

Introduction to Prototyping

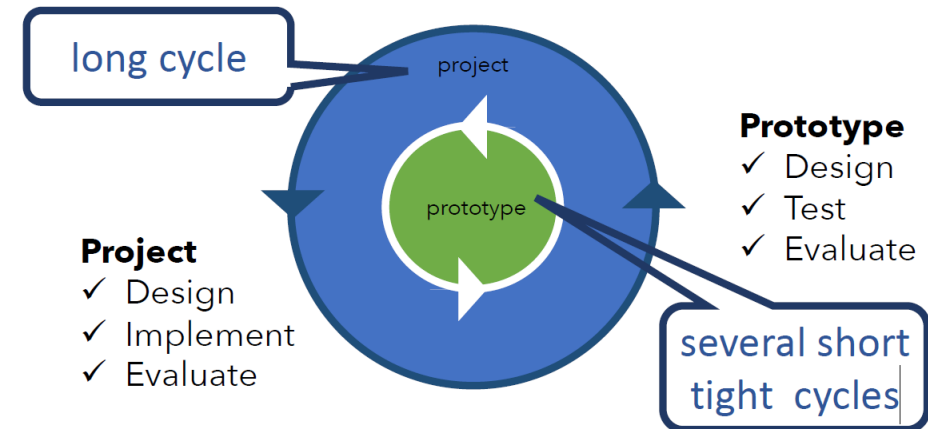
- **What is Prototyping?**
- **How to Prototype**
- **Why we Prototype and how to test**
- **Next Steps**

What is prototyping?

Prototype	Pilot or Project
Experiment	Plan
Rapid, Iterative	Phased, Careful, Sequenced
Fail fast to learn fast	Prove why this approach works
Learning and outcomes matter	Only outcomes matter
Owned by stakeholders	Imposed by outsiders

Prototyping is crafting a simple experimental model of your proposed solution so you can **check how well it matches what users want through the feedback they give.**

project vs prototype



How to prototype

HOW TO BUILD A PROTOTYPE

NOT LIKE THIS



LIKE THIS



Value of prototyping is in trying many different ideas out at once.

We end up **collecting a lot of data/experience** about what works and does not work, how hard/easy/practical it is to set up the idea and run it.

We **learn a lot of practical detail to help us decide what we want to implement.**

TIP!

- Design only details that matter
- Factor in the journey i.e. before and after the prototype is used
- Involve users, employees, stakeholders in the process

Why we prototype and how to test

Why?

We **learn a lot of practical detail** about the idea we want to implement. This feedback is invaluable in determining if there is any interest in your idea.

We need to test prototypes for viability i.e. **What will break it?**

We need to test for desirability i.e. **double check that the challenge you have picked is a priority to the target population.**

If there is interest in our idea and the feedback is that people are willing to give it a go then we can move to v2.0 of the idea.

How?

HORIZONTAL TESTING simply means asking people close to us i.e. friends and family - what they think of the idea - looking for critical feedback.

VERTICAL TESTING means testing our idea with the demographic we want to reach e.g. elderly people who attend clinics

TIP!

- Find a personal contact in the target demographic and see if they are willing to have a chat with you about the idea

Next Steps

- **Read - <https://www.ideo.com/blog/8-ways-to-fail-your-way-to-success>**
- **Think about at least 3 – 5 ideas to prototype**
- **Contact** people for testing (people living with diabetes...) in person or by phone / zoom
 - **At least 3** people you are close to (horizontal testing)
 - **1 person** with 1 degree distance (vertical testing)
- **Test** your prototype
- **Get feedback...document it!**
- Incorporate feedback
- Test again
- Repeat cycle...



