

STEPS TO DEVELOPING YOUR PROTOTYPE

1. Choosing what to prototype:

Prototyping helps us to communicate or test aspects of a desired experience. Focus on prototyping the bits of the service that are most important to learn about at this time. Use following questions to help prioritise what to prototype first.

- What do you want to learn through the prototyping process?
- What are the questions that need to be answered?
- What are the embedded assumptions with your idea that need to be tested?
- What aspects need further thinking and exploration?
- What aspects need to be communicated in order to enable feedback?

N.b You can use the idea template to help prompt your thinking of different aspects.

2. Choosing how to prototype:

Now you know what you need to prototype use the grid on the right to think through the purpose of your prototype. Identifying what your prototype aims to achieve helps you in selecting the right approach and ensures you get the most out of the process.

Different methods can help you explore and communicate different things. For example visual methods can help communicate ideas, stories and outcomes, whilst tangible and role play based methods can help to convey experiences and interactions.

It's better to start and then iterate your prototype than spend too much time in planning though!

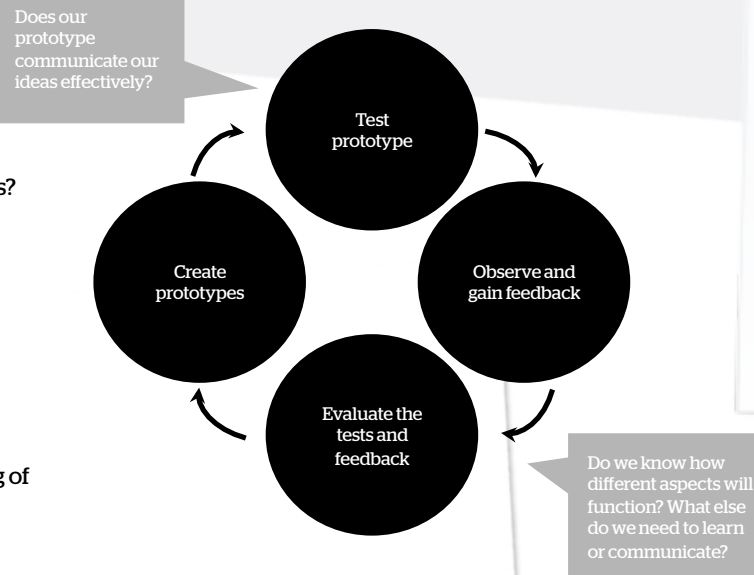
3. Evaluating your prototype

Prototyping is most successful when the aims of the specific prototype are clear. Be specific about what's being tested.

- List the information you want to gain through the prototyping process.
- Use this list as a reference when getting people to use it and feedback on it.
- Think about what kind of feedback will help you to know whether your prototype is successful.

As per the Prototyping Cycle, keep iterating and fleshing out your prototype as you learn more about the strength and weaknesses of your idea.

THE PROTOTYPING CYCLE



BEING "PROTOTYPE READY"

Prototyping demands an open mind set. To make the most of prototyping:

1. Have an idea to test and explore
2. Have a lot of questions (assume you don't have all, or even many of the answers)
3. Be open and ready to hear about the good and bad of an idea
4. Be comfortable that the idea might not work, learning this is as valuable as learning what does work
5. Allocate appropriate time and resources
6. Be ready to be challenged

THINKING THROUGH THE PURPOSE AND ROLE OF YOUR PROTOTYPE.

The focus of your prototype

	Exploring the <u>value</u> of the service for customers	Exploring the <u>customer experience</u> , its look feel and use	Exploring the <u>viability</u> , resources and how it fits into the wider system
Primary reasons for prototyping	To <u>explore</u> and make ideas tangible		
	To <u>test</u> and evaluate how well it works		
	To <u>communicate</u> , share and make the idea accessible to others		