Political Prototyping

How to make your prototypes work for more than just your users

What it isn't...

Not *those* politics.

Ok, that's better.

Politics.

"[...]activities within an organization that are aimed at improving someone's status or position and are typically considered to be devious or divisive."

"[...]activities within an organization that are **aimed at improving someone's status or position** and are typically considered to be devious or divisive."

They're (kind of) different.

"Practical"

Practical vs. Political

Practical vs. Political

Timelines

Practical vs. Political

Timelines

Outputs and Artifacts

Practical vs. Political

Timelines

Outputs and Artifacts

Audience

Practical vs. Political

Timelines

Outputs and Artifacts

Audience

Expectations

Practical vs. Political

Timelines

Outputs and Artifacts

Audience

Expectations

Tools and Techniques

Timelines

Timelines

Expediency

Timelines

Expediency

Faster iterations

Timelines

Expediency
Faster iterations
Efficient

Tools and Techniques

Tools and Techniques

Talk to *everyone*

Tools and Techniques

Talk to *everyone*

Try a design studio

Tools and Techniques

Talk to *everyone*

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Form a strike team

Tools and Techniques

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Refine your toolkit

The "P.P." Toolkit

Interactive

Visual

Data

Interactive Tools

Foundation

Framer

Bootstrap

Whatever you're comfortable with

Roll your own!

Interactive Tools

```
 4   // palette
 5   @bankDarkGray: #646464;
 6   @bearRed: #e70d18;
 7   @black: #000;
 8   @borderGray: #ccc;
 9   @bullGreen: #007900;
10   @coreBlue: #037dae;
11   @darkMediumGray: #494949; // text
12   @evergreen: #3c4b59;
13   @granite: #222;
14   @intelligentBlueGray: #435e7a;
15   @linkBlue: #015f83;
16   @mediumGray: #666;
17   @offWhite: #f7f7f7;
18   @paleGray: #ededed;
19   @secondaryGray: #d6d6d6;
20   @sponsorGray: #98a4b0;
21   @teal: #495d70;
22   @white: #fff;
23
24   // others
25   @blue: #047aaa;
26   @blueGray: #464d55;
27   @toggleGray: #d1d5dc;
28   @grayLight: #d7d8d9;
29   @chartGray: #2f3a45;
30   @controlGray: #c7c7cc;
31
32   // aliases
33   @bankGray: @bankDarkGray;
```

Visual Tools

Branding or marketing kits
Standard type treatments

Visual Tools

Data Tools

The "Steak"
Officially maintained spreadsheet
Database
"Live" JSON

Output

High(er) fidelity

Output

High(er) fidelity

Fewer screens

Output

High(er) fidelity

Fewer screens

Fewer interactions

Output

High(er) fidelity

Fewer screens

Fewer interactions

Focus.

Audience

Audience

Not for users

Audience

Not for users

Management and leadership

Audience

Not for users

Management and leadership

Build rapport

Expectations

Expectations

Not the whole enchilada

Expectations

Not the whole enchilada

Be cautious of "anchoring"

Expectations

Not the whole enchilada

Be cautious of "anchoring"

See: timelines

But, why, again?

Partnerships

Build Confidence

Clarify Vision

Gain Exposure

Empower Design

Thank you!