

Prototyping - Early Prototypes of Everyday Things

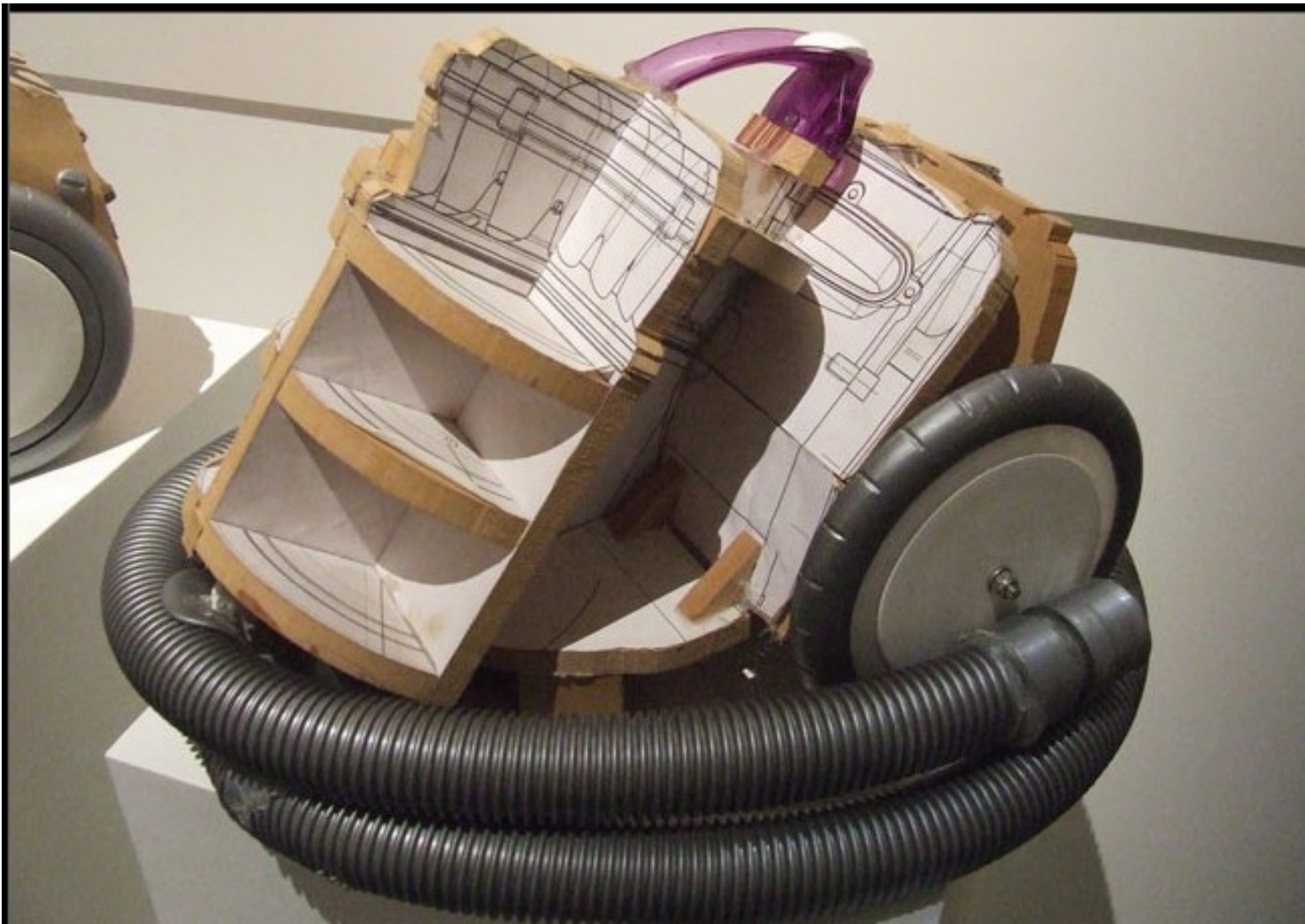
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Comm 280, Sept 2014

When you look at the following prototypes, ask yourself:

- What was the point of the prototype?
- Who was the intended audience?
- How fast did they make the prototype, and how long did they likely use it to get the results they needed to get?



<http://www.core77.com/gallery/vienna-design-week-2010/26.asp>





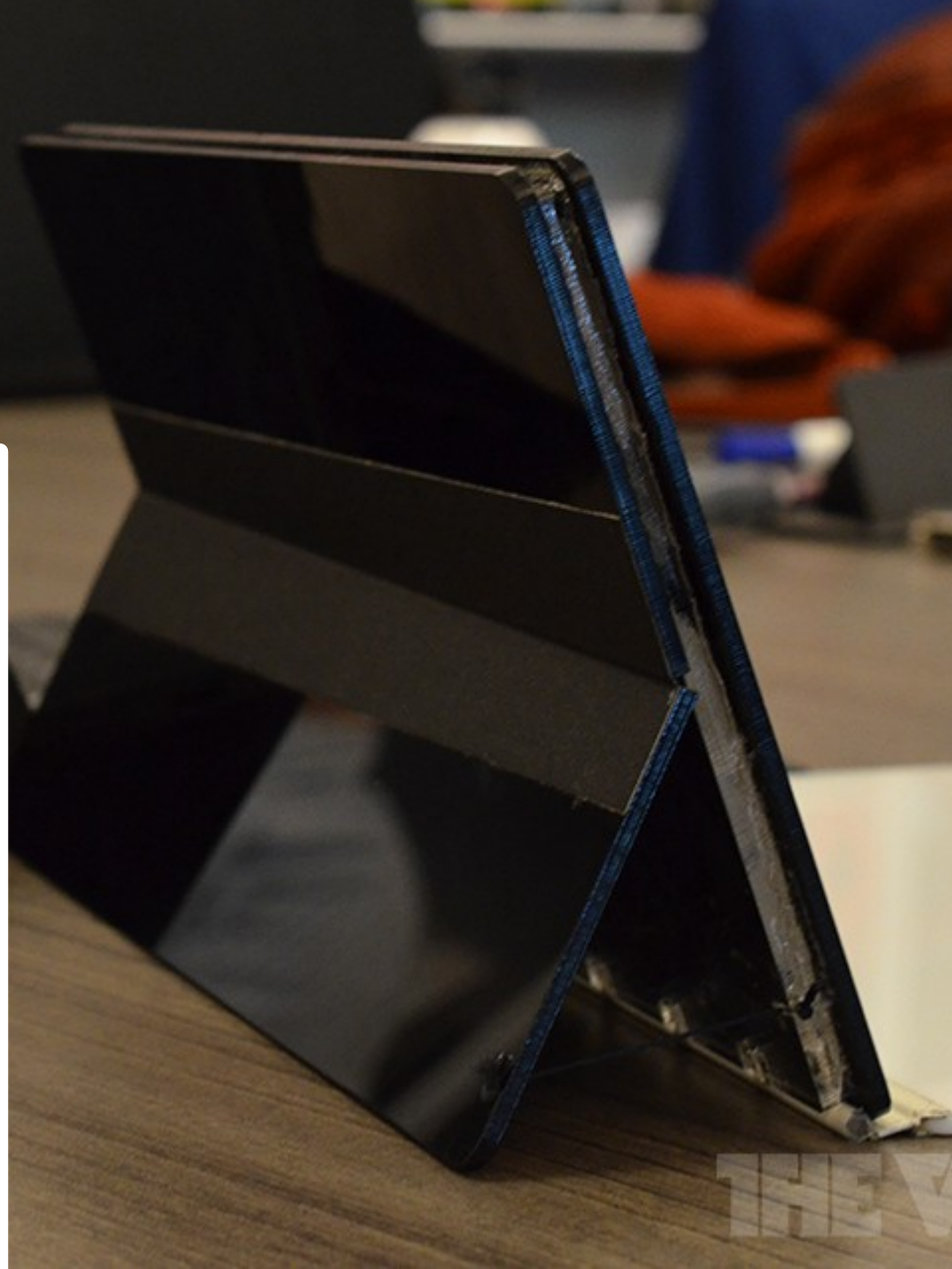
iPod, early stealth prototype (2001)
On loan from the Museum collection

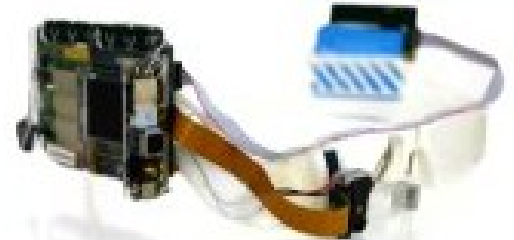


4inch

10inch (estimate)

<http://www.boreme.com/posting.php?id=21>





Prototyping





<http://smartdesignworldwide.com/work/oxo-good-grips/>

The first Doritos Locos Taco prototype



"To show executives how the companies could fuse the flavor of Doritos with taco shells, the dev teams "basically went out to Home Depot to buy a paint-spray gun, and then sprayed [Doritos] flavoring onto our existing yellow corn tacos," recalls Creed, with a chuckle. "It was pretty funny watching people from behind glass spraying our tacos with a paint gun. But it was enough for us to know conceptually that we had a big idea."

"Since it launched in early 2012, Taco Bell has sold more than 450 million Doritos Locos Tacos" [as of June 2013]

<http://www.fastcompany.com/3008346/deep-inside-taco-bells-doritos-locos-taco>