THINK!
DESIGN

D'source Project

Open Design School

MoE's Innovation Cell

Prototyping Part 2: MVP, Proof of Concept, Info Architecture, Experience Design

Design Thinking & Innovation Project

Section: P12, Week 12

Design Thinking & Innovation (DT&I)

Section: P12

Week 12

Design Thinking & Innovation (DT&I)

Prof. Ravi Poovaiah
IDC School of Design, IIT Bombay

DT&I Project

P12

Minimum Viable Product, Proof of Concept, Info Architecture, Experience Design

Module P12:

Project:

Content

P12.1: Minimum Viable Product (MVP):

P12.2: Proof of Concept (PoC):

P12.3: Information Architecture (IA):

P12.4: Experience Design (XD):

THINK!
DESIGN

P12.1

DT&I Project:

MVP,
PoC,
Info Architecture,
Experience Design

Why is ‘Prototyping’ Part 2 Important?

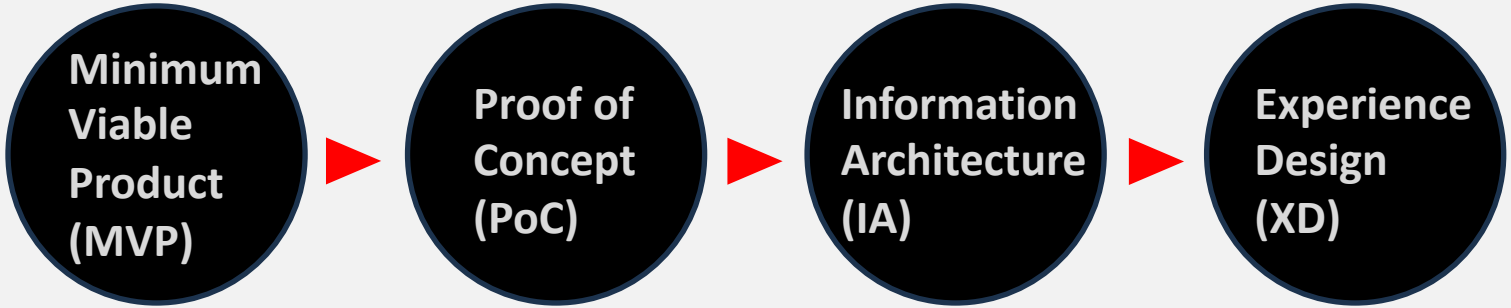
As mentioned before, **Prototyping part 2 takes you further closer to the final version of the idea or concept**.
And, **helps one to visualize, make it tangible, test, get feedback and change/iterate before the design is finalized.**

Prototyping Part 2 involves Medium Prototyping, the next version of ideas and concepts. It also involves trying out - Minimum Viable Product (MVP) or Proof of Concept (PoC), Information Architecture as well as understanding how the user would interact and experience the concept along with deciding appropriate choices of technology and media.

Soft > Medium > Hard

Prototype part 2:

(MVP > PoC > IA > XD)



DT&I Project – Medium Prototyping Steps:

1. Note down the Final Concepts chosen

2. Apply Medium Prototyping Techniques.

3. Make use of Minimum Viable Product or Proof of Concept and get Feedback

4. Make use of Information Architecture to organize information

5. Make use of Experience Design to bring in memorable interactions

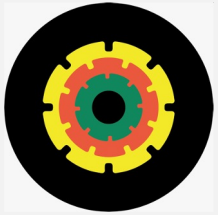
Thanks for Listening

DT&I Project
Section: P12
Week 12

DT&I Course – Week 12:

DT&I Process
(20%)

> MVP
> Proof of Concept (PoC)
> Info Architecture
> Experience Design



DT&I Tools
(20%)

> MVP
> Proof of Concept (PoC)
> Info Architecture
> Experience Design

DT&I Project
(50%)

> Apply MVP,
> Proof of Concept (PoC)
> Info Architecture
> Experience Design

DT&I Cast Study
(10%)

> Case Study Project:
Storage Design to reduce Post-harvest loss of Vegetables

THINK!
DESIGN

Supporting Organizations:

D’source

D’source Project

Open Design School

MoE’s Innovation Cell

Credits:

Presented by:

Prof. Ravi Poovaiah

D'source Project

Open Design School

MoE's Innovation Cell

Credits:

Camera & Editing:
Santosh Sonawane

D'source Project

Open Design School

MoE's Innovation Cell

Credits:

Think Design Animation:
Rajiv Sarkar

D'source Project

Open Design School

MoE's Innovation Cell

Credits:

Graphic Icons:
Shweta Pathare

D'source Project

Open Design School

MoE's Innovation Cell

THINK!
DESIGN

D'source Project

Open Design School

MoE's Innovation Cell

Credits:

End Title Music:
C P Narayan

Credits:

Produced by:

IDC School of Design

IIT Bombay

D'source Project

Open Design School

MoE's Innovation Cell