



**PROTOTYPING
RESEARCH**

REQUIREMENTS FOR A PROJECT

1. Allow decision making
2. Be coherent between phases
3. Be a product of previous processes and origin of new ones.
4. Long Term Vision
5. Realistic and consequential with the context
6. Original and Renovation are keywords
7. Open to participation of other agents.
8. Ideology aware.
9. Time restricted.

GENERAL SCHEME

- I Contextual Base for the project**
- II Diagnostic**
- III Project Definition**
- IV Project Planning**
- V Communication Plan**
- VI Funding Plan**
- VII Evaluation Process**

CONTEXTUAL BASE

I Justification

II Research

III Space and Time

IV Internal Analysis of the Team

Justification

Define the objective of the project and its general importance in the surrounding context.

Justify the most relevant options of the project.

Characteristics, **needs**, demand, or problem that the project aims to cover.

Research

It's necessary to fundament the theme of a project, to verify; orginilaty and needs of the project.

By document and researching a project the topic gets enriched.

Feasibility of the project needs to get verified.

Research

Bibliography

books

magazines

press

Field

observation

interviews

Virtual

Web

Electronic

radio

TV

DESIGN

Design can provide value to you, society, and the world.

It can add value either in the social, cultural, emotional, functional, economic commercial, or intellectual.

Emphasizes how apparently useless ideas can be translated into interesting, intriguing and imaginative designs and products.

DESIGN

MUJI is simplicity- but a simplicity achieved through a complexity of thought and design

KISS

KEEP IT SIMPLE STILL.

RESEARCH

“Research will always

**Confront you with reality (observation,
interviews, documents)**

Require a methodological strategy

**Lead us to conclusions that provide to more
knowledge of the studied object.**

Space and Time

Define the best to develop the project.

Define key dates for the project.

RESEARCH

Good Chair

Kelly Dobson

At the end of the day, if design does not create any kind of value... It is Utter Rubbish

Al final de cuentas, si el diseño no aporta ningún tipo de valor... Es pura basura.

Curriculum of the Team

En base a ese curriculum definir las habilidades de cada miembro

Definir las tareas que realizará cada uno de los miembros, sin perder el consenso en cada una de las etapas

Para llevar a cabo este análisis hay una metodología usada por la planeación estratégica en las empresas el:

FODA

Fortalezas

Debilidades

Oportunidades

Amenazas

COMPONENTES DE UN ANÁLISIS FODA

ASPECTOS	Positivos	Negativos
Internos	FORTALEZAS	DEBILIDADES
Externos	OPORTUNIDADES	AMENAZAS

TAREA

Enumerar ACCIONES en su tour del MUSEO.

- Entrar al museo
- Pagar entrada
- Saludar al guardia
- caminar a la sala
- Leer las fichas
- comprar
- etc.

Hacer una "Receta de Cocina" para un buen día en el museo.

Ingredientes - Boleto, zapatos cómodos, lentes, libreta, cámara, lápiz, etc

Pasos - Entrar al museo por la parte lateral, leer tal pared, etc.

Presentacion - Descargar las fotos de su visita, acomodelas en su habitacion de manera vertical desde el techo al suelo para crear una cascada. Si la ocasión lo amerita, ponga las fotos en su vajilla más fina.