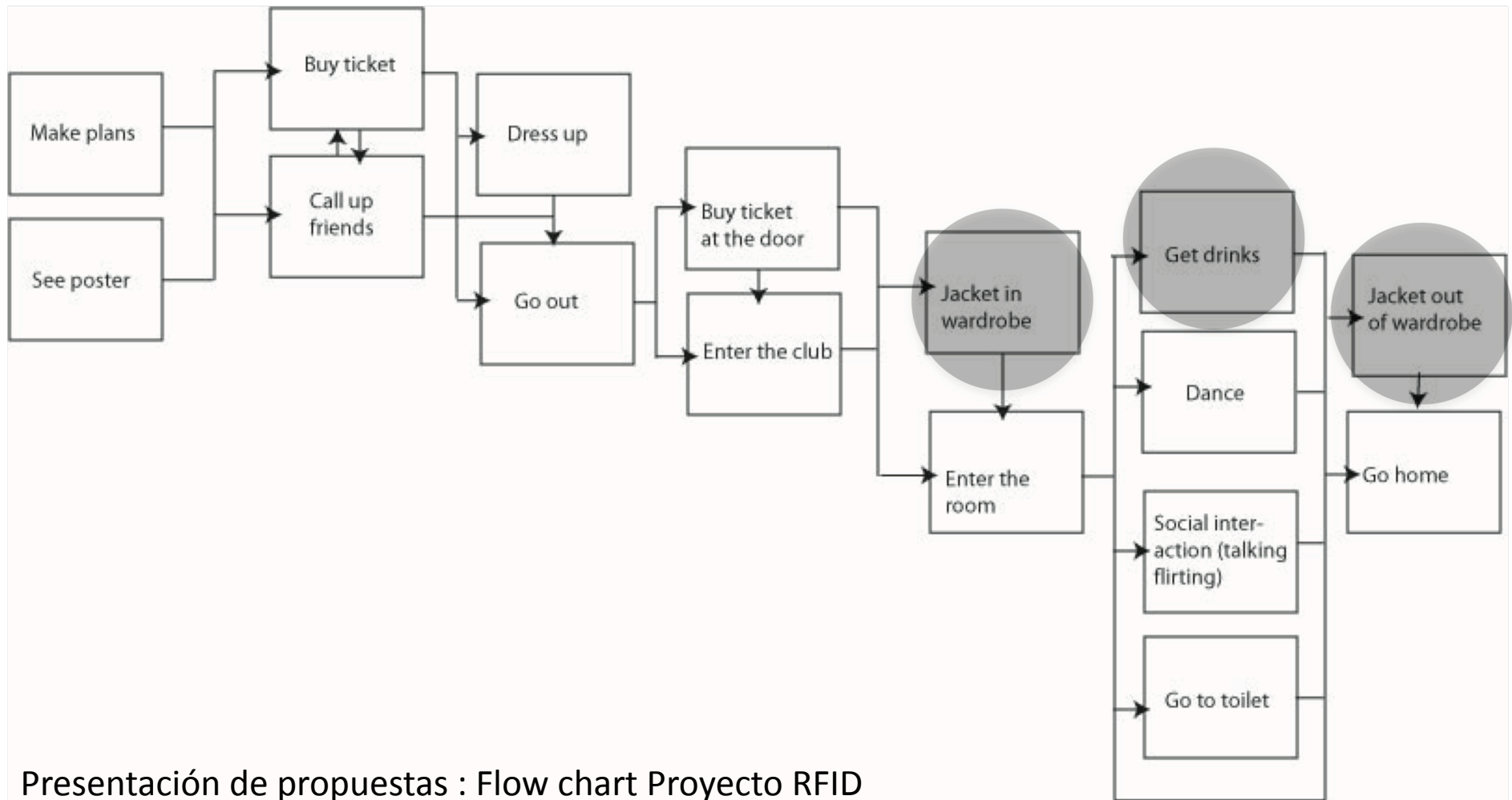
Split



x:1.650 m y:0.350 m

Ejemplos

EJEMPLO 1



Presentación de propuestas : Flow chart Proyecto RFID

Display nice pictures/advertising when a bottle is picked up to pour a drink



readers needed: 2 or 3 depending on length of bar, so 5 in total
tags: as many as the bottles, ca. 50
system: readers should be connected to a server, which directs the information to an LCD screen. You will need about 6 screens
benefits It adds to the experience of ordering drinks and drinking a cocktail at the bar. It provides the manager with information about how many times the bottle was used. Combined with the payment system it can prevent theft of expensive liquor.
The disadvantage is that you have to tag the bottles by hand.
The system could also be built with a button, but with RFID it is more shockproof and will not break down easily and is more user-friendly.

notes

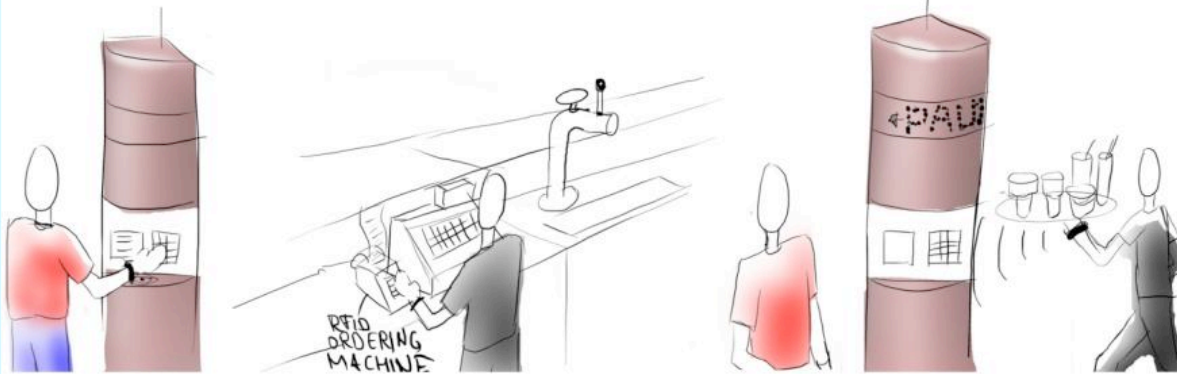
•Propuestas hechas en un mismo formato: Poster con una explicación escrita de la idea así como una imagen explicativa o de referencia de la misma.

Malibu

Ordering drinks
TPaul uses his bracelet to activate an order. using the buttons he orders his drinks.

Making the drinks.
The waiter gets the order and signs this to the post. then he uploads the order name in his bracelet and makes

Getting the drinks.
The waiter brings the drinks and 'paul' is put on the display as soon as he is in the range of the pole. Paul pays the waiter in cash



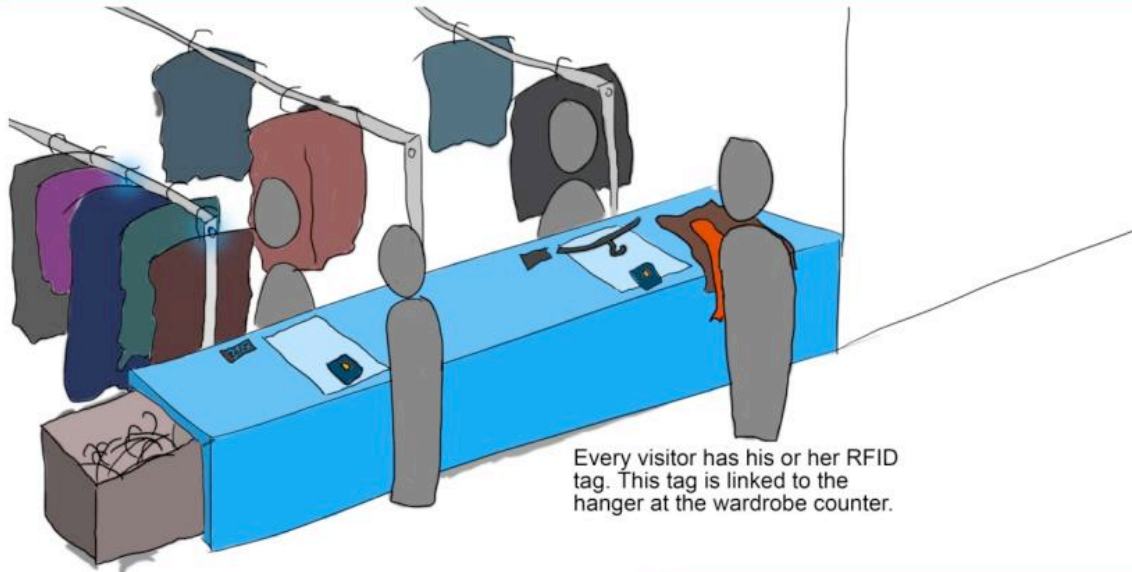
readers needed: 5 (in the pillars)
3 (in the bars)
tags: For each customer and 6 for personnel
system: All the readers should be connected to a server

benefits

higher revenue as it is easier for clients to order drinks. better service for clients, especially in busy clubs.

notes

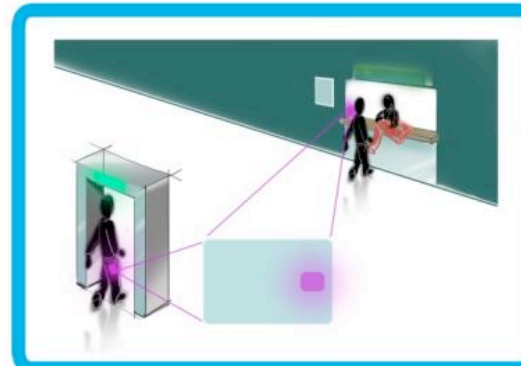
Ordering drinks on the dancefloor



Every visitor has his or her RFID tag. This tag is linked to the hanger at the wardrobe counter.

Extra feature

1. Gate detects that the club visitor wants to leave and forwards that to the gardrobe.
2. Person at the gardrobe has the time to find the jacket.
3. Club visitor arrives at the gardrobe and sees in the screen that his jacket is ready to be taken, takes his jacket and goes home.



readers needed: 4 (in the counter)
8 (in the racks)
12 in total

tags: each hanger = 1200
each customer

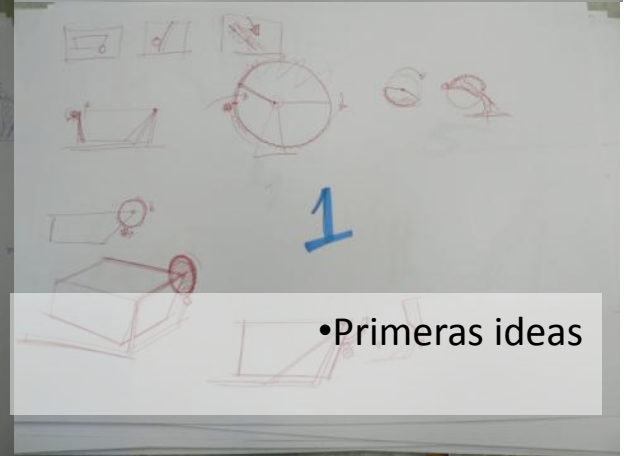
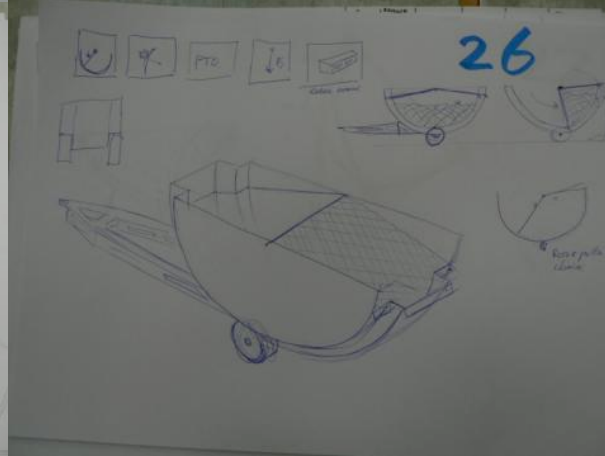
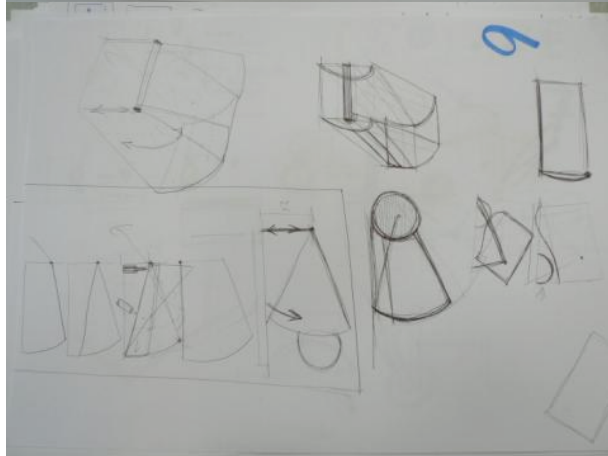
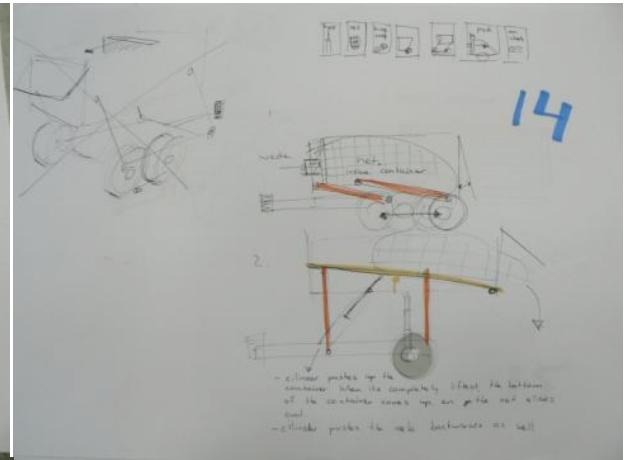
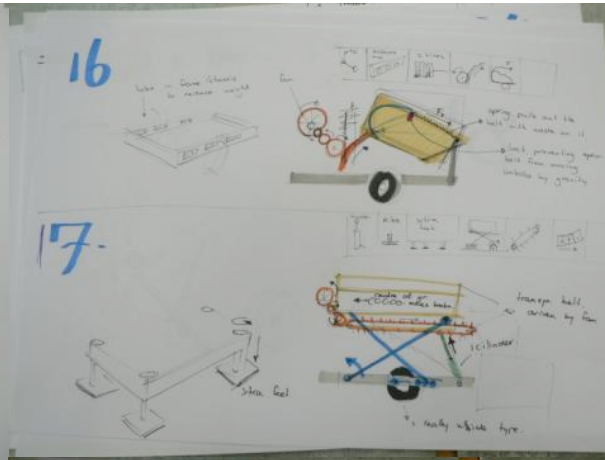
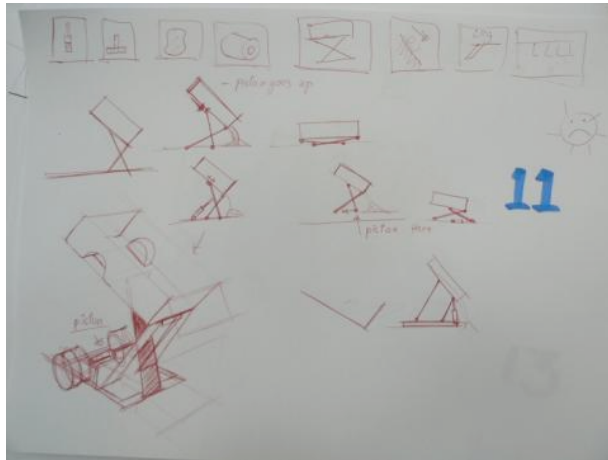
system: All the readers are connected to a server. the tags in the hangers should control a light

benefits

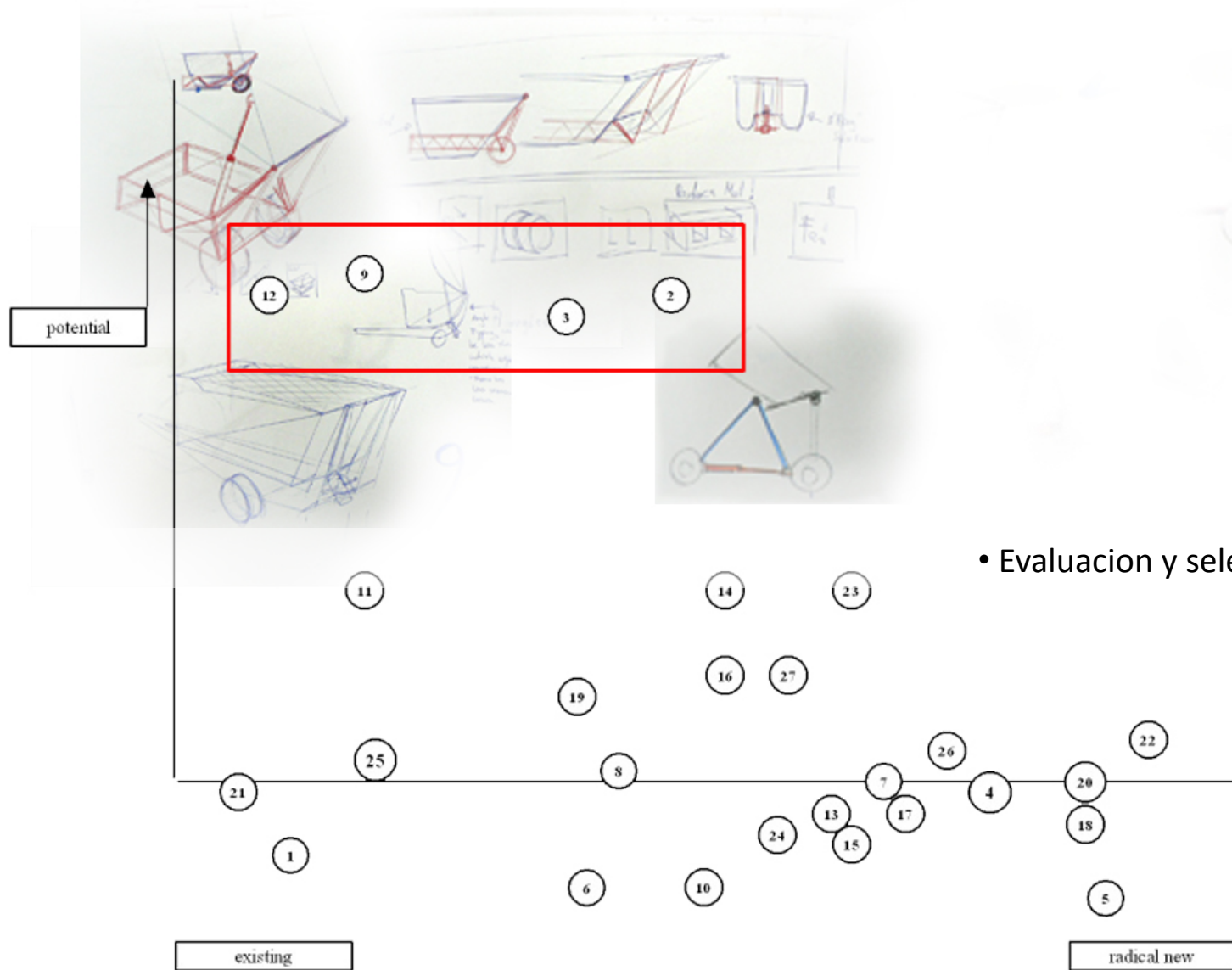
This system will be easier for customers, because no receipt is needed for getting your coat. The personell can work faster, because the looking for coats is much easier. Less people are needed in the wardrobe: which is attractive for the club owner.

notes

Rfid in the wardrobe



•Primeras ideas



• Evaluacion y selección de ideas

- Fabricación del **prototipo físico (a escala)** para ser sometido a las mismas cargas a las que el producto real sería sometido durante su uso

