Assignment  No. 9  B.O.P.

Project Description

As your team begins to move forward towards that single most compelling proposal for Elkay, it is extremely helpful for the team to create full scale physical manifestations of the various what ifs, so that everyone on the team (and/or in Focus Group research) can easily visualize the concept and fully grasp the idea and back story behind the concept. These types of early, low fidelity mock-ups are often called Behavioral Observation Prototypes (BOPs).

These early stage concept mock-ups can assist the team in clarifying the idea, making the idea more concrete by having to represent it as a physical entity. These physical embodiments become a strong facilitator for discussion and examination of the use case scenario (user behavior). Fabricating these mock-ups will force the team to consider its place within the context of an environment as well as the dimensional reality the concept might occupy. These mock-ups will also provide the team members and selected individuals the ability to interact with the concept and then discuss how it might work, under what circumstances it might be used, and why.

This is an iterative process. The teams should create these low fidelity mock-ups using foam core, urethane foam, existing parts cobbled together, or whatever suitable materials that will allow you to quickly visualize the concept. However, make every attempt to keep these mock-ups as neat, clean, and precise as is possible in order that they be the most representative of the concept(s) as is possible. Ask the research participants to imagine how they might interact with the concept as if it were real (obviously, the team must fully explain the concept). Use the BOPs as discussion tools (like Concept Cards), create a complete story of its use, record your observations and continue to improve the concept by incorporating new insights gained along the development path.

Project Requirements

1. Fabricate (full scale) BOPs, one for each of your team's top concepts.
2. Use the BOPs to facilitate discussion, revisions, refinements within the team.
3. Test the BOPs with selected participants within the appropriate environments.
4. Record your observations of the interaction, build the use case scenario.
5. Revise the concept according to user feedback.
6. Continue to iterate, re-work, and improve the concept(s).

Due Date  Tuesday, March 11  (On-going, now through MidTerm)