Course Title: Rapid Prototyping: Learn What Users Really Want
Course Code: DSN 03 W
Instructors: Jesse Harris & Laura Pickel

Course Summary:

Whether you are designing a physical product or a digital experience, rapid prototyping is one of the best ways to explore and validate an idea with potential users. With rapid prototyping, you build a solution using minimal time, effort, and capital to learn whether your idea is worth pursuing.

Many organizations go wrong by creating a product in search of a user. They invest significant time and money into developing a product that they’re not really sure will work—or that anyone wants to use. Rapid prototyping allows you to flip your approach. You learn what your user needs by developing low-cost, quick ideas to test with your audience. By learning from these early, cheap prototypes, you can quickly iterate based on users’ feedback and identify users in search of a product.

In this hands-on course, we will break down how organizations have successfully used rapid prototyping to develop innovative solutions for their customers’ problems. Using your own project idea or a provided example, you’ll learn which type of prototype is best for different challenges, how to test for assumptions and blind spots, and what to do with your insights so you can iterate for success.

*Please see course page for full description and additional details.

Grade Options and Requirements:

- No Grade Requested
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.

- Credit/No Credit (CR/NC)
  - In order to receive credit, students must attend all live or recorded Zoom meetings, participate in 70%+ of weekly class discussions (discussion threads), and complete the final project.

- Letter Grade (A, B, C, D, No Pass)
  - Students must attend all live or recorded Zoom meetings, participate in 70%+ of weekly class discussions (discussion threads), complete the final project, and complete a 2-page analysis & reflection paper.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Please contact the Stanford Continuing Studies office with any questions
365 Lasuen St., Stanford, CA 94305
continuingstudies@stanford.edu
650-725-2650
Tentative Zoom Schedule*:

Wednesday, July 21 (9:00-10:00a): Designing for Feasibility, Desirability, and Viability
Wednesday, July 28 (9:00-10:00a): Prototyping & Intro to our Design Challenges
Wednesday, August 4 (9:00-10:00a): Digital Prototyping
Wednesday, August 11 (9:00-10:00a): Physical Prototyping
Wednesday, August 18 (9:00-10:00a): Experience Prototyping
Wednesday, August 25 (9:00-11:00a): What to do with your Prototype

*Please note that the Zoom schedule is subject to change. The live video sessions are recorded; student attendance is optional.

Tentative Weekly Outline:

**WEEK 1:** Designing for Feasibility, Desirability, and Viability
- What is rapid prototyping?
- Why do we prototype?
- Types of prototypes & their function
- How to test your assumptions with your prototype
- **Project:** Identify challenges you might want to prototype solutions for and begin identifying assumptions to test.

**WEEK 2:** Prototyping & Intro to our Design Challenges
- What is prototyping?
- Examples of prototypes & how to use them
- Feedback - How to understand & analyze what you observe
- **Project:** Build and test a rapid prototype for one of your core assumptions

**WEEK 3:** Digital Prototyping
- What are digital prototypes?
- Digital prototyping in action
- Sample digital prototypes
- Our favorite digital prototyping tools
- **Project:** Build and test a rapid digital prototype for one of your core assumptions

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WEEK 4: Physical Prototyping
• What are physical prototypes?
• Physical prototyping in action
• Sample physical prototypes
• Our favorite physical prototyping tools
• Iteration: What to do with user feedback
• **Project:** Build and test a rapid physical prototype for one of your core assumptions

WEEK 5: Experience Prototyping
• What are experience prototypes?
• Experience prototyping in action
• Sample experience prototypes
• Our favorite physical prototyping tools
• **Project:** Build and test a rapid experience prototype for one of your core assumptions

WEEK 6: What to do with your Prototype
• **Moving past desirability** - how to test for feasibility
• **Moving past desirability** - how to test for viability (business canvas)
• **Project presentation:** Iterate on one of your prototypes based on the feedback you received. Present in class or in a 2-minute recorded video.
• **Analysis & reflection:** What were your assumptions and what did you learn about them? How did rapid prototyping help you explore these assumptions? What questions and assumptions remain? What are/would be your next steps to iterate on your prototypes to move beyond desirability?