

# 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

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Talk to *everyone*

Try a design studio

Form a strike team

# Tools and Techniques

Talk to *everyone*

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Form a strike team

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: #eddeded;
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

The screenshot shows the Rutgers Visual Identity System website. At the top, there's a red header bar with the Rutgers crest and the word "RUTGERS". Below it, the main title "Visual Identity System" is displayed. A large banner on the left features the text "1766 - 2016" and "RUTGERS 250" in a stylized font. The navigation menu includes links for "Home", "Elements of the System", "Guidelines for Use", "Download Zone" (which is highlighted), "Stationery", and "Contact Us". The "Download Zone" section lists various resources: "Rutgers 250 Resources", "Rutgers Logotype", "Rutgers Shield", "Logotype with State University Signature", "Logotype with Chancellor-Level Signatures", "Logotype with School and College Signatures", "Logotype with Clinical Practice Signatures", "Rutgers FAVICONS", "Desktop Letterhead Templates", and "PowerPoint Templates". To the right, a teal-colored sidebar promotes the "Celebration!" which marks the university's 250th anniversary. It mentions the year-long commemoration of events leading up to Charter Day on November 10, and notes that Rutgers 250 resources are now available for communications materials. At the bottom of the sidebar, there are four small circular icons.

Universitywide | New Brunswick | KBNR | Newark | Camden | Online | Rutgers Health

RUTGERS Visual Identity System

Home Elements of the System Guidelines for Use Download Zone Stationery Contact Us

1766 - 2016

RUTGERS 250

Quick Links

- Rutgers Editorial Style Guide ▶
- University Communications and Marketing ▶
- Rutgers Exhibit Kit ▶
- Trademark Licensing ▶

A Strong Visual Identity

The visual identity system, approved in 2010, provides a consistent look for university communications, marketing initiatives, and other branding efforts. It includes:

- The official logotype, signatures, and other visual elements

Rutgers 250 Resources

Rutgers Logotype

Rutgers Shield

Logotype with State University Signature

Logotype with Chancellor-Level Signatures

Logotype with School and College Signatures

Logotype with Clinical Practice Signatures

Rutgers FAVICONS

Desktop Letterhead Templates

PowerPoint Templates

the Celebration!

marks its historic 250-year anniversary with a yearlong commemoration of events leading up to Charter Day, November 10, 2016. Rutgers 250 resources are now available for communications materials for the entire year.

• • • •

Rutgers

Rutgers' marks and signatures in all products. Key requirements of the system are the ONLY sanctioned marks for

# Data Tools

The “Steak”

Officially maintained spreadsheet

Database

“Live” JSON

# Output

# 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!